

**THE IMPACT OF NEW MEDIA IN ENGLISH LANGUAGE**

**BY**

**Casey Barbara JUDE-OKOH (MISS)**

**MAT. NO. ART1700460**

**DEPARTMENT OF ENGLISH AND LITERATURE**

**FACULTY OF ARTS**

**UNIVERSITY OF BENIN**

**BENIN CITY**

**DECEMBER 2022**

THE IMPACT OF NEW MEDIA IN ENGLISH LANGUAGE

BY

Casey Barbara JUDE-OKOH (MISS)

MAT. NO. ART1700460

AN ESSAY SUBMITTED TO THE DEPARTMENT OF ENGLISH AND  
LITERATURE, UNIVERSITY OF BENIN, BENIN CITY IN PARTIAL  
FULFILMENT FOR THE REQUIREMENT OF BACHELOR OF ARTS  
(HONS) DEGREE IN ENGLISH AND LITERATURE.

DECEMBER 2022

### **CERTIFICATION**

This is to certify that the project entitled: **THE IMPACT OF NEW MEDIA IN ENGLISH LANGUAGE** was undertaken by Casey Barbara JUDE-OKOH (MISS) of the department of English and Literature, University of Benin, Benin City.

---

DR. KAYODE IYASERE

(Supervisor)

---

DATE

---

DR. ADEKUNLE P. MAMUDU

(Head of department)

---

DATE

## DEDICATION

I dedicate this long essay to God and my Parents.

## ACKNOWLEDGEMENTS

The finishing of my project needed a lot guidance, counseling and supervision from quite a number of people that i fortunately have in my life.

Firstly I would love to thank the most high, the almighty God for the strength he provided me to complete the project.

Secondly, I would like to express my gratitude to my supervisor, Dr. Kayode Iyasere. Without his patient supervision and guidance, this study wouldn't be successful. His assistance shaped this project work perfectly.

Thirdly, I would love to appreciate my lovely parent Mr. Jude-Okoh and Mrs. Rpsmary Okoh. They have been my support system through out the process of bringing this work together.

I want to also use this medium to thank my ever loving elder sister, Stephanie Jude-Okoh, for being my emotional system, my personal hype queen and for always being there for me. She is like my second mother to be honest.

I would love to appreciate my best friend Odu Uyadogha Joy for her constant encouragement. I would lastly love to thank my other friends Jessica Lucky, Uche Lucky Okafor, Rain Daniel Olorunfemi, my class rep. They have all been supportive and motivative. I am thankful and fortunate to have them in my life. May God bless all . Amen.

## **ABSTRACTS**

*This research paper looks at the features of the language used in new media today. The analysis reveals how this new media has created new language mostly used in these media platforms and the effects it has in our everyday English. Majority of the people that use this language in new media are teenagers and young adults, so this paper also shows the effect of these media language in speech writing in schools.*

## **CHAPTER ONE**

### **1.1. Purpose of Study:**

This study aims to determine new media and their challenges in English Language in Nigeria. This study stands to show the language problems of a multilingual society. To determine the language which the new media holds for English language in Nigeria. To show how the language is evolving from how it was to how it is now in the new media and its influence in Nigerian English.

### **1.2. The scope of study:**

The study of new media is very broad. And it has impacted our everyday lives in various ways. However, this study will be limited to just the features of the language use in these new media platforms and how these new media language had affected our everyday use of English. The sub-topics discussed in this study will not be deviating from the main-topic. This study will enable researchers to understand how far English has come for how it was to how it is today, and how new media has affected this process.

### **1.3 Methodology:**

This work is an idiolectal study. The approach of the study would be uniquely from my perspective and observation of the topic

#### **1.4 Theoretical Background:**

Media studies is the discipline and field of study that deals with the content, history, and influence of various media, especially mass media. Media studies can draw on traditions in the social sciences and humanities, but to a large extent draws on the core disciplines of mass communication, communication studies, and communication studies.

Researchers also work in cultural studies, rhetoric (including digital rhetoric), philosophy, literary theory, psychology, political science, economics, sociology, anthropology, social theory, art history and criticism, cinema, and more. You can also develop and apply the theories and methods of your field, theory, and information theory.

The first media studies M.A program in the U.S was introduced by John Culkin at The New School in 1975, which has since graduated over 2,000 students. Culkin was responsible for bringing Marshall McLuhan to Fordham in 1968 and subsequently founded the center for understanding media, which became the New School program.

Among others, the work of Marshall McLuhan is viewed as one of the cornerstones of the study of media theory. McLuhan's slogan, "the medium is the message" in his book *Understand Media: The Extensions of Man* in 1964, calls attention to the intrinsic effect of communications media.

New media consists of mergers, networking where content, platform and identity meet. It constitutes a meta network over society, culture and business with links. The three-dimension model gives us a chance to study meta/patterns of digital mediatisation -above conservative media. More than 60,000 people all around the world check an eagle nest online regularly. They provide streaming with summaries concerning details like a nature-reality show (eggs, hatches and fledges),

communicate their opinion (chat, vote, rate, comment), upload photos and videos, weather information to share and to forecast the life of the nest. The nest is often vacant and members of an audience are waiting for the next action to “happen Online. Observation, ovation and guesswork accompany the life of nest.

Instances are scrutinized in terms of characteristic new media phenomena.

This nest would exist in our neighbourhood and we could share it in offline human interaction or it could make a night program just like an interval signal in analogue Televiewing. However, this program also supports interactivity. We cannot apply an interpersonal approach to communication or to conservative media for this complex of a pattern. Digital and interactive media relying on social and global networks are constituted by human interactions and mass media to establish new media platforms and contents.

This paper will also be looking at the means of new media versus the means of conservative methodologies of communication and that of mediated forms in new packets. The central question for mass media was the size of mass, the size of audience with some mainstream channels and some for special segments. Re/mixed platforms and contents do not focus solely on earlier central issues any more: how many people were reached via channels. The issue is the available content to be distributed to individual segments of the audience. The question in new media mass, in addition, concerns inter/activity, engagement, user experience and user-generated contents in social and global networks.

Media linguistics theories are important to consider when analysing media Language. The term intertextuality means a media text is influenced by other texts. This helps us understand how texts have inspired one another and how they combine to create different works with interrelated meanings. All media texts take inspiration from other texts, so they can all be considered intertextual. Intertextuality can either be direct or indirect help you understand different techniques used in the media and their effects on an audience.

Sociologist Jean Baudrillard coined the concept of hyperreality in his work *Simulacra and Simulation* (1981). Hyperreality deals with the idea that reality is merged with fiction, so there is no clear distinction between the two. This affects the ways we view media, as we may not be able to differentiate between what is represented by the media and the actual reality. For example; A photo of a model in a magazine may be photoshopped/airbrushed. This is often not realistic representation, but is done to aesthetically appeal to an audience and set an unrealistic standard of beauty that people can aspire to. Claude Levi-Strauss coined the concept of binary opposition in 1958. This concept focuses on the use of narratives in media. Strauss proposed that most media narratives contain opposites (a contrast between pairs). For example: on/off, left/right, good/bad.

Binary opposites are often used for propaganda purposes in the media. In the news, left and right-wing politicians are presented as binary opposites due to their contrasting political views. This creates a biased view and persuades the audience to pick a side!

In literature or film, there are often opposing characters; the protagonist (Viewed as 'good') and the antagonist (viewed as 'bad').

New media theory, broadly speaking, conceptualizes the implications of digital technologies: from the novel sociopolitical configurations fostered by computer-mediated communication, to the aesthetic and cultural significance of digital culture. The focus in the bibliography is on theory that emerged after the popularization of the World Wide Web in the early 1990s, as it is from this point that the field was consolidated, and key journals dedicated to the subject began to emerge. Because new media theory encompasses a diverse body of work, after the initial section's discussion of broad Overviews, key Journals and useful Anthologies and Readers, the bibliography is divided into three sections to reflect themes that have endured throughout the evolution-and despite the

fragmentation and specialization-of the field: Identity, Politics, and Technologies. Identity draws together work that is concerned with questions about the relationship between digital media and subjectivity, with particular

attention to the new patterns of identity formation and social interaction that have associated with digital culture. Politics focuses on broader political questions about the role digital media have played in fostering patterns of labor

(And exploitation) and possibilities for collective political action. Technologies is concerned with media technologies themselves and includes research that has paid careful attention to the dynamics of everything to everyday engagements with mobile phone interfaces and software, to large-scale technological infrastructures.

These themes are designed to capture the breadth of new media theory, encompassing two important conceptual traditions: firstly, theoretical work that has its roots in critical theory and/or continental philosophy and, secondly, work within media studies that stem from a cultural studies lineage and tends to be concerned with questions of representation, value, and agency. The breadth, diversity, and rapidly expanding nature of the field means that the bibliography is not exhaustive but designed to give a sense of some of the key issues and conceptual debates in the field. Particular strands of work associated with new media theory are also beyond the purview of this article, such as research from a film studies tradition (Although texts focused on aesthetics are referred to in different sections).

It is important to note that new media is not an unproblematic term. Since the field's inception, theorists have problematized the implications of novelty that are bound up with the term "new." This caveat aside, "new media" still has popular-cultural currency, and key academic texts also continue to use the term, so it is used here as a helpful placeholder.

#### 1.5. Review of Related Literature:

Various studies have dealt with social media availability and the new horizons they have created especially for the youths (Lin et al.,2016). Out of these media, YouTube and Flickr are used to share visual materials, Facebook and

LinkedIn provide social networking; Wikipedia specializes in the development of collaborative knowledge and Twitter in Micro blogging (Balakrishnan & Lay, 2016). For Lin et al. (2016), social media, such as Facebook, Twitter, and YouTube, not only give users the possibility to generate information but also to share it with other users around the globe.

The New Media reader (Wardrip-fruit, N. & Nick M. Ed 2003) described new media by use of some simple concise propositions;

New Media versus Cyber culture- Cyber culture are the various social phenomena that are associated with the Internet and network communications (blogs, online multi-player gaming), whereas New Media is concerned more with cultural objects and paradigms (digital to analog television, iPhones).

New Media as Computer Technology Used as a Distribution Platform-New Media are the cultural objects which use digital computer technology for distribution and exhibition for example the Internet, Web sites, computer multimedia, Blu-ray disks etc. The problem with this is that the definition must be revised every few years. The term new media will not be new anymore, as most forms of culture will be distributed through computers.

New Media as Digital Data Controlled by Software-The language of New Media assumes that, in fact, all cultural objects that rely on digital representation and computer-based delivery do share a number of common qualities. New media is reduced to digital data that can be manipulated by software as any other data. New media operations can create several versions of the same object. An example is an image stored as matrix data which can be manipulated and altered according to the additional algorithms implemented, such as color inversion, gray-scaling, sharpening, rasterizing, etc.

New Media as the Mix Between Existing Cultural Conventions and the Conventions of Software - New Media today can be understood as the mix between older cultural conventions for data representation, access, and

manipulation and newer conventions of data representation, access, and manipulation. The old data are representations of visual reality and human experience, and the new data is numerical data. The computer is kept out of the key creative decisions and is delegated to the position of a technician.

e.g., In film, software is used in some areas of production, in others are created using computer animation.

New Media as the Aesthetics that Accompanies the Early Stage of Every New Modern Media and Communication Technology - While ideological tropes indeed, seem to be reappearing rather regularly, many aesthetic strategies may reappear two or three times. In order for this approach to be truly useful it would be insufficient to simply name the strategies and tropes and to record the moments of their appearance; instead, we would have to develop a much more comprehensive analysis which would correlate the history of technology with social, political, and economical histories of the modern period.

New Media as Faster Execution of Algorithms Previously Executed Manually or through Other Technologies-Computers are a huge speed-up of what were previously manual techniques e.g. calculators. This also makes possible many new forms of media art such as interactive multimedia and computer games. On one level, a modern digital computer is just a faster calculator; we should not ignore its other identity: that of a cybernetic control device.

New Media as the Encoding of Modernist Avant-Garde; New Media as Meta media - Manovich declares that the 1920s are more relevant to New Media than any other period. Meta-media coincides with postmodernism in that they both rework old work rather than create new work. New media avant-garde is about new ways of accessing and manipulating information" (hypermedia, databases, search engines, etc.). Meta-media is an example of how quantity can change into quality as in new media technology and manipulation techniques can "Recode modernist aesthetics into a very different postmodern aesthetics."

New Media as Parallel Articulation of Similar Ideas in Post-World War II

Art and Modern Computing-Post World War II Art or involves creating images by systematically changing a single parameter. This leads to the creation of remarkably similar images and spatial structures. This illustrates those algorithms, this essential part of new media, do not depend on technology, but can be executed by humans.

Researchers have called for the use of social media in the field of education (Everson et al., 2013; Greenhow & Robelia, 2009; Roblyer et al., 2010).

Balakrishnan and Lay (2016) report that Facebook and YouTube have been used “Within and outside classrooms for teaching purposes, such as to upload educational videos or learning materials for students”. Such action has been taken due to the popularity of these media among students who use them to complement and thus enhance their classroom learning due to their ease and speed of communication.

Consequently, it can be argued that users' attitudes depend on medium functionality and students' environment. Attitude is, in turn, determined by users'/students' learning style. By environment, we mean the opportunities the students must communicate in English as a second language, which will partly determine their recourse to social media to fulfill their communicative needs within a meaningful setting. As it has been investigated by Chartrand (2012), students who have limited time for real English communication can be encouraged use to the Internet to upgrade their English language communicative skills. As to students' learning styles, as it is argued here, they partly determine the degree and way

Those students use social media. Balakrishnan et al. (2015) explore the effect of these styles on their intentions to use social media for learning. More particularly, the researchers studied the causes behind students' intentions to use social media for learning, as this phenomenon has been gaining ground among university students.

Balakrishnan and Lay (2016) underline the importance of teachers'

awareness of their students' learning styles and their effect on social media usage. The researchers base their view on the Social Learning Theory (SLT), which posits that learning is most effective when learners are allowed to observe and interact with other learners, as well as form or participate.

Derakhshan & Hasanabbasi (2015) mention that social networking services (SNS), because of digital media, have grown popular with the use of modern tools around the world that has been capacitated to interact with a greater number of people on a global scale. In a fast-paced world society, social networks expedite convenient and fast interactions.

Although teenagers write frequently on social media, but the quality of writing is not satisfactory due to the informal use of English. Students also use social media to get quick feedback and assistance to learn English (Jaffar, Nurunnabi, & Bano, 2021). English as a dominant language used in social media brings both positive and negative effects on learning of the students while using informal language in their conversations. The use of inappropriate grammar, misspellings, and speech used informally in wrong contexts negatively impact the learning of the learners. On the positive end, social media gives awareness of the language mistakes as some readers pinpoint the grammatical errors in their comments (Namaziandost & Nasri, 2019; Ochonogor, A.N.O., & Achugbue, 2012). The increasing demands of fast and easy communication have elevated the disposition to use English abbreviations and informal language with grammatical errors. The overwhelming use of slang on social media has misled internet users to incorrect grammar and spellings. Because of the growing popularity of slang, some of them have also become part of regular English communication (Ochonogor & Achugbue, 2012). Consequently, there is a tendency of general languishing in proper language learning because mostly the conversations are crowded with misspellings and abbreviations (Izmaylova, Zamaletdinova, & Zholshayeva, 2017). J et al. (2019) state that social media communication is most concerned

with pragmatics and reciprocal comprehensibility, and the use of inappropriate language and abbreviations may be comprehensible among young but older people frequently encounter issues in comprehending the informal and modern language. Namvar (2014) clarifies that the usage of informal language on social media has made the language simpler for many people; however, the potential to connect deep thoughts and feelings are reasonably crumbled.

Winarto(2019) explores that on social media, targeting to save typing time and character space, correct spellings, and grammar are generally abandoned in favor of popular acronyms and slangs which have been deep-seated in the minds of the social media community at large. The ever-evolving nature of English keeps it in a perpetual state of regeneration and alteration. When we observe the English language on social media, we come across several acronyms or lingo usually in conversations, captions, and comments. Hashmi (2019) suggests that although the familiarity and usage of acronyms, abbreviations, and slang is instrumental in handling reckless and swift conversations on social media, it does not compulsorily mean that the whole conversation is populated and jammed with their excessive use. Social media users must know about the right usage of acronyms, abbreviations, and slang at the right time while communicating with a large Audience. They should use those acronyms, abbreviations, or slang that are popular and well understood by the audience on social media. The overwhelming use of text speaks and slangs is deemed inappropriate during online conversations on social media.

However, this study will focus entire on the characteristics of new media and its influence it has on today\'s English Language.

### **1.6 Thesis statement:**

Some of the impact of new media in English language is the use of figures in speech, the coinage of new words and the interactiveness.

## CHAPTER TWO

### 2.1 THE USE OF FIGURES IN SPEECH WRITING

One of the main characteristics of new media is that it has made a new way to shorten words so people can type faster. The use of figures in speech writing was brought into existence because it is some kind of shorthand. Instead of going through the long process of writing a word as long as 'Together' The first syllable of the word also sounds like #2, so it is replaced there making '2gether'. Basically using the number '2' for its homophonic quality.

Abbreviation of words like that did not just come to be when new media came around. It has always been in existence. Short message service (SMS) language, Text speak, Or text language is the abbreviated language and slogan commonly used in the 1990s early 2000s with mobile phone text messaging, and occasionally through Internet based communication such as e-mail and instant messaging. Mobile phones of old had about 160 characters that should not be exceeded when texting because of that people texted like this;

“It is gr8 2 C U 2nite. TY 4 ur treats”

This person is trying to say “It's great to see you tonight. Thank you for your treats Features of early mobile phone messaging encouraged users to use abbreviations. Old technology made text entry difficult, requiring multiple key pressing on a small keypad to generate each letter and messages were generally limited to 160 characters (or 1280 bits). In addition, SMS language made text messages quicker to compose, while also avoiding additional charges from mobile network providers for lengthy messages exceeding 160 characters.

SMS language is like Telegraphs' language Where charges were by the word. It seeks to use the fewest letters to produce ultra concise words and

sentiments in dealing with the space, time, and costs constraints to text messaging.

It follows from how early SMS permitted only 160 characters and that carrier began charging a small fee for each message sent (and sometimes received).

Together with the difficulty and the inefficiency in creating messages, it led the desire for a more economical language for the new media.

SMS language shares these characteristics with new media and Internet slogan telex speaks, as it's evolved along the use Shorthand in Internet chat rooms.

Likewise, such a Charge sought to accommodate the small number of characters allowed per message, and to increase convenience for the time consuming and often small keyboard on mobile phones. Similar elliptical styles of writing can be traced to the days of telegraphese 120 years back, when Telegraph operators were reported to use abbreviations like modern texts were sent in amongst themselves in between sending official messages.

In general, SMS languages has permitted the sender to type less and communicate more quickly than one could without short cuts. One example is the use of '2morrow' instead of 'tomorrow'. Basically, any word could be shortened and combined with numbers to make them shorter. For example, 'Later' to 'L&r'. Using the number 8 for its Homophonic quality. This is the feature seen in new media today.

The use of figures in speech writing is generally known as number homophones. It is a format of text messaging which replete with the memetic simulation of the deliberate concentration phonics spelling. This is characterized by features for economy and text entry reduction, the quest to give the respelling a simulation of spoken language, the features that involve Multimodal visual and graphical effect and iconicity in which the linguistic sign is pushed into the periphery of meaning Making. Though impressive as this may seem, the number homophones form of text messaging poses to great deal of difficulty to the receiver or decoder generating ambiguity which in a sense a deviation from the actual

intention of text messaging where Texters Create new linguistic form to maximize the available space and say all that must be said. In a nutshell new media gives one the opportunity to be in control of one's conversation. Interestingly text message has become a dynamic written communication strategy occurring naturally in practical communication context and discourse which does not conform with the lexical or grammatical rules but do certainly communicate and are recognize by their writers and receivers alike as coherent.

To a very large extent, Language is known to have made human cooperation Possible. Human language, just like other facets of human existence, has undergone a tremendous change. This is evident in the new media lingoes operational in Nigeria. Numerous factors are responsible for the change and among them are; The quest for ease and minimized efforts on the part of the users notably on the written form of the language, And the rapid technological advancement which has given rise to the use of new media language using the social medias and other Internet Platforms. The composition of the text message language shows an expressive facet of mobile telephoning. It is the nascent new media lingos that underpin group membership and serves to exclude non-members of their peers and those who are not competent with their slang. The new quest to economize energy save costs and save time and take short cuts in communication, have however, degenerated to what is today known as SMS short message system. The fact that text message language is preferred to the standard English language orthography despite the fact that standard English is the language of teaching and learning in the various formal discourse situations amongst most university undergraduates are becoming an issue of concern of English experts (Onderko 2010).

Despite the intriguing creativity on the part of Texters, the adamant and constant use of number homophones in the various texts of undergraduate students results to the proliferation and foregrounding of the non-standard usage of English language which also results in ambiguity. Sometimes, this leads to the

misinterpretation and the misunderstanding of the sentence and the intended meaning. This has become a source of worry for experts of the language. The major factor is being traced to the fact that text message lacks a uniform code that is universally recognized.

## **2.2 Some New Media Language and their standard meaning.**

- 4get=Forget
- N2M=Not too Much
- 2gther=Together
- 4ever=Forever
- H8=Hate
- Str8=Straight
- BF4L=Best friends for life
- LU4ever=Love you forever
- ABT2=About To
- 24/7=Twenty-four hours a week.

4get: This is a short for “forget” , and is often used online and in text messages to save time and character space. The 4 is short for 'for'. It is primarily used by teenagers that hate typing out complete words and young adults.4get is one of many abbreviations that utilize the number 4 as a replacement of multiple letters.Some other examples include 4got,4ward, and 4ever.

H8: 'H8'means'Hate'. The term uses the sound of number 8 to replace 'ate'.In other words:'H'+ '8'=Hate.

On other terms with number like H8, GR8(Great), and M8 (Mate) gave rise to terms like the following;

·H9-To really hate that is a stronger sentiment than H8

·M9-Best mate that is better than M8

Hate\ is the common definition for H8 on new media platforms like Snapchat, WhatsApp, Facebook, Twitter, Instagram and TikTok. The typical user are teenagers and young adults.

ABT2: This means About To. The term ABT2 is used in text messaging and other text-based communications with the meaning 'About To'. ABT2 indicates

that the sender was going to do something when something else occurred, or is about to do something now of sending the message. For example;

·I was ABT2 leave when I got your messages

I am ABT2 go home

ABT2 is a cyber term as its characters are used as substitutes for letters. Most cyber terms were introduced to reduce the number of keystrokes required to write the work, but since the arrival predictive texting and keyboards on mobile devices, this Efficiency is no longer required.

Before the new media ABT2 was said as 'about to'.

BF4L: Meaning 'Best Friend for life'. It is a term of endearment typically used between teenage girls. BF4L implies that the sender considers the recipient to be among their most special friends and wish for it to stay that way forever. However, the use of the BF4L does not exclude the possibility that the sender has other friends who are considered equally special.\'Best friend for life\' can also be abbreviated to BFFL.

Example of BF4L in a sentence:

·Joy: You're so sweet, beautiful and the best BF4L EVER!

·Barbara: Thanks, but I'm still not giving you my Gucci bag.

N2M: This means 'Not too Much'. N2M is usually in response to an invitation, suggested or question, when the sender wishes to indicate a lack of interest or enthusiasm. The phrase 'Not too much' is also abbreviated as NTM.

Example of N2N in sentence:

·Connor: Are you looking forward to your finale exams?

. Steve: N2M, to be honest. I just want to get it over and done with.

Because some of its characters are used as substitutes for letters N2M is classified as a cyber term. Initially, cyber term was introduced for brevity, but, particularly with the advent of predictive texting and on-screen keyboards, they are now mostly employed for fun.

NTN is typically used as a standalone declaration sentence (i.e., a statement). It is not normally used as another part of speech within a wider sentence.

Before the new media and digital era, we might have just said 'not too much', but now we say 'N2M' on social media and other internet platforms.

Most cyber terms were introduced to reduce the number of keystrokes required to write the words, but since the arrival of predictive texting on keyboards on mobile devices efficiency is no longer required.

Today, on different social media and Internet platforms, English is confirming to a change because of these short hands. I personally view this new media languages to be a dialect of the English language, dialect strongly derivative of the English language. Why? Simply because mobile phones had only been able to support a limited number of default languages in the early stage of its conception and distribution.

Number homophones format of text messaging is commonly used among undergraduate students. It is indeed a dialect of English that's superb numbers to produce ultra concise words and sentences. However, this process ambiguity, since there is no clear standard for shortening and the interpretation of the lingos. People in their bid to save money and time, began shortening their message to pay-less or smaller amounts and to get rid of messages and attend to their other cares. With the popularity and the rise in real chat rooms, Snapchat, Instagram, WhatsApp, 2go, Vibes, Imo, Facebook, Twitter, Discussion boards and mobile phone short message system SMS came the emergence of a new language tailored to the immediacy and compactness of the new communication media.

## **CHAPTER THREE**

### **3.1 THE COINAGE OF NEW WORDS**

As a speaker of English, I understand English Language has over a million words at our disposal. Which is why it is quite surprising to know that about 1000 new ones a year are added to the Lexicon. So many linguists have studied productive word formation tendencies in present day English. And these linguist never tire to tell us that the language is constantly growing and new words appear in it.

Daily, millions of people communicate and interact through social networking sites for example Facebook, Email, Twitter, LinkedIn, YouTube etc. via internet using both computer and mobile devices. This interaction has expanded English vocabulary. Now apple and blackberry are no longer just fruit anymore, Tablets are no longer just medicines. Meaning of many well-known words have shifted dramatically, e.g., Surf, add, friend, like, follow, spam, post, share, web etc.

New media is used by virtually everyone much more than the classic works by Shakespeare. And due to the enormous consumption of social media, a new wave of new words are being taken up in these platforms and used in everyday life. This is how new neologisms arise and impact our everyday English use.

Neologisms are totally new words formed through different word formation processes. The English Oxford dictionary defines neologism as a new word, a new expression, an innovation in a language. The linguistic Encyclopedia by V.N Yartseva (1999:279) offers a broader definition stating that: "Neologisms are words, word meanings or collocations that appeared in a certain period in a language or that are once used (occasional words) in a text or speech act"

We can assume that there are three types of neologisms;

- A completely new word
- A totally new meaning of an old word

A new addition in an existing word.

New media neologisms are coined in this manner, creating a brand new word, combination of two words and usage of old words in totally new context. Surf; meaning 'to browse the internet', Mac; meaning 'a kind of computer' etc. through morphology we study the word formation process which allows us to reduce or change the properties of one lexeme to another lexeme, because morphology is a branch of linguistics which studies the word formation process across and within the language.

Today's era is popularly known as a digital age, and the reason for this is new media. All around the world people use their network to message each other via instant messaging, sending creative photos with dog ears or cat noses with applications like 'Snapchat', and tagging each other in various memes or posts on Facebook, Instagram, or Twitter. (Giyatmi, Wijiyava and Arumi 2017, p.65-66). With the growth in size and popularity, communication over social media has become easier than ever. Not only did it make it possible to communicate with

people all over the world in an instant via social media, but also created a new pseudo language, using words like LOL, LMAO and TBT or sayings like “What’s the move?” “Sliding into the DMs” Besides introducing new vocabulary to the world, which have trickled into our day-to-day communication or even into the Oxford dictionary and social media has created a new language on their own. Words like Blog, Hashtag, Selfies and tweet are words that have never existed before the invention of social media. But now with the introduction of it, they are more prominent than ever (Giyatmi, Wijiyava and Arumi 2017, p. 65-66). Besides the creation of new phrases, the network uses words that are already connected to the internet to modify their meaning so that they will fit their need for social media. Words like Avatar, Bio, Chat, Followers, all have entirely new meaning behind them because of these new media platforms.

**Bio:** This is simply an introduction, a snapshot that represents the most important information someone should know about you. “These are short texts on someone’s profile that either describes the person or a little phrase that they happen to enjoy (Giyatmi, Wijiyava and Arumi 2017, p. 65-66)

**Followers;** In new media platforms, a follower is a person who subscribed to an account to receive all the updates. It refers to a user who consciously choose to see all the posts of another user in their newsfeed. "This refers now to someone who subscribed to an entity on social media” (Giyatmi, Wijiyava and Arumi 2017, p.65-66)

**Chat:** This can be defined as the act of talking to other people who are using the internet at the same time you are. This can be a room where people hang out virtually (Giyatmi, Wijiyava and Arumi 2017, p.65-66).

### **3.2 Some of the new media platforms and their word formation process**

**Instagram:** Since the invention of the internet, social media has been the main means of communication. Instagram is one of the most popular platforms that

attracts people's attention. On this platform, users communicate via media of photo and video sharing. It has contributed greatly to coining some new words in English. This process can be found on Instagram captions which is using 'Hashtag' and becomes a trend which is used in daily life communication.

**Hashtag;** This is a word or keyboard phrase preceded by a hash symbol (#). It is used within a post on social media to help those who may be interested in your topic to be able to find it when they search for a particular hashtag. It helps to draw attention to your posts and encourage interaction. Hashtags were first widely used in Twitter, but it is now commonly placed on other social media platforms including Facebook, Instagram, LinkedIn to engage your audiences and increase your social impact at no cost other than the time it takes to do some research and pay attention to trends. Used correctly, hashtags help people interested in your topic to find your content and help you expand your influence and followers.

**#regram;** The word is formed by adding prefix re- in the beginning of gram which is part of Instagram. The prefix re- does not change the word's class but the meaning of the word. Re- belongs to the meaning 'again' or 'repeated' action, which indicates when using the hashtag 'regram' someone liked a certain post and re-uploaded it with their own Instagram account.

**#Outfit;** This word is formed by grouping 2 words out and fit. Word out belongs to the preposition and fit belongs to a noun. Result of grouping these words are a new word and belongs to a word class noun with the following pattern Prep +N=N. Semantically, this word has a different lexical meaning than the separate words 'Out' and 'fit'. From its contextual meaning, this hashtag refers to an Instagram post, which purpose so show the instagrammer and their clothes off.

**#foodporn;** The hashtag was coined by the feminist critic Rosalind Coward, which is strongly related to the idea of food pornography for whom the practice of cooking and styling meals was an act of servitude. (Coward 1984)

in Calefato 2016,p. 385). This word has a lexical meaning of a:“A glamorize spectacular visual presentation of cooking or eating advertisement,informercials,blogs cooking shows or other visual media, food boasting a high fat and calorie content,exotic dishes that arouse a desire to eat 4 the glorification of food as a substitute for sex”(cf. “foodpornat tutorials point). In other words, the contextual meaning is that food is present in a styling and beautiful way. Result should be that the customers are attracted by food so that they have the need to taste the delicious meal.

**#selfie**; This particular hashtag is formed by adding suffix -ie to the end of the word self. The word self means a person's personality or character that makes them different from other people. It is different from the base of the word 'selfie' Which has a lexical meaning as a photo of yourself that you take, typically with a smartphone or a webcam, and usually put in a social media platform or network site. This hashtag refers to a self-portrait photograph typically taken with a cell phone or digital camera. It has become a trending topic on Instagram becoming 'the word of the year' as announced by Oxford English Dictionary in November 2013 (cf. online dictionary Cambridge 2014).

**#Instagood**; “This hashtag is used to tag a post that a user is absolutely proud of (cf. Giyatmi, Wijiyava and Arumi 2017, p. 70). It has no dictionary meaning the purpose to connect the hashtag with an artsy post.

**#Lol**; LOL Is an acronym for laugh out loud, even though it's meant to laugh out loud, it's mostly used to indicate a smile or slight amusement. This Hashtags are generally used by teenagers who want to express their feelings. Instead, laughing out loud they are just going to use the phrase lol to announce they laugh to the public. This hashtag indicates that the The following post can be funny.

#Pic; 'pic' Stands for picture(noun), which belongs to a back clipped word.

'Picture' has the lexical meaning of a painting or a drawing, etc. shows a scene, a person or thing; a photograph. This hashtag is often used for various photo about animals, people, nature, food, and so on (Marian Webster).

Twitter: This is one of the most wildly used platforms of the Internet. It is a micro blogging system that allows people to send and receive short text called Tweets. It has become increasingly popular because of its broad audience. Basically everyone is active on Twitter and shares their thoughts and recommendations in specific topic. The users of Twitter tend to create new terms with their posts which are unique and interesting, because there are certain things that they cannot express using words that already exist. Some phrases created on Twitter are;

Twitophere, TMB, Tweet, Tweeterer, Retweet etc.

Retweet: This belongs to quantitative affixes because the prefix re means repeated action. It refers to an activity of Twitter users when they like a certain post for someone and re-upload it on their timeline. It has the same contextual meaning as regram but instead of using the short-term gram from Instagram they use tweet to point out that liked post belongs to the network Twitter.

·Twitterer: Contextually, the term means that someone on her Twitter account and uses it to communicate or share posts with others. It refers to a personnel affix because the suffix -er creates a person noun.

·Tweet: This is a message sent using the Twitter social networking service. This word is categorized as the conversation type noun that comes from a verb and simply means, sending a message.

·TMB: 'Tweet me back' shortened to TMB is often used when someone sends a tweet to another twitterer and ask them to reply to it.

·Twito sphere: 'The total universe of twitter users and their habits.' It is an expression used to describe the world of Twitter which means the situation

of Twitter made by the users of Twitter. It can be happy, fun, scary, sad etc.

### **3.3 Other new media terms and their meaning.**

**Astroturf-** It is used as both a verb and a noun in social media language and created by the process of affixation by adding prefix Astro to the noun turf.

Astroturf means to conduct a fake grassroots campaign on an online social network that creates the impression of legitimate interest in a product or service.

**Blackberry thumb-** It is used as noun and it is a compound word, made of BlackBerry + thumb. BlackBerry thumb is strained injury caused by the frequent use of your thumb to press buttons on your mobile or other devices.

**Blog-**It is used as both Noun and verb and created by blending of words Web and Log. Blog is usually a type of website where you write your regular posts.

**Bluejacking-**This is a word used as both verb and noun. It's also made up by blending of two words Bluetooth and jacking. Bluejacking means using your mobile phone with Bluetooth to discreetly send anonymous text message to the people around you.

**Chatiquette-**It is used as a noun. It is invented through blending of two words chat and etiquette. Chatiquette means the social rules that must be abided by when chatting with someone else on a mobile device.

**Citizen Journalist-** This is used as a noun this is made by a compounding of words citizen and journalist. His citizen journalist is a person who uses digital technology and web-based media to broadcast an online audience what they witnessed real life.

**Civic media-** This is used as a noun of social networking site. It is created through the compounding of two words civic and media. Civic media is the form of communication that strengthens the social bonds within a social network.

**Crack berry-** This is used as a noun in social media language. It says made by blending two words crack and BlackBerry. It is another name for BlackBerry,

referring to the danger of developing an addiction to it.

Dashboard- It is a commonly used word on business sites. It is just semantic expansion. Dashboard is the administrative section of a blog website that allows a Blogger to manage his web page.

Egghead- It is used as a noun, and it is a semantic extension. Egghead is used for the one conservative even in the use of social networking, uses set graphics rather than a personal picture, writes correct English rather than using slangs and short forms.

Ego-surfing-This is used as both noun and verb. It is invented by the process of compounding and word used in this process are EGO and SURFING. Ego-surfing is the kind of surfing in which a person uses a search engine to look up one's own name on the internet to see how many social networking sites it turns up in.

Favorite-This is used as verb and is commonly used on twitter and google plus. It is the semantic extension of the word 'favorite' in social media language favorite means to mark an item as one of your favorites

Friend- It is also a commonly used noun and verb on social networking sites.It is also a semantic extension of word the Friend In social media language; a friend is someone you regularly interact with on a social networking site.

Handle- It is used as a noun in social media language, and it is semantic extension of the word handle. Handle is someone's name which he/she uses on Twitter as a form of identification, usually different from him/her real name.

Inbox- This is used as a verb in social media. It is the semantic extension of the noun inbox. In social networks, inbox means to send an online message to a person's inbox and not to display it publicly on the person's profile page.

Like- Word LIKE is used as a verb on social media. It is the semantic extension of the word like. LIKE means to click a particular icon on Facebook, Instagram Or Twitter to show that you approve of an item. Such as a photo or video or comment.

Troll- It is a Noun used in social media language and it is the semantic extension

of the word troll. Troll is someone who post controversial messages on an online message board to disrupt normal topic of discussion.

Unfriend- Word unfriend is also used as a verb and created through the process of affixation by fixing prefix unto friend. Unfriend means to remove someone's name from your list of friends on a social networking site like Facebook.

Unlike- Word unlike is used as a verb in social media circles and is semantic extension of the word unlike. Unlike means to click an icon on Facebook to show you no longer like an item you previously liked.

Wall- In social media language word wall is a neologism which is an old word with completely new meaning and used as a noun. It is a semantic extension of a common word wall. On social networking sites, e.g. Facebook, wall is a person's profile homepage where others can post messages, pictures and newsfeed and can be viewed by anyone granted access to it.

From the above given examples, we can say that most of the neologisms belongs to process of semantic extension, then compounding and then blending, the Coinage. Half of them are nouns and gland of them are verbs and some exist as both noun and verb. Since words are coined to name existing objects and concepts, it is natural for most neologisms to be nouns. The analysis above also showed that neologisms can only belong to the open class of English words which include nouns and verbs, the word classes Identified among the neologisms in this chapter. So With the ease of language, now nouns are used as verbs and verbs as nouns.

The formation process of process of words, as seen in the various terms listed, by social media has really been influenced by our everyday English and is influencing our everyday English as well. We can say that new words or neologisms are coined, created or invented to name already existent objects and things in language of a community or group.

## CHAPTER FOUR

### 4.1 INTERACTIVITY

In new media, interactivity is one of the major features and advantages. The ability to communicate with another person over the internet instantly through instantly messenger applications or telephone applications is another aspect of new media interactivity. This form of new media interactivity is the most commonly used and represents the best example of interactivity in an undisputed context that fits several definitions; it's a transfer of information from person to person using electronic devices that directly respond and correspond to the actions of the user.

Old media tended to be very much a one-way affair; for the most part able to do little else than just passively watching media content. New media however is much more of a two-way affair and it allows consumers and users to get more involved. It is much more of a two-way form of communication than old media. Increased interactivity can be seen simple acts such as liking a Facebook post or commenting on news piece or blog. However some users get much more involved and create their own blogs and videos and actively upload their own content as 'prosumers'. New media seem to have fostered a more participatory culture, with more people involved and the roles between consumer and producer of media content becoming over more blurred.

Interactivity in new media has changed the way people traditionally approached various personal and professional aspects of life, such as searching for job, interviews, going to school and advertising.

In today's era, people are surrounded by interactive media. Everywhere you look, you will find an example for this form of communication.

Social networking websites such as Facebook, Twitter and Instagram are examples of interactive media. These sites use graphics and text to allow

users to share photos and information about themselves, that and play games.

Video games are another type of interactive media. Players use controllers to respond to visual and sound cues on the screen that are generated by a computer program.

If you have a mobile device like a smartphone, you use apps. These form of interactive media can help you figure out the weather, direct you to the desired location, choose and respond to new news stories in which you are interested, and allow you to shop. The possibilities are endless.

Another form of interactive media is virtual reality (VR). VR gives users a completely immersive experience, allowing them to delve into a world that is an almost carbon copy of reality. The only difference is that this world is digital.

Social Media, virtual reality and applications are all forms of interactive media while television and radio are the most common examples of non-interactive media. Interactive media arose through the internet revolution of the 1990s and improved technology, such as smartphones. The use of interactive media are far and wide, ranging from education and networking to video games.

The purpose of interactive media is to engage the user and interact with them in a way non-interactive media does not. Traditional forms of media, such as Television and radio originally required no active participation. These forms of media made consumers more passive, giving them no real way to navigate through their experience except for the ability to change the channel. With the advent of the internet on the 1990s, that began to change. As technology developed, consumers were given different tools through which interactive media was presented. Access to the internet went from an expensive utility once available only through dial-up to a wireless tool accessible by the touch of a finger. Computers and laptops become a household items and a necessity in the workplace, and smartphones began making

interacting with media is easy and convenient. As technology becomes more advanced, interactive media will become even more immersive, broadening what people can do. After all, smartphones and the internet are recent inventions. Unlike traditional media, new interactive media is meant to enhance a user's experience. In order to do so, an interactive medium will require one or more of the following elements; Moving images and graphics, animation, digital text, video, audio. A user can participate by manipulating one or more of these elements during their experience, something traditional media does not offer.

Most types of new media are integrative by nature, they display varying levels of interactivity. For instance, a product such as an iPhone allows users to browse the internet, listen to music, and interact through various applications in addition to calling and texting, making it an interactive new media product. An online virtual world such as second life is also a type of new media with interactive features, allowing users to communicate as well as buy, sell, trade and rent virtual goods with other users. One of the most popular new media hubs with great interactive features are the social networking site Facebook.

Facebook's style of interactivity functions on a viral level, allowing members to instantly share applications, videos, and updates from other social media such as Twitter, Blogger, and YouTube. Facebook users also have the ability to connect to the site via special applications for interactive new media such as the iPhone and blackberry. Facebook occasionally interacts with its members by asking their opinions on the site or on other topics taking a brief, one question survey on its main page.

Acquired by Google in 2006, YouTube is another service which has made great strides in interactive new media. In addition to allowing its users to upload and comment on one another's videos, it also features sharing properties which allow videos to be embedded and posted directly on other sites. In order to make its videos compatible across the latest social media platforms, YouTube features links on its

site which allows users to post a video directly to their Facebook and Myspace accounts.

Microsoft has integrated several new media interactive capabilities into its portfolio of services and products over the years. The home page for Microsoft Network (MSN) acts as a portal to its other services, including Hotmail and MSN Messenger. Whereas MSN Messenger was once only available to Hotmail members for chatting, it has expanded in recent years to allow users to share files, use webcams and play games.

Social media networking websites are a major form of interaction. The term can cover a broad range of actions across all social platforms. There are different types of these new media and different forms they use to interact as well. Like on Instagram, liking a picture or a comment is a form of interaction. Example of interaction on social media is; Like and Favorites, Comments, DMs, Replies, Shares, Clicks, Mentions etc.

**Mention:** These are instances where user reference another user by using the @ Symbol. Other ways of mentioning a user or brand can be with a hashtag (#) or through plain text.

**Clicks:** A page follower clicking on a link you've posted can be the highest Compliment. Clicks are a form of engagement measured simply by the number of times followers click on your post. If you've posted a link to one of your landing pages and someone click on it, that's great. It means someone took the time not only to engage with your social media, but also take real action to learn more.

**Comment:** Messages that people leave in response to posts made on social media. Twitter refers to comments as replies.

**Replies:** Messages left in response to comments left on a social media post. All comments and replies on Twitter are referred to as replies.

**DMs:** Direct Message (DM) is the users provided way to communicate privately by sending messages through private chat or inbox. It's common to see 'DM me' on a

public post to let the commenter know you want to move to a private channel.

**Like:** Social media users can like a post by clicking the thumbs up symbol (Facebook or LinkedIn) or the heart symbol (Instagram or Twitter). Likes are way for users to acknowledge that they read your post without having to leave a Comment. Both Facebook and LinkedIn also give the option to give more nuanced feedback on your post with additional symbols known as reactions.

**Reaction:** The thumbs up, hearts, hugging faces, sad faces, angry faces, crying face, or laughing faces given by the people reading your post on Facebook. Even in DMs one can now react to messages on WhatsApp, Instagram, Twitter etc.

**Subscribers:** This is like a follower, except that it applies to YouTube and Facebook. On YouTube, users click the subscribe button for a channel to see that channel's video in their feed. In addition, users can subscribe to a Facebook page to see public updates without becoming Facebook Friends with the owner of the page.

**Save:** Facebook, Instagram and LinkedIn users can save posts to easily find them again later.

**Retweet:** To repost another user's message on the social networking site Twitter. It is usually abbreviated as RT.

**Interactivity** In New media has a very important role in today's world, not only to make people more active but also it gives them the power to communicate with others (people, companies, organizations) with whom they would normally have no contact. It also allows the free flow and exchange of ideas and information. Interactivity in new media has an educational component, making it a very powerful learning tool. It allows (and encourage) people-especially students-to become more active in their learning experience more collaborative, and to be more in control of what they're learning. The media in learning system offers a better avenue for improving pupil's comprehension about language. Because new media technology provides a complex multi-sensory experience in exploring our world

through the presentation of information through text, graphic, images, Audio and video, and there is evidence to suggest that a mixture of words and pictures increase the likelihood that people can integrate a large amount of information.

The advantage of new interactive media compared to used single conventional pedagogical practices might result from the ability to select among media to present well-structured instruction, using more than a single illustration to improve memory, encourage learners' active classroom participation and delivering more information at once. Students learn best by seeing the significance and the importance of the information presentation in the classroom. If the students are not interested in the material presented, they will not learn. To achieve the goal of Student learning, it is important to use a combination of teaching methods and to make the classroom environment as stimulating and interactive as possible using interactive new media.

With the advent of technology, interactive new media is increasingly accepted as a means of English language instruction with online classes. Teachers affirmed that they teach English with interactive new media make the English class more active than the teacher-centered model.

To raise interest level; Students appreciate (and often expect) a variety of media.

To enhance understanding; Rich media materials boost student comprehension of complex topics especially dynamic processes that unfold over time.

To increase ability to memorize; Rich media materials leads to better encoding and easier retrieval.

There is no doubt about the advantages that the new media technology can be used as a powerful tool to assist educators to achieve educational effectiveness. It has been illustrated that the adoption of interactive media technology in education has made it possible to achieve effective teaching and training in multiple domains which was not possible in the traditional text-based environment. It is now possible to develop effective new teaching and learning strategies. The optimal use of

interactive media in teaching English pronunciation and its full potential to positively affect other language skills will only be realized if it is to be adopted not only as a vehicle for knowledge 'delivery', but most importantly as an instructional Tool. I have observed that creating an effective interactive media educational tool has high cost involving the time and effort. The reason for developing these application is to improve the quality of learning. The use of interactive media technology has not yet reached its mature stage, especially in Nigeria.

There are still many inhabited problems needed to be solved especially in the areas of maintenance and power sourcing since interactive media requires constant management. Teachers that use interactive media are to undergo constant training and re-training in order to continuously update their knowledge.

## **CHAPTER FIVE**

### **SUMMARY AND CONCLUSION**

#### **5.1. Summary & Conclusion:**

New media has quite a couple of features and advantages. These features has made an English language. Some of these features has impacted English language is the use of figures in speech writing, the coinage of new word and interactivity.

Figures are used in speech writing in new media because people want to save time and money (in the case of SMS). People began shortening their messages to pay less or smaller amount and to get rid of the pending message to attend to other things.

The coinage of words is done by either creating a brand-new word or combining two words or giving an old word totally new meaning. This new neologism has not only been majorly used in all new media platforms but it has also influenced our everyday English subconsciously.

Interaction is the major feature in new media with a lot of advantages. It is a means of communication that is not seen in the old media. New media has found various means to make English communication interactive and interesting.

### **Work Cited**

Anderson, James M..Malmkjer, Kirsten 2nd ed. The Linguistic Encyclopedia.

London: Routledge.p.601

Adegbite,W. And Akin Odebunmi,,Discourse Tacts in Doctor-Patient Interaction In English:An Analysis of Diagnosis in medical communication in NigeriaNordic Journal of English study p. 499-519.

Akande, D.,Akinwale,O.A lexicon-semantic Analysis of Computer-mediated discourse in select Instant &Text message of Nigerian students.Academia.

Ibadan:University of Ibadan press.

Awonusi,V. little Englishes and the law of Energetic: A sociolinguistic study of SMS Text messages as Registers and Discourses in Nigerian English.

Lagos:University of Lagos Press.

Rafaeli, S..Interactivity, from new media to communication. In R.P.Hawkins,

J. M Wiemann, & S. Pingree (Eds) Advancing communication science.  
Merging mass and interpersonal communication process (pp.110-134).

Newbury Park,CA:Sage.

Klimmt,c.,& Vorderer, P. Interactive media.In J. J.Arnett (Ed.), Encyclopedia  
of children, adolescents,and the media p. 417-419. Longon; Sage.

Taylor,J.C.Teaching and learning online: The Workers, the lurkers and the  
skirkers,University of Southern Queensland,Australia.

Jana Jovanovic,New Neologism in social media Based of vocabulary of Instagram  
and Twitter,Munich, GRIN Verlag.

Shortis, T.“Gr8 Txt pectations: the creativity of text spellingEnglish Drama  
Media,June 2007, p. 21-26.

Manovich,lev. The language of new media.Cambridge:MIT Press.

Manovich, lev.“New media from Borges to HTML. The new media reader:Ed.

Noah Wardrip-fruin & Nick Montfort. Cambridge,Massachusatts,P. 13-  
25.

Adapted from Martin Lister et al-New Media:Critical Introduction

Fiona,L.et al 'An analysis of language in University student' Text messages

Journal of computer-mediated communication.p.546-561.International

Communication Association.

Crystal,D. Txtting:The gr8 db8 Oxford:Oxford University Press.