



The English Translation of Chinese Internet Buzzwords and Its Dissemination and Reception in Mainstream British and American Media

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Abstract— Based on Fairclough’s three-dimensional discourse analysis model and the News on the Web (NOW) corpus, this study is going to explore the dissemination and reception of Chinese internet buzzwords in mainstream British and American media from 2019 to 2024. The research will focus on high-frequency buzzwords such as “内卷” “躺平” and “996 文化”, and will be conducted from three dimensions: textual features, discursive practices, and social practices. The findings indicate that multiple translation versions coexisted for each buzzword during the early stages of dissemination, after which mainstream translations (e.g., involution, lying flat, 996 culture) were gradually established. From the perspective of media cognition and attitudes, mainstream media in the UK and US generally acknowledge the social realities and youth mentality reflected by these buzzwords. However, their reports inevitably carry their own national stances, and some degree of bias in understanding is unavoidable. Overall, the cross-linguistic dissemination of Chinese internet buzzwords not only reflects the growing international influence of Chinese online culture, but also reveals differences in sociocultural thinking and discourse construction between China and the West.



Keywords— Chinese internet buzzwords, English translation, British and American media, dissemination and reception, sociocultural factors

I. INTRODUCTION

As social media has become increasingly popular, the frequent production of internet buzzwords has become the norm, and the speed of their renewal continues to set new

records. In different periods, internet buzzwords have different emphases and often reflect the unique characteristics of an era. In the early 21st century, changes in China’s social structure gave rise to a series of social problems, such as employment and the wealth gap;

therefore, most internet buzzwords of this period were related to these social problems, such as “My father is Li Gang.” After the gradual rise of social media such as Weibo and Tieba, the sources of internet buzzwords also shifted toward communication media; for example, “Your mom is calling you home for dinner” came from a popular Tieba post. At present, as the internet penetration rate among minors continues to rise and internet users are becoming increasingly younger, internet buzzwords have become increasingly trendy and even difficult to understand, which has also increased the difficulty of English translation. To this end, based on news reports on popular Chinese internet buzzwords in mainstream British and American media, this paper combines corpus methods with Fairclough’s three-dimensional discourse analysis model to examine the dissemination and reception of Chinese internet buzzwords in mainstream British and American media.

II. LITERATURE REVIEW

Internet buzzwords are new products created by people fully exercising their subjectivity in online social practice; as a new form of popular discourse, they are essentially a type of internet language (Gao, 2017). In recent years, as internet trends have continued to emerge, many Chinese scholars have begun to conduct more in-depth research on internet buzzwords and have achieved rich research results; according to incomplete statistics, there are more than 200 representative papers on the English translation of internet buzzwords alone (Yu, 2025). As far as the translation of internet buzzwords is concerned, research mainly involves translation principles and translation strategies and methods (Du & You, 2022). For example, Du and You (2022), drawing on the Skopos theory proposed by Katharina Reiss and Hans Vermeer, proposed translation principles such as “attending to cultural connotations,” “ensuring readability,” and “following English grammatical rules.” Bie (2025) proposed English

translation strategies conducive to cross-cultural communication: the cultural adaptability of literal translation, the contextual reconstruction of free translation, the cultural integration of loanwords, and the cultural interpretation of annotation.

As far as the cross-linguistic dissemination of internet buzzwords is concerned, research mainly involves problems encountered in the dissemination process, corresponding solutions, and the degree of acceptance by non-Chinese speakers (Yang, 2013; Cui, 2019; Zheng, 2014). For example, Yang (2013) started from the cultural factors of internet buzzwords and explored the potential difficulties in their English translation. Cui (2019), combining the important strategy of Chinese culture “going global,” proposed strategies that can be adopted in the English translation of internet buzzwords.

From the existing literature, certain research results have been achieved in the translation and dissemination of internet buzzwords; however, empirical research based on large-scale data is still not systematic or in-depth enough. In addition, the amount and scope of internet buzzwords covered by existing studies need to be further expanded. In view of this, this paper will analyze the linguistic features of British and American news reports on Chinese internet buzzwords, revealing the application features, connotative cognition, and underlying cultural factors of English translations of internet buzzwords in these reports. This paper will mainly answer the following questions: 1) In reports on Chinese internet buzzwords in mainstream British and American media, what distributional features do different English translations of buzzwords show synchronically and diachronically, and how can we understand British and American media’s understanding of and attitudes toward Chinese internet culture? 2) What cultural factors are mainly revealed behind the emergence of these discourse phenomena?

III. RESEARCH DESIGN

3.1 Research Corpus

The corpus selected for this study comes from the News on the Web (NOW) corpus. The media outlets included in the corpus are mainly newspapers published in the United Kingdom and the United States, with large circulations, substantial influence, and broad readerships. Using

Chinese internet buzzwords such as “Chinese internet slang,” “Chinese buzzword,” “Chinese meme,” and “Chinese online language” as search terms, this corpus extracted a total of 797 media reports from the two countries published between 2019 and 2024, including 382 from the United Kingdom and 415 from the United States. The specific corpus composition is shown in Table 1.

Table 1. Corpus composition of mainstream British and American media reports on English translations of Chinese internet buzzwords

Country	Media Outlet	Number of Reports	Chinese Internet Buzzwords Covered (and Main English Translations)
UK	The Guardian	126	“内卷” (involution / rat race); “躺平” (lying flat / opting out); “凡尔赛文学” (humblebrag culture); “战狼外交” (wolf-warrior diplomacy); “加油” (add oil)
	The Independent	39	“躺平” (lying flat / opting out); “摆烂” (let it rot / bai lan); “山寨” (counterfeit / shanzhai)
	Financial Times	54	“内卷” (involution / hyper-competition); “打工人” (working man / office drone); “996文化” (long-hour work culture)
	The Economist	37	“内卷” (involution / self-competition); “996文化” (overtime labor regime); “战狼” (wolf warrior image)
	BBC	98	“躺平” (lying flat / slow living); “996文化” (overtime culture / 996 work schedule); “战狼外交” (wolf warrior diplomacy); “土豪” (nouveau riche / tuhao)
	The Telegraph	28	“躺平” (lying flat / resisting hustle); “加油” (add oil / keep fighting); “YYDS” (GOAT – Greatest of All Time)
	小计	382	
US	The New York Times	101	“躺平” (lying flat / quiet quitting); “内卷” (involution / rat race); “战狼外交” (wolf-warrior diplomacy); “加油” (add oil / cheer on); “996文化” (overtime culture)
	Reuters	83	“内卷” (involution / over-competition); “战狼外交” (wolf warrior diplomacy); “打工人” (working class / dagong ren); “996文化” (workaholic culture)
	Bloomberg / Businessweek	76	“躺平” (lying flat / anti-hustle); “内卷” (involution / rat-race mentality); “土豪” (tuhao / wealthy upstart); “摆烂” (let-it-rot attitude)
	Brookings Institution	11	“躺平” (lying flat movement); “内卷” (involution); “战狼外交” (wolf-warrior diplomacy)
	The Wall Street Journal	64	“战狼外交” (wolf warrior diplomacy); “996文化” (overtime work model); “土豪” (nouveau riche)
	CNBC/NBC News	43	“躺平” (lying flat / quiet quitting); “内卷” (involution / over-pressure); “加油” (add oil / keep going)
	Forbes / Business Insider	37	“战狼” (wolf warrior stance); “躺平” (lying flat / slow life); “内卷” (involution / self-pressure); “山寨” (shanzhai / copycat)
	Subtotal	415	
	Total	797	

3.2 Theoretical Framework

Critical discourse analysis is often used to analyze the relationship between discourse and social context; unlike traditional discourse analysis, it not only focuses on describing and analyzing linguistic features of discourse but also emphasizes the integration of the linguistic level and the sociocultural level (Li & Wu, 2019). Based on this

feature, “critical discourse analysis has been widely applied in non-literary research fields, especially in news discourse analysis” (Hu & Shi, 2025). Fairclough is one of the most prominent representatives of critical discourse analysis; he proposed three dimensions of discourse analysis: description, interpretation, and explanation, which refer respectively to describing textual features,

interpreting discursive practice, and explaining social practice. Among the three dimensions, the last is the most important; Fairclough believes that it must be regarded as a critical strategy (Lin, 2023). The research object of this study is Chinese internet buzzwords, which undoubtedly belong to a form of discourse and implicitly contain certain sociocultural issues. Looking at the dissemination and reception of Chinese internet language in mainstream British and American media, one can glimpse different cultural compositions and value pursuits in Chinese and Western societies; in this process, discourse is constrained by socioculture while also playing a role in constructing it. Therefore, the sociocultural factors behind the dissemination and reception of English translations of Chinese internet buzzwords in mainstream British and American media can be revealed from three dimensions: textual features, discursive practice, and social practice.

3.3 Research Methods and Procedures

According to Fairclough's three-dimensional discourse analysis model, this paper will analyze the sociocultural factors underlying the dissemination and reception of English translations of Chinese internet buzzwords in mainstream British and American media from three aspects: textual features, discursive practice, and social practice.

First, in describing textual features, this study uses the English translation of the overall concept of "Chinese internet buzzwords" as a search term, extracts all mainstream British and American media reports related to this topic from the NOW corpus, identifies and organizes the specific high-frequency buzzwords and their main English translations, and analyzes the linguistic features through statistical data. On this basis, by diachronically and synchronically examining the frequency of use, contextual distribution, and semantic collocations of different English translations of buzzwords, it compares differences in semantic orientation, pragmatic function, and cross-linguistic dissemination patterns, thereby

revealing the understanding and attitudes of mainstream British and American media toward translating Chinese internet buzzwords.

Second, this study explores the discursive practice of British and American news reports on English translations of Chinese internet buzzwords, examines the reporting methods and material selection orientations of mainstream British and American media, and reveals how British and American news texts construct cognition and representation of Chinese internet buzzwords in discourse production and dissemination.

Finally, this study analyzes the social practice of news reports related to Chinese internet buzzwords, explores the social structure and cultural context on which the discursive practice of English translation and cross-contextual representation of different buzzwords relies, and reveals the sociocultural factors influencing the dissemination and reception of English translations of Chinese internet buzzwords in Britain and the United States.

IV. RESULTS AND DISCUSSION

4.1 Dissemination and Reception of English Translations of Chinese Internet Buzzwords

Through keyword searches, it can be found that the English translations of Chinese internet buzzwords appearing most frequently in mainstream British and American media reports mainly include involution (内卷), lying flat (躺平), Versailles literature (凡尔赛文学), wolf-warrior diplomacy (战狼外交), add oil (加油), let it rot (摆烂), 996 culture (996 文化), dagongren (打工人), tuhao (土豪), and shanzhai (山寨). In order to better understand the application of different English translations of Chinese internet buzzwords in mainstream media reports in Britain and the United States, this paper conducted the following data statistics from diachronic and synchronic perspectives.

Table 2. Synchronic application features of different English translations of major Chinese internet buzzwords in mainstream British and American media, 2019–2024

Chinese Buzzword	English Translation	Number of Reports in UK Media	Number of Reports in US Media	Total
内卷	involution	42	50	92
	the involution phenomenon	4	6	10
躺平	lying flat	35	43	78
	to lie flat	3	2	5
	flat-lying youth	1	2	3
凡尔赛文学	Versailles literature	19	22	41
	humble brag culture	4	5	9
战狼外交	wolf-warrior diplomacy	15	29	44
	wolf-warrior style	2	4	6
	hawkish diplomacy	1	2	3
加油	add oil	19	20	39
	keep it up	1	2	3
	you got this	1	2	3
摆烂	let it rot	11	14	25
	muddle through	1	2	3
	do-nothing attitude	1	1	2
996文化	996 culture	24	28	52
	overtime culture	3	3	6
	overwork regime	1	2	3
打工人	dagongren	8	9	17
	working stiff	1	2	3
	laborer youth	1	1	2
土豪	tuhao	7	8	15
	nouveau riche	1	2	3
	new rich	1	1	2
山寨	shanzhai	6	7	13
	imitation brand	1	1	2
Total		214	270	484

As can be seen from Table 2, from January 2019 to December 2024, the total frequency of different English translations of different Chinese internet buzzwords in mainstream media reports in Britain and the United States was 484. Among them, “involution,” the mainstream English translation of “内卷,” had the highest frequency, at 92; next was “lying flat,” the mainstream English translation of “躺平,” with 78 occurrences; “996 culture,” the mainstream English translation of “996 文化,” appeared 52 times, ranking third. In addition, “wolf-warrior diplomacy,” the mainstream English translation of “战狼外交,” appeared 44 times, while “Versailles literature,” “add oil,” and “let it rot”—the mainstream English translations of “凡尔赛文学,” “加油,” and “摆烂”—appeared at moderate levels, all between 25 and 45 times. Words with relatively low reporting frequency include “dagongren,” the mainstream English translation of “打工人,” “tuhao,” the mainstream English translation of “土豪,” and “shanzhai,” the mainstream

English translation of “山寨”; the total frequency of these three accounted for only about 10% of the overall total. From the perspective of country, the features shown in British and American reports are relatively similar. Specifically, “involution,” the mainstream English translation of “内卷,” was the most frequent translation in both countries’ reports (42 times in the UK, 50 times in the US); next was “lying flat,” the mainstream English translation of “躺平” (35 times in the UK, 43 times in the US); next was “996 culture,” the mainstream English translation of “996 文化” (24 times in the UK, 28 times in the US). Therefore, from a synchronic perspective, the application of English translations of Chinese buzzwords in mainstream British and American media reports is roughly similar. However, in comparison, the total amount of reporting by US media is slightly higher than that by UK media, with particular attention to politically oriented internet buzzwords (such as wolf-warrior diplomacy), whereas UK media pay more attention to sociocultural

translations (such as Versailles literature and add oil).

Through the above series of data statistics and analysis, “内卷,” “躺平,” and “996 文化” are the three Chinese internet buzzwords most frequently reported in mainstream British and American media. This paper examines the application features of different English translations of these three internet buzzwords in Britain and the United States from a diachronic perspective.

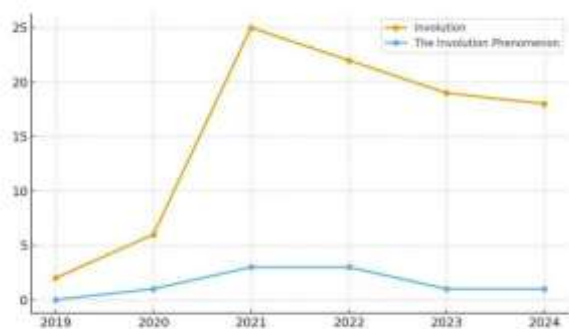


Fig.1. Diachronic changes in the application of English translations of “内卷” in British and American media reports

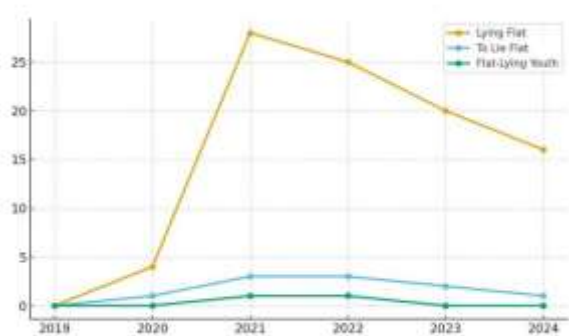


Fig.2. Diachronic changes in the application of English translations of “躺平” in British and American media reports

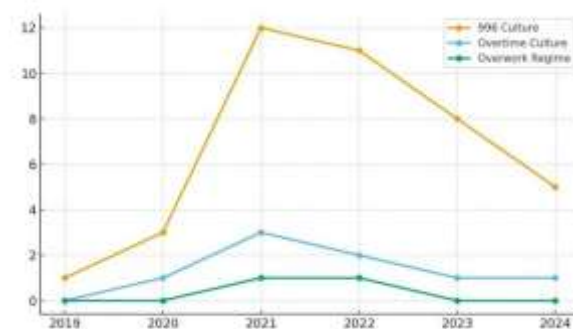


Fig.3. Diachronic changes in the application of English translations of “996 文化” in British and American media reports

Combining Figures 1, 2, and 3, it can be seen that the different English translations of “内卷,” “躺平,” and “996 文化” all showed different diachronic application features between 2019 and 2024. Overall, the different English translations of each buzzword were in the introduction stage from 2019 to 2020; 2021 was a period of concentrated explosion, and they continued to remain at a high level in 2022; since 2023, the popularity of related reports has declined, but the core translations have basically become fixed. Specifically, regarding the different English translations of “内卷,” involution had only sporadic reports in 2019 (2 articles), grew rapidly in 2021 (25 articles), remained high in 2022 (22 articles), and then slightly declined in the following two years (19 articles in 2023 and 18 in 2024). The explanatory translation of the involution phenomenon was mainly concentrated in the introduction period and always appeared at a low frequency, and began to decline after 2022, indicating that involution has basically become the mainstream translation of “内卷” in the English context. Regarding “躺平,” the three different English translations all entered the introduction stage from 2020. lying flat was widely cited between 2021 and 2022 (28 articles in 2021 and 25 in 2022), and then began to decline in the following years (20 articles in 2023 and 16 in 2024). Translations such as to lie flat and flat-lying youth always appeared at

low frequencies, and after 2022 the gap between them and lying flat slightly narrowed; but there is no doubt that lying flat remains the mainstream English translation of “躺平.” As for “996 文化,” in the introduction stage from 2019 to 2020, the frequencies of the three different English translations were very similar. 996 culture began to be frequently cited in 2021–2022 (12 articles in 2021 and 11 in 2022), and although its frequency declined in 2023–2024, it still maintained a considerable number of articles (8 articles in 2023 and 5 in 2024). The other two English translations, overtime culture and overwork regime, always appeared at low frequencies, with overwork regime appearing only in reports in 2021 and 2022 (1 article each); it can be seen that 996 culture is the mainstream English translation of “996 文化.”

Taken together, the diachronic trajectories of the above three groups of buzzwords show a shift from “an explanatory period of coexistence of multiple translations” to “a diffusion period in which core translations are established.” When mainstream British and American media disseminate these Chinese internet buzzwords, the mainstream translations had basically taken shape at the

initial introduction stage, but in the early period some explanatory translations coexisted with them; subsequently, the media gradually began to establish more concise and more precise core translations, and the frequency of other translations gradually decreased or they were no longer used.

4.2 Mainstream British and American Media’s Cognition of and Attitudes toward Chinese Internet Buzzwords

4.2.1 Mainstream British and American Media’s Cognition of the Connotations of Chinese Internet Buzzwords

By extracting the concordance lines containing different English translations of several high-frequency Chinese internet buzzwords (such as “内卷,” “躺平,” and “996 文化”), this paper examines mainstream British and American media’s cognition of the connotations of Chinese internet buzzwords. In the following, this paper will illustrate the main connotative cognitions of Chinese internet buzzwords by mainstream British and American media with examples.

Table 3. Mainstream British and American media’s cognition of the connotations of Chinese internet buzzwords

No.	Country	Concordance Line	Source
1	UK	“The rise of ‘involution’ reveals how China’s middle class is trapped in endless competition and self-exhaustion.”	The Guardian, 2021
2		“‘Lying flat’ has become a quiet form of protest among young Chinese who reject society’s relentless pace.”	BBC News, 2021
3		“The ‘996 culture’ reflects a blurred boundary between work and life, fueling debate on labour rights.”	The Economist, 2022
4		“‘Lying flat’ is not laziness, but a redefinition of success in an overworked society.”	Financial Times, 2022
5	US	“‘Involution’ describes a loop of internal competition where more effort leads to diminishing returns.”	The New York Times, 2021
6		“China’s ‘involution’ is not just about jobs — it’s about a generation’s crisis of meaning.”	TIME, 2022
7		“Young workers embrace ‘996 culture’ as both pride and pain — a paradox of ambition and burnout.”	Reuters, 2023

Some media reports in Britain and the United States regard certain buzzwords as cultural expressions and emotional outlets for Chinese youth under a high-pressure

competitive environment, emphasizing their social-psychological significance. For example, media such as The Guardian and The New York Times generally

interpret “内卷” as “a trap of endless competition.” “躺平” is often understood by the media as “withdrawing from competition to resist pressure,” a passive response to “excessive involution,” and even a redefinition of the word “success.” In addition, reports on “996 culture” mostly associate it with labor ethics and capital control, arguing that this phenomenon reflects “the blurring of boundaries between work and life” and triggers reflection on laborers’ rights and well-being.

Overall, mainstream British and American media’s cognition of Chinese internet buzzwords centrally reflects two tendencies: first, treating buzzwords as concentrated reflections of certain collective phenomena in Chinese society; second, linking buzzwords with the values and emotional expressions of young people in Chinese society,

considering them to represent the thoughts and expressions of China’s new generation of youth. It can be seen that in the process of cross-linguistic dissemination, mainstream British and American media have understood Chinese internet buzzwords as an important reference for Chinese social psychology and cultural trends.

4.2.2 Mainstream British and American Media’s Attitudes toward Chinese Internet Buzzwords

This paper uses different English translations of different Chinese buzzwords as search terms to extract all concordance lines and analyzes the attitudinal tendencies of mainstream British and American media reports based on the collocational features before and after the search terms.

Table 4. Attitudes of mainstream British and American media toward Chinese internet buzzwords

No.	Country	Concordance Line	Source
1	UK	“‘Lying flat’ might be China’s quiet quitting — a protest disguised as stillness.”	BBC, 2023
2		“China’s ‘996 culture’ reveals the dark side of the tech boom.”	The Guardian, 2021
3		“To ‘lie flat’ is both defiance and despair — an act of resistance in a system without exit.”	Financial Times, 2022
4		“The West is learning the meaning of ‘involution’ — we are all trapped in it now.”	The Economist, 2023
5	US	“The concept of ‘involution’ resonates far beyond China — it speaks to a universal exhaustion.”	The New York Times, 2022
6		“‘996’ is celebrated by tech giants, condemned by workers — a tale of two Chinas.”	Reuters, 2020
7		“What began as Chinese slang has become a global metaphor for burnout and quiet rebellion.”	TIME, 2024

As can be seen from Table 4, when reporting on Chinese internet buzzwords, mainstream British and American media generally exhibit a tripartite attitudinal orientation of critique, empathy, and reflection.

First, some reports reveal social problems reflected by buzzwords from a critical perspective; for example, The Guardian (2021) pointed out that “996 culture” exposed “the dark side of the tech boom,” using negative semantics to highlight questioning and rejection of unreasonable working systems.

Second, some reports show understanding of and empathy

with Chinese youth; for example, Financial Times (2022) argued that “lying flat is both resistance and despair,” reflecting emotional identification with individuals’ passive resistance under a high-pressure social environment; The New York Times (2022) pointed out that the “universal exhaustion” revealed by “involution” has long transcended national borders, reflecting a cross-cultural resonance.

Third, some reports show a culturally reflective attitude; for example, The Economist (2023) noted that “Western societies are also learning the meaning of ‘involution’,”

while TIME (2024) argued that some Chinese internet buzzwords have become “a cultural metaphor for individual overwork and silent resistance in the era of globalization.”

Overall, mainstream British and American media’s reporting on Chinese internet buzzwords shows both criticism of social systems and cultural pressures and understanding and identification with individual emotions and cultural resonance, displaying a coexistence of rational analysis and emotional empathy.

4.3 Analysis of the Discursive Practice of Mainstream British and American Media Reports on Chinese Internet Buzzwords

Because the content of news reports concerns events that occur in society and is closely related to people in society, and individuals themselves are subjective, news reports inevitably carry a certain tendency when stating facts (Wang, 2016). This stance carried by news reports is reflected in all aspects of the discourse generation process. In reports on Chinese internet buzzwords, mainstream British and American media likewise exhibit this positional characteristic, such as strictly distinguishing “we” (the West) from “they” (China) and treating Chinese internet buzzwords as a window for understanding Chinese society and culture. In the dissemination process, the reports show both curiosity about and an impulse to explain another culture and a reinterpretation and evaluation based on the Western value system. On the one hand, when words such as “内卷” and “996 文化” spread across languages, mainstream British and American media often point out China’s competitive pressures in a critical tone, viewing them as internal contradictions of an “other society” and treating Chinese internet buzzwords as semantic tools for observing and judging Chinese society. On the other hand, when words such as “躺平” and “加油” spread across languages, mainstream British and American media show a certain degree of understanding and empathy, emphasizing the universal psychological commonalities

embodied by these phenomena, thereby weakening the boundary of “cultural othering” to a certain extent. Overall, when reporting on Chinese internet buzzwords, mainstream British and American media often construct a meaning system that carries both cultural differences and emotional commonalities through the selection and reorganization of discourse.

4.4 Analysis of the Social Practice of Mainstream British and American Media Reports on Chinese Internet Buzzwords

From a broader sociocultural perspective, mainstream British and American media’s attention to and interpretation of Chinese internet buzzwords are closely related to their own society’s cultural environment, communication logic, and overall perception of China’s image.

First, the vitality of Chinese internet culture and its social influence are constantly rising; therefore, Chinese internet buzzwords have relatively high dissemination and acceptance in mainstream British and American media. Since 2019, the creativity and social reflectiveness of Chinese internet buzzwords have continued to increase, and terms such as “内卷,” “躺平,” and “996 文化” are regarded as concentrated expressions of the social mentality of Chinese youth groups. Relevant reports in mainstream British and American media mostly approach these terms from the perspectives of social life, workplace competition, and generational culture, largely reflecting British and American society’s curiosity about and recognition of Chinese youth culture and internet language innovation.

Second, in the process of understanding and translating Chinese internet buzzwords, mainstream British and American media also have certain cognitive biases. For example, relevant reports in mainstream British and American media usually use social topics or concepts familiar to their domestic audiences as references, linking “躺平” with quiet quitting and “内卷” with rat race to

facilitate readers' understanding. Although this analogy helps dissemination, it also changes the semantic connotation of the original words to a certain extent, giving them new cultural color.

Overall, the dissemination and reception of Chinese internet buzzwords by mainstream British and American media both reflect the growing international influence of Chinese internet culture and reveal differences in understanding in cross-cultural communication.

V. CONCLUSION

Based on Fairclough's three-dimensional discourse analysis model and with the help of a news corpus, this paper conducts a systematic investigation and analysis of the dissemination and reception of Chinese internet buzzwords in Britain and the United States. The study finds that from 2019 to 2024, the number of reports on Chinese internet buzzwords in mainstream British and American media continued to grow, and different translations showed a diachronic change from diversity to concentration in dissemination. Taking “内卷,” “躺平,” and “996 文化” as examples, the related translations all underwent a process from coexistence of multiple translations to stabilization of core translations; involution, lying flat, and 996 culture have respectively become the mainstream expressions of the above buzzwords in the English context. Overall, British and American media generally recognize the social realities and youth mentalities reflected by these buzzwords, but there is still a certain cognitive bias in understanding their cultural connotations. In fact, many new internet buzzwords have emerged in contemporary China, but feedback work on how these buzzwords are understood and accepted by the international community after dissemination still lags behind. This is also a bottleneck in the external dissemination effect of internet buzzwords. Therefore, examining the cross-cultural dissemination and reception of English translations of Chinese internet buzzwords can

promote the improvement of feedback mechanisms, facilitate self-adjustment in future external dissemination, and keep the entire dissemination system in a better and more controllable state.

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