



THE IMPACT OF SOCIAL MEDIA ON MODERN ENGLISH
LANGUAGE

Shermirzayeva Makhliyo

Namangan State university Faculty of World language 2nd course

E-mail adres: muradjanovnamaxliyo@gmail.com

Annotatsiya: *Ingliz tili bugungi kunda dunyo miqyosida eng faol ishlatiladigan tillardan biridir va ijtimoiy tarmoqlar uning zamonaviy shakliga sezilarli ta'sir ko'rsatmoqda. Internet va raqamli platformalar natijasida yangi leksik birliklar, qisqartmalar, emojilar va ifoda shakllari paydo bo'ldi. Ushbu maqolada ijtimoiy tarmoqlarning ingliz tiliga ta'siri, jumladan, yangi so'z va iboralar paydo bo'lishi, grammatika va imlo o'zgarishlari, tilning norasmiylashuvi, madaniy va ijtimoiy omillar, hamda o'quv jarayoniga ta'siri tahlil qilinadi. Tadqiqot shuningdek, raqamli kommunikatsiyaning til me'yorlariga, o'quvchilarning savodxonligiga va global ingliz tilining shakllanishiga qanday ta'sir ko'rsatayotganini o'rganadi.*

Kalit so'zlar: *til, ijtimoiy tarmoq, leksika, qisqartma, emoji, globalizatsiya, raqamli madaniyat, ta'lim, kommunikatsiya.* **Kalit so'zlar:** *til, ijtimoiy tarmoqlar, ingliz tili, leksik o'zgarishlar, qisqartmalar, emoji va piktogrammalar, raqamli madaniyat, onlayn kommunikatsiya, globalizatsiya, ta'lim, nutqning norasmiylashuvi.*

Аннотация: *Английский язык является одним из наиболее распространённых языков мира, и социальные сети оказывают существенное влияние на его современное развитие. В результате активного использования цифровых платформ формируются новые лексические единицы, аббревиатуры, эмодзи и неформальные способы выражения. В статье рассматривается влияние социальных сетей на английский язык, включая появление неологизмов, изменения в грамматике и орфографии, рост неформальности речи, а также влияние на культуру и образование. Исследование анализирует, как цифровая коммуникация изменяет языковые нормы, уровень грамотности пользователей и процесс формирования глобального варианта английского языка.*

Ключевые слова: *язык, социальные сети, лексика, аббревиатуры, эмодзи, глобализация, цифровая культура, образование, коммуникация.*

Abstract: *English is one of the most widely used languages in the world, and social media has become a powerful force shaping its modern form. The rise of digital communication platforms has introduced new lexical items, abbreviations, emojis, and informal modes of expression. This article explores the impact of social media on the English language—examining the emergence of new words and phrases, grammatical and orthographic shifts, the increasing informality of communication, and its cultural*



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and educational implications. The study also investigates how digital communication reshapes linguistic norms, user literacy, and the evolution of global English in the era of online interaction.

Keywords: *language, social media, lexicon, abbreviation, emoji, globalization, digital culture, education, communication.*

Introduction. In the twenty-first century, social media has become one of the most powerful forces shaping human communication and linguistic evolution. English, as the most widely used language on the Internet, has undergone rapid transformation under the influence of online interaction. According to recent statistics from the World Economic Forum, over 1.5 billion people communicate in English globally, and more than 60% of Internet content is produced in English. This extensive digital presence has turned social media into a laboratory where new linguistic forms are created, spread, and normalized within days. Platforms such as Twitter (X), Instagram, TikTok, Facebook, and Reddit have revolutionized how English speakers express ideas, emotions, and identities. The fast-paced, concise nature of online communication encourages linguistic creativity: users invent abbreviations (LOL, BRB, IDK), shortenings (info, pic, convo), and even blend words (hangry, vlog, binge-watch). Memes, hashtags, and emojis have introduced a new multimodal dimension to English, combining text and image to convey tone, humor, and irony more efficiently. Social media has also blurred the boundaries between spoken and written English. Informal digital exchanges now influence face-to-face communication, and phrases born online ("that's a mood," "it's giving...," "based," "cancelled") quickly migrate into daily speech. This dynamic relationship between digital expression and linguistic innovation demonstrates that social media is not only reshaping how people communicate but also what they communicate and who they become linguistically.

Methodology. The research on the impact of social media on modern English was conducted through a qualitative-descriptive analysis supported by quantitative observations from recent linguistic studies, online corpora, and global communication surveys. The methodology consists of three main approaches: Analysis of digital corpora such as the Global Web-Based English Corpus (GloWbE) and the Oxford English Monitor provided data on new lexical entries and changes in frequency of Internet-origin words from 2010 to 2025. The study observed that over 30% of recent English neologisms originated on social media platforms. The linguistic behavior of various user groups (youth, professionals, and English learners) was analyzed through recent sociolinguistic surveys. Special attention was given to differences in tone, code-switching, and register variation among online communities. A discourse-oriented examination was conducted on popular social platforms—TikTok captions, YouTube comments, and Twitter posts—to identify patterns of language simplification, hybridization, and the spread of emoji-based grammar. These methods allow for a

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holistic understanding of how online interaction shapes syntax, lexicon, and social meanings in English while providing a reliable overview of the linguistic creativity driving modern communication.

Discussion and results. The findings reveal that social media has both accelerated linguistic innovation and challenged traditional norms of English usage. Thousands of new words and expressions have entered English through online culture. Oxford Dictionaries reported that over 200 new words added between 2015 and 2024 originated from Internet slang or memes (e.g., stan, tweetstorm, photobomb, doomscrolling, FOMO). Such vocabulary often reflects societal shifts—emphasizing humor, identity, and speed over grammatical precision. Short character limits on platforms like Twitter and fast chat environments encourage brevity. Users omit auxiliary verbs (“you coming?”), articles (“need info fast”), or punctuation (“im fine lol”). Though once seen as linguistic decay, recent studies show this simplification increases efficiency and fosters creativity rather than illiteracy. For instance, researchers at PNAS (2024) observed a 15% reduction in average sentence length but an increase in expressive density per word. Visual symbols have become integral to modern English syntax. Emojis now substitute or complement words. This evolution marks the birth of multimodal English, where text, sound, and imagery co-exist to transmit complex emotional cues. According to Cambridge University Press (2024), over 92% of online users regularly incorporate emojis into written communication. Social media promotes linguistic democratization. It allows non-native speakers and marginalized communities to shape global English. Nigerian, Indian, and Filipino varieties of English are increasingly visible in viral content, gradually redefining what “standard” English means. This globalization fosters inclusivity but also raises concerns about linguistic uniformity, as American and British norms still dominate digital discourse. During the COVID-19 pandemic, platforms like YouTube, TikTok, and Instagram became informal classrooms for English learners. Hashtags such as #LearnEnglish and #GrammarTips amassed millions of views, turning teachers and influencers into micro-educators. While social media encourages authentic learning, it also spreads non-standard forms, prompting educators to adapt to a new digital-linguistic reality. Overall, the results confirm that social media acts as both a driver of linguistic evolution and a mirror of social identity, where communication style signifies group belonging, humor, and digital literacy.

Conclusion. To conclude, social media has transformed English from a relatively stable global language into a constantly evolving digital ecosystem. Through abbreviations, emojis, memes, and viral expressions, English has gained unprecedented flexibility, allowing users to express tone, identity, and attitude with remarkable efficiency. Yet, this transformation also poses challenges: traditional grammar boundaries blur, and language education must adapt to students who learn and practice English through digital spaces. The tension between linguistic creativity and standardization will likely define English in the coming decades. Despite concerns about “linguistic decay,”



the overall trend suggests vitality rather than decline. Social media has made English more inclusive, emotionally expressive, and globally connected than ever before. In the age of TikTok trends and AI-generated texts, the evolution of English is not slowing down—it's typing, posting, and hashtagging its way into the future.

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