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THE IMPACT OF SOCIAL MEDIA IN LINGUISTICS

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Abstract
This article is aimed at studying the impact of an international language, which is becoming popular nowadays, on the knowledge of the English language. The article also focuses on the study of vocabulary and language skills: speaking, reading and writing, and we consider the effect of several elements of social media on each. From the results of this study, we can safely say that social media has more influence on our writing skills than any other skills. Advanced software can turn any large message into a simple game. The reason is that our smartphones have become smarter than our spoken conversation. For example, the basic building blocks of any language lie in its roots and sentence structures. Similar conversational processes are replaced or modified on smartphones by introducing several elements such as abbreviations, emoticons, and auto-completion. This article examines the positive and negative aspects of the influence of the media on the language and makes a critical assessment.

Keywords: linguistics, social media, text, emoji, facebook, sociology.

The concept of the linguistic representation of the world in social networks goes back to the ideas of Wilhelm von Humboldt and neo-Humboldtists about the internal form of language. Humboldt was one of the first linguists who paid attention to the national content of language and thought and noted that "different languages are for a nation their original organs of thought and perception." Each person has a subjective image of the same object that does not completely correspond to the image of another person. So, the word carries the burden of subjective ideas, their differences are within certain limits, because their carriers are members of the same language community and have a certain national character and consciousness. The linguistic representation of the world is the reality reflected in the language, the

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linguistic division of the world, information about the world, transmitted using language units of different levels. First of all, you can look at the language picture of the world on Facebook and Twitter in the news section of social networks, where there is also a block "Active topics" that displays the most popular hashtags on the site. Research shows that while people prefer to use minimally relevant messages, almost a third of the modern generation tend to use rich vocabulary both on social networks and in formal letters, which expands the field of their technical knowledge. Because language has changed due to the influence of Internet communication, you may find that different people have different approaches to writing and speaking, as well as the way they communicate. With this, the language becomes more personalized and individual: this can be seen in every Twitter, in every profile. English is really changing, perhaps because it adapts easily and quickly, unlike other languages: since English has few inflections, nouns and adjectives easily turn into verbs like "About Google" - "google". English has adapted extremely easily to the faster and more diverse channels of communication in social networks and social technologies. Native speakers not only create and assimilate new language forms, but also popularize them. So abbreviations like LOL = 1) laugh out loud: 2) League of Legends is a free online game and BFF ("Best Friends Forever" or "Big Fat Friend/Female") becomes part of other languages. Research shows that abbreviations such as LOL or ROFL (Rolling On Floor Laughing) are widely used by many people. Today, Twitter and other popular social networks on the Internet posted all the new variations and forms of words. Before the advent of new social technologies, the main means of mass communication were newspapers, radio and television. Can social media terms replace familiar words? Social networks have become such an integral part of many people's daily lives that we talk about them using the language of multimedia. This language is easy to use because it clearly describes the functions of using web pages. The more often these terms are used colloquially, the more popular they become and therefore are listed in dictionaries of modern English. New technological terms appear as often as familiar words and terms. New terms and words may replace familiar ones. For example, the verb "Friend (me)" means "be friend with me". Some think that such "neologisms" are created out of laziness. Although this phrase is not recorded in dictionaries, it may

become so in the future. Whether we like it or not, time changes, language changes. But it must be recognized that social networks have created their own language. A part of this language is already registered in dictionaries, which clearly says that these words have become a part of our life. Does social media hurt language skills? "What R U doing?" "ReTweet that!" The word "Friend Me" is understood depending on the person's knowledge of "social speech" - the language of social networks. Social networks are accused of violating communication norms. But breaking the rules of communication, this is the result of the emergence of new communication technologies. Below is a table, examples of words, abbreviations and combinations that are popular and widely used in social networks today.

Table 1. Social media words

№	Word	Word class	Formation	Words
1	Netiquette	noun	Network(n)+etiquette(n)	blending
2	Emoticons	noun	Emotion(n)+icon(n)	blending
3	DM	noun	Direct(adj)+message(n)	abbreviations
4	Selfie	noun	Self(n)+ie(suffix)	suffixation
5	Foodporn	noun	Food(n)+porn	coinage
6	Instagood	noun	Insta(n)+good(adj)	blending
7	Pic	noun	picture	clipping
8	Hashtag	noun	Hash+tag	compounding
9	TBT	noun	Throwback Thursday	Acronym
10	Admin	noun	administration	clipping
11	Pictionary	noun	Pic(n)+tionary(suffix)	blending
12	OOTD	noun	Outfit of the day	acronym
13	MUA	verb	Make up artist	acronyms
14	App	noun	application	clipping
15	e-book	noun	Electronic book	clipping
16	webinar	noun	Web(n)+seminar(n)	blending
17	Chat bot	noun	Chat(n)+bot(n)	blending
18	Clickbait	noun	Click(v)+ bait(v)	blending
19	Follower	noun	Follow(v)+er(suffix)	affixation
20	Twicide	adjective	Twitter(n)+suicide(v)	Blending
21	Vibe	noun	vibration	clipping
22	Authenticy	noun	Authentic(adj)+ity(suffix)	affixation
23	B2B	phrase	Business to business	acronyms
24	Trending	adjective	Trend(n)+ing(suffix)	affixation
25	Tweeps	noun	Twitter+people	blending
26	WhatsApp	noun	What's up(phr)+app(n)	blending
27	Haywire	adjective	Hay(noun)+wire(noun)	blending
28	Netspeak	noun	Internet(n)+speak(v)	blending
29	Re-gram	noun	Re(prefix)+gram	blending

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We can study the components of social networks in two types: text and emoji. Text is an abbreviated form of written (typed) language characterized by the omission of words and the use of text such as abbreviations and letters/numbers, homophones, emoticons, etc. Excessive use of text by children and adolescents has been clearly linked to poor reading and writing skills and even significant language impairment. However, most studies have found a positive correlation between text use and their spelling and literacy skills: text reading accuracy and text reading and writing speed are positively related to spelling, reading scores without zz; and the number of texts (some types) and textism density the ratio of textisms used in each word - are positively associated with spelling skills; orthographic processing ability; phonological and phoneme processing, understanding and search abilities; verbal reasoning scores reading skills; and writing skills. Repeated use of text can lead to better metalinguistic knowledge and an increased sensitivity to language in general, which affects grammatical functioning among other aspects of language. Using text words-and consequently omitting words in their messages-enforces the rules of grammar and does so in a context-sensitive manner. Analyzes their sentences to decide which words to put in which context and in doing so continuously teaches their grammar knowledge and strengthens their grammar system, especially for children and teenagers. Below is another table. In this table, we witness a phenomenon that is used a lot in social networks and words are replaced by letters and numbers.

Table 2. Social media words 2

Spelling/Orthography	Letter/number	Acronym, shortening and Cyberslang	Use of letter to represent words
gud (good), kum (come), ur (your), ous (house), (welcum), they (dey), biznes (busness), hum (home),bit(but).	2 (to), b4 (before), 4 (for), gr8 (great), 2day (today) 5n (fine).	kk (fine,okay or thank), ya (yes); dey (they), dea (there), de (the, they), dez (that is), dis (this).	b (be or before), d (the), u (you), k (keep), c (see), n (and), r (are), z (is) v.

DISCUSSION

The process of interaction between people in social networks is a whole ritual that takes place within the framework of its own rules and laws. They are out of voice and are more likely to simplify establishing contact and reduce writing time than to neglect established language norms. To better understand the changes in the English language under the influence of social networks, theoretical fundamental knowledge in the field of communications was studied. Firstly, the characteristics of the main means of communication were studied, namely, the definition of communication, its social meaning, the sides of this process, the main components and ways of transmitting information were considered. The structure of communication and the components of speech activity were also studied. Secondly, a thorough analysis of the specifics of the language of social networks was carried out. Its main features are mass character, mediation, an increase in the number of forced contacts, a contradiction between the form, means of communication and its content, as well as the active growth of quasi-communication. For a more complete and in-depth study of the characteristics of the English language in social networks, changes in the main sections of linguistics were considered: morphology, vocabulary and syntax. Based on the examples given in the WRC text, it can be concluded that the changes affected all sections under consideration.

Findings from the texts show that people use all forms of non-traditional language codes or writing systems and ignore or disregard context and their combined effects. Such linguistic abysmal nature and pedagogic deviation of the language of social networks poses a great threat to the government, social and educational sectors. It urges the public to use the innovation of social networks with caution. This is true when we remember that the development, change and maintenance of our world and environment depend to a large extent on the communicative power of language and the pedagogical potential of young people.

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