

PRESENTATION

Online Discourse Research: Internet Communication in Contemporary China

With the innovation of Internet technology, science and technology as a new production function will further promote the networking and digital survival. Network survival will not only be the way of individual survival and existence, but also become a phenomenon of social living and cultural state.

The interconnected cyberspace promotes the common integration of people at the levels of information and value, material and culture, as well as breaks the restrictions of physical boundaries such as region, ethnicity, race, and country. It has become an intelligently connected space which can bridge the information gap, spread the multi culture and promote exchanges and mutual learning among civilizations, serving as the key element of the community of shared future for cyberspace.

As a form of social practice, “discourse” generally refers to the social-cultural phenomenon that goes beyond the sentence level and occurs in a specific context. It is a practice of verbal communication in certain social, historical and cultural contexts, thus having the property of constructiveness, culturality, contextuality and sociality. Internet discourse refers to the practice of verbal communication in cyberspace, which is a form of discourse communication mediated by a computer. Of course, the computer here is a broad concept, it contains all mobile terminals with core of operation and control. Discourse, on the one hand, acts as the core element of people’s communication for recording all aspects of human daily life, and thus constitutes a key platform for understanding people’s social and psychological behavior and people’s communicative behavior. On the other hand, the mutual construction between discourse and social reality makes discourse a window for people to understand society and to have an insight into social and historical changes.

According to the 45th the Statistical Report on Internet Development in China released by Internet Network Information Center (CNNIC), the scale of Internet users in China is 904 million. People’s life in cyberspace is becoming more and more diverse and frequent. APPs such as WeChat, QQ, short videos, SNSs, are increasingly active; the users of online services such as education, government affairs, payment, Audio & Video, shopping,

instant messaging, search engines and others have proliferated in its scale, thus providing boundless inspiration and creating unlimited data for online discourse research. Internet discourse's faithful record of people's verbal communication in cyberspace reveals their communicative behavior and social psychology in network society. At the same time, Internet discourse reproduces the real world's discourse field and great changes by virtue of its full attention on every aspect, and then evolve its own characteristics, form, function and system.

Under the context of network and digitization, Nanjing University of Posts and Telecommunications has established the Online Discourse Research Center based on the academics of School of Foreign Studies, gathering the scientific research strength of the whole school, and forms an academic community to further promote the interdisciplinary interaction of online discourse research.

In terms of research content, this issue covers the online discourse phenomena in contemporary China's social politics, trade, education, people's livelihood and other fields; online platforms include news websites, Weibo, WeChat, online forums and online shopping platforms. On the one hand, these studies could provide us a glimpse of the communication pattern of China's contemporary cyberspace to some extent. On the other hand, they could also offer us a deeper insight into the universality and significance of digital existence. It is worth mentioning that special thanks are given to Professor Dániel Z. Kádár, distinguished scholar of pragmatics at the Hungarian Academy of Sciences, for writing a postscript for this issue.

We sincerely hope that in the future, the study of Chinese Online discourse in the school of Foreign studies could sing out the voice of China as well as *Sinologia Hispanica*, *China Studies Review* is doing now in the international stage. Last but not least, I, together with all the other contributors to this issue, would like to express our sincere gratitude to Dr. Óscar Fernández Álvarez and Dr. Chen Chen, the Editor-in-Chief, Dr. Li Qiuyang, the commissioning editor of *Sinologia Hispanica*, *China Studies Review*, and Ms. Yolanda Martínez Peñín for their generous help in preparing and editing this issue.

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序言

网络话语研究：探悉当代中国社会的网络言语交际

随着互联网技术的革新，作为新的生产函数的科技必将进一步推动网络化与数字化生存。网络生存将不仅仅是个体生存与存在的方式，同时将成为一种社会生存现象与文化状态。

互联互通的网络空间促使人们在信息与价值、物质与文化等层面的共同共融，同时也打破了地域、民族、种族、国家等物理疆域的限制，成为弥合人类信息鸿沟、传播人类多元文化与文明互鉴交流的智联空间，构成网络空间命运共同体的关键要素。

“话语”作为社会实践的一种形式，一般指向超越句子层面、在特定语境中发生的社会-文化现象，是一定社会、历史、文化语境下的言语交际实践。因此，具有建构性、文化性、语境性与社会性等特征。网络话语则指向网络空间中的言语交际实践，是以计算机为中介的话语交流形式，当然，此处的计算机是一个宽泛的概念，凡是具有运算核心和控制核心的移动终端均可充当网络话语交流的中介。话语一方面构成人们交际的核心要素，记录了人类日常生活的方方面面，因而构成理解人的社会与心理行为以及人的交际行为的关键平台。另一方面，话语与社会现实之间的互构性使得话语成为人们理解社会、洞察社会历史变迁的窗口。

中国互联网络信息中心（CNNIC）发布第45次《中国互联网络发展状况统计报告》显示我国网民规模为9.04亿。人们在网络空间的生活日趋多元与频繁，微信、QQ、短视频、社交网站日益活跃，在线教育、在线政务、网络支付、网络视频、网络购物、即时通信、网络音乐、搜索引擎等应用的用户规模大幅增长，从而为网络话语研究激发了不尽的灵感、创造了无穷的语料。网络话语忠实记录了人们在网络空间的言语交际，从而揭示了网络社会人们的交际行为与社会心理，同时网络话语以各种镜头聚焦再现了现实社会的话语场域与宏大变迁，进而进化出网络话语的自身特点、话语形式、话语功能与话语体系。

在这一网络化与数字化背景下，南京邮电大学成立网络话语研究中心，以外国语学院为依托，集合全校的科研力量，组建学术共同体，以进一步推动网络话语研究的跨学科互动。从研究内容上看，本期文章覆盖了当代中国社会政治、贸易、教育、民生等多个领域中的

网络话语现象；网络平台涉及新闻网站、微博、微信、网络论坛与网络购物平台等。这些研究一方面可以让我们在一定程度上管窥中国当代网络空间的交往形态，另一方面也可以让我们更为深刻地看到数字化生存的普遍性与显著性。值得一提的是，特别感谢匈牙利科学院著名语用学者Dániel Z. Kádár教授为本专栏撰写后记。

我们衷心希望，落户外国语学院的中国网络话语研究未来能像《西班牙新汉学》一样在国际舞台上唱响中国声音。在此，我们也衷心感谢《西班牙新汉学》主编Óscar Fernández Álvarez博士、陈晨博士和责任编辑李秋杨博士，以及编校Yolanda Martínez Peñín女士对本期作者的大力支持和帮助。

是为序。

袁周敏

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