

## **New Communication Styles in Social Media**

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### **Abstract**

English plays a vital role all over the world. Knowledge of English consists of knowledge of grammar and knowledge of linguistic features. In the wireless scenario, people are using the media to the maximum level and in various domains, such as education, communication, business, etc. The social media is serving as an ideal channel to convey thoughts, feelings, and experiences with the help of various computer applications, viz., WhatsApp, Facebook and Twitter. Communication style differs among genders, Class-conscious groups and materialistic and non-materialistic groups in the world. The current generation uses special techniques and strategies to form a new style of communication. In this paper the researchers identify different strategies used by the people in social media, viz., Phonemic, Grapheme, Syntax, Scripts and Numeral levels. Further this paper analyses various techniques adopted by the people in the above categories.

**Key Words:** Communication- Social Media- New Style- Strategy- Linguistics level

### **Introduction**

Across the new technological world, people are highly interactive with the help of the internet through the social media which is most widely used all over the world. The younger generation is more eager to use social media with the help of smartphones and tablets. These sites help us to post our comments, ideas, share our feelings, images and videos. "Social media tools increase our ability to share, to co-operate with one another and to take collective action, all outside the framework of traditional institutions and organizations (Shirky 2008).

### **Aim of the Study**

The aim of this study is to evaluate the significant strategies employed in social media.

- ▣ This study analyses the linguistic features of English language used by the social media users.
- ▣ This study identifies the new styles of language used with the medium of social media networks.

### **Data for the Study**

The data for the present study has analyzed English language that has appeared in the different social media networks. The data was collected from various websites such as Facebook, Twitter and WhatsApp. The collected data had been used by different people of different ages, professions, genders in different contexts. The primary data had been collected from social media users who have posted their comments for various videos and images. The data was sorted out according to the framed features, viz., Phonological, Lexical and Syntactical features. The secondary sources were followed by the text and abbreviations website.

### **Analysis**

This study has analyzed various styles of language used by social media users through qualitative analysis to identify features of Phonemics, Syntax, Scripts, Superscripts, Numerical and Grapheme.

### **Omission of Vowels**

#### **Omission of ‘O’**

<i>SAMPLE</i>		<i>ORIGINAL</i>
▣ <i>Tmrrw</i>	-	<i>Tomorrow</i>
▣ <i>Hmwrk</i>	-	<i>Homework</i>
▣ <i>Tdy</i>	-	<i>Today</i>
▣ <i>Schl</i>	-	<i>School</i>
▣ <i>Knw</i>	-	<i>know</i>

#### **Omission of ‘e’**

<i>SAMPLE</i>		<i>ORIGINAL</i>
▣ <i>Txt</i>	-	<i>Text</i>

□	<i>Nxt</i>	-	<i>Next</i>
□	<i>Wlcm</i>	-	<i>Welcome</i>
□	<i>Xlnt</i>	-	<i>Excellent</i>
□	<i>Ystrday</i>	-	<i>Yesterday</i>
□	<i>Njy</i>	-	<i>Enjoy</i>
□	<i>Dr</i>	-	<i>Dear</i>
□	<i>Hv</i>	-	<i>Have</i>

### Omission of 'i' and 'u'

<b>SAMPLE</b>			<b>ORIGINAL</b>
□	<i>Fn</i>	-	<i>Fine</i>
□	<i>Spr</i>	-	<i>Super</i>
□	<i>Bt</i>	-	<i>But</i>
□	<i>Frnd</i>	-	<i>Friend</i>
□	<i>Night</i>	-	<i>Nt</i>

### Omission of Consonants

<b>SAMPLE</b>			<b>ORIGINAL</b>
	<i>goin</i>	-	<i>Going</i>
	<i>wil</i>	-	<i>Will</i>
	<i>vey</i>	-	<i>Very</i>
	<i>cud</i>	-	<i>Could</i>
	<i>shud</i>	-	<i>Should</i>
	<i>thru</i>	-	<i>Through</i>

In these examples the consonants are dropped.

### Letter & Numeric Homophones

Usage (sample)	Correct word	Phonemic transcription
<i>Iy</i> -	<i>only</i>	- /'əʊnli/
<i>Ice</i> -	<i>once</i>	- /wʌns/

*1dr* - *Wonder* - /'wʌndə/

Here the sound /wʌn/ is represented by numeric '1'

Usage (sample)	Correct word	Phonemic transcription
<i>2mrw</i> -	<i>tomorrow</i>	- /tə'mɒrəʊ/
<i>2day</i> -	<i>Today</i>	- /tə'deɪ/
<i>2b</i> -	<i>To Be</i>	- /tə bi:/

The sound /tə'/ is represented by numeric '2'

Usage (sample)	Correct word	Phonemic transcription
<i>B4</i> -	<i>Before</i>	- /bɪ'fɔ:/
<i>4nr</i> -	<i>foreigner</i>	- /'fɔrmə/

The number 4 represents sounds /fɔ:/ and /'fɔr/

Usage (sample)	Correct word	Phonemic transcription
<i>5n</i> -	<i>Fine</i>	- /fɪn/

Here the number 5 is representing the sound /fɪ/

Usage (sample)	correct word	phonemic transcription
<i>Gr8</i> -	<i>Great</i>	- /gret/
<i>Ni8</i> -	<i>Night</i>	- /naɪt/

/-eɪt/ and /naɪt/ of 'great' and 'night' is represented by '8' which has similar pronunciation.

The numbers have been used as substitution in place of the letters, which share similar pronunciation.

### Single letter usage

Usage (sample)	correct word	Grammar usage
➤ 'B'	- <i>Be/Bee</i>	- <i>verb/noun</i>

➤ 'C'	-	She/sea/see	-	noun/noun/verb
➤ 'D'	-	The	-	Definite article
➤ 'F'	-	Female	-	Noun
➤ 'H'	-	Hi/Hello	-	exclamation
➤ 'I'	-	I/eye	-	nominative pronoun/ noun
➤ 'K'	-	ok	-	adjective
➤ 'L'	-	Love	-	Noun
➤ 'M'	-	Male	-	Noun
➤ 'N'	-	And	-	conjunction
➤ 'R'	-	Are	-	aux.verb
➤ 'S'	-	Yes	-	exclamation
➤ 'T'	-	Tea	-	noun
➤ 'U'	-	You	-	nominative pronoun
➤ 'V'	-	We	-	pronoun
➤ 'Y'	-	Why	-	question
➤ 'Z'	-	is	-	aux.verb

In these examples, the single graphemes are representing the meaningful word.

### Alpha and Numeric Combinations

Usage (sample)		correct word
• ICE	-	ONCE
• IDR	-	WONDER
• B2B	-	BACK TO BACK
• B2CU	-	BACK TO SEE YOU
• B2W	-	BACK TO WORK
• B4	-	BEFORE
• B4N	-	BYE FOR NOW
• B4U	-	BYE FOR YOU
• CR8	-	CREATE

- *F2F* - *FACE TO FACE*
- *G2G* - *GOT TO GO*
- *GR8* - *GREAT*
- *H8* - *HATE*
- *I2* - *I TOO*
- *I8* - *I ATE*
- *L8* - *LATE*
- *L8R* - *LATER*
- *N1* - *NICE ONE*
- *2N8* - *TONIGHT*
- *P2P* - *PERSON-TO-PERSON*
- *O4U* - *ONLY FOR YOU*
- *Q4U* - *QUESTION FOR YOU*
- *S2L* - *SORRY TO ALL*
- *U2* - *YOU TOO*

### Alpha and Numeric Super Scripts

Usage (sample)	-	correct word
❖ ?	-	<i>WHAT (OR) HAVE A QUESTION</i>
❖ W/	-	<i>WITH</i>
❖ W/B	-	<i>WELCOME BACK</i>
❖ W/O	-	<i>WITH OUT</i>
❖ W@	-	<i>WHAT</i>
❖ UR *	-	<i>YOU ARE A STAR</i>
❖ <3	-	<i>BROKEN HEART</i>
❖ ^5	-	<i>HIGH – FIVE</i>
❖ &	-	<i>AND</i>
❖ M\$	-	<i>MICROSOFT</i>
❖ T+	-	<i>THINK POSITIVE</i>
❖ !	-	<i>EXCLAMATION</i>

❖ *VR = WE ARE SAME*

### Acronyms/Abbreviations

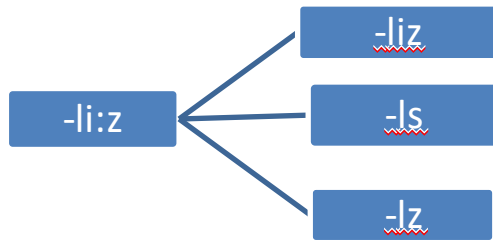
Here in the examples each initial letter represents a word.

☐	HND	-	<b>H</b> ave a <b>N</b> ice <b>D</b> ay
☐	HNT	-	<b>H</b> ave a <b>N</b> ice <b>T</b> ime
☐	ROFL	-	<b>R</b> olling <b>O</b> n the <b>F</b> loor <b>L</b> aughing
☐	TTYL	-	<b>T</b> alk <b>T</b> o <b>Y</b> ou <b>L</b> ater
☐	BRB	-	<b>B</b> e <b>R</b> ight <b>B</b> ack
☐	LOL	-	<b>L</b> aughing <b>O</b> ut <b>L</b> oud
☐	ATM	-	<b>A</b> t <b>T</b> he <b>M</b> oment
☐	AIR	-	<b>A</b> s <b>I</b> <b>R</b> emember
☐	OTW	-	<b>O</b> n <b>T</b> he <b>W</b> ay
☐	ASAP	-	<b>A</b> s <b>S</b> oon <b>A</b> s <b>P</b> ossible
☐	CWYL	-	<b>C</b> hat <b>W</b> ith <b>Y</b> ou <b>L</b> ater
☐	IDK	-	<b>I</b> <b>D</b> on't <b>K</b> now
☐	ACK	-	<b>A</b> cknowledge
☐	BTW	-	<b>B</b> y <b>T</b> he <b>W</b> ay
☐	Dp	-	<b>D</b> ate <b>P</b> rofile
☐	HRU	-	<b>H</b> ow <b>A</b> re <b>Y</b> ou
☐	IMO	-	<b>I</b> n <b>M</b> y <b>O</b> pinion
☐	LMK	-	<b>L</b> et <b>M</b> e <b>K</b> now
☐	OMG	-	<b>O</b> h <b>M</b> y <b>G</b> od

### Analogical Creation

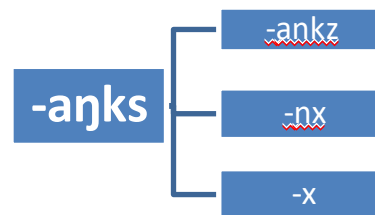
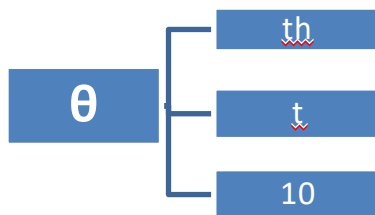
Analogy is a linguistics process involving generalization of a relationship from one self-conditions to another set of conditions. Based on a model learnt earlier a learner unknowingly or unintentionally creates a new variety of linguistic item at a relatively new environment. This is popularly called as analogical creation or over generalization of rules. (Brown 1970)

Please - /pli:z/



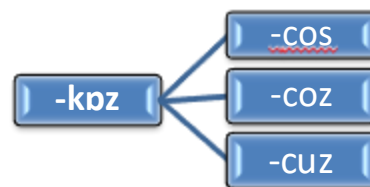
- In the above example the sound /-iz/ pursued the sounds like /-iz/, /-s/ and /-z/.

**Thanks** - /θaŋks/



- The sound /θ/ shadowed the sounds like /th/, /-t/ and /-10/ and the sound /-aŋks/ shadowed the sounds like /-aŋkz/, /nɪ/, /x/.

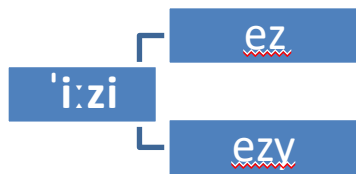
Because – /br'kɒz/



- The sound /br/ is representing the sound /b/ and the stressed syllable /-'kɒz/ sound representing the sound /-kɒs/, /-kɒz/ and /kɒz/.

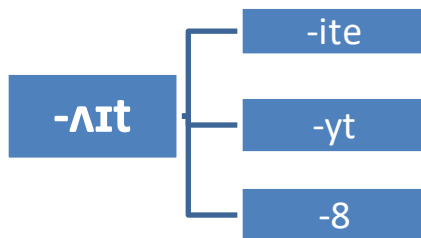
Easy - /'i:zi/





- The sound /'i:/ pursued the sound /e/ and the /zi/ sound pursued the /z/ and /zy/

Night - /nΛit/



- The initial consonant sound /n/ has exactly use the same pronunciation and the sound /-Λit/ is representing the /-ite/, /-yt/ and numeric figure /8/.

### Morphology Level

Usage (sample)	Correct word
<i>Maked</i>	<i>made (make)</i>
<i>Breaked</i>	<i>broken (break)</i>
<i>Fighted</i>	<i>fought (fight)</i>
<i>Drinked</i>	<i>drunk (drink)</i>
<i>Throwed</i>	<i>thrown (throw)</i>
<i>Hurted</i>	<i>hurt (hurt)</i>

*Winned*

*Won (win)*

*Sawed*

*Saw (see)*

In the above examples point out that users do not take care to analyze the correct formation of tense than they simply supply the words ending with –ed. The samples are conveying the same meaning but the formation is not proper.

### Syntax Level

▣ **See you** - **c u**

‘see’ is denoted by the word ‘c’ and ‘you’ is represented by the word ‘u’

▣ **Are you okay?** - **r u k**

‘are’ is signified by the word ‘r’

‘you’ is signified by the word ‘u’

‘okay’ is signified by the word ‘k’

▣ **Thank you** - **thn q, t q**

‘thn’ and ‘t’ represented by ‘than’

‘k you’ represented by ‘q’

▣ **Want to talk** - **wn2tlk**

The three words are clipped in one word and the numeric figure as added.

Want to talk > wn2tlk

▣ **Please tell me** - **plztl me**

The two words are clipped in one word.

Please tell > plztl

### Findings

Based on the present analysis in Vowels, the sounds /o/, /e/, /i/,/u/ are omitted while writing the text in the social websites.

Some of consonants are omitted in social websites.

In words, the syllable which is stressed is represented using the same pronunciation numeric.

1dr- wonder      5n - fine

The users use the single letter grapheme which represents a meaningful word.

/s/ - Yes      /d/ - The

And also the users using the numeric with alpha and also using the superscript letters.

1ce- once, B4-before, @- at, ^ - High

The users initialize the first letter in words which are used as abbreviations.

ROFL- Roll On Floor Laughing and ATM – At The Moment.

In Syntactical level, each word is denoted by a single letter.

See You – C U

## Conclusion

In the past, Telecommunication companies charged the users based on the number of letters used, and the number of characters per SMS was limited. So to cut the cost of usage the users had to find a way to develop the messages with minimum letters. So they started to simplify the messages. As a result, they first ignored the punctuation, capitalization and grammar. At the next level they started to shorten the words. So this creativity of the language users brought out the different ways of communication style. Psychologically the individuals at early stage got confused at the new way of communication, but as they used the same shortened forms repeatedly such usage became very familiar and short forms became meaningful. Some people still try to type a word in full which is more or less used only as short forms.

Social media is a good platform for sharing ideas and emotions. Users are not completely ignoring the standard forms of language usage; they still have traditional rules in their minds. The users haven't got sufficient time to chat or text with their colleagues, friends and relatives at work place or when they are busily engaged. So when they have some leisure time such as while

travelling or during break time at work, they chat with others using social media. Shortened or abbreviated words, etc. come to play an important role here.

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