

**The Influence of Social Media Language on the Development of Modern
English: A Novel Cultural and Linguistic Analysis**
Safaa Alqatawneh

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Modern English: A Novel Cultural and Linguistic Analysis**
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Abstract:

The purpose of this research was to examine how social media has altered language usage and societal mores. Our goals in doing this research were to better understand the language aspects of social media, how they have shaped language ideologies and community norms, how they have affected sociocultural practices, and how they have helped elevate underrepresented voices. We examined the patterns of responses using descriptive statistics. Hashtags and other new language norms on social media have been the subject of prior study. Research has also looked at how different communication methods might spread ideas and memes from one platform to another. We also studied the effects on language variety and convergence, concluding that commonalities in behavior foster close-knit communities in cyberspace. The results shed light on widespread agreement while also providing fresh evidence for the varied sociolinguistic impacts of social media.

Keywords: social media; language aspects; variety effects, communication; linguistic phrases.

1. Introduction

The fact that human's function in a digital world is well-established. The advent of the new millennium saw the meteoric rise in popularity of information technology (IT).

The governmental program "Digital Kazakhstan" is now active (2017) and aims to educate a generation that is both competitive and future-oriented through the widespread adoption of information technology (IT) across society.

The Internet has become the most popular means of communication in this age of globalization.

Communication over the Internet has become a symbol of modernity. The proliferation of the Internet has, according to many linguists, brought electronic communication into the mainstream alongside oral and written modes. Electronic communication is seen as a tool with its own set of requirements and its own unique exchange environment.

There is a wide variety of discourse experiences, approaches, and styles that make up online communication. A topic of debate has emerged about virtual language personalities. Researchers are showing a growing interest in studying the linguistic features of the Internet language; therefore, this area of study will likely continue.

From its humble beginnings as a platform for people to communicate online, social media has blossomed into an intricate web of relationships. Because of its pervasiveness today, which cuts across borders and cultures, it has a significant impact on the way we express ourselves verbally and in writing. Digital platforms possess several unique characteristics, including modern linguistic practices, innovations due to reduced character counts, multimedia communication, and instant interaction.

Several proposals have been made, such as reviewing any policies that hinder diversity, incorporating new forms of E-learning, and studying every linguistic shift facilitated by digital platforms. The study also recommends developing courses related to digital sociolinguistics to understand the impact of social media on individuals' language use and to

mitigate any linguistic challenges during online interactions. Furthermore, the current study contributes to a deeper understanding of the interaction between social media, linguistics, societal dynamics, individual trends, and culture. The study also demonstrates the impact of the technological revolution on individual discourse, language development mechanisms, and the presence of policies, education, and linguistic diversity.

2. Study Objectives:

The study has several objectives, including:

1. Identifying the opportunities and obstacles that may arise from social media and their relevance to language and its development, including the mechanisms through which language is unified, authenticity is preserved, and linguistic diversity is maintained.
2. Studying any developments made possible by social media, including the introduction of new words, grammatical rules, and standards related to conversation.

Literature Review:

Generally, the process of social communication via the network and social media platforms shows many differences compared to any traditional written or oral communication in terms of the mechanism of interpreting messages, methods, or structure of them by the audience of individuals (Hilte et al, 2018). The Kazakh literary language is expressed through two main forms: oral and written communication. Each has unique characteristics and differs in terms of the language tool system, the nature of the recipient, and the features of reception (Gulgaisha et al., 2016). Amirov (1977) argues that oral speech constitutes the fundamental state of language.

The spoken language consists of three main communicative conditions: giving an opinion in person, participating in a dialogue, and expressing opinions spontaneously during a free conversation.

One important component of modern Kazakh society is acknowledged to be the social network in Kazakh. Data from Internet World Stats indicate that as of June 30, 2021, Kazakhstan had 14,669,853 Internet users,

representing 77.2 % of the total population. Likewise, 11,825,000 individuals engaged with Instagram or Facebook. Besides Facebook, numerous other notable social networks in the country attract approximately one million users daily. WhatsApp has 125,000 views, Instagram has 558,000 points of view, and V Kontakt has 252,000 views based on international world statistics.

Living languages are inherently dynamic; yet, they have undergone fast transition in this modern era due to several circumstances. Chomsky, (2014) contends that due to contemporary developments, our language is perpetually, inexorably, and inherently evolving, adapting, and becoming more flexible for its users. Herring (2001) notes that creative elements profoundly impact language. They encompass synchrony, granulation (content length), multi-methodology (for instance, the incorporation of realism or sound), and other non-semantic elements, including members' relationships, aspirations, and degrees of inspiration. Currently, social media impacts language in many ways, primarily driven by non-semantic variables. The transformations of this modern era are unparalleled throughout the history of humanity as a result of the widespread use of communication technologies through social media

The basis of written language includes academic tone, logical patterns, conventionality, and the unification of linguistic means (Aliszhanov, 2007). Although they have many similarities, written and spoken languages are distinct in their "speech unit." The key distinctions between the two are as follows:

1. The speaker has a greater impact on the communication process while speaking, as they are directly involved with spoken language, but they are not directly involved when writing. The writing process is individual to each writer, which is what makes written language special. While he writes, the reader does not exist outside of his imagination; so, he is unable to edit or revise his work.
2. Spoken language is used for communication in a more casual atmosphere, whereas written language is mostly used for long-

distance information transmission. Because of this difference, written and spoken language serve different purposes.

Thirdly, there are many expressive and creative instruments in spoken language that help with communication and make information transmission and reception more efficient and accurate. They modify the spoken language according to the speech context, and they involve nonverbal ways of speech activity. Distinctive features of A language resources, encompassing both lexical and grammatical elements, facilitate the comprehensive expression of information content and the semantic completeness of written language. The writer must make sure that the reader understands the material completely at the same time.

Impact on Linguistic Norms and use:

In terms of language usage and standards, social media has a significant impact, encouraging both uniformity and variety. There may be more linguistic diversity because of the dual control of language use by platforms like Twitter and Facebook and the promotion of linguistic innovations and non-standard forms.

The global reach of social media has made it possible for people to communicate and share content in a broad range of dialects, languages, and varieties. Because of this exposure to different ways of speaking, new words, phrases, and linguistic features may become standard fair. A more diverse English language could result from the increased visibility and acceptance of internet slang and regional dialectal expressions through social media.

Distinct from standard written or spoken forms, informal, shortened, and fragmented language patterns often influence modifications to syntax and grammar. The development of new grammatical patterns and the standardization of non-standard forms are both possible outcomes of this. Hashtags, memes, trending subjects, and shared content on social media platforms expose users to a wide variety of new words, which can help expand and improve their vocabulary (Lantz-Andersson, A. 2014). The way young people express themselves academically at school has

been adversely impacted by social networking. To understand the impact of social media on universities, Cummings (2011) used the five interconnected "literacies" of paying attention, participating actively, working together, being aware of one's network, and critically consuming information. Especially among youths and students, the usage of social media has skyrocketed in the last five years (Aydin, 2012). Genuine words, acronyms, contractions, and short patterns typical of SMS language make up the substance of these communications.

Shortis, (2001) asserts that they are abbreviated, misspelled, or replaced by a shorter sequence of contiguous letters that are phonetically equivalent when appearing sequentially within a word. A plethora of users have developed online vernaculars for communication and the articulation of views on social networking platforms and mobile networks. Novel vocabulary has evolved and is being employed on social media with considerable carelessness. Swan (2017) contends that the impact of social media negatively impacted children's language and spelling use.

Consequently, Kozak (2021) highlights the absence of consistent interpretation and classification of speech in advertising media discourse, attributing it to the multidisciplinary nature of the field. Nonetheless, the multifaceted and intricate phenomena of discourse and its many functions are the primary foci of the researcher.

Krasivskyi (2021) contends in his analysis of contemporary English mass media discourse's terminology that this type of discourse actively uses and improves upon the most recent terminology and mental frameworks used in speech, and that it expresses a high degree of compression of terminological units. O. M. Krasivskyi goes even farther, arguing that the very word "media" is a specific phrase that is used to make sense creation when it comes to the actualization of speech and is intrinsic to contemporary media discourse.

According to Kopyi's (2021) research on the pragmatic and linguistic aspects of reality in English media discourse, translating foreign texts involves replacing their meaning word for word. However, due to

differences in style, grammar, and other aspects, this replacement becomes impossible when certain elements are mismatched. Thus, in order to avoid problems with translation, Kopyi argues that the words "adequacy" and "equivalence" must be used when translating across languages. This is due to the fact that English media discourse has major elements. However, keeping in mind what Hron (2021) says: media vocabulary modifies the language of the media and is an active component of communication and information distribution.

Informal language:

The concept "colloquialism" denotes the incorporation of words from the oral language into the literary vocabulary. Although a community of social primarily uses textual language, individuals often employ language features characteristic of spoken discourse. The lack of preparation in communication is the fundamental reason for colloquialism in digital discourse. Within the virtual community, it is often asserted that an implicit guideline exists to write as one speaks. This facilitates preservation of language and is recognized as standard convention among the online community.

Frequent utilization of lexicon characteristics of oral discourse, the prevalence of lexicon in tonal expression, and the prevalence of construction according to the principles of linguistic efficiency are defining traits of casual expression (such as brevity and incompleteness). Colloquialism is ubiquitous in conversation.

Forum discussions, various categories of blocks, amiable correspondence and remarks, together with status updates on social media, are unusual on the biographies of famous people, in official academic and corporate correspondence, and Colloquialisms manifest across all language strata.

Presented below are a few samples for consideration.

Phonetics: A number of sound alterations, such as the shortening of sound sequences, are hallmarks of colloquialization. Some phonetic operations also occur in this context (Myrzabekov, 1993). An instance of

an apheresis process: beta? (Ne istiyorsun?) Neşesin? (Ne içersin?), Salıvatın mı? Сіз түрткі салып жатырсыз ба? Қуатсызсыз ба? (Қуып жатырсыз ба?); Components of haplology (elimination of resembling or identical syllables): baldar (balalar, Notariusqa baldar metrika jasap...); diaeresis (omission of the final syllable): körinem (körinemın), aşymaid (janym) aşymaidy; reduction: qyiyn (qiyn), jyiyn (jiyn). There are notable auditory similarities. Kyiv (Kiev). The phenomenon of omitting a sound: täuraq (Men būlardy körsem täur-aq jynym keledı); jem ğo (jem ğoi); and the adaption of external expressions: resebı (resept), qūpia, etc.

Graphoderivatology components: 4aiaqty deputat, Tileuqabył one thousand years old.

Phonetics: Several sound alterations, such as the shortening of sound sequences, are hallmarks of colloquialization. Some phonetic operations also occur in this context (Myrzabekov. 1993). A phenomenon involving apheresis: beta? (Diyarbet nedir?). Am I right? Do you know? Salıvatın mı? How much is the price of a pill? Where is Yatych? Is it a tutorial? The following are examples of haplology elements:

Balalar, Notariusqa baldar, metrika jasap, etc. are baldar; körinem, aşymaid, and janym are diaeresis elements; and qyiyn and jiyn are reduction elements. There are notable melodic similarities. Kiev, Ukraine. A sound can be left out: täuraq (Men būlardy körsem täur-aq jynym keledı); jem ğo (jem ğoi); and external phrases can be adapted: resebı (resept), qūpia, etc.

Expressiveness

Refers to the capacity to successfully transmit thoughts, feelings, and ideas through numerous modes of communication.

The primary goal of virtual communication is to share, send, and receive various types of information, including emotional content, akin to other forms of communication.

The virtual world of modern social media platforms is characterized by a great deal of emotion. In order to accomplish their communication goals, users work hard to express themselves properly and effectively. Both individuals and the larger community of network users are characterized by their word manipulation skills, which encompass creative use and word creation. Accompanying the advent of digital interactive media and new semiotic signals, the Internet's boundless liberty and instantaneity are being used to their full potential.

Emotions are expressed through the use of paralinguistic methods, Internet memes, GIF graphics, and audio recordings, all of which are components of natural language. To be expressive when communicating online, one uses both verbal and nonverbal cues.

Due to the prevalence of online communication and interaction, a new language standard known as "Internet lingo" has developed. Online slang like "LOL" (laugh out loud) and "ROFL" (roll on the floor laughing) is having a negative impact on more official forms of English (Zainal & Noor, 2020). Also, those who use social media often utilize contractions and abbreviations that are ubiquitous in everyday speech. The following are some examples: "gonna," "whatcha," "ain't," "gimme," and many more. Use proper contractions when you need to express yourself formally in writing or speaking. Students may feel more comfortable using informal contractions in their writing if they see them used in context. Examples of whole phrases that people are starting to use more frequently as acronyms include "lol," "good night," and "thank God it is Friday," as pointed out by Will (2014). To create an acronym, you take the first letters of a sentence and combine them. According to Ekah (2007), the casual language used in

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social media is slowly but surely infiltrating academic literature. This setting, according to Giraldo et al. (2018), allows for very quick reactions and the simultaneous communication of several groups. They state that the employment of signs, symbols, and abbreviations has improved time efficiency by increasing reading speed according to reaction speed. The research shows that social media's unique linguistic system isn't limited to just its platforms; it poses a problem for natural language processing as a whole. According to Mehmood and Taswir (2013), students develop writing-related language impairments when they use slang terms, which causes them to switch from formal to informal writing styles, which in turn leads to a lack of a succinct and polished linguistic framework. How social media influences the language preferences of young Pakistanis is an area that has received little academic attention. Researchers need more information about the types and levels of language preferences among young people today and in the future. This gap has been addressed by doing this study.

According to Attila (2017), a new language system that is crucial for effective communication has emerged as a result of the rapid growth and widespread use of social media networks. Baldwin (2012) argues that natural language processing can be helped or hindered by social media. While he does recognize the benefit of "lexical normalization" within the same linguistic framework, he attributes "spelling errors, to the informal adoption of new phrases, and frequent breaches of English grammar conventions" to social media.

It is the responsibility of college students to understand the effects of new language varieties and work to lessen negative outcomes while

amplifying positive ones. The use of social media has had a negative effect on students' ability to express themselves academically in school. To shed light on how social media has affected universities, Cummings (2011) used the five interrelated "literacies" of paying attention, engaging, collaborating, being aware of one's network, and critically consuming. The usage of social networking sites has skyrocketed in the past five years, with teenage and student demographics being the most affected (Aydin, 2012). Actual words, acronyms, truncations, and brief structures characteristic to SMS text messaging language make up the message text. According to Shortis (2001), they are either misspelled, compressed, or replaced by a string of shorter, continuous letters that sound the same when they appear in a word in that order. In order to communicate themselves with various social media platforms and mobile networks, a large number of users have developed their own unique language. A whole new vocabulary has evolved, and people are using it carelessly on social media. The usage of social media has a negative impact on children's grammar and spelling, according to Swan (2017). Internet lingo is a new linguistic standard that has emerged as a result of people's interactions and communication on social media. According to Zainal and Noor (2020), the informal or standard English language is being damaged by the overuse of internet slang terms like LOL and ROFL. On top of that, people who use social media often utilize contractions and abbreviations that are more typical in casual speech. The following are some examples: "gonna," "whatcha," "ain't," "gimme," and many more.

In formal writing and speaking, the use of casual contractions is not acceptable. Informal contractions may lead learners to integrate them into

their writing. Will (2014) asserts that acronyms are frequently used in place of complete phrases, as evidenced by terms such as lol (laugh out loud), gd 9t (good night), and TGIF (thank God it is Friday). Acronyms are created by taking the initial letters of multiple phrases and combining them to form a new term. Ekah (2007) argues that the informal language of social media is increasingly infiltrating formal writing. Many researchers, such as (Girald et al, 2018) and others have claimed that they can find environments to promote rapid response, which provides simultaneous communication with many groups. They also emphasized that reading is done quickly with rapid response using symbols, signs, and abbreviations, which increases timing efficiency. Several studies have indicated that social media has a unique linguistic system that transcends platforms, and it presents several challenges to natural language. Mahmood and Tasweer (2013) also argued that the presence of colloquial language in use has a negative impact on formal application writing, which creates weakness in linguistic formulation and structure, and this leads to weakness and delay in writing. There is a lack of in-depth studies on the extent of the impact of social media on the language of young people in Pakistan, and this research aims to bridge the gap in language preferences among young people.

Methodology:

Research Design

The study also employed a mixed methodology that combines quantitative and qualitative data to achieve the study's objectives. Qualitative research design is defined as a type of research design that is presented through language or descriptive terms rather than numbers (Turhan, 2019). The data collected consisted of English-language posts

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and comments published on social media platforms. The researcher analyzed the content of these social media posts. The methodology employed was content analysis, defined as a tool for acquiring and studying textual elements (Krippendorff, 2018). The quantitative approach involved distributing a questionnaire to a number of Jordanian citizens to gather their opinions on the influence of social media language on the development of modern English.

Population and Sample

The population of the study consisted of all posts and comments written by Jordanian users on social media platforms. Facebook, Instagram, and X were selected due to their widespread use among Jordanian users. Besides, Quantitative study encompasses all Jordanian social media users who engage with content in English in their posts and comments. The sample of the study consisted of English comments and posts written by Jordanian citizens on face book, Instagram and X. The researcher scrutinized the comments and posts published on face book, Instagram and X purposively using purposive sampling. The researcher took screenshots based on the comments and posts that are categorized as English content. The study collected 2500 comments and posts. The rationale behind selecting this number lies in the fact that this sample size provided a comprehensive picture of the topic under investigation. Moreover, 400 Jordanian who are Facebook, Instagram and X users who engage with content in English were recruited purposefully using a purposive sampling.

Research Instruments

The study used two instruments for collecting the data, namely, a coding sheet classification and a questionnaire, as elaborated in the following sub-sections.

Firstly: Coding Sheet Classification

To categorize the use of English in posts and comments on social media, a coding sheet was used. The form included coding categories based on the study's objectives and previous researches on digital discourse and language change. The coding sheet consisted the main categories:

1. Type of used language: This category specifies the linguistic form used: Standard English, Informal English, Mixed language (English + Arabic), Internet slang / Digital English.
2. Linguistic Features: This category specifies the language change phenomena: Abbreviations (e.g., LOL, OMG), Neologisms (newly created words or expressions), Simplified sentence structures, Repeated words or expressive elongation/
3. Communicative Function: This category specifies the purpose of using language: Emotional expression, Information sharing, social interaction, Humor / sarcasm, Personal reflection).
4. Use of Digital Symbols: This category focus on non-textual linguistic elements such as: Emojis, Hashtags, Punctuation for emotional emphasis
5. Cultural Expression: This category focus on using language to identify culture: References to Jordanian culture or identity, Expressions of social values (family, religion, and community), Localization of English expressions.

Secondly: Questionnaire

This study designed a questionnaire to examine the influence of social media language on the development of modern English, through identifies participants 'attitudes and their use of English language in digital content on social media platforms, in order to identify patterns of English

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language use and their being influenced by the linguistic characteristics used on social media platforms. Questionnaire consisted (21) items to measure: using English on social media, vocabulary acquisition and linguistic influence, changes in English usage, hybrid language (Arabic + English), attitudes towards the influence of social media, general use and digital communication.

In order to boost content validity, the researcher made use of past studies and literature on digital discourse and language change, which ensured that the categories used were applicable and inclusive to the setting of social media posts and comments. To ensure consistency in the lengthy coding process, reliability was used for evaluation among evaluators. Several independent evaluators, trained in sociolinguistics and language, crossed through the classification of several subsets of data using the coding technique. To achieve this, Cohen's kappa coefficient was used, from which the evaluator agreement coefficient was extracted, which reached (0.84). This confirms the existence of high agreement among them, and from here, the reliability of the data coding was confirmed. To maintain consistency in the final analysis, any discrepancies in classification were discussed and resolved. The study presented the questionnaire to a jury of 5 specialists and arbitrators from the Middle East University to elicit their perspectives on the content of the questionnaire. After gathering their opinions and suggestions on the questionnaire's items, the researcher made the required corrections in terms of rephrasing the items linguistically, adjusting some of them, combining some of them, and eliminating unrelated items. However, the researcher kept the items that received a high approval rate from the arbitrators. As for the reliability of the questionnaire, the study's Cronbach's alpha reliability coefficient was 0.89. Such values are high, which exceed the limit of 0.70 (Izah et al., 2023). According to the previous indicators, it is clear that the employed questionnaire exhibits a high reliability level. The study added the questionnaire to the sample of the study, and the researcher entered the data subsequently into the computer.

Findings:

Linguistic, Communicative, and Cultural Features of Digital Language Use

- **Type of Language Used**

The results presented in Table 1 show a clear dominance of Informal English, which accounts for 157 instances (62.8%) of the total data. The table above shows that digital communication is often characterized by the use of informal and simple language, i.e., colloquial language, which has a social form, as formal English appears less frequently, with a total of (55) cases, which constitutes (22%). Digital communication is primarily associated with many more organized expressions such as the exchange of information and personal reflection, and it constitutes a small percentage in the study data with a total of (22) cases, which constitutes (8.5%). Its characteristics include the use of emoticons and abbreviated phrases. As for the language of the internet, it is not common, with a total of (16) cases, which constitutes (6.4%), and it is usually used to express agreement, confirmation, or shared understanding in social interaction. In general, this study shows the details of informal and interactive language in digital communication processes.

Table 1. Classification of Language Use in Digital Communication

Category	N(%)
Informal English	157 (62.8%)
Standard English	55(22%)
Digital English	22 (8.8%)
Internet Slang	16 (6.4%)

- **Linguistic Features**

Table (2) shows the distribution of linguistic features in the study data, where it showed that simple sentence structures are a prominent feature in the study, with a percentage of (61.6%) of the study data. This shows the tendency towards clarity and ease of expression in the digital communication process, as the percentage of short responses based on specific phrases was (22.4%), especially in comments, which indicates the activation of effective and concise interaction. As for expressions of

beauty and expression, they were at a percentage of (6.4%), which highlights the use of stylistic and evaluative language. Other features are apparent, including expressive emphasis and repetition at a percentage of (3.2%), multiple emphasis at a percentage of (2.4%), and hashtags at a percentage of (2.4%), which is the least frequent. There are newly coined words at a percentage of (1.6%), and there are no abbreviations in the study data. Therefore, the results show that digital communication generally depends on brevity, simplicity, and clarity of expression.

Table 2. Linguistic Features in Digital Communication

Category	N(%)
Simplified sentence structure	154 (61.6%)
Phrase-based / very short responses	56 (22.4%)
Numeric emphasis (e.g., 100%)	6 (2.4%)
Repetition / expressive emphasis	8 (3.2%)
Aesthetic / expressive phrases	16 (6.4%)
Hashtags	6 (2.4%)
Neologisms / creative expressions	4 (1.6%)
Abbreviations	0 (0.0%)

• **Communicative Function**

Table (3) shows the distribution of communicative functions in the study data, where it appears that the most common function is social interaction, with a percentage of (52%) of the study data, which reflects the interactive nature of digital communication, especially in comments. This is followed by personal reflections, which constitute a percentage of (28%), which is evident in the presence of long exchanged posts through which the user conveys ideas and experiences. The percentage of emotional expression is (16%), which highlights the use of language in the process of conveying feelings and personal states. As for sharing information, it is limited and constitutes a percentage of (4%), which shows that the main purpose of communication is not informative. In addition, both sarcasm and humor are absent in the study data. It also appears that digital communication is closely related to the process of social interaction, and personal expression is the most informative or humorous purpose.

Table 3. Communicative Function in Digital Communication

Category	N(%)
Social interaction	130 (52.0%)
Personal reflection	70 (28.0%)
Emotional expression	40 (16.0%)
Information sharing	10 (4.0%)
Humor / sarcasm	0 (0.0%)

- **Use of Digital Symbols**

Table (4) shows the use of digital symbols in the digital communication process, where it was shown that emoji symbols were the most used category, with (94) cases, which constitutes (37.6%), which shows the pivotal role in the process of enriching meaning and expressing feelings in interaction across the network. Then came the numbering relationships used in the process of emotional emphasis, with (14) cases, which constitutes (5.6%), which shows the limited use, but it was noticeable for expressive text marks. As for the hashtag, it was rarely used, with (9) cases, which constitutes (3.6%), which shows its secondary role in the process of organizing or classifying content, within the study data set. The study showed that there is a great reliance on visual symbols, especially (emoji), compared to structural or textual tools in the digital communication process.

Table 4. Use of Digital Symbols in Digital Communication

Category	N(%)
Emoji's	94 (37.6%)
Hashtags	9 (3.6%)
Punctuation for emotional emphasis	14 (5.6%)

- **Cultural Expression**

Table (5) shows the distribution of cultural expressions in the digital communication process. References to culture or identity in Jordan are very limited, appearing with only one frequency (0.4%). This indicates a limited presence of local cultural markers in the study data. As for expressions of community values (family, religion, society), they appear with more than three frequencies (1.2%). This shows the modest focus on community values and shared relationships in the content. There is no recorded instance of translation of English expressions (0%). Indicating

that English usage remains largely standard and un-adapted to local linguistic or cultural contexts. The study results also show that cultural expression was generally weak according to the study data, with little representation of social values and very little reference to local identity.

Table 5. Cultural Expression in Digital Communication

Category	N(%)
References to Jordanian culture or identity	1 (0.4%)
Expressions of social values (family, religion, community)	3 (1.2%)
Localization of English expressions	0 (0%)

The impact of social media language on the evolution of modern language.

Table (6) shows that social media language has a significant impact on the development of modern English across all areas of the study. The highest average score was recorded in the area of vocabulary acquisition and language influence (mean 4.15, standard deviation = 0.30), indicating that these platforms play a clear role in expanding participants' language knowledge and refining their linguistic competence. Changes in the use of English also showed high levels (mean = 4.10, standard deviation = 0.38), demonstrating significant shifts in writing style towards shorter and simpler plurals influenced by social media practices. The area of digital communication and general use showed a moderate to relatively high level of influence (mean = 4.0, standard deviation = 0.40), indicating the frequent use of English in formal online interactions, particularly with symbols and short replies. Hybrid language also recorded relatively high averages (mean = 3.90, standard deviation = 0.39), reflecting users' tendency to incorporate Arabic. English in the field of social communication has a slightly lower but positive average (mean = 3.79, standard deviation = 0.42), which indicates a moderate preference for English in the electronic context. Attitudes towards the effects of social media also recorded low averages (mean = 3.45, standard deviation = 0.33), which suggests the existence of divergent perceptions. among

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participants regarding the positive or negative impact of social media on English language development.

Table 6. Influence of social media language on the development of modern English

Domains	Items	Mean (SD)
Use of English on Social Media		3.79 (0.42)
	I frequently use English when posting or commenting on social media platforms.	3.80 (0.68)
	I prefer using English over Arabic in online communication.	3.63 (0.91)
	I often mix English with Arabic when interacting on social media.	4.02 (0.95)
	I use English to express myself more clearly online.	3.70 (0.66)
Vocabulary Acquisition and Linguistic Influence		4.15 (0.30)
	Social media helps me learn new English words and expressions.	4.20 (0.67)
	I adopt new vocabulary from social media in my daily communication.	4.10 (0.65)
	Social media influences the way I construct English sentences.	4.20 (0.62)
	I use simplified English expressions when communicating online.	4.10 (0.66)
Changes in English Usage		4.10 (0.38)
	My use of English has changed due to social media interaction.	4.00 (0.68)
	I tend to use shorter and simpler sentences when writing in English online.	4.30 (0.62)
	Social media has influenced my writing style in English.	4.00 (0.65)
Hybrid Language (Arabic-English Mixing)		3.90 (0.39)
	I frequently combine Arabic and English in the same sentence online.	4.10 (0.67)
	Mixing Arabic and English makes communication easier for me.	3.90 (0.72)
	I feel comfortable using hybrid language in digital communication.	3.70 (0.66)
Attitudes Toward the Influence of Social Media		3.45 (0.33)
	Social media has a positive impact on my English language skills.	3.60 (0.69)
	Social media negatively affects the accuracy of my English.	3.30 (0.69)
	I believe social media plays a major role in shaping modern English.	3.70 (0.68)

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	I am aware of how social media influences my use of English.	3.20 (0.71)
General Use and Digital Communication		4.00 (0.40)
	I use emojis to support my messages in English communication.	4.10 (0.67)
	I rely on short responses when interacting online.	4.20 (0.69)
	I use English mainly for social interaction rather than formal purposes.	3.70 (0.68)

Discussion:

In general, there is a clear difference between communication through social media platforms and traditional written and oral communication in terms of interpretation, immediacy, and clarity (Hilte et al., 2018). While formal written language is characterized by grammatical stability and an academic style, digital communication is characterized by its informality, interactivity, and contextual nature. The distinction between written and spoken language remains fundamental to understanding electronic discourse. Written language is generally formal and structured, while spoken language is more interactive and spontaneous (Aliszhanov, 2007). Amirov (1977) also affirms that spoken language is a basic and natural form of language. The results show that social media language combines characteristics of both forms, resulting in a hybrid communication style dominated by informal and simple English. Social media platforms also contribute to ongoing linguistic change by introducing users to modern vocabulary, expressions, and forms of interaction, thus supporting Chomsky's perspective. (2014) that there is a characteristic of language, which is dynamism. Constantly evolving, as well as Herring's (2001) argument that digital communication is shaped by both linguistic and contextual factors. The study's results also show that social media encourages language simplification and promotes lexical innovation, along with the use of hybrid language. It also shows that emoticons and digital symbols play an important role in enhancing emotional expression, compensating for the lack of physical cues in online interactions. This aligns with the findings of Giraldo et al. (2018), who emphasized the efficiency of multimedia communication in the digital environment.

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However, there are concerns regarding the impact of informal digital language on academic writing, especially with the use of abbreviations and the presence of abbreviated words, which may negatively affect the accuracy of formal language (Will, 2014, Ekah, 2007, Swan, 2017). Nevertheless, there is a limitation on cultural expressions in the English language used through social media, which demonstrates the dominance of global linguistic patterns over local forms. Overall, the study confirms that social media has a significant contribution to the continuous shift towards Modern English through increased social interaction, hybridization, and simplification.

Conclusion:

The study reached the conclusion that there is a clear impact of social media on the evolution of Modern English through language simplification, the use of hybrid languages, and lexical innovation. It also shows that digital communication is primarily driven by social interaction and emotional expression, rather than formal or informational purposes. Furthermore, the results indicate that while English is used dynamically and interactively in social media, its use in cultural expression remains limited. This highlights the dominance of globalized language standards and reveals social media as a transformative space where language is constantly reshaped through interaction among users, technological capabilities, and communicative needs. Therefore, the findings suggest that the increasing integration of social media into daily communication necessitates greater linguistic awareness among users, particularly in academic and educational contexts. This may encourage students to critically distinguish between informal digital usage and formal academic English, thus maintaining linguistic accuracy and leveraging the creative and interactive nature of online communication. Additionally, integrating elements of digital culture into language teaching can enhance teachers' ability to... Navigating between different language styles effectively.

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