



LANGUAGE USE IN THE AGE OF GLOBALIZATION: CASE OF SOCIAL MEDIA

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Abstract

Globalization can be seen as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. The world is fast becoming an age of absolute dependence on technology. Hence, the use of social media has truly shaped the way we communicate, contributing to the development of whole new variety that defines internet culture. This paper examines the use of language in social media, revealing the new words that have been created as a result of social networking online. Social media sites such as Facebook, Twitter and You Tube have attracted a lot of English language users who communicate through the internet, using computer and mobile devices. Thus, the paper show cases various examples of language use in social media and the data presented show that there are lots of abbreviated words that has a negative impact on the communicative competence of users and learners of English as a second language. It therefore recommends that abbreviations should be discouraged in social media in order for us to keep English writing system intact.

Keywords: Globalization, Language use, World, Social media, Networking, Online.

Introduction

Since its earliest appearance in the 1960s, the term 'globalization' has been used in both popular and academic literature to describe a process, a condition, a system, a force, and an age. Given that these competing labels have very different meanings. The term globalization can also be used to refer to a set of social processes that are thought to transform our present social condition into one of globality. Globalization is about shifting forms of human contact. Academic commentators employed the term "globalization" just about two decades ago (Modelski, 1972), but since industrial capitalism emerged, intellectual discourse has been replete with allusions to phenomena significantly reminiscent of the debate of current theorists on globalization. Philosophy, literature, social study from nineteenth and twentieth century include references to the shared awareness that experiences of distance and space are undergoing transformation by

the proliferation of high speed forms of transformation. Then rail, air travel and telegraph or telephones were being employed to heighten possibilities for human interaction across existing geographical and political divides (Harvey, 1989; Kern, 1983). Extensive commentary generated from the high speed forms of social activity were prevalent long before the introduction of the term “globalization”.

Harvey (1996:242) postulated that as distance was “annihilated, the surface of our country would, as it were shriveled in size until it became not much bigger than one immense city”. Another German-Jewish poet, Schivelbusch (1978:34) stated that “space is killed by the railways. I feel as if the mountains and forest of all countries were advancing on Paris”. Globalization is the process of international integration arising from the interchange of world views, products, and ideas and other. Giddens (2000) defined globalization as a separation of space and time, emphasizing that with instantaneous communications, knowledge, and culture could be shared around the world simultaneously. Globalization has however become a set of processes filtering into all domains of human experience-linguistics, social, cultural or economic. Hence the world is fast becoming a “Global village” where events in far places simultaneously affect local affairs in different locations.

On the linguistic levels, phonology, syntax, semantics, etc are universal areas of language study. Linguistics, language users, educationists and others rely on high-speed technologies to build up, up-date and increase their knowledge in linguistics and to solve language related problems. However, recent social theory sees globalization as a process where monumental changes in spatial and temporal terrains of human existence emerge with shifts in the dramatic acceleration of the time and distance structure of human activities (Giddens, 1990, Held et al., 1999; Scolte 2000). The phenomenon of shift in time and distance of human activities was described by Heidegger (1971:165) viz:

All distance in time and space are shrinking. Man now reached overnight
By planes, places which formerly took weeks and months to travel.
Distant sties of the most ancient cultures are shown on film as if
they stood this very moment amidst today’s street traffic”.

It is necessary to note that the term ‘globalization’ has been increasingly used since the mid 1980s and especially since the mid – 1990s. In 2000, International Monetary Fund (IMF) identified four basic aspects of globalization. Trade and transactions: Capital and investment movements, migration and movement of people, and the dissemination of knowledge.

Computer-mediated communication (CMC) is one of the features of globalization and as a result, the internet has become an important linguistic medium. The rise of computer and internet has reshaped the uses of computer for language learning.

Globalization has changed the way in which we use language to express ourselves. Social media should not be compared to other forms of written language since its not actually written down. The social media is having an impact of language. The words that surround us everyday influence the words that we use. Some people believe that social media is really affecting and killing our language because of the use of dialect and abbreviations. It happens that different languages are mixed intentionally. The language one prefers to speak is the main factor determining one’s language use on social media. Other factors affecting language choice are one’s attitude.

Research Methodology

The method used for the production of this study, was the thorough observations of conversations on social media sites like Facebook, Twitter, You tube, Whatsapp.

Definition of Globalization

Globalization is the increasingly of relations of people, culture and economy. It can contribute to economic growth in different countries. The term can also refer to the transactional circulation of ideas, languages, and popular culture. Despite the common usage of the term, globalization started in 1970s and some scholars claim that the real globalization is ancient, the truth: it is here and it is followed by the English Language. There are various aspects of 'globalization', including the economic, the political, and the cultural sides, although these factors are intricately linked.

It is necessarily to note that people constantly say that this is the age of globalization. Why do they think so? There must be some reason for their convictions. The main reason is that nowadays, television and the internet supply us with a huge amount of information. In a sense, these mediums function as observation windows or surveillance cameras through which we can always see what is happening and how people live throughout the world: we can do this independent of the distance between ourselves and the outside world. This shows that, to borrow Paul Virilio's (2000, p.18) Phrase, 'the globalization of the gaze' occurs thus, we firmly believe that we live in the age of globalization. The aim of this paper is to expose the practical use of language in the everyday of human being around the world. The overall objective is to assess the impact of social media like Face book, Twitter and Whatsapp on Language.

Definition of Social Media

Social media is a group of internet-based applications that build on the ideological and technological foundations of the web and that allow the creation and exchange of user-generated content. The quick rise of social media platforms in the first decade of this century was part of a more general networked culture where information and communication got increasingly defined by the affordances of web technologies such as browsers and search engines. Social networking sites like Facebook, Twitter and LinkedIn as well as user generated content sites, including Youtube and Flickr, became the core of a host of web-based applications that together formed an expansive ecosystem of connective media.

Inferring from these conditions, social media can be refers to as the processes, principles, and practices through which these platforms process information, news, and communication, and more generally, how they channel social traffic. It is necessarily to note that an important function of social media is sharing experience of the everyday within this real-time paradigm. Social media affords a lens on types of easily viewed. The streams of online social contact produced by users leave permanent traces that can be captured and modeled by researchers trying to understand the properties of the social networks arising with these social media feeds. Emerging areas of interest range across a large number of disciplines. Information systems, computational linguistics and psychology.

Theoretical Framework

The speech act theory and ethnography of communication framework are adopted to this study. The sociolinguistic approach, Hymes, involves a shift from focus on structure to focus on function - from focus on linguistic form in human context (Hymes 1974: 77). It is this sociolinguistic approach that looks at linguistic phenomenon from within the social, cultural and historical context of which they are part. The impact of globalization is felt most by those who benefit from it. Globalization is like every development of system in which we live. In actual fact, of the words we utter when we speak are meant to perform specific actions. This act of acting with word is what is referred to as the speech act. The speech act theory was propounded by John L. Austin, in his book titled, *How to do things with words* (1962) Austin observes that: "Human utterance performs specific function and action and that every single utterance has a power to perform effect actions(s) pg 164.

The British philosopher J.L. Austin observed that while it has long been the assumption of philosophers that the business of a statement "can only be to describe some state of affairs or to "state some facts", which it must do either truly or falsely, more recently they come to realize that this was not always the case. J.L. Austin was the first to draw attention to the many functions performed by utterances aspect of interpersonal communication. There are sentences which look like statements, or an Austins refers to call them constative that are not intended to record or impact information about facts: some, for example like "the king of France is bald" are strictly nonsense, despite unexceptional grammatical form, other, ethical, propositions, are "perhaps intended", solely or partly, to evince emotion or to prescribe conduct or to influence it in special ways. Austin focuses on another group of sentences, which he labels performatives. The ethnography of communication was developed by Hymes in a series of papers written in the 1960's and 1970's (many of which are collected in this 1974 foundations in socio linguistics: An Ethnographic approach) the roots of this approach reach back to Edward Sapiri's (1933) movement away from the study of socio-cultural form and content as "product" toward their study as "process" (Hymes 1974a:20). Also important was the emphasis of the Prague school of linguistics (e.g. Mathesius 1924) on the penetration of language structure by function.

It is necessary to note that ethnographers of communicative patterns using the method of participant observation: a key goal is to learn what members of a culture know about how to "make sense" out of experience and how they communicate those interpretations. To this end, Hymes proposed a methodology by:

- N - norms of interaction and interpretation
 - Specific properties attach to speaking
 - Interpretation of norms within cultural belief system
- G - genre textual categories

The speaking grid can be used to discover a local taxonomy of communicative "units" that are in same recognizable way bounded or integral. The ethnography of communication is an approach to socio-linguistics that studies communicative competence. It does so by discovering and analyzing the patterns and functions of communicating that organize the use of language in speech situations, events and acts) in the conduct of social life by based on the distinction between "emic" and "etic".

Linguistics styling the sound system of an unfamiliar language try to discover phonemic patters (i.e. what sound are meaningful” in a particular language) with the help of a phonetic classification (i.e. what sounds are physically possible) so, too, one can discover communicative units with the help of a classification system that dissects communication into the components of which it may be potentially comprised. One can then also discover communicative patters formed by interrelationships among components.

The classification grid that Hymes (1972b) proposed is known as the SPEAKING grid: each letter is an abbreviation for a different possible component of communication.

S	Setting	Physical circumstances
	Scene	Subjective definition of an occasion
P	Participants	Speaker
		Sender
		Addressor
		Heaver/receiver/audience/addressee
E	Ends	Purpose and goals/outcomes
A	Act sequence	Message form and context
K	Key	Tone, manner
I	Instrumentalities	Channel (verbal, non verbal physical)
		Forms of speech drawn from community repertoire
N	Norms	Norm or the standard, socio-cultural rules of interaction and Interpretation.
G	Genres	Types of events such as lecture, poem and letter

Language use in Social media

Social media is having an impact on language; social media has also influence the language in which we write the words that surround us everyday influence the words we use. Since so much of the written language we see is now on the screens of our computers, tablets, and smart phones, language now evolves partly through our interaction with technology. And because the language we use to communicate with each other tends to be more malleable than formal writing, the combination of informal, personal communication and the mass audience afforded by social media is a recipe for rapid change. From the introduction of new words to new meanings for old words to changes in the way we communicate, social media is making its present fact. Acronyms, abbreviations, and neologisms have grown up around technologically mediated communication to help us to be understood. Acronyms help speed up a real time typed conversation. On mobile phones they minimize the inconvenience of typing with tiny keys and on twitter they help to make the most of our 140 characters. Emoticons such as acronyms such as LoL (laughing out loud). Add useful elements of non-verbal communication. Social media has also prompted a more subtle revolution in the way we communicate. When writing on social media, we are also more succinct, get to the point quicken, operate within the creative constraints of 140 characters on twitter.

Languages and terms used in social media.

Social media has brought about changes in ways by which we use language to express ourselves. Social media should be compared to other forms of written because it's not actually written.

Abbreviations, emotions and idioms bleed into social media messages. It is necessary to note that all percent of mobile internet across is for social activities versus 79 percent on desktops.

Mc Whorter states that texting isn't really written language, but rather a form of spoken language, telegraphic and less reflective than written language. He calls its "fingered speech". People have love for the use of "LOL. Rather than meaning "Laugh out Loud". It is a phrase that is not connected semantically to the context, but rather indicates the speaker's attitudes. Other examples are "uh", "um", "like" and "you know". All these usage can be seen across social networks. In the second example, the users are simply adding a phrase to express their empathy.

Discussion on data collected

New words and meaning

Facebook: Words and Phrases are also shorted during conversation on facebook. The following are list of contrasted form of words or phrase used by young people on facebook to save time and space.

Facebook Terms	Meaning
1. H8T	Hate
2. BM	Bite me
3. SMH	Smacking my head
4. HMP	Help me please
5. NVM	Never mind
6. FYEO	For your eyes only
7. TMOT	Trust me on this
8. SOL	Sooner or later
9. LIC	Like I care

New words and meaning:

Face book has also done more than most platforms to offer up new meanings for common words such as "friend", "like", "status", "wall", "page", "comment" and "profile". Social media is making it easier than ever to contribute to the evolution of language. It provides a rich playground for experimenting with, developing and subverting language.

WhatsApp: Is a cross-platform mobile messaging applications. It is a popular social media platform through observation, almost all Nigerian teenage use social media.

WhatsApp

Words	Meaning/Interpretation
IDK	I don't know
HUD	How you Dey?
SMH	Shaking my Head
ASAP	As soon as possible
LLNDP	Long life and prosperity
HBD	Happy birthday
LOL	Laughing out loud
DP	Display picture
OK	Okay
BTW	By the way
CY	See you

TENX	Thanks
I LUV Y	I love you
CUL	See you later
WASSAP	What'S up
AMA	Ask me anything

Twitter: The use of dialect and abbreviations are typical of this type of social media. It also happens that different languages are mixed intentionally. The language one prefers to speak is the main factor determining one's language use on social media. Twitter consists of an interface that allows people to post new tweets, configure various settings, such as privacy, manage their list of followers and search historical tweets. Users may also interact with the service via a third party application that presents the feeds of microposts in different ways.

Users twitter on phones, at work and even log into other sites with their twitter account. Like any other social media site, twitter had generated its own acronyms and abbreviations. The following are examples of abbreviations used on twitter.

	Twitter terms	Meaning
1.	RT	Retweet
2.	FF	Follow Friday
3.	DM	Direct Message
4.	SM	Social Media
5.	Tweet up	A real life, meet up announced on twitter
6.	MT	Modified tweet
7.	CC	Carbon copy
8.	PRT	Please reweet, a place to put at the end of a tweet.
9.	WTV	Whatever
10.	TMB	Tweet me back
11.	TFTF	Thanks for this tweet
12.	TY	Thank you
13.	NDB	No big deal
14.	LMK	Let me know
15.	IDK	I don't know
16.	DYK	Do you know
17.	YOYO	You're on your own
18.	WKD	Weekend
19.	TL	Time line
20.	W	With

You tube: This is another electronic means of communication that untie the world through videos.

Punctuation: The use of social media has changed the use of punctuation. Punctuation mark usage is changing too. For instance the exclamation point it no longer just shows excitement, but is used to indicate that the person really meant what they typed. Question marks too have changed. It is now often used to indicate self depreciation (he's really into me?)

Conclusion

From observation, the terms used in social media have affect students in their course of study. For instance they do not capitalize words or use punctuation. Even in e-mail and in writing assignment, words is now been abbreviated. It also affects the ability to spell and write correctly. It also leads to less proficiency in the use of language. It also makes users lazy to write words in full, and therefore enables students to abbreviate while writing. The use of social media language has become parts of students' vocabulary because of constant use. It has also enables students to form their words and make meaning out of them. The term globalization is used in this paper to refer to phenomena involving some changes that are taking place worldwide base on commonly accepted values, beliefs trends and view. Globalized will continue to stride into the future.

Recommendation

This paper recommends that tutors should discourage the use of abbreviations among learners of English Language as this will affect them negatively on their achievement in the use of English Language in formal settings. In the same vein, if language is not properly use, in social media, it may lead to the death of contemporary English.

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