

THE NEW MEDIA LANGUAGE

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Neha a 1st year Mechanical engineering student was asked by her father to wish good night to her brother who was staying outside. Immediately using WhatsApp she wrote “*Gud Ni8 bro*”. Similarly Mukesh a Bcom third year guy wrote to his father “*1/2E Birthday father*” on the birthday of his father on face book. Social Media in form of Face book, hike, whatsapp, Google+ have already become a part of our life. These forums being creative and having opportunities of making people to reach all over world have brought big changes in present scenario. Communication as a process of human experience connects people with each other and with the developments in communication technologies have fascinated people a lot. The rise of social media within last two decades and the rapid growth of mobile technology have changed the communication scenario completely by establishing a new platform of communication. The social media as a new technology and as a new platform of communication is quite democratic and is highly powerful and popular platform of communication. This platform being a modern platform is highly popular among the youth and after the developments in modern mobile and internet technology communication by social media has gone handy. Language as a medium of communication is used to communicate a message from one user to another in the platform of communication but due to the modern fast life style and the eagerness to communicate faster in an easier mode the users of social media have started modifying the language of communication. They have started making it short and simple but at the same time this habit has brought changes in the original language.

Language as a medium of communication helps to communicate and has many uses. According to SK Pandey

We use language to Inform: Language as a medium of communication carries information and knowledge from one person to another in encoded manner.

We Use Language to Persuade- In case of persuasive communications strategic arrangement of words help to communicate the message in an effective manner and it ultimately helps to achieve the goal.

We use Language to entertain: Fun and entertainments are a part of human life. They release stress and make life easy. Language as a tool of communication through books, novels, songs, jokes and riddles

We use Language to hide- Language is sometimes used to hide facts and information from others we use language in a coded manner.

We use Language to substitute actions-Language is sometimes used to substitute actions. That is to express our feelings in a particular situation we use language to substitute action. As the basic purpose of language is to communicate as a systematic arrangement of signs and symbols, it helps in communication. It helps us to communicate in a proper coded manner in which others will be able to understand us. Of the three subsystems of language the second subsystem of language that is syntactic helps to talk about grammar and the laws of grammar for a particular language. In traditional use of language the three subsystems of language are given proper respects and the language is used to communicate. But the advent of social media has changed the scenario completely.

The social media which is a highly interactive and talkative platform of modern communication system has brought a radical change in the language using trends among people all over the world. The language has completely changed to a more and more talkative form and the rules of grammar have gone rarely applicable for language use in case of social media. The social media users have already defined their unwritten law for language and the law is “do not worry about the uses of words or laws of grammar rather just communicate that to me which I will be able to understand. The concept is also not bad as the basic purpose of language is to communicate and the task of language as a medium of communication is to carry the encoded message from one end to other which if decoded should denote the same meaning to both the users. The language of social media has gone so standardized among youth that they are able to encode and decode that very easily. The language in case of use of social media is becoming short, simple and sometimes symbolic. The users are using the language in such a manner that it is taking a new form and becoming highly coded but at the same time the new form has gone popular. To make the idea more clear we can go through the following examples:

Single letter Replaces words

Be becomes B, Sea or See becomes C, The becomes D, Okay becomes K, are becomes R, You becomes U.

Digits replace Words

To Becomes 2, won or one becomes 1, Ate becomes 8.

Combination of letters and Numeric characters to form words

F9 becomes Fine, Ni8 becomes Night and B4 becomes Before, Right becomes Ri8, ½ E becomes Happy.

Words in short form

Computer becomes Comp, Communication becomes Comn., Manager becomes Mgr, Please becomes PLZ,

New ways to express feelings

LoL to express lots of happiness or laughter or hmm to express I am thinking.

Use of sentences in short forms

143 replaces I Love You, AAMOF replaces As a matter of fact, ACC replaces Anyone Can Come, and replaces Any Day Now, B4N replaces Bye For Now

Use of Emoticons

An emoticon is a cultural form of expression of a body language though a pictorial representation to communicate the mood of the communicator. Talking about the social media users, we can say that they are using the emoticons to express happiness, love, anger and other such feelings in a quick manner and to make the communication process meaningful and easier for themselves. .

These changing trends in language use are becoming highly popular and such new trends are proving time saving for the users of social media. The social media users who are mostly young and at a growing stage of language learning, are acquiring this type of language in such a faster manner that not only in case of social media but also in case of all their communications this type of language use is getting reflected and sometimes it is creating difficulties for the non social media users to understand. Breaking the geographical boundaries, this type of language

use has gone popular across the world and the previous form of linguistic class system has started declining. English language, which once was a privileged language of the intellectuals and was creating a division in the society among competent English learners and non competent English learners has slowly started becoming an easy language for all. The impact of social media, which is quite powerful, has started abolishing the old laws of grammar. According to a study by the Hindu, the leading newspaper of India, it has been found that texting in social media has brought a dramatic change to the old grammatical uses in English. It has established its' own norms to create meaning

The language has started taking a spoken shape as people are interested in simple and direct communication in social media. Become more and more spoken avoiding the laws of grammar. Language use in social media platform has changed so much that sometimes people of same language are using English letters to form words of that particular language. The scenario has changed in such a manner that people are using language in a completely new manner in social manner. . Language learning in social media platform is taking place in a sharing and entertaining manner which ultimately is fuelling the process of language learning in a new manner.

The Study

This phenomenon of language learning through social media has brought a big change in the structure of word formulation and the connotation and denotation of the words. Thus there is a need of understanding this phenomenon and to get clarity on this, a study of the language using habits of modern youth on social media platform is necessary. Here in this study a sample of 100 college going youth is selected through convenient sampling. The active users of social media are taken into consideration and a survey is done among them relating to their language using habits in social media platform by using questionnaire method and the results are as follows

New media language and youth

The study conducted among the college going youth reveals that all most all of them use social media and they don't feel any difficulty in communicating through social media. Talking about their message posting habits only 44% of them told that while posting the message they emphasize on the fact that message should be meaningful and without grammatical errors but

38% told that grammar should have first priority while writing a post but most interestingly 18% told that priority should be given on clarity of message not on grammar.

Talking about language using, 47% of them told that if the message is capable of communicating meaning then grammatical errors are not a major factor but 33% told that grammatical errors should not be ignored and 20% expressed their inability to answer. 67% of them told that they get excited if they use any new word and 13% told that there is no need for excitation in such activities and 20% expressed their inability to answer. 53% of them told that English with little change according to their need is most preferable for them, 43% told that normal English is OK for them to communicate and 7% told that mother tongue typed in English is a better option for them. 80% of them told that they do not feel it that the English used by them is not better than the traditional classroom English, 7% told it is better and 13% expressed their inability to answer.

Talking about their style of language use 80% of them told that they prefer words in short form and abbreviations because they feel it saves time similarly 13% told that they follow others and 7% told they use language in such a manner because they feel it is a clever way of communicating with less effort. Most of them also agreed to the fact that in comparison to common talk and other means, Social media is the best forum to communicate using shortcuts. Regarding emoticon uses most of them told that they use emoticons because they feel it is more expressive in comparison to words and is easy to use. They also univocally agreed to the fact that emoticons make their communication meaningful and interesting.

Discussing about different obstacles in using such way of using language all of them univocally agreed to the fact that it is more convenient to talk with friends using words in short forms and using abbreviations. 54% of them told that they feel scared to write posts using shortcuts while they are communicating with seniors and 8% told they do not feel like that but 38% expressed their inability to answer.

Conclusion:

The answers to the study clearly pronounce the fact that the use of social media by the modern youth has brought a radical change in their language using behaviors and they have started using English language in a new format. They are enjoying it and they are also happy that it is becoming time saving, short and useful for them to communicate in a meaningful manner among themselves. Though they are still with the view that English in traditional classroom

format is better but they are using it because it is proving attractive for them. Many of them are considering it to be a tricky way to communicate and are feeling better when they are becoming able to communicate using it.

The study finally states that the new generation is on the way of bringing transformations to the English language which is more talkative and meaningful for them. Though they appreciate the traditional form of classroom English but they are no more interested to use it in their common communications by social media and it can be predicted that the social media English someday may replace the classroom English completely.

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