



nuclear radiation emissions in Japan, and we can see that he strictly followed the maxim of relation and the maxim of manner throughout his analysis. He doesn't deviate from the topic throughout the analysis and always keeps the relevance of what he says. And he also lists many data and facts to prove his point. Throughout the whole analysis, he barely included his own subjective emotions but simply listed the data and analysis. All these factors directly indicate the reliability and authenticity of this self-publisher's speech. Those truthful statements that have not been subjectively tampered with, distorted and twisted, can let us see the world and the truth of the world more clearly.

### 3. Moderation

In Confucianism, there is the word "moderate," combined with the terms "gentle and generous" and "resentment without anger" which were also respected by later generations, we can know that traditional culture has always emphasized "The issue of "degree." Out of love for society and the times, out of conscience and a strong sense of social responsibility, there will inevitably be critical voices on the self-media. However, even if they are critical and sarcastic, more self-media voices are within the limits of social morality and legal permissibility and do not "cross the line." Next, I will use Mr. Chen Yan's (2021) comments on Japan's discharge of nuclear wastewater as an example.

作为多次去福岛采访，而且多次采访过日本核电站、核处理设施的记者，笔者衷心希望尽早解决东电福岛核电站事故，建议让中俄韩等国的技术专家进入核电站，共商解决方案。但日本最后没有采纳。一个合理的解释是，日本不愿意与周边国家互通核技术，尤其是核事故处理技术。这样的做法一方面耽误日本对核事故的处理，另一方面没有把日本核事故的教训变为人类的共同教训。

In response to Japan's discharge of nuclear wastewater, Mr. Chen did not comment directly on the discharge itself but reflected his own criticism and distrust of the Japanese government by recounting its opposition to the involvement of nuclear experts from other countries. Mr. Chen used implicature by flouting the maxim of relation to implicate the criticism and distrust of the Japanese government. This not only controls the degree of criticism but also makes people more impressed and makes the criticism and satire more powerful, reflecting the profoundness of the "moderate" in Chinese culture.

### 4. Conclusion

In conclusion, through the analysis and examples of "Basing on the facts" and "moderation," we can see that the use of language by Chinese people in self-media is greatly influenced by traditional Chinese culture. With the continuous development of computer technology and the popularity of electronic devices, the barrier for individuals to speak on the Internet in the form of media is becoming lower and lower. Therefore how to set up a network speech norm suitable for the public is also becoming more and more of a challenge. Perhaps

our traditional culture such as "moderation" can give us some insight, to help us create a better environment for speaking online.

## **References**

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