

Digital Dialects: The Impact of Social Media on Language Evolution and Emerging Forms of Communication

Rini Ekayati^{1*)}, Berlin Sibarani²⁾, Siti Aisah Ginting³⁾, Rahmad Husein⁴⁾, Teguh Satria Amin⁵⁾

¹⁾ Universitas Muhammadiyah Sumatera Utara, Sumatera Utara, Indonesia

^{2,3,4)} Universitas Negeri Medan, Sumatera Utara, Indonesia

⁵⁾ Universitas Muslim Nusantara Al Washliyah, Medan, Indonesia

^{*)} Correspondence: riniekayati@umsu.ac.id

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Abstract. The advent of social media has profoundly influenced language evolution, introducing novel linguistic trends and emergent forms of communication. This literature review, titled "Digital Dialects: The Impact of Social Media on Language Evolution and Emerging Forms of Communication," explores three primary research problems. First, it investigates how social media contributes to language change. Second, it examines the emergent of new forms of communication. Third, it assesses the positive and negative impacts of social media on language proficiency and literacy. The research aims to analyze the contribution of social media in language change, identifying new forms of communication, and evaluating their impact on language learning and literacy development. Utilizing a documentary design, this study systematically reviews existing literature on the subject, drawing from previous publications to provide a comprehensive overview of the ways in which social media shapes language use. The findings reveal that social media acts as a catalyst for linguistic innovation, while also presenting challenges and opportunities for language proficiency and literacy. This review contributes to a deeper understanding of the dynamic relationship between social media and language, offering insights into the ongoing evolution of communication in the digital age.

Keywords: Digital Dialect, Social Media, Language Evolution, Language Planning

I. INTRODUCTION

In the contemporary digital era, social media has emerged as a significant force influencing various aspects of daily life, including language. The pervasive use of platforms like Facebook, Twitter, Instagram, and TikTok has not only altered how people communicate but has also contributed to the evolution of language itself. These platforms have changed the dynamics of personal interactions and profoundly influenced language use. This phenomenon, often referred to as "digital dialects," encompasses the new linguistic trends and forms of communication that have emerged in the digital era (Crystal, 2011)

Moreover, social media has created a fertile ground for linguistic innovation, where new words, phrases, and even grammatical structures can spread rapidly and gain widespread acceptance. Digital interactions reshape linguistic norms, creating new opportunities for language play and creativity (Danet & Herring, 2007). Understanding these linguistic shifts is crucial for comprehending the broader implications of social media on language and communication patterns in contemporary society.

The impact of social media on language evolution is multifaceted, involving the spread of slang, the creation of new vocabulary, and changes in grammar and syntax. Social media platforms act as amplifiers for linguistic change, enabling users to disseminate new expressions and constructions to a global audience almost instantaneously. This process contrasts sharply with traditional mechanisms of language change, which typically occur more slowly and within localized speech communities. The sheer volume of interactions on social media accelerates the pace of linguistic innovation, making it a rich area of study for linguists and sociologists alike.

One of the most notable features of social media communication is the emergence of new forms of non-verbal communication, such as emojis, memes, gifs, and stickers. These visual elements complement and often enhance written language, adding layers of meaning and emotion that text alone may not convey. The integration of these elements into everyday language reflects a broader trend towards multimodal communication, where visual and textual elements work together to convey messages more effectively. This shift has implications for how we understand and analyze contemporary language use, emphasizing the importance of considering both verbal and visual aspects in communication studies. (Jiang & Zheng, n.d.).

The influence of social media extends beyond the introduction of new words and phrases; it also affects language proficiency and literacy. While some argue that social media promotes poor spelling and grammar, others suggest that it enhances creative language use and facilitates the learning of new linguistic structures. The debate highlights the dual nature of social media's impact on language: it can both challenge and enrich traditional notions of literacy. By examining these contrasting effects, we can gain a deeper understanding of the role social media plays in shaping modern language use.

The central research problem addressed in this study is the influence of social media on language evolution. This involves investigating how social media platforms act as catalysts for language change, introducing new slang, vocabulary, and

grammatical structures. The rapid spread and acceptance of these linguistic innovations are facilitated by the interactive and communal nature of social media, which allows for immediate feedback and widespread dissemination of new forms of expression. (Sergeant & Tagg, 2014).

Another important aspect of this research is to identify and categorize the new forms of communication that have emerged from social media use. This includes not only visual elements like emojis and gifs but also new genres of communication such as memes and viral videos. By examining how these forms function within the broader context of digital communication, we can better understand their role in contemporary language practices. (Sergeant & Tagg, 2014).

Additionally, this research evaluates the positive and negative impacts of social media on language proficiency and literacy. On one hand, social media can enhance language skills by exposing users to diverse linguistic inputs and encouraging creative expression. On the other hand, there are concerns about the potential decline in traditional literacy skills, such as spelling, grammar, and formal writing, due to the informal nature of social media communication. (Muftah, 2022).

Based on the previous explanation above, this literature review, titled "Digital Dialects: The Impact of Social Media on Language Evolution and Emerging Forms of Communication," aims to explore these complex dynamics through a systematic review of existing research. The primary research problems addressed in this study include how social media influences language change, what new forms of communication have arisen on social media platforms, and the positive and negative impacts of social media on language proficiency and literacy. By synthesizing findings from a diverse range of studies, this review seeks to provide a comprehensive overview of the ways in which social media shapes language use.

By reviewing existing research on this topic, it can identify both the opportunities and challenges that social media presents for language proficiency. This includes examining how social media platforms can be used as tools for language education and how they might also contribute to linguistic challenges such as reduced attention to spelling and grammar. To achieve these objectives, a documentary research design is employed, utilizing existing publications and scholarly articles on the topic as the primary data sources. This approach allows for a comprehensive and systematic review of the current state of knowledge on the impact of social media on language. In the subsequent sections, this paper delves deeper into the mechanisms of language change facilitated by social media, explores the new communicative forms emerging on these platforms, and assesses their implications for language proficiency and literacy. Through this exploration, the study aims to provide a nuanced understanding of the dynamic relationship between social media and language, offering insights into the ongoing evolution of communication in the digital age. In conclusion, the dynamic relationship between social media and language is a rich field of study that offers valuable insights into the ongoing evolution of communication in the digital age. This literature review aims to contribute to this field by providing a comprehensive analysis of how social media influences language trends and the emergence of new forms of communication. Through a systematic review of existing research, this study seeks to deepen our understanding of the transformative impact of social media on modern language use.

II. METHODS

This study reviews recent literature and case studies on digital dialect aimed at the impact of social media on language evolution and emerging forms of communication from 2020 to 2024. Sources include peer-reviewed journals, educational reports, and conference proceedings. The analysis followed content analysis method by focusing on investigating how social media contributes to language change, examining the emergent of new forms of communication and assessing the positive and negative impacts of social media on language proficiency and literacy.

III. RESULTS AND DISCUSSION

The Contribution of Social Media in Language Change

The term *digital literacies* refer to the practices of reading, writing and communication made possible by digital media. (Hafner et al., 2015). In the rapidly evolving digital age, social media has emerged as a powerful force shaping various facets of human interaction, including language. Platforms such as YouTube, Twitter, and Instagram have not only revolutionized the way people communicate but also catalysed significant linguistic transformations. This phenomenon, often referred to as language change, encompasses the introduction of new vocabulary, the adaptation of slang, and the evolution of grammar and syntax to fit the unique demands of digital communication. The pervasive influence of social media on language is evident in the rapid dissemination of new terms, the blending of global and local linguistic elements, and the creation of a dynamic, ever-changing linguistic landscape.

1. Neologism, Slang, and Jargon

In now day situation, communication has emerged in the new form and pattern. Neologism, Slang and jargon are informal expression that become a new trend among people. This trend is influenced by subcultures, internet culture, and youth language, leading to more casual communication forms. Moreover, social media platforms and messaging apps favor brief, impactful communication, which fosters the creation and spread of these non-standard forms. (Luhulima et al., 2024) in their article "Language Change on Social Media", explores how language evolves in the context of social media, specifically focusing on YouTube podcasts. The study highlights the incorporation of slang and informal language into everyday speech. Words such as "Bucin" (love slave), "anying" (dog), and phrases like "Let it flow" and "Spill the Tea" have become prevalent.

Further, the study presents a table of words from YouTube podcasts, showcasing their original form in Indonesian and their English translations, along with the nature of the language change. Some examples include:

Bahasa Indonesia		English	The nature of the language change
<i>Bercerita</i>	'Chit-chat'	To tell a story	indicating a shift towards more casual storytelling
<i>Tuli</i>	'Budge'	Deaf	showing how informal language adapts to digital conversations.
<i>Uang</i>	'Cuan'	Money	illustrates how economic terms gain prominence in social media discourse, reflecting the platform's role in shaping economic discussions.

Moreover, social media platforms like Twitter, Facebook, and Instagram have become breeding grounds for new words and phrases. The rapid pace of online communication encourages users to create concise and impactful language, leading to the emergence of neologisms (new words) and slang. These new terms often reflect contemporary trends, cultural phenomena, and technological advancements. For example, the term "influencer" gained widespread use through social media, reflecting the growing prominence of online personalities. Similarly, slang terms like "lit" and "bae" have become commonplace in online conversations. (Natsir et al., 2023).

Slang and jargon are also prevalent in technology-mediated communication. These are specialized languages used by specific groups or communities. For example, programmers have their own jargon for discussing code and algorithms. Slang and jargon can serve as a form of bonding within communities, creating a sense of belonging among members. However, it also notes that they can be exclusive and alienating to outsiders, making communication more difficult.

In addition, language changes over time were influenced by societal shifts. Historically, certain words or abbreviations were used within specific communities. However, in the modern context, global trends and social developments contribute to the creation of new language variations and terms through language mixing. Social media platforms like YouTube impact language change. The changes can involve the parts of speech (pronouns, verbs, adjectives) into specialized terms unique to the social media environment. For instance, specific words used in YouTube podcasts were observed and translated to understand their evolution. Words like "Sugar Mommy" and "Generation – Z, changes in social attitudes and cultural concepts. These terms mirror evolving social structures, gender roles, and generational identities, showcasing how language adapts to new societal norms. (Luhulima et al., 2024)

Technological advancements and economic factors also shape linguistic expressions. Terms like "Cuan" (money) and "Clout Chaser" illustrate how language adapts to reflect economic behaviors and the digital landscape. These changes emphasize the role of social media in shaping cultural values and aspirations.

2. Evolution of Grammar

Social media has also contributed to the elaboration of alphabet, particularly in terms of informal jotting styles and the use of emoticons (emojis) and bowdlerization. The casual nature of online communication encourages druggies to borrow a more relaxed approach to alphabet, leading to the wide use of textbook speak and emojis. This informal style of jotting has come decreasingly accepted in online spaces, blurring the lines between formal and informal language.

Emojis are small digital images or icons used to express feelings or ideas in electronic communication. They've come an integral part of digital communication, with numerous people using them to convey tone and meaning in their dispatches. The composition argues that emojis serve as a form of non-verbal communication, allowing people to express themselves in ways that words alone cannot capture. still, it also notes that the overuse of emojis can lead to misconstructions and confusion. (Natsir et al., 2023).

On the other hand, condensations are frequently used in textbook dispatches and social media posts to save time and characters. For illustration, "LOL" (laugh out loud) and "BRB" (be right back) are common bowdlerization used in textbook dispatches. This trend has been blamed for leading to the decay of language and reducing clarity in communication. still, it also argues that these abbreviations are a natural response to the constraints of technology and can serve as a form of linguistic innovation. (Natsir et al., 2023))

New Forms of Communication

Language is a constantly evolving system of communication, and technology and social media have significantly told its elaboration in recent times. Technology and social media have significantly told language change in recent times. While some critics argue that these changes are leading to the decay of language, others see them as a form of verbal invention and adaptation to new communication surrounds. ultimately, the impact of technology on language is complex and multifaceted, with both positive and negative consequences. As technology continues to evolve, so too will language, reflecting the changing conditions and values of its stoners.

The evolution of communication in the digital age, highlighting the emergence of new forms driven by the integration of text, image, and video. (Han, 2024).

1. Text-Based Communication:

In the realm of text-based communication, the evolution of language and expression has been significantly influenced by the digital age. Emojis and emoticons, these visual representations of emotions, have become integral to online interactions, adding nuance and expressiveness that words alone often fail to convey. Alongside this, the rapid pace of online communication has led to the widespread use of acronyms and abbreviations, enabling faster and more concise messaging. Furthermore, online communities have developed their own unique slang and jargon, fostering a sense of belonging and shared identity among their members. These elements collectively enrich the way we communicate in the digital world, making text-based interactions more dynamic and personalized.

2. Image-Based Communication:

Image-based communication has evolved significantly in the digital age, offering diverse avenues for expression and interaction. Memes, with their humorous images and clever captions, have emerged as a potent vehicle for conveying ideas, sharing cultural references, and nurturing online communities. Meanwhile, GIFs have gained popularity for their ability to express emotions, reactions, and humor dynamically in digital conversations. Visual storytelling, through the use of images and infographics, has also surged, enabling more engaging and accessible narratives online. Together, these forms of visual communication enrich online interactions, shaping how ideas are shared and understood across digital platforms.

3. Video-Based Communication:

Video-based communication has revolutionized how people connect and interact in the digital era, offering diverse and dynamic platforms for engagement. Live streaming platforms such as Twitch and YouTube have redefined real-time video communication, fostering immediate connections between creators and their audiences while enabling live interactions and feedback. Simultaneously, video conferencing tools like Zoom and Google Meet have become indispensable for remote work and virtual education, facilitating seamless virtual meetings, presentations, and collaborations across distances. Moreover, the rise of short-form video content on platforms like TikTok and Instagram Reels has transformed digital storytelling, popularizing bite-sized videos that feature music, dance, humor, and creativity, catering to modern audiences' preferences for quick, engaging content. These advancements in video-based communication not only enhance connectivity but also shape the way individuals and organizations communicate, collaborate, and share experiences in today's interconnected world.

In conclusion, the convergence of text, image, and video in contemporary communication. This convergence is evident in platforms like Instagram, where users can share text, images, and videos in a single post. This integration creates a richer and more immersive communication experience, allowing for greater expressiveness and engagement.

The Impact on Language Learning and Literacy Development

The digital age has ushered in unprecedented changes across various domains of human activity, significantly impacting language and culture. In management practice and modern education, digitalization has not only redefined operational paradigms but also influenced the way we communicate and interact. This phenomenon has given rise to "digital dialects"—new forms of language and communication styles emerging from digital platforms and technologies. These digital dialects reflect and shape the evolving cultural landscapes within organizations and educational institutions, highlighting the complex interplay between technology, language, and cultural norms. Understanding the effect of digitalization on language and culture in these contexts is crucial for developing effective management strategies and educational frameworks that are responsive to the needs of a digitally connected world.

Related to the language learning and the literacy development, the advent of digital literacies, encompassing the practices of reading, writing, and communication through digital media, has significantly impacted language learning and literacy development. This shift has altered the skills and social practices necessary for being a productive member of civic society. Traditional text comprehension has evolved to include the ability to manage and assess the vast amount of information available online, prompting learners to develop strategies to differentiate between genuine and fake content. Additionally, reading now requires understanding a complex combination of text, images, layout, graphics, sound, and hyperlinks, reflecting the multifaceted nature of digital communication. These changes highlight the necessity for language learners to adapt to the evolving digital environment to cultivate effective literacy skills. (Hafner et al., 2015)

Digitalization affects communication patterns and social interactions, potentially altering the language used in daily interactions. Efforts are needed to ensure that digitalization supports linguistic and cultural diversity, respecting intellectual rights and cultural property. The integration of technology should consider preserving cultural identity and values, maintaining relevance to cultural identity, and nurturing linguistic diversity. Research on the influence of digitalization on language and culture in modern education management has been conducted by various researchers, shedding light on the importance of adapting to technological advancements while preserving cultural and linguistic diversity. (Samsudin et al., 2023).

Digital practices, such as social networking, significantly influence language learning by integrating digital literacies—encompassing reading, writing, and communication via digital media—into educational frameworks. Language educators are encouraged to adapt curricula to meet learners' digital literacy needs, emphasizing the importance of engaging with new media communication forms like social networking, instant messaging, blogs, wikis, and online gaming. These bridging activities foster metalinguistic knowledge, as learners analyse their online interactions to enhance their language skills, thus making language learning more relevant and effective in a digitally connected world.

Addressing digital dialects in language learning and literacy development requires a multifaceted approach. Governments and educational institutions must develop policies regulating technology use in education, ensuring alignment with local cultural contexts to enhance relevance and effectiveness. Teacher training is essential for navigating cultural and linguistic diversity, while integrating technology into learning processes must be done thoughtfully to preserve this diversity. Curricula should incorporate cultural elements to maintain student interest and motivation, and fostering intercultural collaboration can enhance cultural understanding. Technology should also be leveraged for translation support and the digital preservation of cultural heritage, helping to maintain cultural identity amidst the growing influence of digital communication. (Samsudin et al., 2023).

Moreover, digital technology profoundly influences language study and digital education by converting traditional educational methods into dynamic, interactive learning experiences. The introduction of "New Generation Classrooms," equipped with modern digital technologies and learning materials, creates engaging environments that promote independent inquiry, creativity, and collaboration among students. These classrooms prioritize access to digital tools, endorsing constructivist approaches such as inquiry-based learning. Furthermore, technology allows for the creation and modification of digital learning objects, offering a more interactive and personalized educational experience. Consequently, the integration of digital technology in education necessitates ongoing professional development for teachers to adapt their teaching methods and effectively utilize these tools in the curriculum. (Mentsiev et al., 2019)

IV. CONCLUSIONS

The impact of social media on language is profound and multifaceted, driving significant changes in communication patterns and linguistic norms. The emergence of neologisms, slang, and jargon reflects a shift towards more informal and concise forms of expression facilitated by digital platforms. These linguistic innovations not only enrich online interactions but also contribute to the creation of new cultural and social identities. Furthermore, social media has influenced the evolution of grammar and syntax, promoting more relaxed writing styles and the widespread use of emoticons and abbreviations.

Moving forward, it is essential to recognize the dual nature of these changes. While they foster innovation and connectivity, they also raise concerns about linguistic clarity and inclusivity. Therefore, educational frameworks and language policies should adapt to incorporate digital literacies and cultural diversity sensitivities. This adaptation can enhance language learning by integrating digital communication forms into curricula while preserving cultural heritage and linguistic diversity.

Additionally, efforts should focus on promoting digital literacy among educators and learners alike, fostering critical engagement with digital media to enhance language skills effectively. By embracing these challenges and opportunities, stakeholders can navigate the evolving landscape of digital communication while ensuring that language remains a vibrant and inclusive medium for expression and understanding in the digital age, paper will not be reformatted, so please strictly keep the instructions given above, otherwise it will be returned for improvement. Please upload your paper in DOC file through the Conference website under Paper Submission menu.

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