

Analysis of the Awkward Culture in the Era of Social Networking

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Abstract

The rise of social networking and the provision of external social activity fields provide channels for the emotional expression of social individuals, and then the emergence of "awkward dance", "awkward song" and other social expressions related to the awkward culture. Relative to mainstream culture, the awkward culture is a kind of subculture. This article discusses the causes and development of the awkward culture, explores some existing problems of this culture, and puts forward corresponding suggestions based on these problems.

Keywords

Awkward culture; Social networking; Subculture.

1. Introduction

In recent years, with the development of network technology and the popularization of mobile terminals, complete movies and television shows are no longer a craze for mass communication. People have begun to watch various short videos on platforms such as Tik Tok and Wechat, using their fragmented time [1].

However, among the short video content of many themes, an awkward culture between vulgar culture and traditional mainstream culture has become a blank point in platform supervision. Different from the vulgar culture where the public has reached a consensus, the awkward culture has a wide range of dissemination due to its particularity and circle, on the one hand, there is also a self-restraint vigilance on the other [2].

2. A preliminary Probe Into the Causes of the Formation of Awkward Culture

Awkward culture is an active fan participation culture. What's more special is that the formation of values of online youths of awkward culture is accompanied by changes in media contact. Contemporary youth grow up in the critical period of social transformation, under the influence of foreign culture shock and social characteristics, their ideas and values have changed compared with the past [3]. Millennials have been with the rise of the Internet since their birth, and the media they are most familiar with is also the Internet. The period they grow up to adolescence is when their three fundamental values are formed.

In the age of online social networking, countless information is available, communication options are more extensive, communication is flatter and equal, and the authority of meaning is no longer authoritative. Zhang pointed out that the popularity of the Internet and we-media provides a foundation for the formation of awkward culture [4]. The culture of embarrassment reflects the spirit of self-mockery and entertainment of netizen [5]. Audiences can interact and communicate in real time, and self-deprecating, mocking, and spoofing behaviors on the Internet create a unique Internet atmosphere, which affects the information interpretation habits of netizen.

Awkward culture is also a fan activity that engages in interaction and dialogue with authoritative meaning, which contains complex feelings and reactions. And awkward culture is a mild resistance to mainstream culture [4]. The interpretation and consumption of the meaning of original content are also diverse, and a variety of aesthetic and judgment systems have their rationality in this "tolerant" Internet age. The audience is no longer just a passive receiving target, but an active participant who constructs and disseminates the meaning of the text. Young netizens believe that since they are interested and have a strong psychological identity, they will actively share this feeling through online media. If the meta-narrative can no longer satisfy their aesthetics and needs, they take "local materials", turn their attention to the past, actively misappropriate the resources that can be used in the original text, re-execute autonomous symbolic interpretation, conduct secondary creations, and actively Share and spread to find friends who have the same sense of body as oneself, thereby forming new interpretations, new cultures, new identities, and new communities. This is also the way of meaning production of "awkward culture" which is different from other forms of subculture.

3. The "Repetition" and "Reappearance" Characteristics of the Awkward Culture Can Easily Form A Hot Spot of Communication, Which Brings the Need for Supervision

Awkward culture exists on the Internet in a variety of cultural forms with Internet attributes. The most common is the production and dissemination of short videos. Headed by Weibo, big V bloggers such as "Awkward Drama Appreciation Center", "Sand Sculpture Drama", "Extraordinary Opera" and other classic TV dramas will look at the current aesthetic level in the classic TV series. The "awkward taste" of acceptance and understanding was cut out and matched with Internet buzzwords, and then spread on the Internet for a second time, attracting the resonance of netizen. Young netizen who create a culture of awkwardness use the mobile viewing habits of modern audiences and the fragmented nature of short videos to "condense" or even "add" the awkwardness to short and powerful short videos.

Awkward culture is a kind of online youth subculture. Since its emergence, the awkward culture has an inseparable relationship with the network media. Teenagers are the main group of spreading awkward culture [6]. The Internet is not only the birthplace of awkward culture, but also influences the way of the production and circulation of awkward culture by its own special attributes. From the perspective of the awkward cultural text, whether it is a short video edited twice, or an emoticon captured in a play, the raw material for creation is the popular culture that has spread. Therefore, awkward culture is a sub-cultural form that faces the past and uses classics as creative materials, and it is also a social communication method that constantly repeats a certain popular stalk or reinterprets a hot short video plot.

This awkward culture, which is obviously social and communicative, can easily produce greater social influence on the Internet. Therefore, when many friends around me blindly imitate the songs, words, and mouths of some awkward cultures, and blindly imitate some of the excessively performed actions in short videos, if the guidance and supervision of the awkward culture are not strengthened, it is easy to slip into Bad content on online platforms erodes the physical and mental health of young people.

4. Government Issues Revealed By the Awkward Culture

Is the "appreciation of awkward" of young netizen a appreciation of aesthetics or ugly? If this is a subversion of a new level of artistic aesthetics, then we have to admit the ridicule and disapproval; but if we say that this is an alternative manifestation of ugliness in film and television, the entertainment and meaning of happiness cannot be ignored. The author believes

that perhaps this question does not need to be so distinct, but one can try to find the answer from the essence of its subculture.

As a network youth subculture, Awkward culture has strong network attributes in its production and dissemination. Different from the traditional subculture, the online youth subculture has completed the process of formation and dissemination from real life to cyberspace, from the body to a variety of network cultures due to the openness, division, compatibility and lack of depth of the Internet. The evolution of morphology, and this new context will eventually lead to the shaping of the subjectivity of the network subculture and the shift in ideology.

Behind the appreciation of "awkward", it actually partially caters to the public's consumption and curiosity mentality of non-mainstream culture. The awkward culture is a form for people to express themselves through the Internet during the social transition period in China(Song, 2019). [3] The short video platform is a link in the dissemination of awkward culture, and behind it is a planning team that understands the new media culture, understands the rules of interactive communication, and is good at spotting the audience's concerns. Under the direction of entertainment, platforms often just follow the trend, but they do contribute to the culture of awkwardness. In addition, in the era of commercial operation, and under the government's monitoring, local culture is easy to become the choice of the media compared to sensitive content such as politics and diplomacy.

In the 1990s and early 2000s, television, radio and other mass media were the main communication channels of popular culture. They strictly controlled the flow of information, guided the trend of cultural styles, and shaped the aesthetics and tastes that were in line with the contemporary era.

In April 2016, Cyberspace administration of China issued the "Regulations on the Administration of Live Internet Services" to tackle chaos in live broadcasts and promote the healthy development of live broadcasts.

Entering a new era, the Internet has become a key rectification venue for news and information services. In 2021, the Netcom Office publish List of Sources of Internet News Releases, which consolidate the foundation of network communication management. The Netcom Office launched the "Clearness · special rectification action for Internet user account operation chaos " to rectify behaviors such as illegal accounts, account name violations, false fans of online celebrity accounts, malicious marketing of accounts, and rent and sale of online games to minors.

These supervision and management systems effectively rectify the chaos of the Internet platform by the management of platform and account, but the supervision of awkward cultural content lacks clear norms and standards. Traditional content supervision relies on intelligent screening of keywords and manual review. It is impossible to judge the tendency of awkward culture in this way. As a result, there may be gaps in the supervision of awkward cultural content.

5. Corresponding Suggestions of Awkward Culture

Firstly, the awkward culture must minimize the decline in the direction of vulgar culture in terms of values, reduce the bottomless hype, and guide the producers and audiences to form a positive and positive energy dissemination trend. Secondly, the awkward culture must avoid a younger age. Online platforms generally lack time reminders and viewing restrictions. Teenagers have poor judgment and self-control. They have not yet formed correct values and are easy to indulge in it. Finally, it can be predicted that platform management should also be the key direction of government monitoring, and the production and dissemination of papers will be changed due to changes in the platform's game rules.

At the same time, the platform's emphasis on business ethics will also positively promote the supervision of awkward culture; from the perspective of past supervision practices on vulgar culture, the emergence of vulgar content network cultural products is basically due to the word "interest". For most websites, vulgar content production is often the most direct and effective way for network platforms to introduce traffic, by attracting the attention of the audience. Increasing the click-through rate to obtain more advertising is its main high-profit model.

The new regulatory policy will start with the formulation of network civilization norms to form a long-term mechanism, and guard against every link in the content production, review, and dissemination process, formulate detailed rules, clarify requirements, reduce ambiguity, and eliminate "side-offs." At the same time, it increases the cost of violations, puts forward higher requirements for Internet platforms to assume social responsibility, promotes websites to increase their self-discipline awareness, and prevents the spread of harmful information that harms young people.

6. Conclusion

Through the discussion of the awkward culture above, we can find that the awkward culture is still growing, and we don't know how it will evolve in the future. However, at the present stage, the core direction of its development is the pursuit of individual liberation and diversification of life style. In order to give full play to the advantages brought by this culture and avoid the negative meanings it spreads, the participants of this culture should abide by the corresponding rules.

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