

ენათმეცნიერება **Linguistic****The influence of Social media on language development****Tamari Alpaidze**

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In our contemporary world lots of social networks have emerged having an immense influence on the language development. Facebook, Twitter, Tiktok and others not only change the way we communicate, but also fundamentally transformed the nature of the language. Generally, the nature of the language development has always been a slow process. What once took decades or centuries now happens in months or years. New words, phrases, and expressions can spread globally within hours through viral posts, memes, and trending hashtags But social media significantly accelerates this process. The speed of spreading new words and terms is getting higher and higher. The dictionaries, academic institutions, and formal media—no longer control the pace of linguistic innovation. Linguistic innovations like Memes, Hashtags and viral phrases create new forms of language that don't conform to traditional linguistic norms. Social media has made the trend toward informal language use much quicker and inevitable. Casual spelling, grammar, and vocabulary that were once characteristics of personal correspondence are now common in public discourse. Social media has indeed dismantled traditional boundaries between formal and informal language registers. As language evolution is a gradual process it requires our great attention to follow the changes that can determine the true nature of the language.

Key words: social networks, language development

The 21st century is the milestone in the development of our society. lots of social networks have emerged having an immense influence on the language evolution. Facebook, Twitter, Tiktok and others not only change the way we communicate, but also fundamentally amended the nature of the language. Generally, the nature of the language development has always been a slow process. What once took decades or centuries now happens in months or years. New words, phrases, and expressions can spread globally within hours through viral posts, memes, and

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Social media is an excellent way to pick up new terms or popularize linguistic innovations. Teenagers on TikTok, Twitter users, and online communities can create expressions that eventually enter mainstream vocabulary. This has created a more diverse and dynamic linguistic landscape. Here are some examples: on TikTok the most frequently used terms are:

"Slay" (to do something exceptionally well) spread from LGBTQ+ communities

"No cap" (no lie/for real) originated in hip-hop communities

Twitter innovations:

"Stan" (to be an obsessive fan) evolved from Eminem's song but was popularized and redefined through Twitter fan communities

"Subtweet" (indirectly referencing someone without tagging them) emerged from Twitter's specific platform dynamics

"Ratio" (when a reply gets more engagement than the original post) became part of broader internet vocabulary

Gaming and online communities:

- "Cringe" transformed from a verb to an adjective describing awkward content

- "Touch grass" (go outside/get offline) originated in gaming forums as advice to spend time in reality

Breaking geographical barriers through social media triggers a linguistic diversity.

Georgian-English code-switching on social media is of great importance:

- Young Georgians frequently use English words when texting, online, or casually talking with friends:

- Georgian TikTokers mixing "ფორიუ" (foriu) - a Georgianized version of "for you" in hashtags like #ფორიუ

- "ოკეი ბრო" (okay broo) - combining English "okay bro" with Georgian linguistic patterns

Platform-specific Georgian innovations:

- Instagram captions alternating between Georgian and English within the same post

- Georgian hashtags mixed with English: #საქართველო (Georgia) combined with #travel or #food

- TikTok creators using Georgian script to write English sounds for comedic effect

- "Like-ო მომეცე" (give me a like) - mixing English platform terminology with Georgian grammar

Visual and Multimodal Communication

The integration of emojis, GIFs, memes, and other visual elements has created new forms of communication that blend text with imagery. This kind of communication style is influencing how people express themselves even in face-to-face interactions. The rise of multimodal communication through social media has fundamentally transformed how we express meaning, creating new forms that blend visual and textual elements.

Emojis as semantic enhancers and replacements:

- The (skull) emoji evolved from literal death to meaning "I'm dying of laughter" or expressing something extremely funny
- (clown) became a way to call someone foolish without using words
- Generational emoji meanings: 🤡 used by Gen Z to express laughter, not sadness

This multimodal evolution has created a generation that thinks and communicates in much more interesting way, where a single emoji can convey complex emotional states and cultural understanding that would require paragraphs of text to explain traditionally.

Compression and Efficiency

Character limits on platforms like Twitter (now X) have encouraged linguistic compression. This has led to creative abbreviations, acronyms, and new grammatical structures. The need for brevity has made language more efficient in some ways, while also creating new challenges for clarity and comprehension. Character limits on social media platforms have fundamentally reshaped how we construct meaning within constrained spaces, leading to innovative linguistic compression techniques and new grammatical patterns. Here are key examples:

Creative abbreviations and acronyms:

- "oomf" (one of my followers/friends) - creating intimacy without naming
- "tbh" (to be honest) becoming a discourse marker rather than literal honesty indicator
- "fr fr" (for real for real) - emphasis through repetition of abbreviation

Vowel deletion and compression:

- "pls" instead of "please"
- "ur" replacing both "you're" and "your"
- "luv u" for "love you"

Grammar restructuring for brevity:

- Dropping articles: "saw movie last night" instead of "I saw a movie last night"
- Eliminating auxiliary verbs: "you coming?" instead of "are you coming?"
- Using present tense for past events: "so I step into the store and this guy says..."

Punctuation as meaning compression:

- Multiple question marks for emphasis: "really???"
- Period at end of short statements for finality or passive aggression: "ok."
- All caps for emphasis without additional words: "STOP"

Social media has accelerated the trend toward informal language use. Casual spelling, grammar, and vocabulary that were once confined to personal correspondence are now common in public discourse. Social media has indeed dismantled traditional boundaries between formal and informal language registers.

Casual spelling becoming mainstream:

- "ur" replacing "your/you're" in professional contexts
- "ppl" for "people" appearing in business communications
- "thru" instead of "through" in official announcements
- "b4" for "before" in academic discussions

Vocabulary informalization:

- "Guys" addressing mixed-gender professional groups

- "Totally" instead of "completely" in academic writing
- Slang terms like "salty" (bitter) or "lit" (exciting) in news reporting
- "My bad" replacing formal apologies in professional settings

Punctuation casualization:

- Multiple exclamation points in business emails!!!
- Ellipses for dramatic effect in formal writing...
- Excessive comma usage for conversational flow

Social media influence is a complex and diverse process including a combination of positive and negative aspects. In general, it's a fundamental transformation encouraging new challenges . language development is an ongoing process and social media provides it with new directions. Our purpose is not fighting against this process, on the contrary, our primary aim is to perceive, analyze and create an authentic linguistic environment including all digital realities.

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ჩვენს თანამედროვე მსოფლიოში არაერთი სოციალური ქსელი არსებობს, რამაც უდიდესი გავლენა მოახდინა ენის განვითარებაზე. ფეისბუქმა, ტვიტერმა, ტიკტოკმა და სხვებმა არა მხოლოდ შეცვალეს ჩვენი ურთიერთობის წესი, არამედ ძირეულად გარდაქმნეს ენის ბუნება. ზოგადად, ენის განვითარების პროცესი ყოველთვის განგძლივი და თანდათანობითი პროცესი იყო. ის, რასაც ადრე ათწლეულები ან საუკუნეები სჭირდებოდა, ახლა თვეებში ან წლებში ხდება. ახალი სიტყვები, ფრაზები და გამოთქმები საათების განმავლობაში ვრცელდება მსოფლიო მასშტაბით ვირუსული პოსტების, მიმების და ტრენდული ჰეშთეგების მეშვეობით. მაგრამ სოციალური მედია ამ პროცესს მნიშვნელოვნად აჩქარებს. ახალი სიტყვებისა და ტერმინების გავრცელების სიჩქარე სულ უფრო და უფრო იზრდება. ლექსიკონები, აკადემიური დაწესებულებები და ფორმალური მედია უკვე ვერ აკონტროლებენ ენობრივი ინოვაციების ტემპს.

ენობრივმა ინოვაციები, როგორცაა მიმები, ჰემთეგები და ვირუსული ფრაზები, ქმნიენ ენის ახალ ფორმებს, რომლებიც ტრადიციულ ენობრივ ნორმებს არ ექვემდებარება. სოციალურმა მედიამ უფრო სწრაფი გახადა არაფორმალური ენის გამოყენების ტენდენცია. შემოკლებული მართლწერა, გრამატიკა და ლექსიკა, რომლებიც ერთ დროს პირადი მიმოწერისთვის იყო დამახასიათებელი, ახლა საზოგადოებრივ დისკურსშია გავრცელებულია. სოციალურმა მედიამ მართლაც დაანგრია ტრადიციული საზღვრები ფორმალურ და არაფორმალურ ენობრივ რეგისტრებს შორის. რადგან ენის განვითარება თანდათანობითი პროცესია, მას დიდი ყურადღება სჭირდება, რათა ადეკვატურად მივყვეთ ცვლილებებს, რომლებსაც შეუძლიათ ენის ნამდვილი ბუნების განსაზღვრა.

საკვანძო სიტყვები: სოციალური მედია, ენის განვითარება

რეცენზენტი: პროფესორი პეტრე ჟოლნეროვიჩი