

Transforming Modes of Language and Communication in the Realm of Social Media

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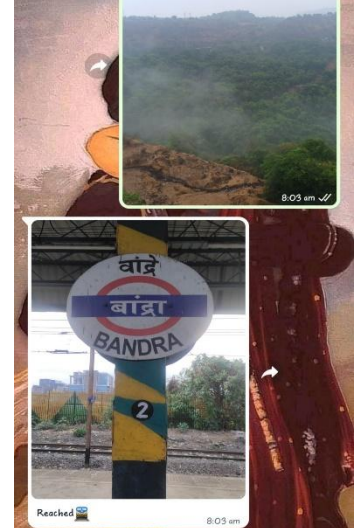
Abstract: Language is considered as one of the greatest gifts endowed by God. It has become indispensable element in the life of human beings. It is also a very useful and resourceful medium of communication to the people. It is apparent that language is a structured system of communication and it consists of syntax, semantics, phonetics and diction. It is the primary means of exchanging of ideas, thoughts, knowledge and information amongst the human beings. Language has experienced tremendous changes on account of advent of information technology. The traditional modes of communication have been replaced with digital applications. Communication has become the fastest and speediest mechanism for sharing messages through technology driven gadgets. It has become easier to communicate with each other in the world and dismantling all the barriers to effective communication. The use of Information Technology accomplished lot of development in all spheres of life. The traditional methods of social media have undergone massive transformations due to digitization. The prominent modes of social media utilized by the people are- Facebook, Snapchat, Instagram, WhatsApp and Twitter. This research paper primarily investigates changing modes of language in social media.

Key Words: Language, Social Media, Information Technology, Transformations, Human beings.

Introduction: Language has always been the basis of communication among individuals. People all around the globe interact with each other through a variety of languages and dialects. In the twenty first century, technology has been developing at a faster

rate with each passing decade; resulting into upgradations in the modes and methods of communication. Also, considerable changes have taken place on social media where people connect to each other as a way of easy access to the outer world. Trending words, slangs, abbreviations, acronyms, short forms, emoji, stickers, GIFs, snaps, voice notes are the various other methods people tend to use rather than limiting themselves to the use of 'text language' only. These new forms of communication have changed the way language is perceived by the viewers/listeners/readers. The internet and other social media applications such as Instagram, Facebook, WhatsApp, Snapchat, and Twitter etc. are full of these modern ways of communications through this newly formed language with a lot of modern touch to it.

Significant Transformations in the Modes of Communication: These days, people not only use mere words and sentences through texts to convey the message, but also a lot of other ways of communication have become prominent in the contemporary world. Changes such as the use of Emoji (smileys and facial expressions), Stickers (now they can also be customized), GIFs (Graphics Interchange Format), Snaps (communication through exchange of images only), Voice notes (communication by sending an audio format of your message) etc. have been observed recently on many social media platforms. These transformations in communication have not only enriched the way we express ourselves but have also altered the social dynamics of online interactions. They enable more efficient and nuanced communication, making it easier to convey emotions, humour, and subtleties that might be difficult to express solely through text. Furthermore, they cater to different communication preferences and help bridge language and cultural barriers by relying on visual and auditory cues. As technology continues to evolve, we can expect even more innovative forms of communication to emerge, further enhancing our ability to connect and share with others in diverse and creative ways.



Transformations in the use of English language: The English language has undergone tremendous changes as people have started using it according to their convenience. Natives use English language in the modified form of their local language and still communicate in the local language by using English language's alphabets. Also, the use of English language is not followed in proper Grammatical and Linguistics rule and regulations which have already been set by certain standards. Spelling errors, Linguistic errors, depending on the 'Autocorrect' feature and the Word Suggestion feature have paralyzed the thinking capacity of the students, which sometimes reflect in their answer books while writing the examinations. Code-Switching often involves incorporating elements of their native language into English speech, creating a hybrid form known as 'local English' or 'English pidgin'. Abbreviations, acronyms, slang, and informal expressions are prevalent in online conversations. This informality has sometimes spilled over into written communication in other contexts, including academic and professional settings. Some non-standard usages become widely accepted due to their frequent use, even though they may not adhere to traditional grammatical rules. This is known as "descriptive linguistics," where the language evolves based on how it's used in practice rather than adhering strictly to prescribed rules. While the auto correct and word suggestion features can be helpful, they can also lead to overreliance and complacency when it comes to spelling, grammar, and vocabulary. As a result, some individuals may not develop strong language skills and may struggle when they need to write without these tools. While these features can be helpful, they can also lead to overreliance and complacency when it comes to spelling, grammar, and vocabulary. As a result, some individuals may not develop strong language skills and may struggle when they need to write without these tools. As the English language continues to evolve, it's important

to recognize that language is a living entity, shaped by the needs, preferences, and communication practices of its users. While some changes might challenge traditional norms, they also reflect the adaptability of language in the face of changing contexts and technologies. Balancing the convenience of modern tools with the need for strong language skills remains an ongoing challenge for education and communication in the digital age.



Conversation in Hindi language by using English alphabets v/s Same Conversation in English language.

Reel Life v/s Real Life: One must understand the difference of using language in their personal life and professional life. Social Media Platforms are most often prone to reel life events and situations, but when these students stand out as employees in the actual commercial sectors, they might end up creating a bad impression of themselves by using these modern slangs, abbreviations and acronyms. Using slang, abbreviations, and informal language in a professional context can indeed create a negative impression. It might suggest a lack of professionalism, attention to detail, and a disregard for established communication norms. Employers and colleagues often value clear, concise, and polished communication. Being able to switch between informal and formal language shows a level of linguistic and social awareness that can enhance your ability to connect with diverse groups of people. The distinction between language use in personal and professional contexts is vital. While informal language, slangs, and abbreviations are common in social media interactions ("reel life"), they can create negative impressions in professional settings ("real life"). Context matters, as adapting communication styles to different situations and audiences showcases

versatility. Being adept at both informal and formal communication demonstrates linguistic awareness and helps manage online reputation. Balancing authenticity with professionalism is essential. Maintaining strong language skills for diverse contexts is crucial for effective communication and overall success.

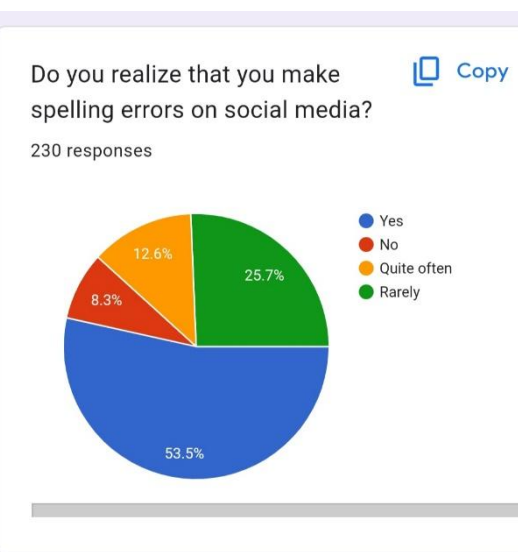
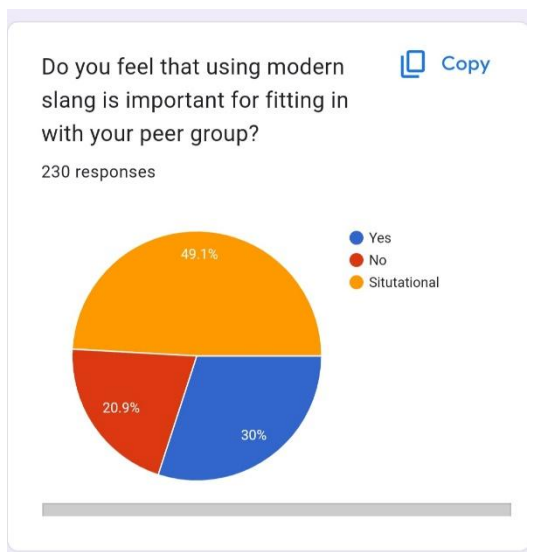
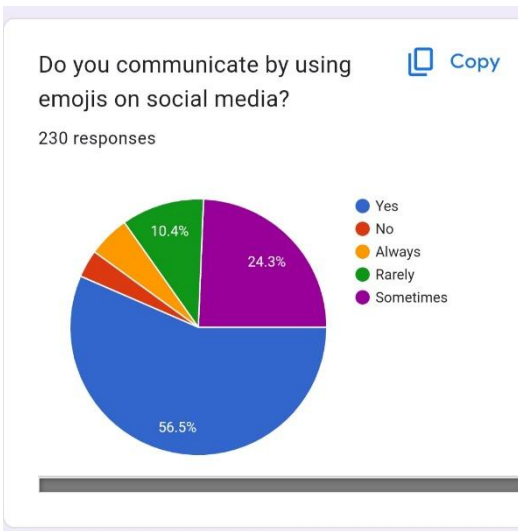
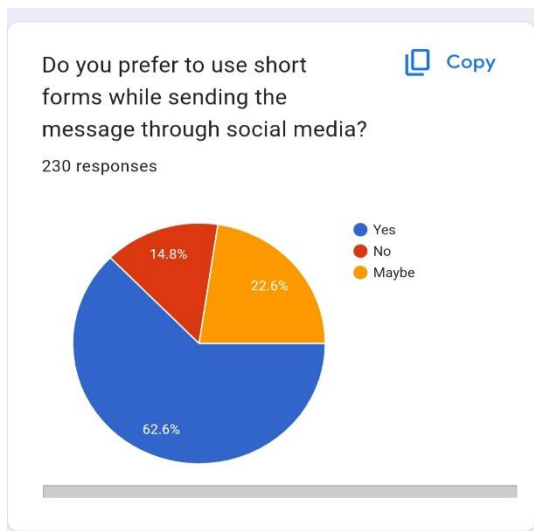
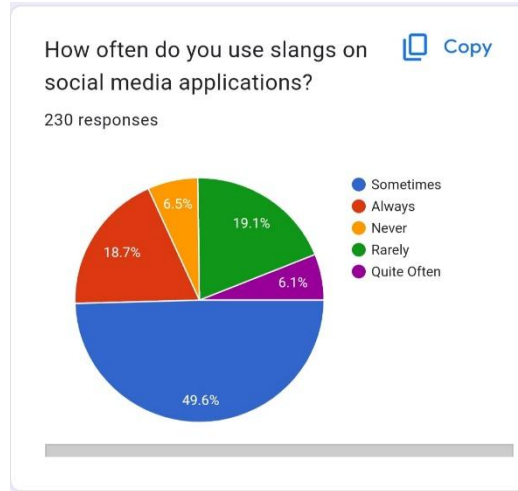
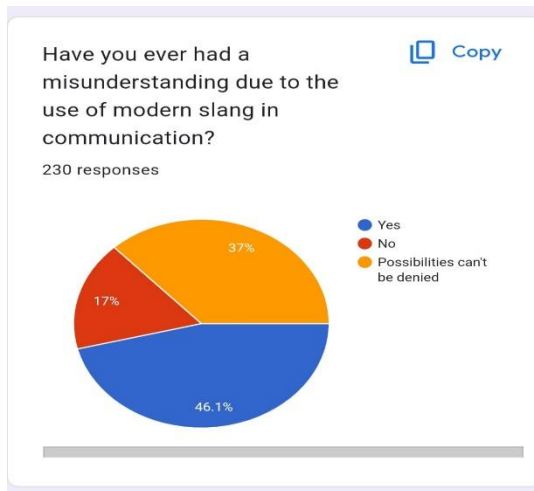
Research Methodology: A survey form was circulated among the students to get the data related to other modes of communication in language used by them.

- Link to the Google Form: J.B.S.P. Sanstha's C.K. Thakur A.C.S. College, New Panvel, Autonomous, Department of English Questionnaire About 'Transforming Modes of Language and Communication in the Realm of Social Media'. (google.com)
- **Sample Size: 244** **Students: Age group 18-25 years.** **Class: UG, PG**
- College: i) C.K. Thakur College of Arts, Commerce and Science (Autonomous), New Panvel.
ii) Pillai College of Arts, Commerce and Science (Autonomous), New Panvel.
iii) Others: K.J. Somaiya, Veermata Jijabai Technological Institute, SIES (Nerul), Grffith University, Sardar Patel University, D.G. Ruparel etc.

The image shows a Google Form with the following questions and options:

- Mention your Email id. ***
Your answer: _____
- What is your full name? ***
Your answer: _____
- What is your mobile number?**
Your answer: _____
- What is your college name? ***
Your answer: _____
- In which class are you currently studying? ***
 FY
 SY
- Which stream are you studying in? ***
 B.A.
 BMM
 BBA
 B.Com
 BAF
 BMS
 BFM
 B.Sc.
 B. Sc. IT
 B. Sc. CS
- Which is your favorite social media application? ***
 Telegram
 Mails
 Instagram
 Facebook
 Snapchat
 WhatsApp
 Other: _____
- What is your average screen time? ***
 less than 2 hours
 3 to 6 hours
 more than 8 hours
 Other: _____
- Which is the slang/abbreviation you use most often? (For example- ROFL: Rolling on the floor in laughter, POV: Point of View) ***
Your answer: _____
- Which of the following is one of your favorite emojis to use? ***
 🍌
 🍌
- What other modes of communication do you choose apart from sending text messages? ***
 GIF
 Stickers
 Snaps
 Voice Notes

Findings and Analysis:



It is found that students find it important to use emoji for communication to emote themselves virtually. It is eminent that students like to converse through stickers and snaps as compared to other various modes of communication. Students prefer to use short forms (abbreviations, slangs) as it is time saving and trendy. Students recognize and believe that English language proficiency is affected due to rigorous use of various Social Media applications. 75% students believe that language becomes mechanical while communicating through Social Media applications. Students find it necessary to use slangs and acronyms so as to feel accepted in their respective peer group.

Conclusion: In this way, an attempt has been made to identify the manner in which language has been transformed in the context of Social Media such as Facebook, Instagram, Snapchat, Twitter, WhatsApp etc. Students must be conscious while using any language on Social Media so as to protect the dignity and glory the language holds. Technology has made things easier for students to learn at the same time paralyzing as it inhibits their thinking capacity. The transformation of language within the context of Social Media platforms such as Facebook, Instagram, Snapchat, Twitter, and WhatsApp underscores the dynamic nature of communication in the digital age. This evolution has led to a shift in communication norms, with informal language, emoji's, and abbreviations becoming prevalent. However, it's imperative for students to exercise caution when using language on these platforms, as language carries cultural, historical, and social significance that must be upheld.

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