

摘要

网络社交媒体中的语言政策是语言政策领域近些年的研究热点之一。随着互联网技术的普及与发展，为网络虚拟世界中的语言接触提供了更为广阔的平台，尤其是以社交媒体为代表的网络语言生活空前活跃。中国的社交媒体作为世界互联网发展的重要组成部分，相关研究对语言政策领域有着重要的借鉴意义。

全文包括四个部分，具体内容是：

第一部分：绪论。叙述本文的选题背景、选题意义，国内外研究现状及述评，本研究的研究设计与研究方法，以及论文结构安排。语言政策的概念自 20 世纪 60 年代起到现在已有了很大的发展。研究视野的拓展为语言政策的概念也带来了更为丰富的内涵。就制定者而言，语言政策的概念已不再囿于政府层面，而是扩展到企业、个人等具有权威性的组织或个人。于此同时，互联网时代的到来以及社交媒体的开放性也无疑为语言政策研究者提供了天然的平台和丰富的语料。关于网络空间内语言管理、语言实践与语言意识形态三者之间的深层互动关系亟待讨论。

第二部分：实证分析。本章第一节对三家目标媒体进行了简要介绍，后两节分别从语言管理与语言意识形态两个角度切入讨论。语言管理一节从政策文本入手，由宏观到微观；基于国家层面到网络平台层面，详细比较三家社交媒体（即篱笆网、宽带山、新浪微博）语言管理方式共时上的异同，同时深入剖析单一媒体平台内（主要是篱笆网）语言政策的历时变化，观察网络社交媒体中语言实践对语言政策的反馈作用。语言意识形态一节，通过对话语轨迹形成过程及形成原因的梳理，观察同一舆情事件下，用户的语言实践在不同平台的表现，从而对比出不同言语社区内用户在语言意识形态方面的差异，探讨语言管理、语言意识形态与语言实践之间的动态关系。

第三部分：讨论与反思。通过上述观察、比较，针对各自不同，分析网络言语社区的语言特点，探讨舆情事件背后的语言学动因，归纳网络语言本身的特性，为制定网络语言政策建言献策，并展望未来可能的研究内容和方向。

第四部分：结语。对本研究的内容、方法、理论意义进行一定的总结，力图通过对典型事件的深入分析，透过语言舆情了解语言生活，透过语言生活思考语言政策，以期掌握规律，服务决策。

关键词：语言政策；语言管理；语言意识形态；语言实践

Abstract

Social media is one of the hotspots in the field of language policy in recent years. The development and popularization of Internet technology provides a broader platform for language contact in the virtual world. Language practice in social media sites, particularly, is unprecedentedly active. As an important component of the of the Internet world, China's social media has important implications for the field of language policy.

This study includes four parts which are as follow:

The first part: Introduction. This part describes the background and the significance of the topic, literature review, research design and research methods of this study, as well as the structure of the paper. As the expansion of the research domains, the concept of language policy has been greatly developed since the 1960s. When exploring a wider range of domains with attention to both explicit and implicit forms of policymaking, it becomes clear that not simply government officials but also individuals can and do engage in making and modifying language policies. At the same time, the coming of the Internet era and the openness of social media sites have undoubtedly provided language policy researchers with a natural platform and rich corpus to observe. The deep interaction among the language management, language practice and language ideology in cyberspace needs to be further discussed.

The second part: empirical analysis. The first section of the chapter briefly introduces three target social media sites, and the last two sections respectively discuss the language management and language ideology. The section of language management starts with policy texts from macroscopic perspective to microcosmic perspective; it compares the differences and similarities between three social media (i.e., liba.com, kdslife, and Sina Weibo) on the synchronic aspect of language management from national level to cyber level, and analyzes the diachronic changes in language policy on a single media platform (mainly liba.com), as well as observes the feedback effect of language practice on language policy on social media sites. The

section of language ideology, by analyzing the formation process and formation reasons of the discourse trajectory, observes user's language practice on different platforms under the same public event so as to compare the differences in language ideology among users of different speech communities, and explores the dynamic relationship between language management, language ideology and language practice.

The third part: discussion and reflection. This part analyzes the linguistic features of the online speech communities, according to the differences through the above observations and comparisons, and explores the linguistic motivations behind the public events, as well as summarizes the characteristics of the network language itself. This part also tries to offer some advice and suggestions for the development of the online language policy, and looks into the possible future research directions.

The last part: conclusion. This part summarizes the content, method and theoretical significance of this study, trying to observe and understand language life through the in-depth analysis of a typical public event.

Key words: language policy; language management; language ideology; language practice