China Online: Netspeak and Wordplay Used by over 700 Million Chinese Internet Users

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Dive into China's new web-based subculture of tech-savy, subversive netizens with *China Online*!

Using Baidu, China's form of Google, young Chinese web-surfers are creating their own language on the Internet. With this book, you can get an insider's view of the way the new wave of Chinese youth communicates in code. Author and translator Véronique Michel guides you on a tour of the lifestyles inhabiting modern-day "tribes" on the Internet:

- The "Moonlight" or "Starlight" Tribe
- The "Ant" Tribe
- The "Corporate Insects"
- The "Diamond Man"

China Online describes a youth culture in transition—using humor and creativity to survive in a hugely competitive environment. They enjoy puns—including the ingenious "talking numbers" used to say more things with fewer keystrokes and characters. There is a great deal that lies under the surface. Learn the secret netspeak used by over half a billion of the coolest people in China, and be in the know!

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