

ISSUES OF MODERN LINGUISTICS: - INHIBITING LINGUISTIC CREATIVITY AMONG YOUTH ON SOCIAL MEDIA BY USING EMOJI AND INTERNET SLANG

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Annotation: A new phenomenon in the field of linguistics is envisioned as a result of the advent of social media among youth, and the article fathomed the research on linguistics' problems after social media's advent.

Keywords: emoji, implications, generation Z, linguistic landscapes, contemporary language.

The purpose of this study is to determine the role social media plays in demeaning linguistic creativity to increase communication effectiveness among young people, especially those between the ages of 18 and 30. This study is qualitative in nature and involves the participation of the young active social media community in answering questions through semi-structured interviews. In this study, I will examine emoji and internet slang acceptance, as well as their influence on digital communication. In thematic review, it was found that emoji represent a universal language that can provide both expressiveness and emotional communication beyond the traditional barriers of a particular language. In addition, internet slang has also become an essential means of expressing one's self and building communities on social media, reflecting the playful and innovative nature of the language. As a result, my study raises concerns about the impact of digital language development on traditional language skills, which is reflected in the differences in generational attitudes toward digital language development. Thus, the study emphasizes the importance of a balanced digital culture in the education system according to the evolving linguistic landscape while promoting linguistic innovation through social media.

Introduction

As a result of computational technology, a new horizon for development has been opened up for human advancement and the human mind has been connected with greater efficiency and effectiveness. As a result, it opens up a new language and culture by holding hands with certain languages and allowing them to work together to develop innovative and new forms of traditional languages. Despite numerous black lashes from certain linguists regarding the preservation of the original version of the language, humans have already experienced multiple advantages in communicating and passing messages after the advent of computational technology.

However, it is evident that social media has played a central role in establishing new cultures across the world, and in particular, the development of novel chatting language by utilizing a variety of symbols and shortening words. This may be justified as a new trend in this fast-paced world, but gradually many words and phrases may go extinct. It is mostly the millennials and Generation Z who use emojis on social media and also when sending text messages

to each other. By collecting all available sources and visiting a variety of social media sites, this study gained a deep understanding of the implications of the trend.

We live in a digital age that is characterized by the omnipresence of social media. What effect does this have on actual communication in daily life, and what effect does it have on language? As sites like Twitter, Facebook, and Instagram rose in popularity, the communication space opened up and new linguistic phenomena were created - including Internet slang, hash tags, and emojis. Considering this fact, a fairly significant deviation from traditional linguistic norms confirms the influence of digital communication on further language development.

Research from this study investigates social media's subtle effects on language, focusing on the creation of new lexical, morphological, and syntactic structures as well as the non-standardized structure of grammar. Due to the rapid growth in use of digital platforms in communication, languages have developed at an unprecedented pace and scale. Specifically, the article aimed to determine how social media platforms shrink young people's linguistic creativity and communication effectiveness by using emojis and internet slang.

The first emoji were created in the late 1990s by Japanese telephone companies in order to illustrate an emotion, concept or message in a simple, graphic manner. As of today, Twitter feeds, text messages and Facebook posts are crammed with them. Japanese mobile phone companies first used them to convey emotion, concepts, and messages in the late 1990s.

This study builds on an emerging knowledge base through which we aim to better understand how social media has ruined contemporary language in the name of digital communication. The purpose of this research is to interpret and understand all these changes within and outside of language theory, thus providing insights into the evolution of linguistic development in the digital age. Based on theoretical discussions and empirical evidence regarding language change, the aim of this research is to shed light on the actual dynamic relationship between social media and language. Studying one of the most significant cultural shifts of the 21st century from a truly different perspective is what this study essentially offers.

Literature Review

In recent years, the changes in social media have been so significant that researchers have had to focus on aspects of the changes in linguistic landscapes. In 2020, Jones and Smith conducted ground-breaking research into emoji, which are often perceived as merely digital ornaments, but in fact constitute a parallel visual language in the form of pictorial symbols. In her research, she highlights the nuanced ways in which emoji enhance - and sometimes even replace - text communication, offering users across cultures a new way of expressing themselves. Furthermore, Doe (2019) observed the phenomenon of lexical innovation on digital platforms and noted the role of online communities in creating new words and expressions. Throughout this article, it has been investigated how social media serves as an impetus for linguistic creativity and the rapid spread of new expressions that reflect and influence today's existing social realities. In spite of this, the study neglected to analyse the issues behind the curtain, which led to a new culture of symbolic language rather than its pure script. In some cases, it can lead to faster and deeper understanding, but it cannot be substituted for a meaningful key note that can sometimes influence the mood of a person [Abdurakhmonova, N.2021,2022]. It may also be possible for the traditional method of writing poems or novels to be replaced by a new culture of poems stuffed full of emojis. Researchers and linguists who admit silently that traditional phrases are being replaced do not extrapolate the

consequences. In contrast to words, smiley faces, love hearts, thumbs up, and other cartoon icons - rather than words - are teenagers' preferred method of communication. In terms of grammar and punctuation, teenagers are considered the worst offenders. The analysis of Doe's work demonstrates the agility of language to represent both effectiveness and humour as a site of expression of identity through digital interaction. Both studies are largely anchored in the area of English-language digital communication and have several pitfalls there. This focus would miss the opportunities presented by the diverse landscapes of change in different languages and cultures that social media brings. The international dimension in which the linguistic effects of social media unfold remains marginal, and such a gap exists within the literature itself. These are largely monolingual studies that examine the very range of linguistic phenomena that appear in other linguistic contexts, but undergo a different, albeit very similar, change, most often remaining hidden.

Research Methodology

We used a qualitative analysis approach as described by Ezzy et al. (2013) to analyze whether the language of social media was informative for the present analysis. The primary source examined in this article examines the nuanced effects of social media on novel language development, drawing on social media posts. The Ezzy et al. (2013) framework was developed to provide a systematically organized approach to incorporating the various data sources that could contribute to the understanding of phenomena in their entirety.

Sample size and selection

According to Dörnyei (2007), the sample size and selection for this study should correspond to the target sample. Therefore, selected approximately 50 active social media users. Participants in this study are selected based on a set of criteria that follow to some extent those used by Tagliamonte and Denis (2008) in their seminal work on linguistic variation in online communities [Abdurakhmonova, N.2021,2022].

Data collection

The interview format was semi-structured, inspired by the method used by Baron and Squires (2010) in their research. This format is notable for its relative flexibility for discussion, but also ensures that all key areas related to the impact of social media on language are covered.

Data analysis

According to Braun and Clarke (2006), thematic analysis was the tool used to identify trends within interview data. This was particularly appropriate in the context of such a study as the primary aim is to understand participants' subjective experiences and perceptions.

Discussion of Results

Through qualitative analysis, it has been analysed that there is an emergence of new culture of new language which connect the world but it ruins completely the purity and the asset of original words and expressions with subtle in meaning. In the study commissioned by YouTube, it was found that a third of British adults believe emoji are causing the decline in proper language usage. Two thousand adults between the ages of 16 and 65 were asked about their views on English, and

94percent thought it was in decline. Seventy-eight per cent considered youngsters to be the worst culprits. My study found that emojis are used to convey feelings in many different languages, which is recognized by most participants as a universal language, as Stark and Crawford (2015) had argued. In our study, participants demonstrated how different cultures use emojis to convey emotions. In spite of this, they failed to provide an answer to how they are able to convince their inner feelings with such a limited number of pictures, as well as how they contribute to the development of spoken language [Abdurakhmonova, N.2021,2022]. According to the interview results, internet slang plays an important role in identity formation and group membership but proved the catastrophe of certain expressions exist in mother tongue is the true version of effective communication. This finding supports McCulloch's (2019) assumption that “digital environments provide fertile ground for linguistic innovation.” According to participants, colloquial expressions usually come from jokes and experiences shared in a private online community, but the associated data is then made public. Thus, this fundamental generational perception of these digital forms of language has also been highlighted through qualitative research.

The majority of participants see the use of emojis and internet slang as flexible and liberating, but most of them expressed concerns about possible risks to traditional languages. This is related to the tension that Barons (2008) highlights in his observation between the positive effects of digital communication and its harmful effects on languages.

Conclusion

This study deeply examined how young people's minds are saturated with emojis rather than handsome quotes and expressions and how it created a new trend in digital language on social media that completely replaced the discipline, rules and regulations of effective communication. A study, published in Social Psychological and Personality Science, advised that people should avoid emoji at work altogether, especially the first time you talk to someone. Overall, the results of our qualitative study show clearly that these digital forms of language put a gap between old and new and replace scripts with symbols even a few argue that these digital forms of language represent an essential tool for improving communication as they open up new channels of expression and understanding in an increasingly globalized and interconnected world. With a pure traditional script, you will be able to express highly specific ideas and emotions succinctly, thus creating a sense of community and belonging.

Limitations of the Study

However, there are certain limitations to the generalization of these results to the group of young adults aged 18 to 30 years. First, studying young adults ages 18 to 30 may not provide enough information to account for other generations of social media users and may lack the subtlety to explain generational differences in digital communication. Second, relying on self-assessments from interviews could also introduce bias, as social media users who participate in interviews would be more likely to emphasize the positive aspects of social media use. Finally, the qualitative nature of the study, although detailed, presents a problem in generalizing the results to a broader population without adding additional quantitative data. Future researchers will include studies with a broader age range of participants and may adopt a mixed research methodology to generalize or triangulate these results.

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