

## THE INFLUENCE OF SOCIAL MEDIA ON LINGUISTIC CHANGE AND COMMUNICATION PATTERNS IN MODERN SOCIETY

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### ABSTRACT:

*The rise in the use of social media has significantly influenced communication patterns and linguistic styles. People have become so habitual in using social media apps that it has become an indispensable part of their lives. The language used on social media is not standard. This somewhere has impacted the language of the people while conversing and interacting in real life. This research paper aims to study the impact of social media platforms on the linguistic change and the changing communication patterns. This research paper will also explore how new words and phrases are added to day-to-day communication due to the frequent use of social media, including their impact on formal and informal communication, relationships, and social science studies. In short, this research paper will determine the changing culture of linguistic and communication patterns due to the high usage of social media platforms.*

**Keywords:** Social Media, Linguistic Change, Language Evolution, Communication Patterns, Socio-Linguistics, Social Science Research.

### Introduction:

In this world of rising digital technology and the promotion of online transactions and interactions. The use of social media has become a vital need. If you are not online on social media then you may be considered outdated and unsocial. The social media connects people from all over the world. Thus, bringing the world closer to you. This interaction of different people (people belonging to different cultural and linguistic backgrounds) is commonly connected through English but in this interaction sometimes local languages interfere and thus try to influence the linguistic patterns(1). So, the use of social media not only affects online transactions but also extends its influence to real-world language and communication. This paper will further explore how the use of social media has fostered linguistic change and how these changes influence communication patterns, especially in the context of social science studies, where language plays a vital role in understanding social dynamics.

### 1) The Progression of Language In The Era of Social Media:

Social media has introduced many new words that are now used in mainstream dictionaries and everyday conversations(6). Social media gave rise to a variety of new words that are not restricted to online usage but are now extended to daily interactions. Here is the list of words and phrases with their definition.

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32

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- i) Selfie: A photo taken of oneself through the front camera on a smartphone (4).
- ii) Hashtag: Refers to a word or a collection of words that are written together and preceded by the pound symbol (#) (6). It's intended to classify a given content on platforms like Twitter & Instagram. It was once solely intended for social classification, but today, it has transformed into a symbol of trends and conversations in general.
- iii) Meme: A piece of media, often humorous in nature that proliferates through the web and is modified or dispersed by several individuals (3).
- iv) Viral: A term that refers to something that spreads swiftly through the internet via social networking, often achieving great notoriety within a short period of time (5).
- v) FOMO (Fear of Missing Out): The feeling of anxiety or fear that someone is missing out of a pleasurable or novel experience, usually triggered by the posts of others on social networking sites (7).
- vi) Bae: A baby word describing the person one has deep affection for. An abbreviation for "Before Anyone Else".
- vii) Ghosting: The act of cutting off all communication with someone without forewarning them, especially done in the dating context.
- viii) Troll: A person whomst posts irrelevant, controversial, or incendiary comments with the intentions of creating uproar.
- ix) Flex: This term means to show off or exaggerate about something. This word has become popular due to the emergence of social media and it is often used in context of flaunting one's achievements or possessions.
- x) DM (Direct Message): Is a type of message usually a private message sent between users on social media platforms, such as Instagram or Twitter (2).

These terms reflect the impact of social media on how people communicate and interact, both online and in real life. The social media has also introduced the brevity. Because platforms like Twitter have strict character limits, it's understandable why acronyms and abbreviations are so widely used (1).

**Abbreviation:** is a short form of an existing word. As for Doctor, Dr. is used.

**Acronyms:** is a totally new word formed by taking the initial letters from different words like United Nations Educational, Scientific and Cultural Organization as "UNESCO."

This form of shorthand allows one to express ideas in a fast and effective manner. Here is a list of commonly used Abbreviations and Acronyms.

- i) LOL (Laughing Out Loud): Normally used to express laughter.
- ii) BRB (Be Right Back): To let someone know that they will be away from their device for a little while.
- iii) SMH (Shaking My Head): A phrase used to convey disbelief.
- iv) YOLO (You Only Live Once): Used as an adage to encourage living life to the fullest.
- v) TBT (Throw Back Thursday): When people post nostalgic pictures on social media on Thursday.
- vi) IDK (I Don't Know): Used when someone is unsure about something.

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**33**

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vii) ICYMI (In Case You Missed It): To get others' attention to something relevant that was posted previously.

viii) BFF (Best Friends Forever): A person's closest friend.

Emojis and Visual language have become a vital part of communication, particularly in the context of social media.

Emojis are small digital images or icons used to express emotions, feelings, ideas, or concepts in a more visually engaging way than words alone. These visual symbols have replaced words due to their effective way of expressing emotions. These emojis are widely used on platforms like WhatsApp, Twitter, Instagram, and Facebook.

## II) Social Media's Impact on Communication Norms:

Communication has experienced a great deal of change in its form, speed, and immediacy. There is no doubt that social media has increased the speed of communication (5). In a second, one can communicate with another person. This is the power of technology that emerged in the form of social media. This has led to a shift in expectations. People now want quick responses to their messages and if due to some technical glitches or time delay, they don't get quick response then they may become frustrated (7). The casualty of sending messages over social media platforms using informal language like use of Emojis, Abbreviations, and Acronyms has influenced the formal communication used in emails, reports, and in-person meetings in professional communication. Social media has globalized conversation by creating a space where people can communicate across geographic boundaries with ease (4). This led to unity in mankind but sometimes this has also led to disputes as people from different cultural backgrounds have their own societal and cultural norms and also they have their own etiquette and expectations. As the world came close to the individual. So, he started sharing his moments with the world then it may be good or bad, joyous or adverse, personal or social. This somewhere has faded the line between public and private. Thus broadening the mind of an individual. Though social media made communication fast, but on the other side it also made communication asynchronous. Platforms like WhatsApp, Twitter, Facebook, and Instagram responses don't have to be immediate, and conversations can happen based on the needs of an individual. The emergence of visual content like photos, videos, and GIFs has made communication more effective, creative, and convenient to convey one's emotions and thoughts effectively. Thereby, dominating the visual form over the traditional text-based communication.

## III] The Role of Social Media in Language Change and Linguistic Studies:

Linguistic change is a never-ending process. Language evolves from time-to-time according to the period, culture and trend in the society (1). The regional dialects and cultural shifts influence the language. So, the social media also plays a vital role in influencing the language. Due to social media English has dominated the online platforms and also the peoples using it. While sending messages on WhatsApp, Twitter, Instagram, and Facebook people use transliteration (The process in which words from one language is written using the script of another language, thereby preserving the pronunciation in former language) to convey their thoughts, beliefs, emotions, and expressions.

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**34**

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**Translation:** The process of converting the meaning of words or sentences from one language to the another. For example, “Name” in English translates to “ ” in Marathi.

**Transliteration:** The process of preserving the pronunciation from one language to the another language by changing the script to match the pronunciation. For example the word “ ” in Hindi is transliterated into English alphabet as “BHARAT”.

Thus, while translation changes both the form and meaning of a word, transliteration changes only the form, attempting to preserve the phonetic structure.

The new trend which combines two languages to produce the new system of words, thereby forming a hybrid language for example Hindi and English is combined to create “Hinglish” (3).

**Hinglish:** It is a hybrid of English and Hindi through which two languages are incorporated and there is no need to learn either language fluently.

The social media users are very innovative and creative, to attract the large number of audiences and to increase their views, they try to do trendy things. The Hinglish words which are used commonly are listed below:

- i) Glassy: Thirsty
- ii) Filmi: Glamorous
- iii) Jungli: Wild
- iv) Time pass: idle distraction or languish
- v) Airdash: Short flight or hurry
- vi) Auntyji, Uncleji: a child’s elder relations and close adult contacts.
- vii) Would-be: Fiancee or Fiance
- viii) Co-sister or Co-brother: Sister-in-law and Brother-in-law
- ix) Prepone: Bring a meeting or event forward.
- x) Chaivinist: A person displaying aggressive, exaggerated, and prejudiced love for chai.

Here are some examples of Hinglish phrases:

- i) She was bhunno-ing the masala-s jub phone ki ghuntee bugee: translates to “She was frying the spices when the phone rang”.
- ii) Jaldi karo guys, or we’ll be late for the class: translates to “Let’s hurry up guys, or we’ll be late for the class”.
- iii) Where are you putting up?: An Indian way of asking about someone’s place of residence.
- iv) Cent per cent done: means “One hundred percent”.

This type of trendy language known as hybrid language is commonly being used by the youths on social media. The major drawback of this is that somewhere the genuineness and originality of the language is fading. Many times, while text messaging, there are limitations of words where these users use abbreviations and short forms where many words are misspelled. For example, “We’ll BRB in a sec” is misspelled from its original form and structure “We will be Right Back in a Second”. Somewhere this type of distraction in language is happening due to these social media users. In this changing linguistic pattern on

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**35**

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the social media. The linguistic studies need to be revised and analysed. As the new terminologies are emerging and thus creating new grounds for further exploration of linguistic studies and linguistic research. The future linguistic research needs to take into account all these new terminologies and the new linguistic patterns emerged due to this trendy social media platforms and users. As this world of Emojis and GIF's challenge the traditional linguistic texts to adapt the new transforming communication, where visual and textual communication is incorporating in online interaction and transaction.

**IV] Pros and Cons of Social Media from the Perspective of Language:** As man invented many new things in the world for his convenience to make his lifestyle comfortable. So, with these inventions there emerged some limitations and drawbacks. The invention of social media was done by keeping in mind the need to unite the mankind from different cultural background, so that they may share their tradition and culture by breaking the barriers of geographical limitations. But as mentioned above every thing has two sides. Positive and negative. Social media has many positive sides but it also has some negative side i.e. Cons.

**Pros:** Due to social media communication has become fast and time saving. In a second, one can connect from different geographical locations and converse with other person effectively. Social media has many facilities that make conversation convenient and effective. The users of social media has adapted themselves with this technology and formed their own language of Abbreviation and Acronym. Which made communication effective by the use of limited words. English is a globally spoken language. But still there are rural and remote areas where English has not planted itself. The social media made this possible because almost everyone use WhatsApp, Facebook, and Instagram more or less, and with its use people have learnt or are learning English. So, social media has promoted English while preserving the local languages. Because social media apps are also configured to display the local languages. Social media made the communication creative and innovative by introducing the visual symbols. So, everytime while responding to the message you don't need to type or text. You can just use the visual symbols to respond or reply (4).

**Cons:** There are some drawbacks to social media. As social media made communication fast and quick So, the expectations of people have risen. People got the habit of getting the reply quickly. But taking into account the need and urgency of feedback due to some technical reasons if one is not able to reply. Then the receiver might be frustrated and become impatient. So, delayed communication might sometimes create misunderstandings among individuals. The use of Abbreviations and Acronyms while texting due to the need for time consumption and word limit has altered the original and genuine, form and structure of the words and sentences of a language (7). Therefore, the language is losing its traditional form and structure, with the high usage of social media and the promotion of English. People are highly using English in their daily conversation. English is now not limited to online interaction but has extended to daily conversations. So, there is the fear of losing the mother tongue due to the interference of English (1). Social media has many visual symbols that facilitate communication but many times these visual symbols are

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being used to convey and express emotions. These visual symbols have dominated the text messages and replaced the traditional textual script.

## Conclusion:

The invention of social media has been a boon and bane for humans. As we discussed above the pros and cons of social media. Social media has greatly influenced the language and provided the scope for further research in linguistic studies. This is the positive side but on the other hand the interference of foreign languages in the local languages known as hybridization is serious (3). The local languages are on the verge of becoming extinct and endangered. This should be taken seriously. Social media users are so addicted to these apps that they can't live without social media. This habit is also responsible for influencing the language. Man has to adapt himself to the changing era and period. So, we can't totally ban social media but we have to take certain measures through which local languages would be preserved while adapting with the English and foreign languages. Social media apps are configured in a way to support the local languages so, this is a beneficial thing and should be preserved.

As social media continues to evolve, it remains essential to strike a balance between embracing linguistic creativity and maintaining the integrity of language in a rapidly changing digital landscape (5). All in all, even with the problems social media causes, it has increased the scope of linguistics.

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37

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