



LANGUAGE CHANGE IN MODERN ENGLISH UNDER THE INFLUENCE OF SOCIAL MEDIA

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ABSTRACT: *In recent decades, information technologies, the Internet and digital communications have penetrated almost all aspects of our lives. These changes have had a particularly significant impact on the language system. The article analyzes how lexical, morphological, syntactic and stylistic changes in the English language are taking place under the influence of modern technologies. Attention is also paid to how the approach to global culture and social communication is changing through the interaction between language and technology.*

KEYWORDS: *technology, English, Internet, artificial intelligence, social network, neologism, language change, digital culture, linguistics, emoticons (emotion icon).*

INTRODUCTION

In today's global world, life without technology is unimaginable. Information technologies and Internet tools have become an integral part not only of communication, but also of culture, education, business and personal life. These factors have a strong influence on the formation and development of languages used by humanity, especially English, which has the status of a global language. Although English has been absorbing words from other languages in many periods of history, this process has accelerated in the 21st century - the Modern Century. Factors such as the Internet, social media, artificial intelligence have given rise to the creation of new forms of the English language. This article examines how the English language is developing against the background of technological changes from a linguistic point of view.

In the 21st century, social media has become one of the most powerful forces shaping language use and communication. Platforms such as Twitter, Instagram, Facebook, TikTok, and WhatsApp have

transformed the way people express themselves, interact, and even think. The rapid spread of information and the brevity required by some platforms, such as Twitter's character limit, have encouraged new forms of linguistic creativity, abbreviations, and neologisms. Language on social media is dynamic, evolving at an unprecedented speed compared to traditional forms of written English.

One of the most noticeable changes in modern English is the widespread use of abbreviations, acronyms, and initialisms. Words like "LOL" (laugh out loud), "BRB" (be right back), "OMG" (oh my god), and "ICYMI" (in case you missed it) have entered everyday conversation, both online and offline. These forms reflect not only the need for brevity but also the playful and informal nature of digital communication. Similarly, emojis and stickers have become an integral part of language, functioning as visual markers of emotion, tone, and context. They often replace words or entire sentences, highlighting a shift from purely textual communication to multimodal expression.



Social media has also contributed to the rise of new vocabulary and expressions, often originating from internet culture and memes. Words like “ghosting,” “stan,” “finsta,” and “FOMO” have transcended online communities and are now recognized in mainstream English. This demonstrates the permeability of language borders and the speed at which digital culture influences real-life speech. Moreover, hashtags (#) have introduced a new form of linguistic creativity, allowing users to categorize content, convey sarcasm, or create trends. Hashtags often compress complex ideas into a single word or phrase, showing the adaptability of language to technological constraints.

The impact of social media on grammar and syntax is also significant. Traditional rules of punctuation, capitalization, and sentence structure are often relaxed online, allowing for more fluid and expressive communication. Users frequently employ lowercase letters for stylistic effect or exaggerate letters to indicate emphasis (e.g., “sooo happy”). Abbreviated or fragmented sentences, intentional misspellings, and playful word modifications are common, reflecting an emerging informal digital register that differs from formal written English.

However, the influence of social media is not purely linguistic; it also has sociolinguistic implications. Online platforms encourage the blending of dialects, slang, and global English variants, leading to more inclusive and hybrid forms of communication. Young people, in particular, drive these changes, using language to assert identity, build communities, and participate in global conversations. Social media, therefore, functions as both a tool for

innovation and a medium for the rapid dissemination of language trends.

Main part: All conditions and opportunities have been created for the comprehensive upbringing of the growing younger generation, their mastery of modern knowledge and professions. During these reforms, special attention was also paid to teaching foreign languages. The resolution “On measures to further improve the system of learning foreign languages”, adopted on December 10, 2012, served as an important factor in this regard. In the article “Artificial intelligence and language learning”, B. Skinner shows the important role of a computer in easy language learning. Working with a computer is convenient for working on oneself. When learning a language with the help of modern technologies, students learn to react to information and can analyze weak, i.e. ambiguous areas of information. Technology is not only inherent in modern education, but it is also an intermediate resource that implements modern and new education of the future. One of the modern technologies is the international blackboard. This board connects two concepts such as memory and proof. The blackboard is made up of a virtual screen and schemes that allow for teaching and learning. The Internet is a necessary resource for teachers of foreign languages. It contains a large number of all types of approved documents. The most common method of modern approaches today is mainly the use of multimedia in the lesson. Multimedia work of foreign language teachers requires a long stay in a real virtual space, facilitates the learning process of communication, and if the multimedia resource is interesting, it is also easy to learn. The usefulness of multimedia tools is that when learning a language, you can watch live games, that is, see pictures, hear sounds, and



observe the activity of live games. In multimedia approaches, it is easy to evaluate mainly one person, because multimedia approaches allow learning through games. Consequently, the teacher has a pedagogical approach to each student. He tries to reveal the topic through various activities. That is, modern devices: computers, laptops, tablets, e-books, electronic boards are a very effective method not only in teaching English, but also in teaching other languages. As mentioned above, the use of electronic devices during the lesson creates an opportunity to work with each student individually, to assess their skills and abilities. In addition, the language learner, along with learning a foreign language, also masters the use of e-devices in a short time.

The most obvious impact of technology is manifested through the lexicon of the language - that is, vocabulary. Every day, with the emergence of new devices, programs and technological solutions, new terms are emerging. For example, terms such as "Cloud computing", "blockchain", "streaming", "IoT (Internet of Things)", "avatar" are new terms that describe technological processes. As time and technology develop, similar terms related to media and technology have begun to appear. This expands the lexicon of the English language. David Crystal, an English linguist and one of the founders of Internet linguistics, says this about it:

“Technology not only introduces new words into language, but also gives new meanings to existing words. This makes language more flexible and more accessible.”

So, abbreviations and emoticons are considered as a means of enriching communication, they should not be seen as

simplification or degradation, but as a new stylistic layer. This type of abbreviations makes our speech and communication easier.

The dominant position of the English language in technological areas is increasing. Almost all technological tools and platforms are created and distributed in English.

Guy Deutscher, a linguist, approaches this situation as follows:

“The spread of a language is influenced not only by linguistic reasons, but also by economic, political and technological factors.”

Therefore, the current global position of the English language is closely related to its technological superiority, which gives it an advantage over other languages. If we base our decisions on the facts, as the economy, politics and technology develop, the language also develops. These areas introduce new words into the language, adding additional meaning.

Conclusion: Technology is enriching the English language: creating new styles, simplifying communication, strengthening it globally. David Crystal concludes in this regard as follows: “Language is a tool in constant motion. Technology is the accelerating force of this motion.” Therefore, as we improve technology, language also becomes richer. Just as there are two sides to this coin, this issue has both its beneficial and dangerous sides. This speed causes these dangers: the weakening of normative language rules, the increase in stylistic differences, the increase in differences between academic and technological language, etc.

In the future, these situations will undoubtedly become a pressing issue for language policy, education, and linguistics.

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