

# An analysis of gender culture based on the Internet language of “Mad literature”

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## Abstract:

Mad literature, as a new language phenomenon, although it has appeared for a short time, it has seized the psychology of contemporary young groups, and the group resonance generated by it has promoted the rampant reproduction of mad sayings, which still occupies a place in Internet terms today. From the perspective of linguistics, this paper will classify the form and content of crazy sayings, analyze the social expression effect of this kind of sayings on gender by using pragmatic principles, and explore the causes and effects of the elimination of gender differences in the ecology of network language by taking mad literature as an example.

**Keywords:** Mad literature, Pragmatic principle, Network language, gender

## Introduction

Language is an important part of recording culture and a reflection of human social life. Since the 21st century, with the rapid development of the Internet, more and more young people tend to communicate on the network. Mad literature is very popular among young people. Such quotations are sought after by young people because of their freshness and viral spread. Mad literature comes in many forms, and the categories studied in this paper focus on plain text types.

### 1.The meaning of mad literature

In the definition of Modern Chinese Dictionary, “crazy” refers to the occurrence of mental symptoms caused by severe mental stimulation of an individual, also symbolizes the loss of normal behavior of an individual. Nowadays, the meaning of “crazy” in “mad literature” in Internet language is more similar to the second definition. The literal meaning of “crazy” has been weakened in the Internet world, while its entertainment nature has been enhanced. Mad literature is a new language form created by today’s youth to dispel anxiety by simulating people’s mental state to convey people’s excited emotions through sentences composed of large disordered or extreme words. The official name of mad literature can be traced back to 2021, when a shopping platform user faced with a perfunctory delivery of goods, using crazy words to ask for a refund, and then the problem was immediately properly solved by the merchant. This incident was immediately imitated and sought after by many users, and it is still visible on

the major platforms of the Internet today. The creation of mad literature has blurred the gender characteristics and dispelled the gender differences in terms of language.

### 2.The language characteristics of crazy literature

Mad literature is popular on the Internet for its exaggeration, disorder and full of emotions. In order to highlight the emotional color of quotations, various rhetorical devices are used to amplify emotions. Crazy quotes on the Internet are various, but they all have obvious characteristics. After sorting out the common quotations today, we can classify them in form and content:

#### 1.1 According to the form of quotations classification: crazy quotations in various forms, the purpose is to rely on rich forms for the amplification of emotional services.

##### 1.1.1. Statement use exaggerated symbols or numbers to amplify people’s strong emotions:

“I miss you so much, I cried in bed for 9 hours, broke down, hit a wall 903 times, slapped myself 16 times, had a near-death feeling, once I saw that it was dark outside, I suddenly broke down again.”

##### 1.1.2. Words and brackets are adopted in the form of sentences, combining speech and action language. Action language is generally displayed in brackets after speech.

“I am a seagull! Move it! (Wing slap someone) (steal French fries) (get caught) (yell) (wing slap someone)”

### 1.1.3. Ask questions, ask yourself and answer yourself.

“How do you ask me? I pass by, I pass by.

### 1.1.4. Short sentences, simple repetition of phrases and sentences

“Hey hey, what is this? Memory loss spray! Spray it. Hey hey, what is this? Memory loss spray! Spray it.”

## 1.2. Categorize quotations according to their content

The content of crazy sayings is basically composed of the following three situations:

### 1.2.1. It's a jumble of meaningless phrases that makes no sense and lacks logic

“The lady's point of view is indeed beautiful, but Lao Gan Ma's sour and spicy flavor does not add freshness to Cantonese sausage noodles. Of course, when the sun rises in the east, it also sets in the west.”

The above sentence does not conform to the principle of semantic collocation. Although the content is visually substantial, the sentence itself has no central idea and cannot extract effective information, thus creating the effect of logical confusion.

### 1.2.2. Metaphorical processing of real emotions, implicitly conveying the true intention of individuals through the cloak of madness, generally with derogatory meanings.

“As long as the state of mind is good, school is also Bali, I love school ah, I went on vacation ha ha, the main task to survive a semester, a semester I am very happy. Ha ha.”

Although the literal meaning of the sentence is to enjoy school and maintain an optimistic attitude towards school life, it is disguised to express its dislike for school life by praising the school.

### 1.2.3. Directly express the speaker's inner thoughts without embellishment

“It is ridiculous that you disappeared in the afternoon and did not care about my waiting, every minute like a knife which is stabbing my heart, I have had enough, but I have no courage to leave you, in the dark I like a shower on me!”

The main content of the sentence is about the complaint of the other party for not replying to the message, showing the speaker's real inner state at the time, which is impressive.

Through the above two categories, it can be seen the expression forms and contents of mad literature are rich, and it can vividly simulate people's inner grandiose or collapsing mental state.

## 2. Analyze the application of madness

## literature from a pragmatic perspective

Verbal communication is essentially a bilateral or multi-lateral speech act. In order to promote the conversation, language users must abide by certain pragmatic principles. Pragmatic principles can be divided into the principle of cooperation and the principle of politeness. Vaclavik believes that in order to get rid of the communication routine that the other person has been used to, it is appropriate to drive yourself crazy. Mad literature is not only found in one-sided comments on forums, but also in online conversations and real chats. In chat, speakers intentionally violate pragmatic principles for a variety of reasons in order to achieve humorous and teasing effects.

### 2.1. American linguist Grice put forward the principle of cooperation, and mad literature in order to achieve humorous effect reflects the violation of the above principles to varying degrees:

#### 2.1.1. The violation of the principle of quality: the demand is not to say the words that are not true enough and lack sufficient evidence:

A: We don't have to do this anymore. This is my last thought to you.

B: Do you think I still care about that? I have been practicing my sword in the Kunlun Mountains for six years, and my heart has long been as cold as the snow in the Kunlun Mountains. But when I open this chat box, tears pour down my face like waterfalls, and my toes become sour.

In this sentence, the speaker listed the reasons for not caring are fictitious and lack of evidence to support them, which violates the principle of quality in pragmatics but adds humorous effect.

#### 2.1.2. Violation of the principle of relevance: It means that the contents should be related, and the speaker's behavior should be related to his own intention:

A: What do you think of my proposal above?

B: What you say is reasonable, and if it is reasonable, it is reasonable. It doesn't make any sense, but you and I both think it makes sense, so it makes sense. It's a question worth discussing, just like people should not pick their toes when walking, otherwise it will make the ground more difficult to contact.

Faced with topic A, the speaker's reply has nothing to do with the main idea of the conversation.

### 2.2 The British linguist Leech put forward the principle of politeness. The mad literature also partially violates the principle of polite-

ness with its sharp and extreme words. However, some mad literature weakens the negative elements in the sentences through its rich text expression, which is clearly only a joking expression.

**2.2.1. Violation of the principle of agreement: The principle of agreement is to reduce the inconsistency between one's own views and those of others, to reduce the differences between the two sides, and to increase the agreement of both sides in order to reach an understanding.**

A: If you don't get married, who will take care of you when we get old?

B: Take me with you if you're worried.

In the face of the other person's point of view, B directly refutes it, and uses elements that are contrary to the topic to strongly express his own point of view without giving the other person a chance to reply.

**2.3 Excerpts from the dialogue above show the weakening of the gender characteristics of the mad literature**

Before that, the network buzzwords showed gender differences in terms of vocabulary and expression, with obvious gender color. However, mad literature shows the characteristics of "degendered" in the use of language, blurring the boundary between genders.

**2.3.1. Mad literature shows the dissolution of gender differences in terms of language**

Female speech is more euphemistic in wording, and more interrogative or polite modal verbs are used in sentence patterns. This is manifested in the use of more declarative or imperative sentences in sentence patterns. And the sentence patterns of mad literature have both the above characteristics of both sexes.

**2.3.2. The content of mad literature reflects the pursuit of balance between rational and perceptual discourse output of both sexes.**

In the network language with discourse significance, men mainly convey the content of discourse information in the network speech, while women mainly express their own emotions in the network speech. While crazy sayings convey the content of discourse information, they also attach individual emotional expression, showing the balance of rationality and sensibility.

**2.3.3. Mad literature shows the collision and fusion of gender expression in language style**

In terms of expression, women mainly emphasize the politeness of female characteristics, and pay attention to

details between words. Men, on the other hand, are more direct in tone and strong in attitude. Under the cloak of euphemism, they convey their intention and purpose more directly and strongly to the other party.

On the other hand, when facing the difficulties of the other party in the Internet or in the actual dialogue, the female of the mad literature also gets rid of the traditional requirement of female polite words, but integrates the direct and concise verbal characteristics of the male, and breaks the psychological defense line of the other party with sharp and sharp words. Second, in the face of unreasonable troubles by others, mad literature on the surface by strengthening the details in the language to shape their own tragedy, but in fact strongly reflects the sense of irony, in the completion of the purpose of satire, but also make the unreasonable people feel guilty.

**2.3.4. The use of figurative language in expression weakens the gender difference**

Network language is a form of visual language expression. The use of visual language is an essential aspect of network communication. Women are in a passive position in communication, in order to join the conversation, they must go through a series of efforts to improve their sense of existence, and calmly into the conversation process, and in this process will inevitably add figurative wording to attract people's attention. In the long mad literature, no matter the objects used, a lot of figurative language is used, which weakens the gender difference to a certain extent.

**3. the factors that lead to the dissolution of gender differences in mad literature**

As a cultural phenomenon, language is not only an integral part of the whole culture, but also a special culture with its own system. The upsurge of mad literature not only stems from the vigorous vitality of language, but also is influenced by history, society and culture, which reflects the dissolution of gender differences between modern men and women to a certain extent.

**3.1. Internal reasons: the essential attributes of language**

**3.1.1. The ability of language to recreate**

Chinese language regeneration ability is very strong, due to the mad literature content creation freedom, and the related rules are not many, the creation format and rules to follow, the threshold is relatively low, the difficulty of understanding is low, the originality is low, it is easy to imitate the creation, in the process of mad literature creator gender and identity ambiguity, resulting in the resolution

of gender differences.

### 3.1.2. The iconicity of language

Mad literature makes use of the iconicity of language, that is, individuals can conceive similarities between the form of speech and the things it represents, simulate people's mental state on the verge of emotional collapse, promote the initiation of new ideas, promote the realization of language innovation, and be a true portrayal of people's inner world. Rich words and languages can arouse people's associations. Among them, some quotations get rid of the bondage of human identity, highlight the animal nature of human, liberate human nature through the name of animals, and resolve the gender difference to a certain extent. For example, the mental state is embodied in the action of seagulls foraging for food, or in the monkey grabbing bread, which implicitly expresses the mad state at the moment. And then trigger people's inner emotional connection, resonance.

## 3.2 External reasons

### 3.2.1. Historical and cultural reasons

Crazy quotes run counter to traditional notions of virtue that demand of men and women. Traditional Confucian culture advocates self-restraint and encourages people to learn to be calm and restrained. An important aspect of the traditional gender culture is that "men and women are different". As the ancient saying goes, "Self-restraint is important for a gentleman." Since ancient times, the culture has expected people to be emotionally stable and become a rational and well-cultivated gentleman. For women, they are required to speak softly and speak in line with the etiquette of the patriarchal society. In the feudal society where men were superior to women, women had no freedom of speech at all. The free voice of women was not allowed by the feudal code, which reflected the situation of men being superior to women in the backward society. Under the current social situation at that time, too pretentious and childish words would be criticized by the outside world, and people were more inclined to close themselves up and restrain their negative emotions. And people were afraid to ask others for help, so they gradually used self-deprecating sayings. The gender-neutral mad literature is a rebellion against the traditional culture that advocates "self-denial". By declaring war against the mainstream repressive background with the same clear and radical words, it dispels the gender differences in terms and finds a new breakthrough for people to vent their emotions.

### 3.2.2. Sociocultural reasons

Crazy sayings are today people's resistance to social pres-

ures and survival difficulties. Under the background of the rapid development of social economy, the social competition is becoming increasingly fierce, and the division of labor is gradually refined. In this inner overriding society, people are constantly repressed and denied in work and study and life, and their emotions become anxious and unstable. The appropriate crazy sayings are the protection umbrella of the individual's own heart. Therefore, people vent their emotions through grandiose words, and the production of mad literature builds a utopia of speech for this purpose, and is a new way for contemporary people to vent their hearts. In this process, the animality of human being is enhanced, resulting in the reduction of human sociality and the weakening of the differences in biological sex characteristics.

In the network society, the rapid spread of mad literature also benefits from the network environment. The ambiguity of gender and the powerful resonance function of crazy sayings make more women's voices and words heard and paid attention to. At the same time, the continuous development of the Internet and the relatively relaxed network language environment provide a corresponding field for people to express their ideas. The mutual influence and identification between people have eliminated gender differences to a certain extent, and more and more people's words can be seen.

In the spreading process of mad literature, women have a high audience factor. Moreover, most of the early creators who promoted the popularity of mad literature were women. For example, most of the originators of mad literature were Lin Daiyu and Qiong Yao. On the surface, the mad literature of female style reflects the pleasure of small works, which is the epitome of the lack of independence and indecision in the communication of ordinary women. In fact, it is to judge the situation, and the implementation of female characteristics is to demean themselves and raise each other with their own humbleness. In the Internet, the difference between the Internet language between the sexes is not completely in the two unrelated poles, but is determined by the content that the two want to express and the status of the individuals themselves. The content involved in network communication is generally more life, and the way of conversation is more relaxed, which also makes the traditional social status difference between the two genders disappear.

## 4. The influence of mad literature

Because of the vagueness of the words and meanings, as well as the randomness of the object of creation, the elimination of gender differences in the mad literature is promoted. Through this humorous and humorous form to express the views that can not be directly expressed in or-

dinary language, it has progressive significance in gender culture to a certain extent.

### 4.1. Positive significance

#### 4.1.1. It has positive significance for promoting the concept of gender equality

In modern society, the traditional gender power relationship is being gradually challenged, and the concept of gender equality is gradually gaining popularity. There are almost no sexist words in mad literature. The existence of crazy sayings dispels people's sense of superiority and obscures gender differences, and constructs the illusion that everyone is miserable on the basis of equality. In this social environment where groups are eager to stay warm, mad literature provides a harbor for people to escape the cruel reality and a relatively reasonable breathing space for individuals in a high-speed society. Within the youth group, identity is constantly cultivated and consolidated in this space. The resistance to the mainstream culture makes the youth subculture group have emotional resonance and become dependent on the Internet, establishing an internal circle and promoting equality. At the same time, young people integrate into the group emotions through social media, keeping their thoughts in the same frequency as others, and improving the sense of belonging of the group.

#### 4.1.2. It is of positive significance for women to seek self-awareness.

Before, women had been living under the pressure of patriarchal society and could not breathe. They were the "second sex" attached to men. Due to the lack of channels to express themselves and the old society's contempt for women's education, most women's thoughts are difficult to be liberated, and they have to follow the existing norms of the society to do things, showing that they have no opinions on many things. The resistance of women was buried in the close social contact and could not be heard by the public. Crazy quotes, a playful way for individuals to expose their emotional shortcomings, have great appeal on the Internet, attracting the approval of many women. To a certain extent, the existence of mad literature can speed up women's own awakening, dare to face the difficulties of others and fight back, rather than blindly unconditionally submit to the unreasonable views of others. It encourages women to show their true and brave selves to each other. "It is better to go crazy than to lose oneself", which also means that individuals no longer have to strive for a compromise to win favor. No need to fall into the meaningless cycle of self-internal friction again, encourage individual women to walk out of the gaze of others, put their attention back to themselves, re-understand themselves, examine themselves, and do beyond

themselves. The mutual empathy of the female group in madness also helps the lonely individual to increase the sense of belonging and face up to their own emotions.

#### 4.1.3. It is of positive significance to the protection of women's legitimate rights and interests

Although madness literature mainly outputs negative emotions and shows emotional scars, appropriate madness plays a positive role in safeguarding women's individual interests. On the surface, some mad literature is the subject's catharsis in an irrational state, but in fact, it is the pursuit of their legitimate rights and interests. It concretizes individual abstract emotions through the form of words, enhances the artistic quality of language, and fights the dissatisfaction of real life through the mad fist. The production of mad literature can promote the solution of intractable problems in life. When one's legitimate rights and interests are damaged, he is no longer obedient to face it. For example, in real life, he can use it to urge the customer service to deliver goods, or effectively counter the rude relatives, and enhance the confidence of individuals.

## Conclusion

Mad literature, as a new form of language expression, presents a new type of network ecology. Although mad literature shows the dissolution of gender differences to a certain extent, it does not mean that the gender differences have disappeared completely at this time. In the social environment, the two sexes still have different ways to deal with the pressure of life. Although mad literature is the spiritual release of individuals with current emotional tension, but "crazy" is only the surface means rather than the result, individuals should also learn to express their emotional demands in a reasonable way, rather than attacking others as a way to send inner depression, and can not give up the excellent language expression in traditional Chinese culture.

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