

THE USE OF ENGLISH SLANG IN SOCIAL MEDIA

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The digital age, especially social media, has dramatically sped up how language changes. The need for quick and effective online communication has led to many new ways of using language. Hashtags, emojis, and internet slang are now essential parts of online conversations, offering a faster and more emotionally rich way to share meaning. Speed and feeling often outweigh strict grammar rules.

Social media's casual style has significantly altered English. Platforms like Twitter, Facebook, and Instagram encourage a conversational tone, making the difference between written and spoken English less clear. This has made contractions, informal words, and a more relaxed approach to grammar and punctuation more common. Some see this as a drop in language standards, while others see it as a natural and flexible response to how communication is changing.

Social media has played a key role in making English a global language. Its use by a huge and diverse worldwide community has created a more inclusive and accessible form of English, often called "Global English". Its simplicity and adaptability make it easy for non-native speakers to use and encourage communication across cultures. This means that English language teaching needs to change, focusing more on practical communication skills instead of strict grammar rules [1].

Social media has significantly impacted vocabulary. It has created many new words, like "selfie", "trending", and "viral", which have quickly become part of everyday speech. These platforms also help slang and informal words from smaller groups spread to a wider audience. The visual nature of platforms like Instagram and Snapchat has also led to more image-based communication, influencing how we express ourselves.

Dictionaries add hundreds of new internet slang words and phrases every year. Some are abbreviations, like FOMO (Fear of Missing Out) and YOLO (You Only Live Once). Others are words that are now used in more ways than before – for example, "trend" is now a verb ("*It's trending worldwide*"). Others have appeared as we adapt language to new technologies; consider "crowdfunding", "selfie", and "cyberbullying" [2].

J. Coleman, the author of *The Life of Slang*, noted that social media helps words spread globally within weeks or months, compared to years previously. She concluded that "it's not necessarily that language is changing more quickly, but technologies have developed and they allow the transmission of slang terms to pass from one group to another much more quickly" [3, 302].

Internet slang began in the early days of the internet (the 1980s and 90s) on bulletin boards and Usenet. People used shortcuts and abbreviations because typing was slow and there were limits on how much text they could write. As the internet expanded, so did internet slang, becoming more diverse and complex [4, 34]. Internet slang makes up new words and phrases. It takes from many places: acronyms (like LOL), abbreviations, shortened words, and words from other languages. These new words express specific meanings and feelings crucial to online communication. These new words express specific meanings and feelings important to online communication. The grammar of internet slang is also different. Words are often shortened, sentences are simpler, and the word order might be unusual. This makes online conversations faster and easier to understand [2].

What is more, Internet slang shows how language is always changing. It's a reflection of how English adapts to new technology. Using internet slang can also show who you are and what groups you belong

to. Online communities often have their own special slang. This helps people feel connected. For teachers, it's a challenge. They need to decide how internet slang fits into learning proper English.

In addition, internet slang is a good example of how language changes to suit new ways of communicating. It's a big part of online communication and will likely continue to influence how we use English in the future.

In conclusion, social media has profoundly impacted on the English language, accelerating its evolution and globalization. The demand for online communication has fostered new linguistic features like hashtags and emojis, and a more informal style has become widely accepted. This has led to the rapid spread of slang and neologisms, blurring the lines between written and spoken English and creating a more inclusive “Global English”. While this evolution presents challenges for language education, it ultimately reflects the dynamic and adaptable nature of language in the digital age. The speed at which words now travel globally, thanks to technology, highlights a significant shift in how language is used and experienced.

Список использованных источников

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