Influence Of Social Media on Language

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Abstract

The boom in the use of social media in our time has no doubt brought a lot alteration in different language conventions. What is Social Media? Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The office of Communications and Marketing manages main Facebook, Twitter, Instagram, LinkedIn and YouTube accounts. Social media is about conversations, community, connecting with the audience and building relationships. It is not just a broadcast channel or a sales and marketing tool. Social media enables you to: Communicate and stay up to date with family and friends around the world. Find new friends and communities; network with other people who share similar interests or ambitions. Join or promote worthwhile causes; raise awareness on important issues. What is language? A language is a structured system of communication. The structure of a language is its grammar and the free components are its vocabulary. Languages are the primary means of communication of humans, and can be conveyed through speech, sign, or writing. Many languages, including the most widely-spoken ones, have writing systems that enable sounds or signs to be recorded for later reactivation. Human language is not dependent on a single mode of transmission (sight, sound, etc.) and is highly variable between cultures and across time. So, One of the most notable ways that social media has influenced the English language, is through the appropriation of existing vocabulary. Words that had existing meanings, have now been given other meanings in an online context, which then spills over into verbal communication. Social media how been used for teaching and learning quite for some time. Social media and language as a learning platform making

it possible for students to do self study, exchange ideas, give commands submit the assignments in order to improve their grammar, knowledge and writing ability.

Keywords: Social Media, Language, Communication, Writing skill, learning platform.

Introduction

Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. In Andreas Kaplan and Michael Haenlein's definition, social media is 'a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. The early users of social media battled with space and time. Since social media language is in the borderline of speech and writing they created unusual acronyms and some other new words, like 'u', ur, 'unfriend' etc not only to communicate faster but also to maximize the limited space they have. Some linguists began to protest as these coinages were not only used within the circle of social media and informal writing but began to get into the mainstream of the English language. They see it as a threat to their language. Social media have been changing the individuals' method for living in many ways especially in the objects linked to the communication domain, knowledge, and education. It means also suggests one of the necessities of human life will be achieved; to communicate and interact with other beings. Therefore, In the era of globalization, many people use social media around the world as a significant toll of their lives, but it influences changing the language that we communicate with others. In my opinion, social media have positive and negative effects on language. According to the annual study carried out by IAB SPAIN, Facebook is the social network par excellence and attracts the most users (91%), followed by WhatsApp (89%), YouTube (71%) and Twitter (50%). Instagram saw the highest growth rate last year, and has overtaken LinkedIn. Twitter and Google+ have seen a slight decline in popularity. Among the leading networks, Google+ is at the tail together with Pinterest, which has risen by 14%, compared to last year. Google+ is not very popular among social network users, given that its main goal is to maintain SEO in the Google search engine.

Impact of social media on learning English language during the COVID-19 pandemic

This research shows how social media has affected learning at present during the COVID-19 pandemic and how it has become the largest and most convenient area of communication. In the current scenario, it seems that social networking sites not only had a profound impact on our social structure and intra-social interaction, but also affected education in general and learning English language in particular. It has been proven that these various social media platforms have created a realm of digital environment in today's new-age learning. Social media platforms are social networking sites through which people interact and communicate with each other easily and conveniently. Undoubtedly and unquestionably, social networking has been proven to be a global phenomenon that has caused a vast paradigm shift in the world of Learning and education during the current pandemic.

Conclusion

The emergence of the internet and the consequential array of social media networks have, without doubt, resulted in an exponential increase in new types of written language: blogs, tweets, Facebook posts and LinkedIn profiles to mention just a few. But with English being the most dominant language on the internet, how has social media changed the English language? There's no denying that social media has had a drastic impact on the sheer volume of people we are now able to communicate with, it's also had an impact on the frequency with which we are able to communicate with them. This has led to us being exposed to a myriad of different personalities, perspectives, and approaches when we use social media to communicate. With the exception of social media professionals and academic journalists, the majority of what is written by the general public on social media is not edited, supervised or checked to ensure that proper use of the English language is taken into consideration. With the freedom to use the English language however we choose to on social media, trends are bound to appear. In conclusion, social media has many positive and negative effects on language, but negative effects are more than positive since language has some structure and procedure that must be respected if we need to protect the language. I propose to link the language with the local culture to more understanding the roots of language and protect the tongue.

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