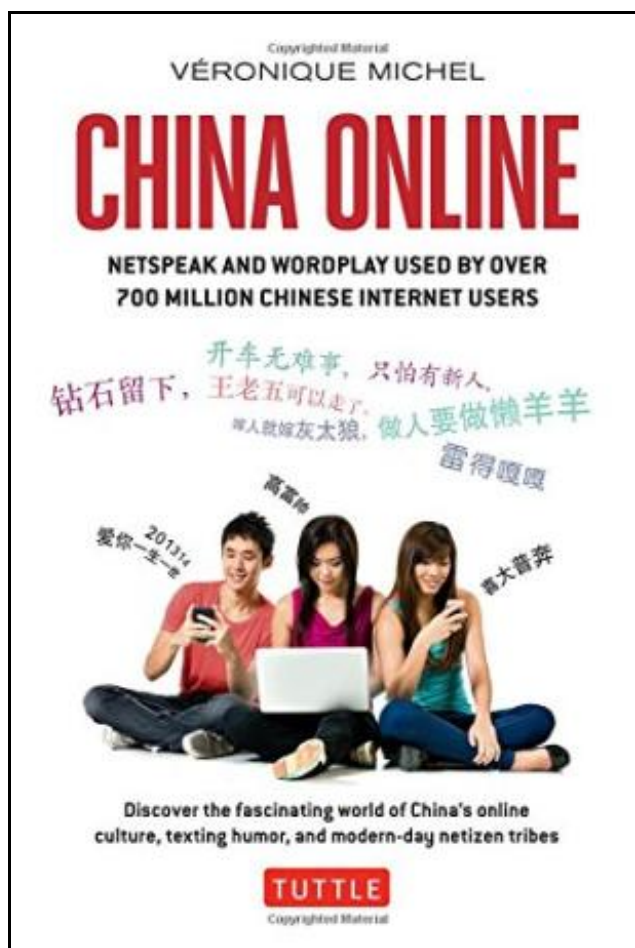


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(Prof. Martine Lesch)

CHINA ONLINE: NETSPEAK AND WORDPLAY USED BY OVER 700 MILLION CHINESE INTERNET USERS (PAPERBACK)



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Tuttle Publishing, United States, 2015. Paperback. Book Condition: New. Claude Muller (illustrator). 188 x 122 mm. Language: English . Brand New Book. 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 Veronique Michel guides you on a tour of the lifestyles inhabiting modern-day tribes on the Internet: The Moonlight or Starlight TribeThe Ant TribeThe 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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