

ENGLISH IN DIGITAL COMMUNICATION (USING THE EXAMPLE OF SOCIAL NETWORK)

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<https://doi.org/10.5281/zenodo.14205306>*

Annotation: *This paper explores the impact of English on digital communication, particularly in the realm of social networks. It examines the use of internet slang, abbreviations, and visual elements such as emojis, providing a thorough analysis of how digital interactions are transforming the English language. Furthermore, the paper addresses the consequences of English emerging as the primary language in online environments and its effect on global communication.*

Keywords: *Digital communication, social media, English language, internet slang, emojis, abbreviations, global lingua franca.*

Social media has emerged as a powerful influence on contemporary communication, changing the way language is used worldwide. Platforms such as Twitter, Facebook, and Instagram have reshaped the English language, making it more concise, casual, and visually driven. This paper explores how English has evolved in response to the unique opportunities and limitations of digital communication, focusing on the role social networks play in this linguistic shift.

Social media has fostered an environment where brevity and informality are prioritized, leading to the widespread adoption of abbreviations (e.g., "brb" for "be right back") and internet slang (e.g., "meme" or "viral"). This is particularly noticeable on platforms like Twitter, where character limits have driven users to utilize shorthand forms. Moreover, emojis and GIFs have become essential components of online interactions, enriching the emotional and visual dimensions of conversations.

These developments highlight how language is evolving to accommodate the constraints and distinct features of digital communication, with English adapting to facilitate rapid, expressive exchanges.

A significant trend in digital communication is the widespread use of English across various platforms. Due to the global influence of platforms like Facebook, Twitter, and YouTube, English has become the primary language for digital interaction. As a result, English has evolved into a global lingua franca, enabling individuals from diverse linguistic backgrounds to communicate in online spaces. [Crystal 2001: 212].

However, the dominance of English also raises concerns about the marginalization of other languages. Despite this, the global spread of English online has fostered the creation of "Globish" — a simplified version of English designed to help non-native speakers engage in communication more effectively.

The informality and speed of digital communication have blurred the boundaries between formal and informal language. On platforms like LinkedIn, which was once reserved for professional networking, users have started to adopt more casual, conversational tones. This shift challenges traditional standards of professionalism and prompts questions about the evolving nature of work-related language.

Additionally, the use of English in digital spaces has given rise to new forms of sociolinguistic identity. People now adapt their language to fit specific communities or subcultures, incorporating memes, hashtags, and unique slang to align with particular groups.

English has emerged as the dominant language in digital communication, with social media platforms playing a pivotal role in this shift. The extensive use of abbreviations, slang, and emojis, coupled with the global spread of English as a lingua franca, underscores the fluid and evolving nature of language in the digital era. As the digital landscape continues to evolve, English is likely to remain central to online communication, though it will continue to adapt to new forms of interaction and expression.

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LEMEFP-2024
November 23

