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**BACHELOR'S THESIS**  
on the topic:

Production of posters in the “Internet Slang” series

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## ABSTRACT

The Internet era has improved people's living standards and quality of life, led to rapid economic development, and improved people's happy living standards. With the rise and development of the Internet, the emergence and spread of network hot words are more and more widespread. Network hot words refer to the words with representative or directional meanings produced in the process of network development. At the same time, the words can be accepted and used by most people. Internet buzzwords are being learned, imitated, and popularized by numerous online users, and can be widely used by the public, meeting the needs of language interest and entertainment. At the same time, it contains unique meanings such as Versailles literature, Spring Mountain literature, green tea literature, nonsense literature, crazy literature, unfashionable love story, etc. And achieve a certain purpose through writing, so that the other party can clearly and clearly understand the emotions and emotions they express. At the same time, internet buzzwords are rapidly becoming popular among young people and youth groups, which has extremely important significance for their ideological, cultural, emotional, attitude, and values. "Internet buzzwords" aims to integrate and classify the internet buzzwords that have emerged over the past five years, to present them in a visual form, and to better convey the significance of the development of internet buzzwords in the current era. In the design of "Internet Hot Words", graphics, colors, fonts, and other basic elements are used to design. Through the impact of visual design and rich content expression forms, the public can more intuitively experience the development of Internet hot words. At the same time, positive Internet hot words are promoted to bring positive and positive effects to the public, thereby establishing correct values and having a significant impact on themselves and society.

*Key words : Internet buzzwords; information visualization; Poster design; IP image; Popular science of Internet hot words*

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## Introduction

### **The relevance of the research topic:**

In the wake of the relentless progress and prosperity witnessed in internet technology over recent years, China's online landscape has experienced a remarkable surge, with its digital network expanding at an unprecedented pace. The China Internet Network Information Center (CNNIC), a institution at the forefront of tracking this digital revolution, unveiled its 52nd Statistical Report on Internet Development in China in the bustling heart of Beijing. This comprehensive 'Report' not only provides a meticulous snapshot of the nation's digital ecosystem but also underscores the profound impact of the internet on various facets of Chinese society.

According to the meticulously compiled data within the report, by the midpoint of 2023, specifically in June, the number of internet users in China had impressively climbed to a staggering 1.079 billion. This figure represents a notable increase of 11.09 million users since the conclusion of 2022, December, highlighting a continuous trend of digital inclusion and penetration across the vast expanse of the country.

**The relevance of** This incremental rise underscores the effectiveness of national policies aimed at bridging the digital divide, fostering innovation, and promoting e-commerce, education, and entertainment platforms. It also reflects the population's growing reliance on the internet for daily activities, from communication and information access to online services and digital entertainment, painting a vivid picture of a nation deeply intertwined with the digital realm.

**The necessity of research** As the virtual frontier continues to evolve, so does China's position as a global leader in the realm of internet technology, shaping and being shaped by the tides of digital transformation.,As of the latest statistical update, the internet penetration rate had impressively climbed to a staggering 76.4 percent, underscoring the profound integration of digital

technology into our daily lives. With this backdrop of heightened online engagement, there arises a crucial need to meticulously examine and portray the multifaceted nature of internet buzzwords that have shaped and mirrored societal discourse over time.

To accomplish this ambitious goal, the design framework thoughtfully encompasses a comprehensive retrospective of China's internet lexicon spanning the past half-decade. This extended timeframe ensures a rich tapestry of linguistic evolution is captured, reflecting not just changes in language but also shifts in cultural trends, technological advancements, and public sentiment.

The classification schema devised for these internet hot words is both meticulous and inclusive, clustering them into six broad categories to facilitate deeper analysis. These categories ingeniously encapsulate the diverse segments of society actively contributing to and engaging with the digital conversation:

**Office Workers:** Reflecting the work culture, humor, and challenges faced by the professional sector, these buzzwords often encompass corporate jargon, stress-relieving memes, and discussions around work-life balance.

**Students:** Capturing the vibrant spirit of academia and youth culture, this category encompasses slang, academic trends, exam-related anxieties, and the unique subcultures thriving within educational institutions.

**Abbreviations:** In an era where brevity rules supreme, abbreviations have become a lingua franca of the internet. From LOLs signifying laughter to more nuanced acronyms alluding to complex ideas, this category explores how shorthand communication fosters connection and speeds up information exchange.

**Social Hot Spots:** Focusing on topics that ignite passionate debates and widespread attention, these buzzwords revolve around current events, policy changes, celebrity scandals, and social justice movements, revealing the issues that resonate most deeply with netizens.

**Daily Entertainment:** Highlighting the lighter side of the internet, this category embraces memes, viral videos, gaming trends, and pop culture references that provide amusement and escape from routine life.

**Miscellaneous:** Recognizing the inherent unpredictability of internet phenomena, this catch-all category encompasses everything from emerging tech trends and health fads to bizarre yet captivating stories that defy categorization.

**The purpose of** By adopting such a nuanced approach, the design endeavors to paint a holistic picture of the dynamics shaping internet language in China, thereby offering valuable insights into the interests, concerns, and evolving identities of its vast online population.

**The relevance of** The visual presentation of Internet hot words in China makes Internet hot words more intuitive, vivid and vividly show the prosperity and development of Internet hot words in China, so that people can get more profound visual experience and sensory impression, so as to achieve the purpose of promoting popular science. See attachment figure 1.

In this design, I mainly based on the six categories of Internet hot words for visual communication design. Including "worker", "anti-PUA" and "anti-EMO", which are familiar to office workers; Among students, "xiao zheng zhuo ti jia" (referring to students in villages and towns who work hard to solve problems) and "ice cream assassins" (in shops, ice cream is not marked in the refrigerator, so it is easy to get expensive ice cream), "I am a student, please give it to me"; Abbreviations commonly used by enthusiasts are "OOTD", "YYDS" and "U1S1"; Rhymes such as "wang yi yun" (an app with a lot of sad songs), "you nei wei le" (got that feeling) and "bu ji dao" (I don't know), "bang bu zhu le" (about to laugh, can't hold it in); There are also social hotspots such as "cyberpunk", "low-carbon economy" and "yun jian gong" (Chinese netizens supervise the construction of hospitals through online epidemic prevention during the epidemic); As well as the daily entertainment-related "professional team", "wei kuan ren", "duo shun" (it's a bad thing to do) and "meta-universe". Every distinct category boasts its own signature style, which

significantly contributes to the vibrant tapestry of internet slang. This unique flavor not only amplifies the diversity inherent in these terms but also imbues them with a depth of interest and a richness of meaning that transcends mere communication. It is through this intricate interplay of styles that internet hot words evolve into cultural phenomena, capturing the zeitgeist and reflecting the ever-changing nuances of society.

**Elements of scientific novelty.** By embracing this multifaceted linguistic landscape, internet users are treated to a sensory experience that is as varied as it is engaging. Each phrase or meme, born from its respective category, carries with it a subtle nuance, a hint of humor, or a poignant commentary, resonating with individuals across different backgrounds and interests. The result is a digital discourse that feels dynamic, inclusive, and brimming with creative expression.

Moreover, this array of styles fosters an environment where creativity thrives, encouraging users to experiment with language, blend genres, and push the boundaries of what constitutes online communication. As new categories emerge and old ones evolve, the lexicon of internet hot words becomes a living, breathing testament to human ingenuity and adaptability.

**Practical significance.** In essence, the diverse stylistic palette of internet hot words serves as a colorful palette for netizens, enabling them to paint vivid emotional landscapes, share succinct yet impactful observations, and forge connections in ways that traditional language often struggles to achieve. This rich tapestry of expressions enriches our online interactions, making the digital realm a more fascinating, relatable, and ultimately, a more human space to inhabit.

### **The purpose of:**

1. Understand the development of Internet hot words and the generated Internet hot words in the past five years.
2. Sorted out and classified the Internet hot words, and made mind maps to help the following design and application.



3. Classify the Internet hot words according to the sorted mind map, draw the poster sketch and visual information visualization design, and carry out various forms of visual design such as IP.

4. Complete the design of Internet hot words and corresponding peripheral products.

**Theme of research** Is the process of designing a series of posters and their derivatives.

**The object or focus of the research** It is the cultural origin and development of Internet hot words.

**Structure and volume of the thesis.** The Bachelor thesis consists of an introduction, five chapters, a conclusion and a general conclusion for each chapter, a list of resources used in 30 projects and an appendix (11 pages). The work consists of 25 drawings. The results of the study run to 75 pages.

## **Chapter 1: Source of topic selection**

### **1.1.Purpose and significance of the topic selection**

The dawn of the Internet era has ushered in a transformative wave that has dramatically elevated people's living standards and enriched the very fabric of our daily lives. This digital revolution, with its boundless potential, has fueled economic growth at an unprecedented pace, propelling industries forward and fostering innovation on a global scale. Consequently, not only have people's material comforts increased, but their overall quality of life and happiness indices have soared, as access to information, services, and opportunities has become virtually borderless. In tandem with this rapid evolution, the lexicon of our online interactions has blossomed, giving birth to a vibrant ecosystem of Internet hot words. These terms, often witty, succinct, and deeply embedded with cultural context, serve as linguistic snapshots that encapsulate the zeitgeist of the digital age. They emerge from the depths of social media, online forums, memes, and viral trends, reflecting the collective consciousness and humor of netizens worldwide. Internet hot words are more than mere linguistic constructs; they embody the power to shape public discourse, influence societal attitudes, and even challenge conventional language norms. From 'meme culture' that satirizes current events to 'viral sensations' that capture the world's fleeting attention, these phrases reflect the dynamic, ever-evolving nature of the Internet itself. Their widespread adoption signifies not just a change in how we communicate but also mirrors the shifts in societal values, technological advancements, and our shared human experiences in this interconnected world. Moreover, these neologisms often carry representative or directional significance, acting as shorthand for complex ideas or phenomena. They define a new class of online personalities who wield considerable sway over consumer behavior. Each hot word is a microcosm of the broader societal transformations catalyzed by the Internet, painting a vivid

picture of our evolving digital landscape. In conclusion, the proliferation of Internet hot words stands as a testament to the profound impact of the Internet era on every facet of modern life. As we continue to navigate this digital frontier, these lexical innovations will undoubtedly persist in their role as both mirrors and shapers of our times, coloring our conversations with the unique hues of the online world and forever altering the way humanity communicates. At the same time, the word can be accepted and used by most people, and many network users can learn, imitate and spread it, and is widely used by the public, to meet the interesting and entertainment needs of the language. At the same time, it contains unique meanings such as Versailles literature, spring mountain literature, green tea literature, nonsense literature, crazy literature, local love words and so on. As well as a certain purpose achieved through words, so that the use of the other party can clearly understand their own emotions expressed, and at the same time, The Internet, a breeding ground for contemporary culture, has proven to be a catalyst in the rapid ascension of hot words and buzzwords that captivate the hearts and minds of young people and teenagers. These terms, born from the depths of online communities, social media platforms, and viral trends, swiftly permeate through the digital realm and into everyday conversations, marking a significant shift in youth and adolescent linguistic behavior. For this demographic, these Internet phenomena hold more than mere communicative value; they serve as mirrors reflecting the ideological landscape, emotional temperament, and evolving value systems of an entire generation. They embody the creative spirit of youth, their ability to adapt and appropriate language to express nuanced emotions and experiences that traditional lexicons may not adequately capture. Linguists, recognizing the profound impact of this linguistic revolution, have embarked on meticulous investigations and explorations into the world of network hot words and buzzwords. By dissecting their origins, tracking their dissemination patterns, and analyzing their semantic underpinnings, these scholars aim to objectively support and elucidate the thoughts, sentiments, and cultural dynamics that drive their popularity. This scholarly endeavor is not merely an exercise in cataloging

lexical novelties but a crucial effort to understand the complex interplay between technology, society, and human expression in the digital age. Moreover, the study of internet hot words offers insights into how language evolves in real-time, influenced by factors such as humor, satire, activism, and collective experiences. It highlights the power dynamics within online communities, where certain phrases can become symbols of resistance or solidarity, fostering a sense of belonging among users who share common views or experiences. In essence, the proliferation of internet hot words among the youth signifies a vibrant exchange of ideas and identities, shaping and being shaped by the zeitgeist. As linguists continue to delve into this fascinating phenomenon, they contribute to our broader understanding of how language reflects and influences culture, ensuring that even amidst the ever-changing digital landscape, the voice of the youth resonates with clarity and significance. Therefore, through in-depth analysis and empirical research, we can clearly see that the ideological dynamics, the shaping of values and the attitude of cultural concepts of young people not only have a profound impact on their personal growth trajectory, but also play a significant role in promoting the development of the whole society and the planning and implementation of national macro policies on a broader level. This influence is reflected as a positive driving force, which encourages the continuous innovation of the education system, promotes the diversified integration of society and culture, and also provides a valuable reference for the long-term strategic layout of the country, highlighting the investment in youth training as a basic and far-reaching national policy. Its special significance is to nurture the next generation of thoughtful, responsible and capable successors for the future of the country. This positive trend further emphasizes that all sectors of society should pay more attention to the ideological education and value guidance of young people, to ensure that they form an all-round development of personality in a healthy and positive environment, so as to lay a solid foundation for the construction of a harmonious society and the realization of sustainable development goals.

The 'Internet hot words' design project, ingenious, aims to carefully collect and integrate the bright pearls that have emerged in the vast ocean of the Internet in the past five years - those humorous or profound and sharp Internet hot words. This initiative is not only to record the language changes of The Times, but also to give these fast-changing words eternal vitality through the artistic technique of visual communication, and deeply reveal their important role and far-reaching significance in the development of contemporary society and culture. In the journey of creative design, we categorize these Internet hot words according to rigorous screening criteria, each category contains the mood and thinking of an era. The design cleverly uses the artistic tension of graphics, concretifies abstract concepts, and makes every hot word appear on the paper, colorful and rich in meaning, accurately capturing the cultural pulse and emotional color behind it. In font design, we break the routine and choose retro or avant-garde glyphs, which not only retains the unique charm of each word, but also adds the freshness of modern aesthetic, making the overall visual effect vivid and rich level. In addition, I know that the power of visual design is far more than aesthetic enjoyment, but also in its ability to convey information and inspire resonance. Therefore, in the creation process, special attention is paid to guiding the audience to deeply explore the deep meaning and social impact behind the Internet hot words through visual impact and diversity of content. Each piece of work is a window into the vitality of online culture and how it shapes our ways of thinking, communication habits and even values. More importantly, this project is committed to promoting positive Internet hot words, like a clear stream, moistening things quietly nourish the hearts of the audience. In the entertainment first network environment, we insist on spreading positive energy, using the language of design to advocate rational thinking, humanistic care and social responsibility, and strive to sow the seeds of hope for personal growth and social progress in every click and share. All in all, the "Internet hot words" design project is a deep excavation and artistic representation of the spirit of the Internet era. It is not only a tribute to popular culture, but also a visual feast on

the memory of The Times, value orientation and future outlook, hoping to bring profound inspiration and positive influence to every viewer.

The core purpose of the innovative design scheme of "Internet hot words" is not only popularization and promotion, but also to build a bridge to connect the gap between tradition and modernity, culture and technology. Through carefully planned knowledge popularization activities, the program strives to accurately capture and analyze those new words that quickly become popular on the Internet, so that these expressions full of the sense of The Times and creativity become a beautiful landscape in mass culture education. Its promotion strategy focuses on positive guidance, aiming to create a healthy and upward network language environment, ensure that the development trend of network hot words and social civilization and progress complement each other, and jointly promote the stability and prosperity of the network social environment. In the process of implementation, the project puts special emphasis on showing the unique charm and interesting nature of Internet hot words, using multimedia, interactive exhibitions, online forums and other forms to make these lively language elements reach a wider audience. Whether it is the young generation or other age groups of netizens, they can feel the freshness and fun brought by the Internet hot words in this process, and then stimulate their interest in and love for the Internet culture. This cross-age attraction virtually promotes communication and understanding between different generations and enhances the overall cohesion of society. In addition, the program also carries the important mission of enhancing national self-confidence and promoting national culture. As a vivid example of the development of contemporary Chinese language, Internet hot words often contain rich social background and cultural connotation. Their popularity and dissemination are actually the modern expression and innovative inheritance of Chinese culture. Through the window of Internet hot words, people at home and abroad can have a more intuitive and in-depth understanding of the diversified landscape of Chinese society and its booming cultural ecology, so as to deepen their cognition and understanding of

Chinese society and promote international cultural exchanges and mutual learning.

To sum up, the design scheme of "Internet hot words" is a multi-dimensional and multi-level cultural promotion project, which takes science popularization as the starting point and positive development as the goal, and ultimately leads to a more open, inclusive and harmonious cyberspace, as well as the promotion of Chinese cultural influence and national pride on a global scale.

### **1.1.1.Introduction to the topic content**

The "Internet hot words" project is an innovative measure aimed at exploring and disseminating the essence of Internet culture. The program carefully selects those hot words that are widely circulated on the Internet and deeply rooted in people's hearts, and skillfully integrates in-depth analysis and visual art to create design works that are both ornamental and rich in educational significance. These works are not only limited to digital platforms, but also into daily life, applied in public publicity, cultural and creative products and even educational materials, in a novel and close to life way to achieve the purpose of popular science knowledge and promote positive energy. The implementation of this plan, like a bridge, connects the virtual and the real, so that the vitality of network culture permeates every corner of society. It can not only effectively promote the further development and evolution of Internet hot words and enhance their social influence, but also provide a rich case base for the academic community to study the phenomenon of Chinese Internet language and deepen the cognition of the diversity and uniqueness of Chinese Internet culture. By telling the stories behind these hot words and reproducing the context, people can have a more comprehensive understanding of how they reflect social changes, public emotions and cultural trends, so as to promote the in-depth discussion and understanding of network ecology in all sectors of society. In

addition, the "Internet hot words" project also carries the important mission of shaping a healthy Internet environment and guiding the positive values of young people. In the era of information explosion, teenagers and young people as the main participants in the network space, their ideas are easily affected by the network content. Through positive guidance, the program will transform Internet buzzwords with positive significance into visual positive energy symbols, helping to build a cleaner and upward cyberspace, encouraging the young generation to form independent thinking and rational judgment, and establish a correct world outlook, outlook on life and values. To sum up, the "Internet hot words" project is not only a creative transformation and application attempt of Internet culture, but also a powerful force to promote the positive development of social culture, injecting new vitality into the prosperity and healthy development of Chinese Internet culture, and providing a unique perspective for the global understanding of contemporary Chinese culture.

## **1.2. Project research**

In today's era of information explosion, Internet hot words are like a trend, which not only frequently jump between the lines of social media and news reports, but also deeply penetrate into the details of the daily communication of the public. They are not only the embodiment of linguistic phenomena, but also the mirror image of social mentality, cultural trend and public sentiment. However, behind this lively scene, the exploration of the visual expression of Internet hot words in the field of social trends, ideology and culture is relatively lacking. This not only limits our multi-dimensional understanding of the social impact of these words, but also misses an opportunity to present the spirit of The Times in an intuitive way. Therefore, in-depth excavation and analysis of the Internet hot words in the past five years, according to the classification logic behind them - such as social event-driven, entertainment popular culture, science and technology innovation-oriented, etc., undoubtedly provides us with a window



to peep at the subtle changes in the dynamics of social public opinion and the gradual evolution of ideology and culture in our country. Through such analysis, we can not only track how Internet culture shapes the public's cognitive framework, but also gain insight into subtle fluctuations in social values. On this basis, it is undoubtedly a challenging and innovative task to imagine the visual design and creation of these network hot words rich in the mark of The Times. This is not only an artistic re-creation of the text, but also a cultural translation work, aiming to customize a vivid visual image for each hot word through the clever collocation of colors, creative ideas of graphics and unique design of fonts, making it an easy-to-feel and memorable IP symbol. Such design works can not only attract the eye of the audience, but more importantly, it can stimulate people's curiosity and guide them to actively explore the stories behind these Internet hot words and the social significance they carry. The core goal of this design project "Internet hot words" is to make use of the power of visual art to popularize those popular words on the Internet and improve the cognition level of Internet culture in all walks of life in China. By carefully selecting positive Internet buzzwords as the design theme, we aim to establish a positive value orientation for teenagers and youth groups, help them to enjoy the fun of Internet culture, cultivate critical thinking, and form a healthy and upward world outlook and values. In the end, this series of design works will become a cultural bridge connecting the past and the future, the reality and the virtual, so that everyone can feel the pulse of The Times and promote the positive development of social culture.

### **Summary of the chapter 1**

1. The purpose of the study of Internet hot words is to deeply analyze the trajectory of language and culture change in the digital era. With the rapid development of the Internet, cyberspace has become a hotbed of new words and expressions. The study of these buzzwords can not only reveal the impact of

current social psychological and cultural trends and technological advances on language, but also provide fresh case studies in linguistics, sociology and communication studies to facilitate the academic community's understanding and documentation of modern communication modes.

2. Internet hot words, as characteristic symbols of the Internet era, spread rapidly among netizens like cultural imprints of flash MOBS and became widely known language phenomena in a certain period of time. From "jiong" and "geili" to "positive energy" and "lying flat", each hot word carries a specific social background, emotional color or group identity. They may be humorous, reflecting the social situation in a light-hearted way; Or profound sharp, directly touch the sensitive nerves of the public, become a barometer of the public mood. The introduction of Internet hot words is not only to list these words themselves, but also to explore the generation mechanism, popular path and social and cultural value behind them.

3. The study of Internet hot words is of great significance, which is not only related to the update and development of linguistics. First of all, in the field of education, understanding and studying online hot words is conducive to the modernization of teaching content and methods, making education closer to the reality of students' lives, and enhancing the sense of The Times and attractiveness of language teaching. Secondly, in the media and advertising industry, mastering online hot words can effectively improve the efficiency and effect of information dissemination, help enterprises better communicate with target audiences, and build brand image. Moreover, for policy makers and social managers, Internet buzzwords are an important window to observe people's mentality and grasp social dynamics, which can help timely adjust strategies and respond to people's livelihood concerns. To sum up, the study of Internet hot words is a key bridge to connect tradition and modernity, understand social changes, and promote cultural exchange and innovation.

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## **Chapter 2: Background research and design positioning**

## **2.1. Background research**

In the vast digital ocean of the Internet, with the rapid development of technology and the proliferation of social media platforms, information exchange between people has crossed geographical boundaries and become more immediate and extensive than ever before. In cyberspace, information is flooding in like a flood. Every day, huge amounts of data are created and shared, which not only greatly enriches human knowledge base, but also lays a highway for the breeding and dissemination of hot words on the Internet. These hot words, often like a snapshot of The Times, accurately capture the subtle fluctuations of social emotions, or make a pithily humorous summary of a certain phenomenon, and quickly arouse resonance in the hearts of Internet users, becoming a bridge connecting different individuals' emotions and thoughts. Internet hot words, as a distinct symbol of youth culture, are not only the product of language games, but also the mirror reflection of this generation's unique values, life attitudes and social habits. Every year, with the emergence of new events and new trends, countless new words spring up like bamboo shoots, popular in the circle of young people, and then gradually permeate the wider age group and social groups. Behind these words, there is often a unique wit and wisdom of The Times. They convey complex and changeable social emotions and profound social observations in a simple and powerful way, becoming an important part of the youth subculture. It is especially worth noting that young people play a significant role in the generation and dissemination of online hot words. They are the natives of the online world, with a natural curiosity and acceptance of new things, and are good at using creativity to transform everyday life into buzzwords with wide influence. Through a variety of social platforms such as Weibo, wechat and Douyin, they are both content creators and disseminators. This bottom-up communication model gives network hot words strong vitality and extensive influence. In addition, Internet hot words often use black irony and humor to interpret social hot spots in an alternative way,

providing the public with a new perspective to examine the world around them. From celebrity gossip to international politics, from livelihood issues to the frontier of science and technology, every major event or policy can stimulate the birth of a series of related hot words, which participate in public discussions in their unique forms, promote the diversified discussion of social issues, and sometimes even promote the development of some social problems to a more just and reasonable direction. Internet hot words are not only a vivid example of language evolution, but also a comprehensive reflection of contemporary social and cultural dynamics, youth's psychological state and the development of information technology. While accelerating the flow of information, they have also become a bridge connecting individuals and society, the real world and the virtual world, profoundly affecting our way of thinking, communication habits and even values. In the deep exploration of the vast ocean of Internet hot words, we are not only chasing popular language trends, but also conducting a profound analysis of social emotions and personal mentality. These hot words, like a prism, reflect the emotional fluctuations and psychological changes of the public, so that individuals can inadvertently glimpse their own inner emotional reflection in daily Internet surfing. Happiness, excitement, and empathy with those positive words, people learn how to nourish and actively continue these positive emotions, and keep the garden of the mind spring all year round. In the face of negative energy labels such as anger, sadness or anxiety, Internet buzzwords become an instant emotional early warning system, reminding us to brake in time, reflect and adjust our mentality, and not let the haze of negative emotions hang over us for too long. This process, like drizzle moistening things silently, imperceptibly enhances everyone's acuity of thinking and emotional wisdom. It forces us to look at ourselves and the world around us from a broader perspective, not confined to a narrow cognitive framework. With the awakening of this self-awareness, the status quo of contemporary society is also quietly changing - communication is becoming more open and inclusive, the ability to understand and empathize with each other is increasing, and the connection

between people is becoming closer because of the common emotional experience. Furthermore, as a barometer of the mood of The Times, hot words on the Internet inspire people to reflect deeply on their personal attitudes and emotional values. They force us to reevaluate what it means to be happy, successful and meaningful, and encourage us to find our own rhythm and balance in the fast pace of modern life. Some once neglected life began to be valued, reflecting the new trend of people's pursuit of spiritual abundance and quality of life. Through the careful study and perception of the Internet hot words, we can not only better understand the emotional world of ourselves and others, but also gradually improve the ideological realm of individuals in the process, and promote the overall development of the society to a more healthy and harmonious direction. This is a change from micro to micro, starting from the fingertip of the moment to touch the screen, but can be far-reaching, leading everyone to a more mature, rational self transformation.

All in all, the rise and popularity of Internet hot words constitute a complex and colorful social and cultural landscape. Like a prism, they not only reflect the subtle changes in social mentality, but also project the brilliant highlights of the spirit of The Times, becoming a unique bridge connecting the virtual and real world. These hot words are not only the simple accumulation of linguistic phenomena, but also the comprehensive embodiment of social emotions, public focus and cultural value orientation. From the flourishing of the "Internet celebrity economy" to the promotion of "positive energy", from the youth mentality revealed by the word "lying flat" to the wide resonance caused by the phenomenon of "internal volume", behind every hot word on the Internet, there are profound social significance and cultural connotation. Through careful observation and analysis of Internet hot words, we can glimpse the context and trend of social development, perceive the impact of scientific and technological progress on human life mode, and understand the collision and integration of ideas between different groups. This is not only a way to keep up with The Times, but also an effective way to deeply analyze the structure of social

psychology. Like a fast-moving river, the Internet buzzwords carry the sediment of information, washing away the old conceptual barriers and shaping the new consensus soil. Further, actively popularizing Internet hot words is not only a process of popularizing language knowledge, but also an important means to promote communication and mutual understanding among all social strata. It can help people of different ages and backgrounds to cross the "digital divide", so that everyone can find a sense of belonging in a shared context, and promote the overall harmony and progress of society. Educational institutions, media platforms and even individuals can be active participants in this process, contributing to a more open, inclusive and vibrant socio-cultural environment. Therefore, it is not only the responsibility of the academic circle to pay attention to and study the Internet hot words, but also the subject that all sectors of society should pay attention to. It requires that while enjoying the convenience and fun brought by the Internet, we should also have critical thinking and rationally examine the social impact behind it, so as to better guide the healthy development of network culture and make network hot words become a force to promote positive social change.

## **2.2. Domestic research status**

In recent years, with the rapid advancement and wide popularization of Internet technology, cyberspace has become a new context of vigorous development. On this virtual and real platform, Internet hot words, as a kind of special language symbols full of vitality and sense of The Times, emerge like a tidal wave and spread rapidly. They not only occupy a place in popular culture and arouse wide attention and heated discussions from all walks of life, but also quietly penetrate into the temple of academic research. It has become a new topic that scholars in linguistics, sociology and media studies compete to explore. Many domestic scholars have keenly caught this phenomenon. Starting from multiple dimensions, they have made an in-depth analysis and systematic

classification of Internet hot words by using a combination of qualitative and quantitative research methods. These classification works not only aim to reveal the social psychological mechanism behind the Internet hot words, the law of cultural transmission and the trajectory of language change, but also try to build a more comprehensive and detailed theoretical framework, so as to better understand and predict the future trend of the Internet language phenomenon. To be specific, the classification of Internet hot words by scholars covers the following core aspects: First, according to the source and creation method, the Internet hot words are divided into "homonym", "abbreviation", "mash-up" and other types, each of which contains the unique creativity and humor of Internet users; Secondly, from the content theme, for example, "current events" reflects major social events or the focus of public attention, "emotional expression" is closely related to the emotional state and social interaction of Internet users; Furthermore, according to the usage scenario and function, it can be subdivided into "social terms", "Internet memes" and "subcultural terms", each of which carries different communication purposes and cultural identities in specific online communities. Through such meticulous classification research, scholars not only deepen their understanding of the essential characteristics of Internet hot words, but also provide valuable academic support and practical guidance for promoting Internet language norms, protecting language ecological diversity and promoting cross-cultural communication. With the continuous evolution of the Internet, as a bridge connecting the virtual and the real, the traditional and the modern, the research value and significance of the Internet hot words have become more and more prominent, and have become a language and cultural phenomenon that cannot be ignored.

(1) Definition and classification of Internet hot words: According to various studies and discussions, scholars regard the concept and characteristics of Internet hot words as the main part of the Internet and culture, and emphasize their timeliness, popularity and popularity. They also classified Internet hot



words, such as new words and new meaning, Internet buzzwords and social hot words.

(2) The generation mechanism and communication methods of Internet hot words: Researchers deeply analyze the sources of network hot words, such as social hot spot events, cultural phenomena and the psychological needs of netizens, through the generation mechanism and communication needs of Internet hot words, and point out that they are mainly transmitted through social media, forums and blogs.

(3) Internet hot words and emotional expression: Scholars have studied the relationship between Internet hot words and emotional expression, and believe that Internet hot words are a way for people to express their emotions. At the same time, the Internet hot words also reflect the hot issues in the society and people's psychological state.

(4) Application of Internet hot words in media: Researchers pay attention to the role of Internet hot words in news reporting, advertising and brand promotion, and emphasize their commercial value and cultural connotation.

In general, although the domestic academic research on the Internet hot words, a new language phenomenon, has accumulated rich results to a certain extent, revealing the social dynamics and cultural changes behind many buzzwords, the exploration in this field still faces many challenges and deficiencies. The main limitations of the current research are reflected in the following aspects: First, the research methods are relatively simple, mostly focusing on literature review and descriptive analysis, and lack of innovative theoretical framework construction and integration of diversified research methods, which to a certain extent limits the deep meaning mining of Internet hot words; The insufficiency of empirical analysis is also a problem that cannot be ignored. Many studies only summarize superficial phenomena and lack empirical methods such as big data analysis, questionnaire survey or in-depth interview to verify hypotheses, thus affecting the scientific and persuasive nature of research results. The discussion on the application value of Internet hot

words is often superficial. How to effectively integrate these vivid language elements into education, media, brand marketing and other fields to promote cultural communication and social communication is still a topic to be explored in depth. At the same time, the analysis of its cultural connotation also needs to be strengthened. Internet hot words are not only the product of language games, but also the mirror of social mentality, group identity and even the spirit of The Times. In-depth analysis of the social cultural background and psychological motivation behind them is of great significance for understanding the complex dynamics of contemporary social culture. Looking forward to the future, the research of Internet hot words should move towards a broader and deeper direction. This requires scholars not only to broaden their research horizons, pay attention to the global phenomenon of Internet language, compare the similarities and differences of Internet hot words in different cultural backgrounds and their communication mechanisms, but also to strengthen interdisciplinary cooperation, such as combining theories and methods in sociology, psychology, information science and other fields to enhance the theoretical depth of research and practical guidance significance. By establishing a more systematic theoretical framework and conducting more empirical studies based on data-driven and experimental design, it can more comprehensively reveal the generation mechanism of Internet hot words, communication rules and their impact on social culture, and then provide more forward-looking and operational strategic suggestions for related industries, and promote the research of Internet language and culture to a new height.

### **2.3. Foreign research status quo**

Similar to China, foreign research on Internet hot words also mainly focuses on the following aspects:

(1) Generation mechanism and communication process: Researchers explore the generation mechanism of Internet hot words and the rapid

dissemination of hot words in social media, which involves the intersection of sociology, communication and linguistics.

(2) Linguistic characteristics: The study of the grammatical structure, semantic connotation and differences between network hot words and standard language is helpful to understand the development of network language.

(3) Social and cultural influence: Internet hot words reflect social hot spots and cultural phenomena, and scholars discuss their influence on social culture, as well as their role in constructing issues and promoting public discussion.

(4) Emotional analysis: Foreign researchers also pay attention to the emotional expression of hot words on the Internet and study their role in emotional communication.

(5) Business application: Study the application of Internet hot words in brand promotion and advertising strategy, and analyze their influence on consumer behavior and attitude.

(6) Cross-cultural research: Due to the cultural characteristics of Internet hot words, the study of hot words under different cultural backgrounds is helpful to understand the interaction between language, culture and communication.

(7) Network language norms: With the rapid development of network language, there are more discussions on norms and guidance, and scholars discuss the formulation of effective standards to promote their healthy development.

In general, the exploration of Internet hot words abroad is particularly broad and profound, which not only stops at the analysis of the structure and evolution of words themselves, but further expands to how these buzzwords dance on the broad stage of society, as well as the intricate interwoven relationship between them and cultural trends. This research vision goes beyond the boundaries of single linguistics, and actively embraces the bright stars of interdisciplinary research, such as the depth of sociology, the breadth of communication, and the delicacy of psychology, to weave together a diverse knowledge network to understand the phenomenon of network language.

Internet hot words, as a mirror of social development in the digital era, vividly reflect the keen insights and unique insights of Internet users on various events or social phenomena in a specific period. They are like the pulse of The Times, each beat carries the public's emotional fluctuations and value orientation, not only accurately conveys the emotional color of the vast number of Internet users, but also becomes an important yardstick to measure the public's attention and attitude tendency, and is the concrete embodiment of the public's right to voice in cyberspace. Based on this, this topic cleverly designs the axis of the network hot words as the core, aiming to give these virtual world "catchwords" a new form of life through the magic of visual art. On the basis of preserving and strengthening the original connotation of hot words on the Internet, we strive to carry out unlimited visual transformation of creativity, so that it is not only a simple representation of words, but also an artistic expression rich in image beauty and profound emotion. Such an attempt not only deepens the audience's understanding of the deep meaning of hot words on the Internet, but also adds interactivity and interest to them, so that academic exploration and public aesthetic pleasure can be perfectly integrated, opening a wonderful dialogue about language, art and social culture.

## **2.4. Data integration**

In the vast ocean of Internet hot words, I am like a tireless explorer, shuttling between bytes, collecting and sorting out the Internet hot words in the past five years. This is not only a journey to trace the changes in language, but also a profound insight into the pulse of Chinese society and the aspirations of the people. In the past five years, from "positive energy" to "lying flat", from "996" to "inner volume", each hot word is like a prism, reflecting the development trajectory of The Times and the subtle changes in people's psychological needs. These words are not only the symbols of popular culture, but also the true portrayal of social mentality, so that when I design my works, I

can accurately capture and integrate the special meaning behind these Internet hot words, so that the design works are endowed with the soul of The Times, more rich, vivid and vivid. When creating IP image design, I boldly break through the traditional framework, and cleverly integrate the unique style of Internet hot words with the design theme, as if I put on a fashionable coat for the characters, so that they stand out in many designs, not only the smart of Internet culture, but also the depth and connotation. This innovative attempt, like a clear stream, activates the infinite possibilities of design and realizes the harmonious dialogue between art and reality. When my brush strokes turned to poster design, it was the beginning of a visual feast. Using multi-dimensional creative techniques, I not only pursue the ultimate expression in color and composition, but also strive to be refined and profound in information transmission, so as to ensure that every inch of the picture can accurately convey the information and emotion that I want to express. Here, the Internet hot words are not only decoration, but become a bridge connecting the audience with the deep meaning of the design, so that every poster is no longer a silent display, but a vibrant declaration, which makes people think deeply and touches people's hearts. As for the design of the main picture information visualization, it is a knowledge popularization action that I carefully planned. I strive to transform complex Internet hot words and the cultural and social phenomena behind them into clear charts and illustrations in the most intuitive and attractive way, which not only satisfies the public's curiosity for novel things, but also imperceptibly the public's cultural literacy and awareness of The Times. Such a design not only beautifies the interface, but also looks like a patient interpreter, guiding every viewer to explore this colorful world built by the network. In short, through this series of design practices, I have deeply realized that Internet hot words are not only a popular language phenomenon, but also an important tool for us to understand The Times and communicate emotions. Incorporating these elements into each design is to inject the blood of The Times into the work, making it a

work of art that records history, reflects life and leads thinking. See attachment figure2.1.

## **2.5. Design and positioning**

The visualization project of Internet hot words aims to popularize the popular words that have flourished on the Internet in China in the past five years in a novel and vivid way, and inject new vitality into the public's understanding and research of this cultural phenomenon. Through ingenious poster design and unique IP image creation, the project cleverly integrates Internet hot words into every dimension of daily life, which not only deepens the impression of the public, but also greatly enriches the application scenarios of these words. In terms of design strategy, we have carefully planned six classification systems, each category accurately captures and shows the unique charm and broad influence of Internet hot words. From "social hot spots" to "entertainment trends", from "workers" to "students' party", to "homonic memes" and "abbreviated party", these meticulous divisions make the display of hot words on the Internet both systematic and comprehensive and hierarchical, so that viewers can easily grasp their essence. Font and graphic design is one of the highlights of this visual communication. Designers dig deep into the cultural meaning and context behind each buzzword and creatively transform it into visual elements that are intuitive and artistic. This design method not only visually shows the development track of Internet hot words in the past five years, but also gives these words new life with its unique creativity and expressiveness, making them attractive cultural symbols, greatly enhancing the interest and attraction of Internet hot words, and stimulating the interest of the vast number of netizens to explore and share. The ingenious use of color and the perfect combination of fonts and graphics further strengthen the overall visual effect, creating a series of beautiful and educational works. This not only enriches the content ecology of the cultural and creative industry, but also lays a solid

foundation for the later publicity and promotion. Through various channels such as social media, online and offline exhibitions, these works have spread rapidly, effectively promoting the comprehensive cognition of Internet hot words, and leading a upsurge of learning and discussing Internet culture. It is particularly important that this project actively guides the youth and teenagers to actively participate in the network culture, cultivate their healthy and rational network language habits, and promote their positive growth and development in the network era. The visualization of Internet hot words is not only a wonderful record of the current Internet culture, but also a kind of foresight and guidance for the future cultural trend. It tells the changes of The Times with innovative design language, and encourages every participant to enjoy the Internet culture and become a member of its active shaping. See attachment figure 2.2.

## **Summary of the chapter 2**

1. Research status of online hot words at home and abroad Under the background of globalization and the rapid development of the Internet, online hot words have become a bridge connecting different cultures and social groups. Domestic research focuses on the evolution of popular phrases on social media and short video platforms, exploring their generation mechanisms, dissemination pathways, and social and cultural impacts. Scholars use methods such as big data analysis and corpus linguistics to deeply explore the public emotions, social hotspots, and value orientations behind hot words. Foreign research focuses more on the translation adaptability of internet buzzwords in cross-cultural communication, global trends, and their impact on mainstream languages such as English, revealing new features of language diversity and cultural integration through comparative analysis.

2. Design style of internet buzzwords The design of internet buzzwords is not just a pile of words, it integrates creativity, humor, and the spirit of the times. Designers and content creators often use puns, abbreviations, symbols, and even

emoticons to create novel and unique expressions. These design styles are often concise, clear, easy to remember, and visually impactful. For example, the emotive use of the character "jiong" not only reflects the pictographic beauty of Chinese characters, but also quickly conveys an awkward or helpless emotion. In addition, with the development of dynamic imaging and interactive technology, internet buzzwords are gradually expanding into multimedia forms, such as GIF images and catchphrases in short video clips, further enriching their expressive dimensions and dissemination effectiveness.

3. Collection of internet buzzwords Collecting internet buzzwords is a systematic and complex task that involves extensive information monitoring, screening, and classification. Professional institutions and researchers often use automated tools such as web crawlers to capture real-time data from social media, forums, blogs, and other online platforms, and then combine it with manual review to ensure the timeliness and accuracy of hot words. In addition, there are specialized online platforms and applications that encourage users to participate and contribute, collecting and verifying emerging internet slang through crowdsourcing. This process not only helps to build a comprehensive online language database, but also provides valuable first-hand information for linguistic research, marketing strategy formulation, and even policy formulation. With the advancement of AI technology, the collection of internet buzzwords in the future will become more intelligent, enabling more efficient insight into the subtle changes and trends of online culture.



## **Chapter 3: Design Process and Results**

### **3.1. Visualization design of network hot words**

#### **3.1.1. Visual design conception of network hot words**

The visualization of Internet hot words information, an innovative field, focuses on the bright sparks of language in the vast Internet space, and cleverly divides those popular Internet hot words that reflect social emotions and cultural changes into six core categories through careful collection and careful combing of massive information in the early stage. This is not only a taxonomic exploration of popular vocabulary, but also an academic journey to dig deep into its historical origin and historical background. The research team spared no effort to trace the birth, evolution and spread path of each popular word, aiming to give the concept of Internet hot words a more three-dimensional and profound definition of The Times. In terms of design practice, the project boldly integrates the fresh elements of youth culture - from the hot food trend on the street to the sports fashion popular on social media, these contents close to the public life are cleverly integrated into the information visualization, making the design work not only academic value but also popular charm. Through the phased drawing technology, the development trend of Internet hot words at each stage can be clearly displayed, like a bright pearl on the timeline, connecting the vivid vein of Internet culture. The creative embedding of the data graph is undoubtedly the finishing touch of the design. All kinds of charts and graphs show the heat fluctuation, correlation analysis and even emotional tendency of hot words on the Internet in an intuitive and artistic form, making the original abstract data leap onto the paper and vividly telling the story behind each hot word. In addition, the integrated application of a large number of empirical data ensures the accuracy and authority of information, so that the public can better

understand the connotation and extension of Internet hot words through these visual Windows, so as to enhance the insight of contemporary cultural phenomena while enjoying the fun of language. The more profound significance is that this series of carefully built information visualization works is not only the transmission of knowledge, but also the guidance of values. It encourages the youth and teenagers to actively embrace and rationally examine the Internet culture, and promotes the whole society to have a deeper understanding and thinking of the Internet hot words and the social significance they carry. In this process, it helps to establish correct ideas, cultivate critical thinking ability, and ultimately lead to a more healthy, open and cultural network environment, contributing to the formation of values of young people in the new era.

### **3.1.2 .Final visual design of Internet hot words**

In the final design of the network hot word information visualization, blue is carefully selected as the main color, and on this basis, the depth of color extension and collocation is carried out. This is not only a visual choice, but also a profound meaning - blue, a symbol of science and technology, the future and the vast network space, it appropriately echoes the word "network" in the "Internet hot word", cleverly enhances the power of information transmission, gives the picture with a distinct visual effect, so that people can feel the pulse of the digital world when browsing. Feel a vivid and vivid immersive experience, which greatly enriches the viewer's sensory world. In terms of illustration, we have cleverly integrated portraits and pictures of daily life scenes. These elements not only truly reflect the daily events of the public, but also cleverly combine with Internet hot words to build a bridge between virtual and reality. By showing the situations in which people use network language to communicate, such as the relaxed teasing between friends, the warm interaction between family members or the quick communication in the workplace environment, every viewer can find resonance in these familiar scenes and

deeply realize that the network hot words are not just word games on the screen, they have been deeply rooted in our daily life. It influences and shapes the way we communicate and our culture. Such a design strategy aims to break the monogeneity of traditional information display, and through the dual narrative of color and image, weave a picture scroll of Internet hot words that is close to life and full of imagination for the audience. It not only improves the readability and attractiveness of the content, but more importantly, inspires the public to think about the deep meaning behind the network cultural phenomenon, and urges people to take the initiative to explore and understand this social era driven by digital technology and continuous language innovation. See attachment figure 3.1. 3.2. 3.3

## **3.2. IP design**

### **3.2.1. IP design and conception**

The IP image is not only a carrier of content, it is more like a deep emotional bond, which can build a bridge between the creator and the audience. Through the in-depth excavation and presentation of IP images, viewers can be immersed in the artistic conception carefully constructed by the author, and this deep experience can often touch people's hearts and leave an indelible impression. It is this deep feeling that makes the IP image become a powerful magnet to attract wide attention, which not only enhances the attraction of the content itself, but also naturally plays the effectiveness of publicity and promotion. In the process of shaping IP image, refining its characteristics is very important. The project extracted six categories of people from social phenomena, and after careful consideration, finally focused on the three most representative groups: hard-working "workers", the pursuit of efficiency and fun "abbreviation party", and the "school party" with academic dreams. The in-depth analysis of these three groups of people extracts their core characteristics - whether it is the

perseverance of the "worker", the wit and humor of the "abbreviation party", or the pure dream and unremitting pursuit of the "school party", these distinctive characteristics are condensed into unique visual symbols and story elements. The design process will integrate these essence, and use modern design concept to innovate and deduce. It is particularly important that the entire creative process fully takes into account the trend of youth, aiming to make IP characters more close to the aesthetic and emotional needs of contemporary young people. Character design emphasizes youth vitality, giving them fashionable appearance, smart expression and a sense of The Times behavior pattern, making them a resonance in the hearts of young people. Such a young design not only shortens the distance with the target audience, but also inspires the resonance and love of young people, thus greatly enhancing the publicity effect, making the IP image influence spread rapidly among young people, forming a strong cultural identity and community effect. By accurately capturing the characteristics of specific groups and artistic processing, combined with youthful visual language and narrative style, this series of IP image design not only deepened the impression of viewers, but also successfully attracted a lot of attention, laying a solid foundation for subsequent publicity and promotion, showing the infinite potential and charm of cultural IP image in the new era. See attachment figure 3.4. 3.5. 3.6. 3.7.

### **3.2.2. The IP design is finalized**

In the exquisite conception of IP image design, in-depth analysis and characteristics are condensed for the three major audience groups, and three anthropomorphic IP images are created with ingenuity, each of which accurately captures and demonstrates its unique charm. Focusing on the "migrant worker series", this image vividly depicts the daily life of young urban professionals. They wear a sharp suit, the chest of the work card flashing, not only a symbol of professional identity, but also revealed the pride and dedication to the work.

With a steady briefcase in hand and a quick but firm pace, they show the pace of unremitting pursuit in the fast pace of life. The overall shape integrates modern and fashionable, the tone is mainly dark gray, which is professional and does not lose youthful vitality, aiming to arouse the resonance of the majority of new professionals. The image of the "student party" is a very different picture. The role is dressed in casual clothes, wearing a hat with a personality, perhaps hiding a pair of curious eyes under the brim, headphones hanging gently around the neck, flowing out of the melody of youth. More lively and bright colors are selected, such as sky blue and khaki, with simple and comfortable shorts, which perfectly interprets the relaxed student days and infinite yearning for the world of knowledge. Such a design, no doubt every young or miss the school time of people, can find their own shadow. As for the "abbreviation party", the design of this IP image pays more attention to the integration of trend culture and innovative expression. It is not only the simple personification of words, but the concept of network buzzwords such as "OOTD" (today's wear) cleverly integrated into the character design, through the creative patterns or slogans on the clothing, showing a fashionable and down-to-earth attitude to life. The bold use of bright colors and popular street style items, such as fashionable shoes, make the image a trend indicator and lead the new trend of youth culture. At the same time, the innovative design of emojis is the punch line, these expressions not only keep up with current events, but also contain the unique sense of humor and self-deprecating spirit of young people, so as to narrow the distance with the target group, so that the IP image is more vivid and three-dimensional, deeply rooted in people's hearts. On the basis of loyalty to the original characteristics of the population, these three IP image designs have successfully built a role that is both recognizable and full of emotional links through delicate visual language and rich derivative development. They not only beautify people's digital lives, but also become an emotional link between brands and consumers, further deepening the impression of the public, so that everyone who meets them can

feel the exclusive temperature and resonance. See attachment figure 3.8. 3.9. 3.10.

### **3.3. Poster design**

Poster design plays a dual role of information transmission and cultural expression in the digital age, especially when it focuses on the creative source of Internet hot words, its charm is doubly doubled. In this design project, which aims to capture the pulse of the Internet, six categories of Internet hot words are carefully selected as the cornerstone of inspiration, and each category vividly interprets the social emotions and cultural connotations behind the words through ingenious design techniques. Taking the poster of "migrant worker" as an example, the designer cleverly chose a monkey as the visual subject, not only because "Mahao" is a nickname for monkey in Internet language, but also because it humorously and aptly reflects the image of "migrant workers" who work hard and cope with life challenges with wit. The monkey's lively and agile posture, with busy or optimistic expression details, makes the whole design work not only full of life, but also a humorous comment on the modern workplace ecology, which is resonant and intriguing. In turn, the "Student Party" theme poster uses the rabbit as a symbol. In Chinese culture, rabbits often symbolize gentleness, agility and hope, which aptly compares the role of students as the future pillars of the country and the hope of social development. This design inspiration also borrowed from the popular cartoon "That year Rabbit", which refers to the Chinese people with the image of a rabbit, telling a thrilling historical story, showing the courage and wisdom of the predecessors. Therefore, the rabbit here is not only a symbol of the new generation, but also a symbol of spiritual inheritance, encouraging the young generation to not forget the original heart, forge ahead, and continue to inherit and carry forward the will and dream of the ancestors on the way to learning and growth. As for several other categories of design, such as homophony, abbreviation, social hot spots

and daily entertainment, a more abstract and intuitive geometric graphic language is used. These simple and bright shapes, or round and harmonious, or angular, their exquisite collocation in color and layout, all accurately capture the core characteristics and emotional colors of each hot word. The geometric form of expression effectively reduces visual noise and enables the audience to capture the key information the design wants to convey in an instant. At the same time, it also gives the work a modern sense and a sense of The Times, so that complex network cultural phenomena can be displayed in front of the public in a more universal and understandable way. This poster design project not only shows the designer's keen cultural sense and innovative thinking through the in-depth mining and artistic representation of Internet hot words, but also successfully builds a bridge connecting virtual and real, traditional and modern, so that every viewer can find resonance from it and feel the unique charm and far-reaching influence of Internet culture. See attachment figure 3.11. 3.12.

### **3.4. Font and graphic design**

The design process of font graphics focuses on the carefully constructed mind map, which is a creative feast of visual and semantic interweaving. Dig deep into the sea of words that have emerged in each category over the past five years, and work like a gold digger to sift out the most representative pearls. These selected words not only carry the mark of The Times, but also the vivid mirror of network culture. In the shape of the image, strive to every font graphics can leap on the paper, vivid and direct. They reject complexity and embrace the beauty of simplicity, ensuring that each design touches the heart of the viewer in the most intuitive way. This design concept creates a subtle and profound connection between the text and the image - when the reader looks at the word, the corresponding picture will emerge in his mind; On the other hand, a simple image can instantly trigger the memory of a particular word. Such a design is like building an invisible bridge, connecting the world of language

symbols and visual perception. In order to make the Internet hot words not only stay in the text level, the design incorporates rich colors, innovative composition and symbolic elements that fit the meaning of the words, so that the form of the content goes beyond a single dimension and becomes hierarchical and colorful. This process is not only a visual representation of hot words on the Internet, but also a deep interpretation and artistic re-creation, so that the original abstract concept can gain new life through visual language, and its meaning becomes clearer and easier to understand under the catalysis of design. In addition, the sense of fun and experience has been elevated to an unprecedented level. The design team skillfully uses humor, exaggeration or subtle details to surprise and delight the viewer, making every visit a journey of discovery. This interactive visual experience not only deepens people's cognition and memory of Internet hot words, but also greatly promotes their dissemination and discussion in cyberspace, forming a natural propaganda effect. All in all, this design strategy not only beautifies the way of information transmission, but also injects fresh vitality into the development of network culture, making it closer to the public and full of vitality. See attachment figure 3.13. 3.14. 3.15. 3.16. 3.17. 3.18.

### **3.5. Derivative peripheral design**

Spin-off, the bright star of this creative field, focuses on bringing the buzzwords of the online world out of the virtual screen and bringing them to life. It is not only propaganda, but also a deep fusion feast of culture and trend. Through careful planning and design, these Internet buzzwords have been cleverly integrated into a wide variety of cultural and creative products, covering a wide range of daily school supplies to everyday objects, such as the trend of anime style notebooks, coffee cups printed with humorous phrases, or mobile phone cases in the form of memes, etc., all of which show the unique aesthetic and humor of the young generation. Using the design language and artistic style most sought after by young people nowadays, these cultural and creative



peripherals attract the attention of the public with their novel and unique appearance, successfully breaking the boundaries of traditional publicity methods. They spread rapidly on social media and become a new topic shared among friends, which virtually deepens people's memory and understanding of hot words on the Internet, making these words not only stay in the surface of jokes or hot spots, but really become a cultural bridge connecting different people. More importantly, such creative promotion strategies have greatly improved the social recognition of hot words on the Internet, allowing popular words that may have been short-lived to precipitate into more lasting cultural symbols. When people use these creative peripheral products, they not only enjoy the practical fun, but also inadvertently popularize the knowledge of network hot words, and promote the diversified development of network culture. This way of edutainment makes the public's love for Internet hot words no longer stay in the simple follow the trend, but into a kind of active exploration and creation of cultural participation enthusiasm, which further promotes the innovation and inheritance of Internet language. In short, the wonderful marriage of derivative surrounding, as an Internet hot word and the physical world, not only enriches the daily life of contemporary youth, but also is a successful practice of expanding the influence of Internet culture to real life, so that every small object carries the memory of The Times and the temperature of culture. See attachment figure 3.19. 3.20. 3.21. 3.22.

### **Summary of the chapter 3**

1. In the rapid iteration of Internet culture, the design of online hot words captures those online hot words that leap across the screen and contain the mood of the times and social pulse. We carefully plan and design these words to not only convey instant information, but also integrate creative elements and visual impact. Through in-depth research on internet language habits and trends, our design aims to make each hot word a bridge connecting emotional resonance among netizens.

Whether it is humorous memes or phrases that deeply reflect social phenomena, they can be presented in a novel and unique form, making it unforgettable.

2. Visualization of internet buzzwords, poster promotion, IP images, and font graphic design. In order to make the influence of internet buzzwords exceed the text itself, we use advanced information visualization technology to transform complex data and trends into intuitive and understandable charts and animations, allowing viewers to have a clear understanding of the dissemination trajectory and social impact behind them at a glance. At the same time, combining artistic aesthetics and creative strategies, we design and produce a series of eye-catching posters, which not only convey the literal meaning of hot words, but also deeply explore their cultural connotations and social value. For specific IPs, we customize exclusive image styles and iconic fonts. Through meticulous graphic design work, we strengthen the brand image and create a unique visual recognition system, allowing IPs to stand out and deeply penetrate people's hearts amidst numerous pieces of information.

3. In order to make internet buzzwords not only stay in virtual space, we further expand their application boundaries and design a series of creative derivative peripheral products. From daily necessities such as T-shirts, mugs, phone cases, to high-end cultural and creative products, each product cleverly integrates the essence of internet buzzwords and modern design concepts, making it a symbol of fashion and personality. We focus on material selection and craftsmanship details to ensure that each piece is both aesthetically pleasing and practical, effectively triggering users' desire to share, allowing internet buzzwords to continue their cultural dissemination journey in physical form, forming a virtuous cycle of online and offline interaction, and bringing broader recognition and commercial value to brands or IPs.

## **Chapter 4: Problems in the creation process and solutions and design results display**

### **4.1. Problems in the creation**

In the preliminary stage of academic research, the problem often encountered in the topic selection is that the scope of topic selection is too broad, and the lack of focus and deep exploration potential. This kind of vague topic selection is often based on a weak theoretical foundation, and sometimes there is almost no clear theoretical support, resulting in ambiguous research direction. At the same time, due to the wide range of topics, it is easy to fall into the dilemma of "finding a needle in a haystack" when collecting data, and the quality of the obtained data is uneven, including superficial articles with insufficient depth and marginal information with weak relevance to the theme. In this process, the lack of effective information retrieval skills has become a major obstacle, and it is impossible to effectively select the literature of real value for research. Even if a certain amount of data is successfully collected, how to effectively classify, summarize and analyze it has become a major challenge for researchers, reflecting the lack of literature screening and processing ability. In addition, the weak awareness of time management makes it difficult to conduct the whole research process in an orderly manner, and the lack of a clear time node for project advancement increases the risk of research delay. In the field of visual communication, the lack of innovative thinking is particularly prominent in the initial attempt of poster design. The tendency to use too bright color combinations, although intended to attract attention, but actually caused visual confusion and conflict, the lack of harmonious transition between colors, the overall picture appears chaotic, unable to condenses into a cohesive and attractive information transmission platform. This design not only fails to effectively convey the core message, but may cause visual fatigue of the

viewer. In the IP image design, the use of color has once again become the focus of discussion. Some design works because of the color choice is too simple and low saturation, failed to fully show the due vitality and freshness, and the target group pursuit of vibrant, distinct personality traits contrary to. Such a design is difficult to stand out among many brands or roles, and its recognition is low, which is not conducive to the long-term construction and communication of brand image. For graduation design, innovation is not only one of the evaluation criteria, but also the key driving force to promote personal academic growth. However, in the early days of creation, he was faced with the problem of exhaustion of innovative ideas, and he was confused about how to come up with new ideas in the established field. The ambiguity of the research topic is particularly significant at this time, and you may find yourself wandering between multiple potential research directions, and it is difficult to decide which one is most worthy of investing time and energy to explore in depth. This uncertainty intensified the confusion in the initial stage of the research, which affected the smooth start and subsequent progress of the project. Therefore, enhancing problem definition, clarifying research boundaries, and cultivating critical and creative thinking are essential to overcoming these challenges.

## **4.2. Solutions**

In the journey of academic research, timely and frequent communication with supervisors is a crucial first step. Not only does this help us get valuable guidance, but it also helps us navigate the vast ocean of literature. Actively consulting and screening a large number of academic literature requires me not only to have a keen ability to capture information, but also to learn how to efficiently sort out the information and analyze its value and applicability through critical thinking, so as to lay a solid theoretical foundation for my own research. Time management is an integral part of successful completion of any project. Planning your daily, weekly, and monthly schedules to ensure that tasks

at each stage are met on time is a test of discipline and the key to productivity. Making a detailed work plan and adjusting it flexibly according to the actual situation can effectively avoid delay and ensure the smooth progress of the research. In design, innovation often comes from breaking with tradition. Unified poster color system, dare to break the conventional thinking mode, through the careful adjustment of the overall layout, not only can significantly improve the unity and cleanliness of the picture, but also can further strengthen the brand image or core information conveyed by the poster. For the design of IP image, it is necessary to be meticulous, through the fine adjustment of the overall color, moderately reduce the contrast to create a harmonious atmosphere, while increasing the saturation to make the color more vivid, streamline and remove the chaotic lines, so as to form a unified and visually attractive overall design scheme. Broadening your horizons means always being highly sensitive to industry dynamics and cutting-edge technologies. Paying attention to and deeply understanding the latest developments and trends in the current field can help us stay forward-looking and innovative in our research. Be willing to try new ideas and methods that at first glance seem impossible, because history has shown time and again that it is these bold attempts that are often an important source of scientific progress and technological innovation. While absorbing and learning from the research results of others, we should pay attention to the integration of personal opinions and creativity, not sticking to the existing framework, and gradually form our own unique academic perspectives and viewpoints. The clear goal of graduation design, like a lighthouse in navigation, can effectively guide our research direction and help us focus on the narrow field of practical significance and research value. Through systematic literature review, we can gain insight into the hot issues and development trends in the research field, and then select among the many possible research topics that have potential and can trigger new thinking. Maintaining regular and in-depth communication with the supervisor is not only an effective way to get direct

feedback, but also an important part of discussing and finalizing the research topic to ensure that the research work is focused.

### **Summary of the chapter 4**

1. Encountered some problems during the creation of the work, such as time, data collection, information research, etc.
2. At the same time, some methods have been adopted to solve the problem, such as orderly planning, multi-channel and multi-faceted information collection.

## Chapter 5 : Summary

I have experienced a challenging and inspiring journey in "Internet Hot Words", a data collection project with the characteristics of The Times. This experience was like a deep dive, which made me not only clearly but also deeply feel the remarkable growth of my professional skills and design art. Every mining, classification and analysis of Internet hot words is like catching shining pearls of knowledge in the vast digital ocean. They not only enrich my knowledge treasure house, but also quietly enhance my professional insight and aesthetic sensitivity. Through meticulous research, I gradually uncovered the social and cultural veil behind the Internet hot words, and deeply understood that these buzzwords are not only the vane of language change, but also the direct reflection of social mentality, public sentiment and scientific and technological development. They record the pulse of The Times in a light-hearted, witty or deeply reflective way and affect the development track of society. Especially among teenagers and young people, Internet hot words have become an important tool for them to express themselves and build identity. This made me realize that, as designers, our responsibility is not only aesthetic creation, but also how to pass on positive value through design and guide the healthy growth of the young generation. In the process of in-depth exploration, I was also honest with myself about my inadequacies - my lack of proficiency in some emerging technologies and my shallow understanding of some subcultures. This kind of self-reflection makes me more determined to embark on the road of continuous learning, constantly broaden my knowledge horizon, deepen theoretical research, and integrate what I have learned into practice, and strive to reflect more innovation and depth in the design. I started actively participating in webinars, reading cutting-edge design theory books, and even trying to communicate with people from different backgrounds as a way to spark new sparks of inspiration. For the perfect presentation of this design project, I

continuously optimized and iterated, from the initial sketch idea to the final detail polishing, every step of which was devoted to my desire for professional improvement and unremitting pursuit of design quality. I learned how to skillfully integrate the Internet hot words into the design, so that it can not only arouse resonance, but also convey deep meaning, and strive to create a sense of The Times without losing the cultural heritage of the work. This experience is undoubtedly a valuable learning and growth journey in my career, which not only temper my professional skills, but also shape my sense of responsibility and mission as a designer.

In this design, improve the influence of network hot words and promote network hot words. And in this creative aspect of bold imagination, in the picture to add their own design language to make the picture vivid image, so that the design work has a unique style. In the poster, through the collection and classification of Internet hot words in the early stage, this kind of unique poster design is carried out for different types, and the overall unity in tone is carried out to make the individual prominent. At the same time, the IP image personifies the collected categories. Through the language description in the classification, the character is designed specifically. Make the characters fresh and bright, give the spirit of the characters, and try to break through the inherent thinking and the integration of the topic for characteristic design.

All in all, in the process of exploring the creative field of "Internet hot words", I feel like I have embarked on a journey of self-discovery and growth. From the initial inspiration to the elaboration of the concept, every step reflects the shortcomings of my professional skills and the areas to be improved. This is not only a test of design skills, but also a profound baptism of self-knowledge. Through numerous attempts and corrections, I gradually clarified my position on the design road and the distant and bright beacon of my career. Looking forward to the future career blueprint, I have drawn a detailed planning picture in my mind. In the vast world of design, I am determined to continue to broaden my vision, deepen my understanding of different cultural connotations, and integrate



these precious nutrients into my creation. With a set goal and no distractions, I vow to become a designer who can accurately capture the pulse of The Times and tell the story of China with innovative design language. I believe that with the accumulation of experience and continuous learning, I will be able to control the wings of imagination more freely in my design practice in the future, so that every stroke and every mouse click will no longer be just a pile of colors and shapes, but an artistic expression rich in emotion and deep thinking. I am eager to create works that can not only touch people's hearts, but also lead the trend, so that more people can feel the unique charm of Chinese culture and vitality of The Times through my design. On this journey full of challenges and opportunities, I know that the road ahead will not be smooth, but I am ready to conquer every difficulty with unremitting efforts and undying enthusiasm to achieve self-transcendence. Because I know that only in this way can I live up to my age, truly make excellent design works worthy of pride, and contribute my own strength to the spread of Chinese culture.

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## **ACKNOWLEDGEMENT**

Time flies, and time flies. The four years of college have passed by very quickly. At the end of the paper, knock on the word "thank you", which represents the end of the four years of university. I hope I can be as energetic as before and keep enthusiasm for life. Finally, I would like to thank my tutor for his guidance and guidance in the last days of my senior year, and thank all my friends during the four years, which made my four years of university so colorful. Youth has thus passed by. I hope that my future should also be so rich and colorful.

网民规模	10.79亿人
手机网民规模	10.76亿人
IPv6	68055块/32
IPv4	39207万个
域名总数	3024万个
网站总数	383万个
“.CN” 网站数	225万个
数据来源	第52次《中国互联网络 发展状况统计报告》

Figure1. of the Statistical Report on the Status of Internet Development in China

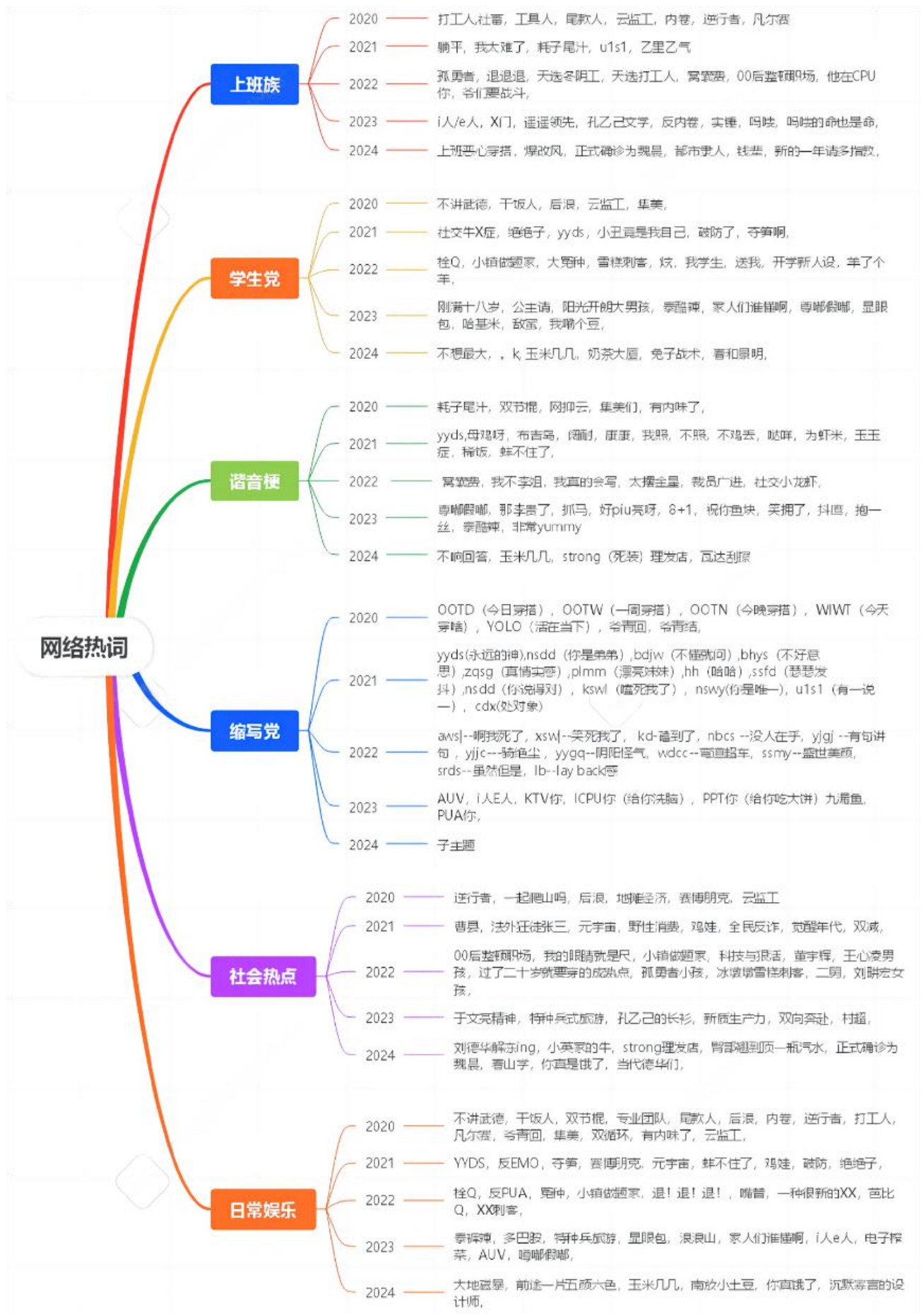


Figure2.1.

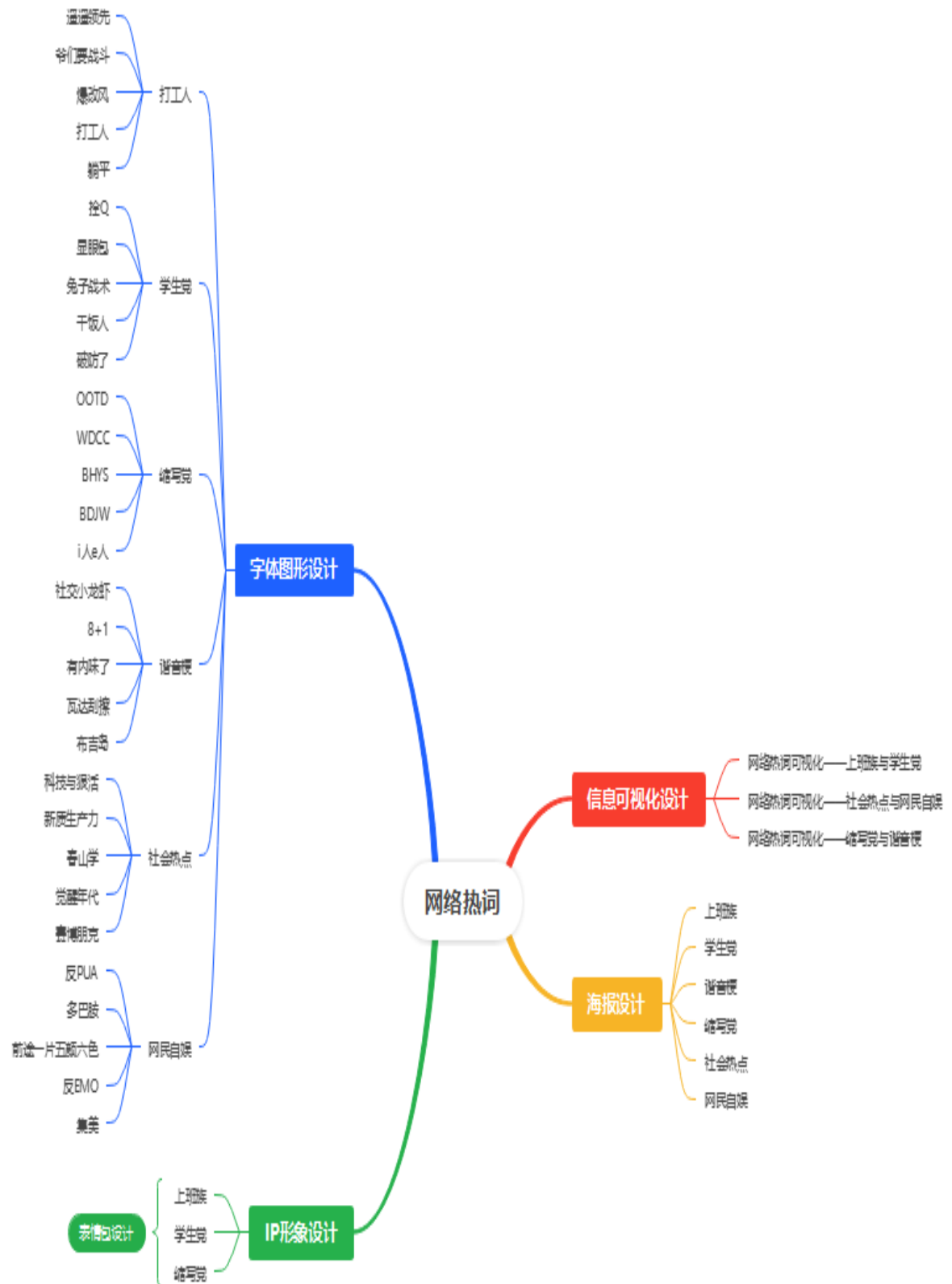


Figure2.2.

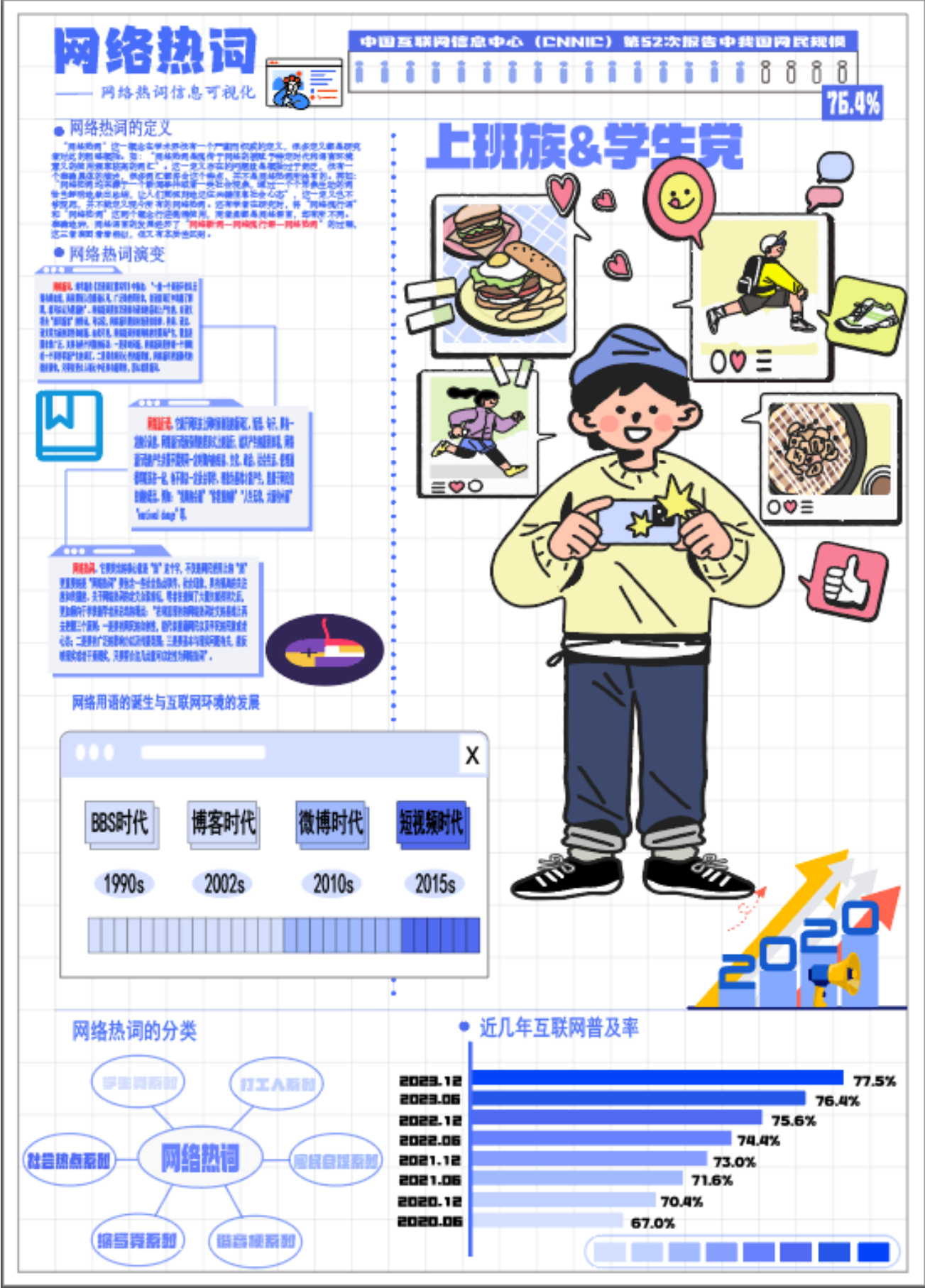


Figure 3.1.

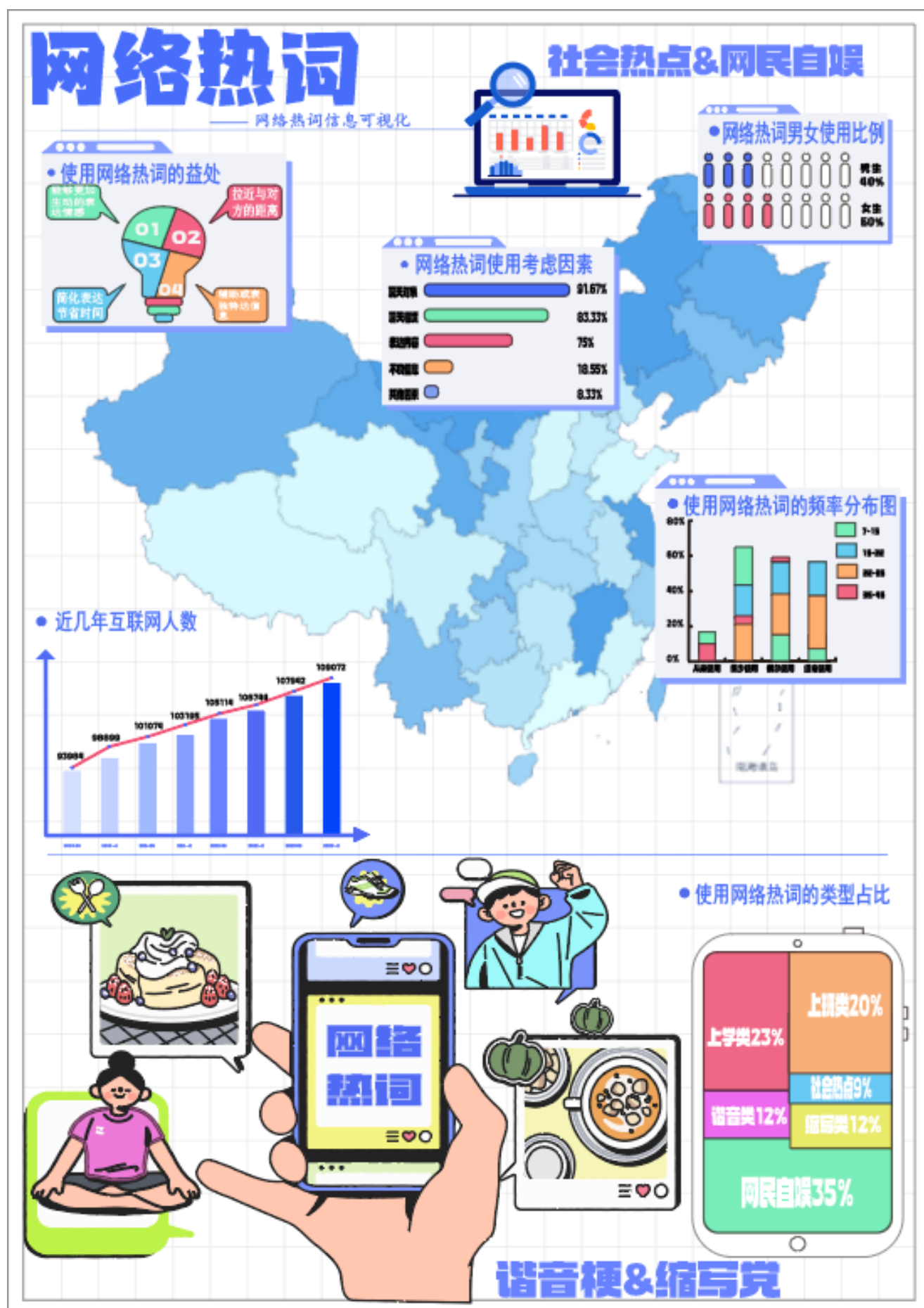


Figure 3.2.



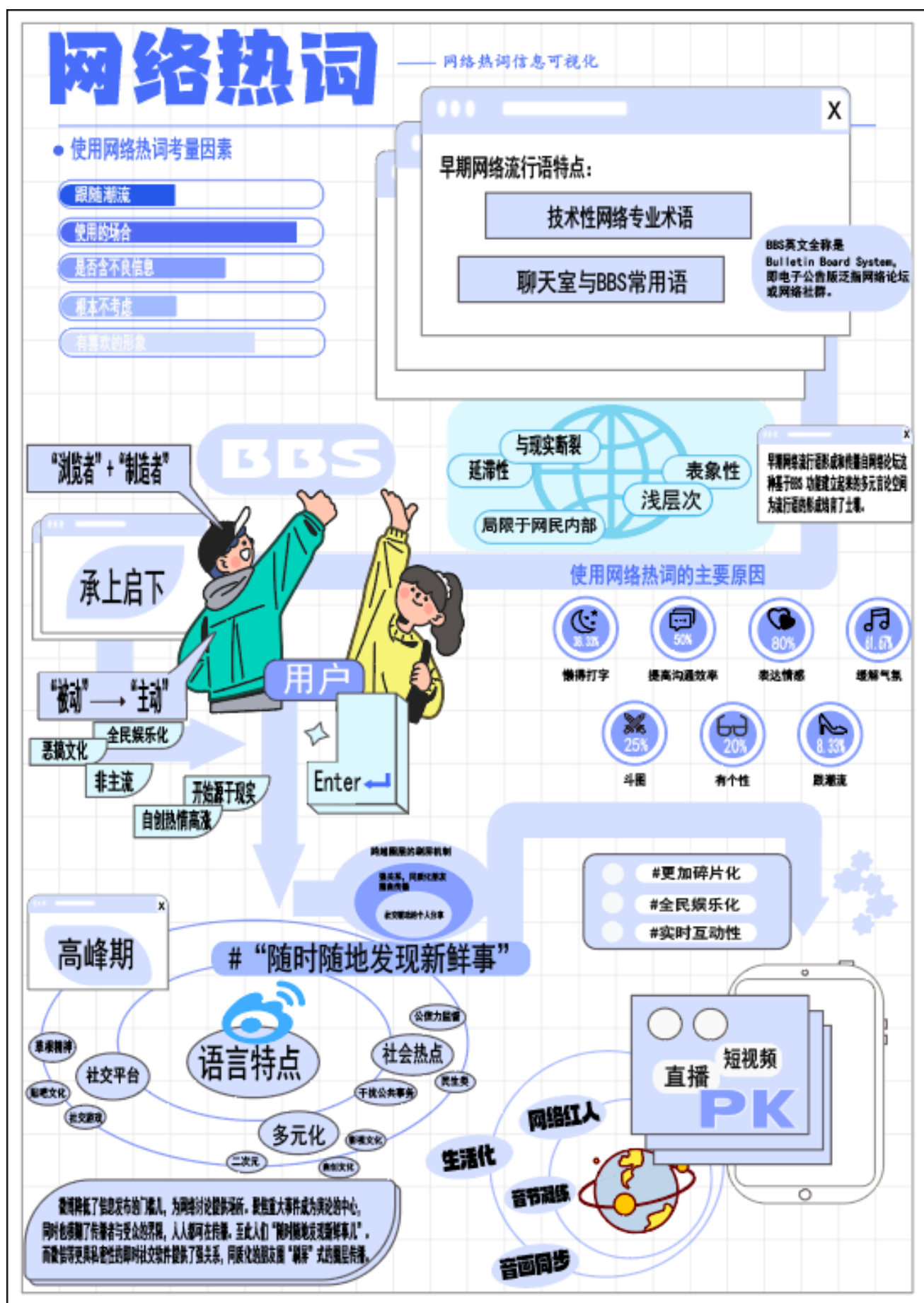


Figure 3.3.

打工族



学生党



缩写党



Figure3.4.



Figure3.5.





Figure3.6.

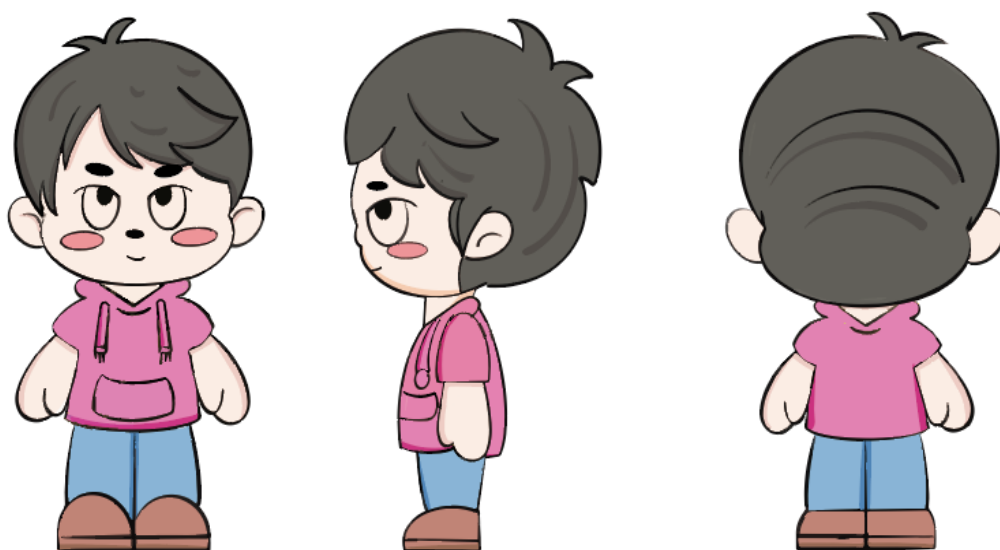


Figure3.7.



Worker Figure Figure3.8.



student party Figure3.9.



abbreviation party Figure3.10.

## 海报设计



Figure3.11.

## 海报设计



Figure3.12.





Worker Figure3.13.

student party Figure3.14.



Homophony Figure3.15.

abbreviation party Figure3.16.



social hot spot Figure3.17.

netizen entertainment Figure3.18.



Figure3.19



Figure3.20



Figure3.21





Figure3.22