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**HOW SOCIAL MEDIA TRANSFORMS THE ENGLISH LANGUAGE:
SLANG AND ABBREVIATIONS
SUMMARY**

Social media has significantly transformed the English language by changing how people communicate, write, and even create new words. As English dominates global online spaces, it evolves faster than ever before through platforms like Facebook, Twitter, and Instagram. The rapid and concise nature of online interaction encourages shorter messages, abbreviations, and slang that spread globally within hours.

The digital era has accelerated the creation of new slang and abbreviations such as *LOL*, *DM*, *FOMO*, and *yeet*, while emoticons and emojis have become essential tools for expressing tone and emotion without words. This shift has even caused a generational language gap—many older people find it difficult to understand the new digital vocabulary commonly used by younger generations.

Social media doesn't only invent new words; it also changes the meanings of existing ones. Terms like *friend*, *like*, *viral*, and *tweet* have gained new definitions based on online usage. Additionally, brand names such as *Google* and *Instagram* have become verbs in everyday speech.

Ultimately, social media has made English more dynamic, diverse, and fast-evolving.

Key words: English, media, abbreviation

The global language

We can all agree on one truth: English is definitely the global language acting as a bridge between continents, countries and its people. Social media is also dominated by English speaking influencers, bloggers. Hashtags in English reach out to the world, informing people about events happening around the globe and also, influencing people's opinion about them. But it has also changed English and its grammar use. We will discuss how social media has altered our use of English.

There's no denying that social media has transformed the way we interact with each other. From sharing our thoughts and photos to planning a night out, most people tend to organise their social lives, or at least have it significantly influence

them, through some form of technology-based engagement. But, has this shift away from more physical interaction actually affected the way we speak and write English?

Speed freaks: the increasing rate of communication

What social media has done is enable us to communicate with a much larger number of people on a global scale in a way that we only really used to be able to do on a local level. This is great when it means we're keeping friendships alive over great distances, but it's also increasing the demands placed on an individual to keep a much larger number of relationships going simultaneously. For example, the average number of friends a person has on Facebook in the UK is around 300 – even if you're only actually really friends with, say, 10% of that number that's still 30 friendships to be maintaining.

The result? An ever-increasing speed of communication. Facebook lets you communicate quickly, effectively and, most importantly, efficiently because written exchanges are concise and shared between all the friends you are connected with, meaning you only need to write them once. On Twitter there's a 140 character limit, so even if you're not against the clock you are quite literally forced to make the statement brief.

New Words and Slang are Created Faster Than Ever

Before social media, language evolved slowly—now, new words go viral overnight.

Popular Social Media Words & Slang:

- **DM (Direct Message)** – *“I’ll DM you the details.”*
 - **Flex (Show off)** – *“He’s flexing his new sneakers.”*
 - **LOL (Laughing out loud)** – *“LOL, this is so funny!”*
 - **FOMO (Fear of Missing Out)** – *“I have FOMO when I see my friends traveling.”*
 - **Yeet (Throw away or express excitement)** – *“I just yeeted my old phone.”*
- Slang spreads globally in seconds, making English more dynamic and diverse!*

New vocabulary

Whenever there are advances in technology, people must come up with new words for all the **gadgets** and software. Social media is no different.

It started in the 2000s as social networks like Facebook and Myspace became more popular. Some vocabulary came directly from the site creators. For example, Reddit was one of the first platforms to let users rank content and introduced the words ‘upvote’ and ‘downvote’. Twitter gave us the idea of ‘tweets’ and ‘hashtags’.

Other vocabulary developed over time as people wanted to describe all the new things they were seeing and doing. Take “selfie” for example. As shops started

selling camera phones and it became easier than ever to take photos, people needed a word to describe all these pictures of themselves.

How can you make it easier to learn all this new vocabulary? The good news is that these words usually come from existing and related language you may already know.

Take the word ‘clickbait’ for example. This is a combination of the words ‘click’ (the sound your computer mouse makes) and ‘bait’ (the food you use to attract animals when hunting). Put them together and you can guess it’s online content designed to get your attention and make you want to ‘click’ on a link.

□ **or** □

Emoticons (a representation of a facial expression such as a smile or frown, formed by various combinations of keyboard characters) and used to convey what the user is feeling or to express the intended tone without actually having to write it. You could argue that this is a lazy form of writing, but social media isn’t a process of creative writing (at least not in the traditional sense), it’s a fast and convenient way of interacting with an audience.

Generational language gap?

In a recent study of 2000 parents, conducted by Samsung, 86% of participants said that they felt teens and young people spoke an entirely different language on social media. According to the study there is now a ‘seismic generational gap’ regarding how modern informal language is being used. The study was carried out by Professor John Sutherland at University College London, who is the UK’s leading English expert. He claims that the rise of the emoji, could be the next phase in language and communications.

The impact of this on speech in the real world

Language is an evolving thing. It’s naive to think that the language of social media isn’t having an effect on the way we use English in day-to-day life. It’s more appropriate to consider just how much of an effect it’s having on the way we communicate.

A whole host of words originating from social media and the wider Internet have become so commonplace that they’ve now slipped into popular usage, and we don’t even realize it. Just a few interesting words that have their origins in technology are blogosphere (the collective word for personal websites called blogs), troll (someone who creates conflict online by starting arguments or upsetting people) and buzzword (a word or phrase that is fashionable at a particular time or in a particular context).

Another curious phenomenon we’ve seen in recent years is the reappropriation of existing words and words based on brands to refer primarily to their social media context. Reappropriation is the cultural process by which a group claims words that were previously used in a certain way and gives them a new meaning. In this way the

people who engage with social media are quite literally creating new words and giving new meanings to existing words.

‘Friended’ and ‘unfriended’ are two examples of words that have been given a new meaning due to their usage online. The word ‘friend’ and ‘befriend’ is from Old English originating in the 13th Century, but it has been given an entirely new meaning thanks to Facebook (the process of adding or removing someone from your circle of friends). ‘Like’ and ‘viral’ are other popular examples of words that have had their meaning reappropriated by social media.

There are even instances of online brands becoming so powerful that words have crept into the <http://www.englishtown.com/> English language based on them. ‘Google’ is the world’s leading search engine and it has become so universal in its usage that the phrase ‘Google it’ has virtually replaced the phrase ‘search for it’ in common speech. There are examples of this lifted directly from social media too; ‘tweet it’ refers to writing a message using Twitter, but has essentially come to mean ‘share it’.

Conclusion

So, has social media changed the way we speak and write English? Yes, undeniably.

Just think, ten years ago, if someone you’d just met asked you to “be their friend” or “Instagram” a photo of their lunch you’d have scratched your head and wondered if in fact they were feeling alright.

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Как социальные сети меняют английский язык: сленг и сокращения Резюме

Социальные сети значительно преобразили английский язык, изменив способы общения, письма и даже создания новых слов. Поскольку английский язык доминирует в глобальном онлайн-пространстве, он развивается быстрее, чем когда-либо прежде, благодаря таким платформам, как Facebook, Twitter и Instagram. Быстрый и лаконичный характер онлайн-взаимодействия способствует появлению более коротких сообщений, сокращений и сленга, которые распространяются по всему миру за считанные часы.

Цифровая эпоха ускорила создание нового сленга и сокращений, таких как LOL, DM, FOMO и yeet, а смайлики и эмодзи стали важными инструментами для выражения настроения и эмоций без слов. Этот сдвиг даже привел к языковому разрыву между поколениями: многим пожилым людям сложно понимать новую цифровую лексику, которую обычно использует молодое поколение.

Социальные сети не только изобретают новые слова, но и меняют значения уже существующих. Такие термины, как «друг», «лайк», «вирусный» и «твит», приобрели новые определения, основанные на использовании в интернете.

Кроме того, названия брендов, такие как Google и Instagram, стали глаголами в повседневной речи.

В конечном счёте, социальные сети сделали английский язык более динамичным, разнообразным и быстро развивающимся.

Ключевые слова: английский язык, медиа, аббревиатура

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Sosial media ingilis dilini necə dəyişdirir:

Slenq və abbreviatura

Xülasə

Sosial media insanların ünsiyyət, yazmaq və hətta yeni sözlər yaratma üsullarını dəyişdirərək ingilis dilini əhəmiyyətli dərəcədə dəyişdirdi. İngilis dili qlobal onlayn məkanlarda üstünlük təşkil etdiyi üçün Facebook, Twitter və Instagram kimi platformalar vasitəsilə hər zamankından daha sürətlə inkişaf edir. Onlayn qarşılıqlı əlaqənin sürətli və qısa xarakteri bir neçə saat ərzində qlobal miqyasda yayılan daha qısa mesajları, abbreviaturaları və jarqonları təşviq edir.

Rəqəmsal dövr LOL, DM, FOMO və *yeet* kimi yeni jarqon və abbreviaturaların yaradılmasını sürətləndirdi, ifadələr və emojilər isə ton və emosiyaları sözsüz ifadə etmək üçün vacib vasitələrə çevrildi. Bu dəyişiklik hətta nəsillər arası dil boşluğuna səbəb oldu - bir çox yaşlı insanlar gənc nəsillər tərəfindən istifadə olunan yeni rəqəmsal lüğəti başa düşməkdə çətinlik çəkirlər.

Sosial media təkcə yeni sözlər icad etmir; həm də mövcud olanların mənalərini dəyişir. Dost, bəyənmə, viral və tvit kimi terminlər onlayn istifadə əsasında yeni anlamlar qazanmışdır. Bundan əlavə, Google və Instagram kimi marka adları gündəlik nitqdə feil halına gəldi.

Nəhayət, sosial media ingilis dilini daha dinamik, fərqli və sürətlə inkişaf edən etdi.

Açar sözlər: İngilis dili, media, abbreviatura

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