

## THE INFLUENCE OF SOCIAL MEDIA ON MODERN LANGUAGE USE

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**Abstract.** The development of social media has significantly transformed communication practices in contemporary society. Platforms such as Facebook, Instagram, TikTok, and Twitter provide users with new environments for interaction, leading to noticeable changes in language use. This review article examines the influence of social media on modern language by analyzing existing research in linguistics and communication studies. The review focuses on lexical innovation, orthographic and grammatical variation, and the emergence of new discourse patterns in online communication.

**Keywords:** social media, language change, digital discourse, online communication, linguistic innovation.

**Annotatsiya.** Ijtimoiy tarmoqlarning jadal rivojlanishi zamonaviy jamiyatda kommunikatsiya amaliyotlarini sezilarli darajada o'zgartirdi. Facebook, Instagram, TikTok va X kabi platformalar foydalanuvchilarga o'zaro muloqot uchun yangi muhit yaratib, til qo'llanishida sezilarli o'zgarishlarga olib keldi. Mazkur sharh maqolada ijtimoiy tarmoqlarning zamonaviy tilga ta'siri lingvistika va kommunikatsiya tadqiqotlarida mavjud bo'lgan ilmiy ishlarga tayanib tahlil qilinadi. Tadqiqotda, ayniqsa, yangi leksik birliklarning paydo bo'lishi, imlo va grammatik o'zgarishlar hamda raqamli muloqotda yangi diskurs shakllarining yuzaga kelishiga alohida e'tibor qaratiladi. Natijalar shuni ko'rsatadiki, ijtimoiy tarmoqlar yangi til birliklarining tez tarqalishiga yordam beradi hamda onlayn muloqotda yanada norasmiy, ijodiy va multimodal kommunikatsiya uslublarini rivojlantiradi.

**Kalit so'zlar:** ijtimoiy tarmoqlar, til o'zgarishi, raqamli diskurs, onlayn muloqot, lingvistik innovatsiya.

**Аннотация.** Быстрое развитие социальных сетей значительно изменило коммуникативные практики в современном обществе. Такие платформы, как Facebook, Instagram, TikTok и X, предоставляют пользователям новые возможности для взаимодействия, что приводит к заметным изменениям в использовании языка. В данной обзорной статье рассматривается влияние социальных сетей на современный язык на основе анализа существующих исследований в области лингвистики и коммуникации. Особое внимание уделяется лексическим инновациям, орфографическим и грамматическим вариациям, а также формированию новых дискурсивных моделей в цифровой коммуникации. Результаты показывают, что социальные сети способствуют быстрому распространению новых языковых форм и стимулируют более неформальные, креативные и мультимодальные стили общения в онлайн-среде.

**Ключевые слова:** социальные сети, языковые изменения, цифровой дискурс, онлайн-коммуникация, лингвистические инновации.

**Introduction.** The rapid expansion of digital technologies has significantly transformed communication practices around the world. Social media platforms such as Facebook, Instagram, TikTok, and Twitter enable users to exchange information, share opinions, and interact instantly with global audiences. These platforms have created new forms of communication that combine characteristics of spoken and written language[3].

Language is inherently dynamic and evolves in response to social, cultural, and technological developments. Historically, innovations such as the printing press and electronic communication have influenced the structure and distribution of language. In the digital age, social media represents a new communicative environment that reshapes linguistic behavior and discourse patterns [7].

Researchers in Sociolinguistics and Digital Linguistics have increasingly examined how online communication affects language use. According to Crystal (2011), the internet has introduced new forms of linguistic expression that combine written text with visual and symbolic elements such as emojis and hashtags.

At the same time, scholars debate whether digital communication threatens traditional language norms. Some researchers argue that the increasing use of informal language on social media may negatively influence grammar and writing skills, particularly among young users [2]. Others suggest that digital communication represents a new linguistic register rather than a deterioration of language standards [6].

**Methods.** This study adopts a **qualitative literature review approach** to synthesize findings from previous research on language use in social media environments. Academic publications from linguistics, communication studies, and media studies were examined.

Relevant sources were identified through academic databases such as Google Scholar and JSTOR. The selection criteria included the following:

1. Publications in peer-reviewed journals or academic books
2. Studies focusing on language use in social media or digital communication
3. Research addressing linguistic change and discourse practices
4. Publications primarily from 2008–2024 to ensure contemporary relevance

After collecting the literature, the studies were analyzed using a **thematic analysis method**. The research findings were grouped into three main themes:

- lexical innovation
- orthographic and grammatical variation
- discourse patterns in online communication

This thematic categorization made it possible to compare the conclusions of different researchers and identify common patterns in how social media influences language use [5].

**Results.** One of the most noticeable effects of social media on language is the rapid development of new vocabulary. Online communities frequently generate abbreviations, acronyms, and slang expressions that spread quickly across digital platforms. Examples include acronyms such as *LOL* (laugh out loud), *BRB* (be right back), and *DM* (direct message).

These lexical innovations often emerge within specific online communities and later become part of everyday communication [3]. According to Tagliamonte and Denis (2008), digital messaging platforms encourage linguistic creativity and contribute to the development of new lexical forms, particularly among younger speakers.

Another significant feature of social media communication is the modification of traditional spelling and grammar conventions. Users often simplify spelling or omit punctuation in order to communicate quickly and efficiently.

For instance, forms such as *u* instead of *you*, *pls* instead of *please*, and *tho* instead of *though* frequently appear in online communication. These changes reflect the fast-paced nature of digital interaction and the desire for efficiency [2].

In addition, emojis and emoticons play an important role in digital communication. These visual symbols function as paralinguistic cues that express emotions, attitudes, and reactions. Scholars argue that emojis compensate for the absence of facial expressions and tone of voice in written communication [4].

Social media communication often combines characteristics of both spoken and written language. Messages are typically brief, informal, and conversational, resembling spoken dialogue more than traditional written texts.

This hybrid style of communication has been described as **digital discourse**, which includes features such as incomplete sentences, colloquial vocabulary, and interactive dialogue structures [7]. According to Herring (2013), these linguistic characteristics reflect the interactive and dynamic nature of computer-mediated communication.

Another important finding in the literature is the role of social media in spreading linguistic innovations across cultures and languages. Because social media platforms connect users from diverse linguistic backgrounds, new expressions and slang terms can spread globally within a short period of time.

For example, English internet slang is frequently adopted by speakers of other languages, contributing to cross-linguistic influence and borrowing [1]. This phenomenon demonstrates how social media accelerates the global diffusion of linguistic trends.

**Discussion.** The findings of this review indicate that social media plays a significant role in shaping contemporary language use. From a linguistic perspective, the changes observed in digital communication represent natural processes of language evolution rather than a decline in language quality.

Social media platforms create environments in which users experiment with language and develop new forms of expression. These environments encourage linguistic creativity and innovation, allowing language to adapt to new communicative needs [3].

However, the increasing use of informal language online has raised concerns among educators and language specialists. Some scholars argue that exposure to non-standard spelling and grammar may influence students' writing habits in academic contexts [2]. Nevertheless, other researchers suggest that most language users are capable of switching between informal and formal language depending on context, demonstrating awareness of different linguistic registers [6].

Furthermore, digital communication increasingly incorporates visual and multimodal elements such as emojis, GIFs, and images. These features expand the expressive possibilities of language and demonstrate how communication is evolving in digital environments [5].

Overall, the evidence suggests that social media does not replace traditional language norms but rather contributes to the diversification of language use in modern society.

**Conclusion.** Social media has become an influential factor in shaping modern language use. The literature reviewed in this article demonstrates that digital communication promotes lexical innovation, encourages orthographic variation, and contributes to the development of hybrid communication styles.

Although concerns remain regarding the potential impact of informal language on formal writing skills, most linguistic evidence suggests that these developments represent natural processes of linguistic adaptation. Social media expands communicative possibilities and allows users to express themselves creatively in digital contexts.

Future research should continue to investigate how these linguistic changes affect language learning, education, and intercultural communication. As digital communication continues to evolve, understanding its impact on language will remain an important area of research in modern linguistics.

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