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Bullet Screen Characteristics and Social Function

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Abstract: *Bullet screen is an innovative expression of internet culture, which is featured by popularization, symbolization and emotionality, and undertakes the social functions of providing channels for public opinion, representing netizens' emotional characteristics, and promoting the integration of various cultures. The study of the characteristics and social functions of bullet screen communication will facilitate academic circles to lay stress on the unique value of the Internet new culture and broaden the vision of media culture research.*

Key words: *Bullet screen; Communication features; Social function*

Introduction

Bullet screen, originally a curtain of bullets formed by intensive shelling, followed by a quick stream of complaints and comments in the video. It is an innovative expression of Internet culture that enriches the way of online video viewing and meets the needs of Internet users to lively feel the scene where people gather in this virtual space to express their views.

Bullet Screen Communication Characteristics

Popularization

Bullet screen is a modern reincarnation of traditional teahouses. No matter how popular the traditional teahouse is, its space capacity is no match for online screen space that provides a popularized virtual space where Internet users from all over the world can gather together. Bullet screen users can simply move their fingers to interact with people sharing similar interest in virtual space. Unlike the regulars in the teahouse, each netizen seeks for the interest tribe via the Internet in the bullet screen space, and when the interest changes, they turn to another one. In short, the bullet screen space is like an interest market in which everyone is able to find the topic space that they take an interest in.

Symbolization

Language, as an indirect symbol of human communication, is the shadow of our emotions; and the emotion we feel from bullet screen attached to the network to express feelings perhaps merely the reflection of the shadow as the transcendent and exaggeration of reality as well as the imaginative expression of actuality.

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In the bullet screen space, few people apply real names in an abstract and distant relationship among people, with all the real name, gender, identity, age and other signs used to identify a person are hidden. Hence, the communication in the bullet screen space is sort of symbol carnival, not so much the communication between people and people, but rather the interaction between screen comment and comment. To a large extent, it can be described as certain imaginative communication that transcend morality, emotion and responsibility.

Emotionality

The diversity of the Internet dazzles bullet screen users, which in a sense "entice" them to have "revelry", so that get rid of burdensome reality, relieve psychological pressure, release emotion more freely, and display personality. They prefer diversity, embrace differences, and resolutely oppose meaningless stereotypes. "I don't agree with you, but I firmly defend your right to speak," the individual's right to speak has received unprecedented respect and attention. In the face of common text, ranging from international disputes, national interests, to neighborhood disputes and personal grudges, everyone is free to speak out, to elaborate personal opinions either sincerely or casually.

Bullet Screen Social Function

Providing channels for public opinion

The overwhelming bullet screen is liable to arouse people's desire to express themselves and seek resonance. To this end, the bullet screen as an emotional expression platform, bears the function of catharsis negative emotions and compensate monotonous daily life. But the content on the screen is oftentimes uneven, many of them are solely "voice for the voice", which seems that" I talk therefor I exist ", dumping the individual's extreme emotional garbage wantonly into the screen space, or even aiming at network violence. Hence, bullet screen is generally not a strictly social tool, but rather a platform for venting from this point of view.

Serving as a channel of public opinion, bullet screen has always been valued, and the exploration of coordinated bullet screen regulation and bullet screen freedom has never ceased. "The Central Committee of the Communist Youth League" can be set as a model of respect for the freedom of expression. It is the active user of Bilibili, and has gained more than 3 million fans by virtue of its high-quality videos and open communication environment.

Representing netizens’s emotional characteristics

Bullet screen shows the emotional traits of the public in the network era, that is, both pursue for individuality and respect for commonality. On the one hand, the screen space excludes official words, platitudes, false words, instead promote personalized expression, but such personality is liable to be extreme, or even become a foul language and slang variant; On the other hand, bullet screen users are always pursuing some kind of commonality, hoping to reach certain consensus, who are usually the real personalized ones, such as the knowledgeable users, wild subtitle volunteers and so on in the bullet screen. knowledgeable users refer to those who send popular science or knowledge comment, wild subtitle volunteers mean those who add subtitles in bullet screen in the video, both of which pursue consensus and usually receive common respect by

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user groups. When ordinary users encounter incomprehensible content or "non-subtitle" videos, they will send bullet screen as "call for knowledgeable users" or "call for wild subtitle volunteers". Once the knowledgeable users or wild subtitle volunteers meets their demands, they continue to send "love knowledgeable users", "thanks for wild subtitle volunteers" or other words to show gratitude. In this way, this group stand for the real personality expression in the bullet screen folk.

Promoting the integration of various cultures

First of all, the bullet screen group, as like most web users, is naturally hostile to traditional authority, loathing being preached, and wants others to communicate equally with them rather than condescending. In their views, for one thing, the traditional authority "is so overly supported" that it appears sanctimonious from time to time, for another, they are unable and unwilling to get rid of the traditional influence completely, indicating the mixed post-modern characteristics in traditional and modern culture. This characteristic presented in bullet screen is beyond the tradition and merges traditional and the modern elements into a brand-new cultural style.

Secondly, it accelerates the cultural exchange between China and Japan. Screen is accompanied by Japanese animation culture into China, from the beginning it is a form of youth subculture. The essence of screen culture is complaint culture, and both the word "complaint" and complaint culture are imported from Japan. A mixed sense of Chinese and Japanese culture can be often found in bullet screen, because users tend to combine Japanese anime buzzwords and common vocabulary to create a mash-up effect. Bullet screen users, deeply influenced by Japan's animation subculture, often use statements that only true enthusiasts understand when sending bullet screens, some of which are accepted by the general public as part of everyday language. For example, "xiao yan" and "mei yan" are authentic Japanese words in Chinese, meaning" smiling face "and" beautiful face ". When it was introduced into the Chinese network, "yan", the word for face, became a single expression.

Third, promote the advancement of post-modern mixed beauty aesthetics. Bullet screen advocates dazzling aesthetic, which puts interest above value, abandons the traditional aesthetic to seek truth, and pursues the pleasure of life instead, it pursues no meaning, has no ultimate concern, and does not require any creativity. Influenced by such aesthetics concept, bullet screen becomes an endless pursuit of entertainment consumption, and never let go of anything that can be laughed at.

Parody and pastiche are the two most commonly used rhetorical devices in bullet screen. Parody refers to imitate the language of others, generally with the nature of joke, banter, echo and tease. Bullet screen often incorporate language familiar to the mass, especially the latest internet buzzwords, into a new context to create a comic irony effect. Pastiche is "an improvised or adapted cultural process in which objects, symbols, or actions are transplanted into different meaning systems and cultural backgrounds to gain new meanings ". For bullet screen, it is to rearrange the language symbols and reorganize the context to produce novel meanings, by which parody and pastiche dissolve the sacredness of the original text together. Screen is originally a language carnival with the tendency to entertain and dispel authority, such kind of entertainment carnival is not to blame. But it's sometimes inevitable that the entertainment is excessive, turning the special state of revelry into the norm that seems to be amusing to death. The undue pursuit of entertainment frequently leads to "out of nothing ", or even descends those sacred content to be vulgar.

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All in all, bullet screen is a popularized virtual space attached to the network media, which is tend to arouse people's emotions in the virtual situation and satisfy people's expression needs in the network era. Bullet screen, as a virtual emotional expression platform, turns users into a symbolic existence. It calls for individuality whereas promotes commonality; while defies tradition but desecrates sanctity. The characteristics of bullet screen communication inspire us to both attach importance to the demands of the masses and the main motive force driven by inheritor of traditional culture and aesthetics, as well as to insist on the stance and respond to the the mainstream call while keeping the independent thinking spirit in the innovation of expression forms.

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