Social Media: Changing Landscape in Language Interaction

S.Nandha Kumar, Jenitha Judson and Ardra G Mani

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Dr.S.Nandakumar[1]
Ms.J.R.Jenitha[2]
Ms.Ardra[3]

Abstract:

Social media is one of the 'digital world' platforms in 20th century's new Information Communication Technologies for people's comfort social life Communication. Social Media like *Facebook*, Whatsapp, Twitter, Instagram, and other web media are used predominantly for social communication purposes. In communication process, interactivity is one of the most significant elements which plays a major role in forging relationships between social media users. Despite many research studies have done in communication aspects and still exists various areas that are unexplored. It is observed that social media users use texting, rich media content, updating status etc. The present research is undertaken to identify the changes in texting pattern among users and the impact of languages by adopting quantitative research approaches through questionnaires among respondents in Periyar University, Salem.

Key Words: *Communication, Language, Social media, Users, interactivity,*

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1. Professor, Department of Journalism and Mass Communication, Periyar University, Salem, Tamil Nadu
-636 011. India. E.mail: nandakumar.su@gmail.com
2. M.Phil Research Scholar, Department of Journalism and Mass Communication, Periyar University, Salem, Tamil Nadu-636 011. India. E.mail: jenithajudson@gmail.com

Social media create opportunities to learn and practice languages through social interaction

Dr. S. Nandakumar
Ms. JR. Jenitha
Ms.Ardra

INTRODUCTION

In the Modern digital world, the Information Communication Technologies including social media is connected with people's everyday life. This hyper media particularly in educational community helps different forms to communicate in various ways such as social networks like *Facebook*, *Whatsapp, Instagram, Twitter, Wikipedia, Snapchat*. Such applications like *Facebook*, *Twitter, YouTube, and WhatsApp* have massively increased social interaction. Behind the reason the human's longing were discovered and unlimited connection and exchange of information with the same interests. Social media applications permit to use across the world to connect and express themselves in global level.

1.1 ROLE OF LANGUAGE

During last two centuries between eighteenth and twentieth century, English language has spread rapidly at global level. The Internet has introduced as a new medium of communication in mid of twentieth century and made available to the society some language researchers assumed that English language has developed new and standard of varieties in English spelling, pronunciation, vocabularies, and grammar under the influence of the Internet. These changes were considered as a new branch of linguistics called *Internet Linguistics (*David Crystal (2001, 2005, and 2011)

1.2 ENGLISH AS A GLOBAL LANGUAGE

In the twentieth century English as a National language and it is becoming the Global language. In globally, the communication between academics, professionals, commercial and diplomatic made possibly as English. Also the introduction of Macaulay's British educational system English became an academic language in India which creates international relations to

remain competitive global job market in science, and technology. The IT industries have adopted English as its mother-tongue, and this position gives English became common language in the Internet and Social media as a powerful and inexpensive way of market business.

1.3 INTERNET LINGUISTICS

The common features of Late Modern English in recent linguistic phenomena that concurred with the development of the Internet. Today Internet Linguistics is widely discusses in research papers. Due to the development of Digital technology, the Digital world (internet, websites and social media) have influenced by attacking the language and made changes very effectively.

1.3.1 TEXTESE (TEXT)

The changes in languages came from the texting pattern to frame all these changes. That result affected the communication in a new changes or genre of English that has been increasingly used in day-to-day. Crystal (2008) used the term 'textese' in his research article "Digital Small Talk and the new textese" Textese is the most recent distinguishable linguistic phenomenon. It is commonly typed faster and less carefully than other forms of writing.

1.3.2 LANGUAGE USE IN SOCIAL MEDIA COMMUNICATION

The social media has a significant influence on the communication. The social media platforms on our language has accomplished to modify new vocabulary, increase the number of communication with immediately create a social relationship and leave us feeling an established accountability to remain connected with the world at huge.

1.3.3 NEW VOCABULARY

Social media alters the usage of languages and it introduces new practice, with the need for rapid and brief language communications in online. The full verb phrases have become common acronyms and Phrases such as "How are you?" or "Happy Birthday" are quickly changed to "HW U?" or "HBD" that are now used in everyday settings and not just online. Sometimes when we use language and words together, can make some funny phrases like "LOL" it means "laugh out loud". These acronyms steal up the everyday life of the people.

1.5 NEW STYLE TEXTING

1.5.1 ACRONYMS

The acronyms used an abbreviation form and the initial letters pronounced as a word, now everyday replacements came to whole sentences like **LOL** (laugh out loud), **OMG** (Oh my God), **TTYL** (talk to you later) are just a few that establish how social media change the things up by decreasing the need to write lengthier phrases and lessens space.

1.5.2 IMOJIES AND STICKERS

The Emojis are used for representing visual communication. The facial expressions such as smiley, sad, laugh; cry, happy and love all emotions were convey the users better expressions on the content than the texting and the Stickers. Some stickers have text on them, so this is get two in one benefits and used to carry the user's feeling or to express the proposal tone without actually having to write it.

1.5.3 IMAGE TYPE: GIF (Graphics Interchange Format)

The GIF (Graphics interchange Format) most commonly refers to a short, animated picture without sound and simply your team of communication in online texting. GIF contains within the single file a set of images that are presented in a specified order (https://whatis.techtarget.com).

1.6 Evolution Of English In The Internet Age

In the second half of the twentieth century, English was cultured on a great rule to non-native English speakers under different tags, such a English as a foreign language (EFL), English as a second language (ESL), and recently English as a lingua franca (ELF) (Thornbury, 2006). The Greater variations and new language diversities arisen progressively distance themselves from either American or British English.

REVIEW OF LITERATURE

2.1. Social media overview and usage

Impact of social media in English language learning: Utilizing SWOT Analysis (Lino S. Cabrera, 2018) The study focuses on social media uses about Source of information, language text and Vocabulary, Acquaintance to communication, connection and interaction, Weaknesses and prevalent information, simple language and ungrammatical language text, Absence of real language interaction, typing skills and amount of knowledge in contemporary social media be used by the education.

2.2. Social media impacts on modern English Language

People look as to always be in a flash to permit messages through sometimes without the apprehensions of using proper English. Basically, a language change is no exclusion to the language used on social media. One of the most important effects of social media on spoken and written English is the assumption of terminology (Dalzell & Victor 2017). Hoffmann and Bublitz (2017) clarify this state by filling out that social media communication is disturbed with being pragmatic and that the maximum significances are accessibility and common clarity.

2.2 Positive impacts

Conferring to Asad et al (2012) students' academic learning results might growth when their social learning consequences were sharp. Students are though, powerful to use social media for academic purpose and this grants an opportunity to involve them to learn in a relaxed way by seeking, exploring and testing ideas with other students surrounded by their own social network.(Gremu & Halse, 2012). Teenagers and young adults have particularly involved these sites as a way to associate with their nobles, share information, reinvent their behaviours, and shows their social lives(Boyd 2007).

2.3 Negative Impacts

Bunce (2010) chat room communication was a smaller amount effective for language learning than face-to-face oral communication as "slow typing can significantly hamper language production, intercession, group effort, and hence observing". "An important individual of online chat rooms is that they are fundamentally graphic. Chat conversations display structures of both written and spoken language" (Freiermuth, 2002).

2.4 Effects of *Facebook* use on students' English language skills

Facebook offers the interaction chances to its users, it is the example of the social-interactions method to language attainment encouraged by Lantolf (2000). *Facebook* can offer language beginners with new forecasts of real time cultural and linguistic exchange (Harrison& Thomas, 2009). Also, from an environmental perspective, which opinions context as essential to language teaching (van Lier, 2004), According to Gibson (1979), suggest the use of affordances, clear as objects, places, events or things, by students, with his teachers' help to exploit language learning.

2.5 Writing Speaking Skills in Social Media

Anika Belal (2017) Social networking sites have a fundamental role in establishment a connection between the people, which permit them to interconnect on a common medium. Digital networking sites can be an unlimited way to stay in trace with a huge people. Communication is quickly changing; the educators and the students connect through social networking sites.

RESEARCH   METHODOLOGY

3.1 RESEARCH DESIGN

The present descriptive study analyse the respondents (University department students) characteristics and behaviours how when why occurred. According to Caeple research design was used to collect the data from the respondents.

3.2 OBJECTIVES

1. To identify the role of social media in English language development at university.

2. To analyse the opinions of university teachers on the subject of social media in vocabulary development of English language.

3. To analyse the communication text methods among Students.

4. To make implementable proposals for incorporating social media in vocabulary development of English language at university level.

3.3 SURVEY

A survey was conducted among Periyar University students of postgraduate, undergraduate, M. Phil and PhD students. Using a structured questionnaire was used for total sample of 130, age group between 18 and 30.

3.4 HYPOTHESIS

H1: Social media is a platform for learning more Stuff.

H2: The Morden English language affects the Brand of Standard English.

H3: Students interested to learn Short term texts and Stickers rather than large Sentence.

H4: The development English Language improving day by day in Different ways.

3.5 THEORETICAL FRAMEWORK

Albet Bandura defines Social Learning Theory (1977). The study focuses on the theory revealed that individuals learn and replicate their behaviours. In social learning system obtain different pattern of behaviour through straight involvement or by detecting others behaviour. According to Bandura people can signify external impacts representatively and such representation to lead their movements. During the time of learning people not only perform or response, they also perceive the different impacts associated their various actions on the root of informative comment and they progress thought or suggestion about the kind of actions which most likely to be successful.

3.6 LIMITATION OF RESEARCH:

The present research was conducted among the students studying various departments in Periyar University who uses free wi-fi internet connections offered by the University management.

DATA ANALYSIS

A survey was conducted among the Post Graduate, Under Graduate, M. Phil and PhD Students of the Periyar University in Salem. Students under the age group of 18 to 30 were significantly identified as using Social Media for their academic purposes. Thus these students were chosen for the study.

Fig.1 Social Media Users

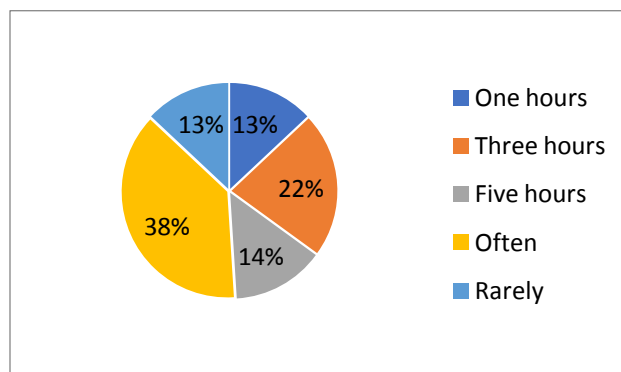| Up to One hours	Up to Three hours	Up to Five hours	Up to Eight hours	Up to 12 hours
13%	22%	14%	38%	13%
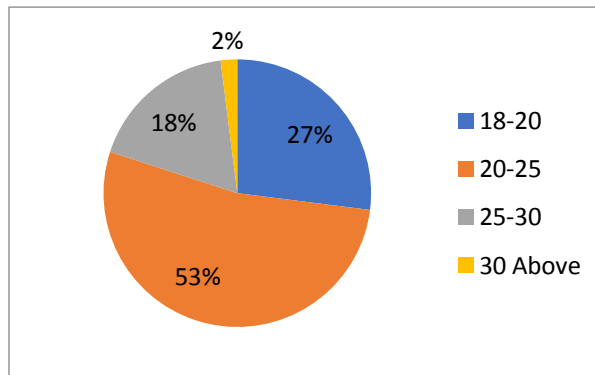
Social Media Users

Age group 20-25 have 53% of them using Social media regularly. Followed by 18-20 have 27% and 25-30 have 18% and age group of Above 30 have 2% of them using Social media very rarely.

Fig.2 Time spent with Social Media (Per Day)

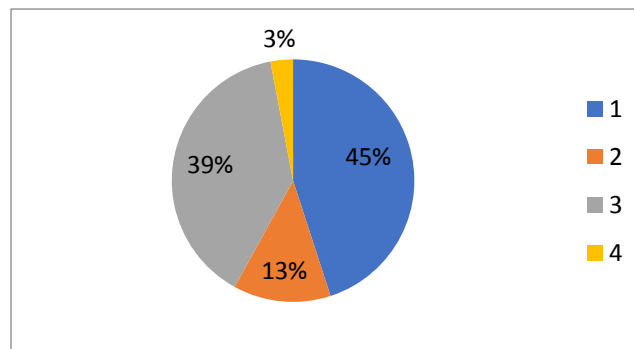| 18-20	20-25	25-30	30 Above
27%	53%	18%	2%

Spending time in Social Media (Per Day)

38% of the student spends most of the time with social media. 22% of them use three hours and14% of them using Five hours, finally 13% of them using social media very rarely.

Fig.3 Use English Language in Social Media

Only Chats	Only Post	Chats &Post	Do not use
45%	13%	39%	3%

Use English Language in Social Media

The Finding Shows 49% Students using English language only chat conversation, 13% of Student use only for posting Something, 39% students use english language for both chat and post, 3% student do not use english language in social media.

Fig.4 The Questions divided into five sections based on English language development in Social Media.

1. New Vocabulary
2. Following Grammar
3. Listening and Speaking
4. Reading and Writing
5. Language learning

Table. 1

VOCABULARY	Yes	No	Sometimes
Interested to learn new vocabulary	78%	16%	6%
Forced to use and Share	12%	80%	8%
Improve my vocabulary	58%	12%	30%
Use Abbreviation	86%	10%	4%
Update internet Slang	68%	20%	12%
Emojis and Stickers	88%	2%	10%
Use vocabulary to others	63%	25%	12%

Table. 2

GRAMMAR	Yes	No	Sometimes
Improve my Grammar	48%	36%	16%
Using Grammar rules	56%	19%	25%
Check Sentence structure	45%	38%	17%
Learn Worst grammar	35%	42%	23%

Table. 3

READING &WRITING	Yes	No	Sometimes
Understand authentic text	32%	48%	20%
Randomly text	76%	16%	8%
Avoid long Sentence	53%	38%	9%
Use Short Form	62%	22%	18%
Use American & British English	28%	60%	12%

Table.4

LISTENING & SPEAKING	Yes	No	Sometimes
Improve Listen & Speak	32%	48%	20%
Improve Pronunciation	22%	62%	16%
To improve Speaking skills	12%	68%	20%
Faced insults	43%	27%	30%

Table.5

LANGUAGE LEARNING	Yes	No	Sometimes
New words learn from different people	68%	20%	12%
Avoid Spelling mistakes	68%	16%	16%
Good platform	82%	-	18%
Not boring	64%	21%	15%
Improved Language Skills	47%	32%	21%

FINDINGS AND CONCLUSION

1. New Vocabulary, most of the students interested to learn new words from new people through chats in social media. This is a good chance to develop new words and learn internet Slangs.

2. Following Grammar Rule, Number of Students followed Grammar rules while texting to others. This is the chance to improve grammar and some students do not follow the grammar rules for their texts.

3. Listening and Speaking is the most important thing in language learning, the way of words pronunciation and use British English and American English and improved Speaking skills through the Social media and some people felt get insulted by others because of poor English.

4. Reading and Writing in Social media is best opportunity to share their thoughts to others, and tend to read and understand authentic text. Some students felts Random texts like English mixed with other language (e.g,Tanglish) and use Emojis and Stickers. Which is make the Conversation more Interest and fun.

5. Language learning, In the Academic Structure language learning is difficult and bored one but taking social media is a good opportunity to language learning. It is the chances to interact with known person through chats and know about their colloquial slang and social media trending words. But some students thought is social media is not a good platform for language learning. The modern English affects the stranded and structured English.

CONCLUSION

A supremacy that can also control the linguistic developments between its users. Additionally, deceptively, these trends, at minimum in terms of language, seem like developing and propagation of English. The language that helps as a construction between people of unlike origins when they effort to start meaningful communications among the digital world. Social media have many features that make it so tempting to indusial, that ability to find amuse, collect information and even search for education are what permits social media to be so projecting in contemporary times.

In general use of English are changeable and the development of the language itself and its prevalent effect may apply on other languages. The worldwide use of English indicates the arrival of new words, slang and abbreviation usage. But the apprehension is more about the rate that dialect, advance words and acronyms are presenting to the language. This introduction amount has increased significantly because of the comfort that statistics is able spread over the social media. And as a outcome, developments and language chances tend to be obtain stronger positions in language wilder. However, it is undisputable that the use social media in our globalized world will establish another fascinating period in the use of language.

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