Interpretation of Metaphorical Neologisms in Cognitive Linguistics under "Internet Plus"

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Abstract. *Metaphor is a Commonly Used Rhetorical Device, Which Can Produce Good Language Effects. as a Basic Cognitive Way in Human Communication, Metaphor Plays a Very Important Role in the Production of Various New Words. by Analyzing the Motivation of Polysemy, New Meanings of Old Words and Innovative Words, This Paper Expounds the Cognitive Functions of Metaphorical Extended Language and Regenerative Semantics. Metaphor Theory in Cognitive Linguistics is a New Perspective on Language Acquisition. Metaphor Can Help Learners to Eliminate the Obstacles of Vocabulary Understanding in Target Language Reading and Improve Their Language Application Ability. on the Basis of Investigating the Metaphors of Chinese Neologisms Appearing on the Internet, This Paper Analyzes the Types and Word Formation of Metaphorical Neologisms, and Points out That the Choice of Metaphors Should Mainly Follow the Following Three Principles: Similarity Principle, Proximity Principle and Acceptability Principle.*

Keywords: *"Internet Plus", Cognitive Language, Metaphor, New Words*

1. Introduction

With the Rapid Development of Society and Science and Technology, New Things and Concepts Continue to Emerge, Forming a Huge Vocabulary Gap. as a Result, a Large Number of Online Vocabulary Emerged, and Some Online Vocabulary Gradually Walked out of the Internet. in the Process of Language Communication, Metaphor is Often Used as an Important Method. Metaphor is a Key Topic in Many Disciplines. Metaphor Can Make Language More Attractive [1]. However, There Are Some Differences between Online Language and Real Language in Form and Style, Which Challenges the Traditional Language [2]. Scholars At Home and Abroad Have Studied This from Different Angles Based on Different Theories. the Rise and Development of Cognitive Science Provides a New Method and Perspective for the Study of Lexicology. This Has Given Birth to a Large Number of New Words and Expressions That Have Entered Our Life. the New Words and Expressions Produced in the "Internet Plus" Environment Have

Also Become a Beautiful Scenery in the Campus Culture of Colleges and Universities [3]. Vocabulary Not Only Has Its Signified Meaning, But Also Has Its Transferred Meaning. Moreover, the Surface Meaning and the Deep Connotation of Words Are the Products of Language Cognition. Since Most Learners Do Not Learn English Vocabulary from a Cognitive Perspective, Rote Memorization is Often Ineffective and Has Little Effect. in the Process of Cognition, Cognitive Subjects Map One Conceptual Domain to Another through Reasoning, Thus Making Sentences Metaphorical. Ontology and Metaphor in Metaphor Involve the Thought of Expressing Two Different Things [4]. This Paper Mainly Takes the Chinese Neologisms under "Internet Plus" as the Research Object, and Discusses the Composition and Characteristics of Metaphorical Neologisms from the Perspective of Cognitive Linguistics.

2. Types of Metaphorical Neologisms

Metaphor, as a rhetoric method, has been studied for a long time. Systematic research can be traced back to Aristotle. In fact, metaphor is also the metaphor in the Book of Songs. This is how many new words appeared in the network and were accepted by people. Fu Yuyao also believes that language is deeply rooted in cognitive structure [5]. Zhang Lin investigated the impact of new words produced in the "internet plus" environment on college students and higher education, including the abuse of new words by college students, the nonstandard and unhealthy use of new words, etc [6].

For example: depressed, abnormal, forceful, miserable, cup, scratch class, rookie, hang up, naked exam, soy sauce, etc. The reason why these words can become the common language in their three-point-one-line life in class, canteen and dormitory is closely related to the learning pressure of college students, their attitude towards learning and the psychological characteristics of college students in special periods. Table 1 shows the usage of several new words.

Table 1 Use of New Words

The use of frequency words and expressions	Education and learning	School life	Interpersonal communication	Psychological manifestation	National policy category
	Naked exam, hang up	Male gods, eating goods	Hot demand, flash love	Depressed and awesome	Poverty alleviation and anti-corruption
Often use	88%	84%	74%	85%	6%
Occasionally use	6%	12%	20%	11%	9%
Never used	5%	4%	7%	3%	88%

The new words formed by metaphor are the metaphorical new words mentioned in this article. The function of similarity in metaphor cognition can be divided into similarity metaphor and metaphor creating similarity. Specifically, metaphor is an important rhetorical device in the field of linguistics. As metaphor carries rich cultural connotations, it has been applied in many fields. The most common one is that in the process of literary creation, many writers will regard metaphor as an important way to embody the theme of works [7]. This cognitive tool plays an important role in removing the obstacles to understanding in target language reading, correctly understanding the connotation of vocabulary and idioms, and improving our understanding ability.

Nouns are the most abundant metaphorical neologisms, such as: Xueba, Beiju, Grassroots, Car Slaves, Floating Clouds, Naked Officials, Moonlight Clan, Zombie Stock and fishing law enforcement. Initiative is the use of metaphor, that is, the fact that the difference between the two things has been recognized by the user, or the ready-made words or expressions exist in the language. Metaphor theory can be used to explain the change and development of language meaning and the interrelation between lexical meanings. Due to the convenience and rapidity of communication, the characteristic metaphorical dialects have also become part of the new words, such as: firing squid, gossip, talking on the phone, big shots, breaking the roof, etc., all come from dialects of different places. Vocabulary learning requires not only memorizing dictionary definitions, but also cultivating learners' thinking ability in the target language during the learning process. For example, fake mobile phones and so on, people are slowly beginning to use "fake" in their oral language. It can be said that "fake" culture is pervasive in the virtual world of the network and in real life. Many young people often use "cups and utensils" instead of "tragedies" on the Internet and even in their lives. What's more, netizens have also developed a large family of "cups and utensils" based on "cups and utensils" such as "washing utensils" (comedy), "tableware" (tragedy) and "tea sets" (gap).

3. Metaphorical Word Formation

3.1 Homophonic

Homophonic tone and abbreviation are the two main ways to generate new words. Abbreviation belongs to part of the whole generation and is metonymic thinking. Homophonic tone takes advantage of the similarity in pronunciation between the source domain and the target domain and therefore belongs to metaphorical word formation. Metaphor has become the motivation for the emergence and development of new language phenomena. Metaphorical thinking ability is actually people's image thinking ability, that is, people's imagination and innovation ability. Therefore, according to the implied meaning of "shanzhai", people call those small factories which are located in remote areas and difficult to be managed by government industrial and commercial departments, with small production scale and no business license "shanzhai" factories. Compared with metaphor, metaphor lacks a mysterious correspondence. For example, "white clouds

are like cotton candy" and "he has a bright smile on his face" and so on, which use metaphor in these statements. Among them, there is no similarity in meaning or other characteristics between the noumenon and the metaphor, which is totally different from each other. The connection between the two is purely based on "homophonic" and changes a word in a word in a homophonic way. Homonym is divided into English homonym and Chinese homonym. The well-known "fans" come from English "fans" and "show" comes from "show". In fact, Chinese homonym has always occupied the mainstream position. When describing various objects, it is no longer simple and intuitive to express their literal meaning, on the contrary, it has a deeper meaning on the basis of the literal meaning, which makes the described objects more deeply portrayed.

3.2 Word Meaning Extension

The easiest way to create new words is to give new meaning to existing words, which is also the main source of new words. The new meaning is often metaphorical. Metaphor is the most powerful way to create semantics. Language research has reached a consensus on the universality of metaphor: metaphor can be seen everywhere in both written and spoken languages. When applying metaphorical language, the author usually chooses some familiar images to express his own thoughts, thus making the connotation of various objective images more profound. It is now used to refer to people who are enthusiastic and cheerful, and refers to things that are open and transparent, such as sunshine boy and sunshine salary. The former refers to boys who are lively and cheerful, while the latter refers to hidden income. Under the "internet plus" environment, the new words produced on the university campus have become an important part of college students' study and life. Generally speaking, the change of word meaning follows the process from one domain or logical image to another. This process is based on people's metonymic cognitive style or metaphor [8].

3.3 Conversion of Parts of Speech

Chinese is a paratactic language with no inflection. Conversion of parts of speech is very common. Some parts of speech beyond the normal conversion form new words. In daily life, a little attention will find that language users will create a fresh metaphor at any time, and these fresh metaphors are easily understood by the receiver in a specific context. It is an understanding of another unfamiliar field and a relatively single mode of thinking. In this mode of thinking, people will often understand different types of things and gain more brand-new perception. It is an important way to express emotions. For example, "thunder" was originally a natural phenomenon, and this noun is now used as a verb or adjective to refer to someone's words and deeds or something that makes people feel speechless and helpless and makes people feel frightened. In the process of the mapping of metaphor to ontology and the interaction between the two, the subject draws out the potential similarity between them through the scenes or states depicted by vivid and vivid words. As a

result, many new words have been created. To a certain extent, there is a certain gap between the essential meaning of these new words and the surface meaning expressed by the words. Metaphor is needed to analyze them in order to understand the essence of the words. Therefore, metaphor plays a role in the conversion of parts of speech. There is also a relatively uncommon conversion of parts of speech, which is to obtain new meanings through the similarity of uncommon words.

3.4 Affix

Using metaphorical words as affixes is another way to form new words. For example, the word "clan" is very popular nowadays. New words such as groupies, moonlights, neets, bunions, ants and donkeys are emerging continuously and have great vitality. From the understanding and appreciation of these new words, we can easily feel the function of metaphorical thinking. Metaphorical thinking plays an important role in the formation and comprehension of new words. Of course, metaphor is most commonly used in a specific sentence, which makes the function of metaphor more obvious. Some scholars believe that metaphor is ubiquitous in our life, and linguistic metaphor reflects conceptual metaphor. It is impossible for people to give all new things and discoveries brand-new names, as words in the language will inevitably become too numerous to use. In addition, a series of reasoning and analysis are carried out on the similarity features, and differences and similarities are removed from the surface and the interior. Once a similarity relationship suitable for the current situation is established between the two, a mapping effect will be produced and this metaphorical meaning can be obtained.

4. The Choice of Metaphors in Metaphorical Neologisms

4.1 Principle of Similarity

Similarity in metaphor means that the source domain and the target domain have some similar or similar features or characteristics. Metaphorical thinking ability is a kind of creative thinking ability that comes into being with the development of people's understanding. Moreover, the construction process is dynamic. The content of the target concept is continuously enriched and developed with the emergence of new metaphors. Similarities are found from unrelated things or concepts. Imaginative connections are established. The expression of new concepts arises at the historic moment. In the process of communication, the use of metaphorical neologisms has gradually become a common phenomenon, which is an embodiment of the high degree of integration between metaphorical techniques and language. Metaphorical techniques are a language application method that can add charm to words. The successful citation of the word "hide-and-seek" on the Internet lies in the successful establishment of the connection between playing hide-and-seek as a child and hiding the truth and evading responsibility. Both sides of "hiding" and "being hidden", whether government, enterprise or individual, cannot be separated from the investigation and accountability in the two aspects of "truth" and "responsibility and

obligation", and have not deviated from the meaning core of the word "hiding from cat". All metaphorical neologisms must have similarities between the two cognitive domains, whether in pronunciation, such as "cups" or shape. The new meaning of old words is also the result of human cognition based on physical experience. The method adopted is to start from a familiar metaphor carrier and gradually approach a new concept.

4.2 Principle of Proximity

The principle of proximity refers to the figurative person's tendency to choose familiar and specific things as the source domain. Although the reality of concrete abstract metaphor and abstract abstract abstract metaphor does exist in language metaphor, the use of concrete and familiar things as the source domain still accounts for an absolute majority [9]. The creativity of language does not lie in the continuous increase of vocabulary, but in the innovation of the contact ways between vocabulary. Metaphor can be said to be the most prominent embodiment of this innovation. Expressing new meanings with old words is a simple and convenient way to meet people's communication needs. Now the popularity of these two characters has nothing to do with their original meaning, but takes its shape. Once these two archaic characters enter the network era, the rich imagination of netizens interprets the word "Embarrassed" as a character with drooping eyebrows and wide mouth, which is in line with the helpless expression expressed by people. At the same time, familiar things are easier to process than unfamiliar things, and the brain takes more effort and time to process unfamiliar things. The use of metaphorical neologisms in people-to-people communication will make people-to-people dialogue more interesting and vivid, and make dry and boring language vivid.

4.3 Acceptability Principle

The purpose of metaphor construction is to explain one's own cognition of a particular thing and to obtain the resonance of the recipient's mind. However, the premise is that the recipient can successfully interpret the meaning of metaphor. Without the recipient, metaphor and its meaning cannot produce a real metaphorical effect. Cognitive ability is a kind of human nature and the basis for other behaviors. In the research process of cognitive linguistics, language is an important aspect, but there are many deep meanings hidden behind language. And in the process of metaphor, collocation plays a vital role in the semantic changes of words. Because of collocation, the meaning of words can be extended and expanded, thus becoming metaphorical meaning. The age and level of knowledge of netizens determine that in order to make a wider range of netizens understand and use new words containing metaphors, the choice of source domain should be based on common things. When studying various literary works, we should not only understand the appearance of the language, but also dig deeply into the language to understand the cultural and social factors behind the language. Metaphorical meaning and literal meaning are opposite and interdependent. The literal meaning does not mean the "inherent

meaning" in the original meaning, but only the "current and usual meaning". The concepts of the two interactive domains in metaphor are juxtaposed by some means to form semantic conflicts.

5. Conclusion

Metaphor plays an important role in the formation of new words through homophonic, semantic extension, conversion of parts of speech and affixes. The spread and application of new words in the "internet plus" environment on university campuses have both advantages and disadvantages for "post-90s" college students. The similarity between the body and the vehicle is the basis for the generation of metaphor, while the proximity between the two and the acceptability of the vehicle are also factors that must be considered in the selection of the vehicle. By analyzing the motivation of polysemy, new meanings of old words and innovative words, we can better understand the role of metaphor in human cognitive process, identify the cognitive function of metaphor's extended language and regenerated semantics, and fundamentally remove the understanding obstacles in target language reading. In the process of communication, new words can be produced in many ways. For example, homophonic sounds, adding new meanings to old words, etc. Through metaphor, the existence of words is more reasonable, and the words themselves become more vivid and vivid, which is convenient for people to understand. Metaphor has many forms of expression in the generation of new words. Similarity metaphor and innovative metaphor are important ways to generate new words. It is boldly predicted that metaphor will play an increasingly important role in the generation of new words in the future.

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