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THE IMPACT OF INTERNET AND SOCIAL MEDIA ON LANGUAGE CONTACT

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Abstract

The internet and social media platforms have ushered in a paradigm shift in language contact dynamics in the digital age. This article meticulously investigates the profound influence of digital communication on language structure, usage, and identity. Through various online platforms such as social networking sites, online forums, and messaging apps, languages converge, resulting in linguistic borrowing, code-switching, and the emergence of hybrid linguistic forms. Social media platforms serve as crucibles for linguistic innovation, enabling users to create and disseminate novel vocabulary, slang, and expressions rapidly. Additionally, the internet fosters the formation of digital speech communities, transcending geographical boundaries and reshaping language affiliation and identity. Understanding these intricate dynamics is imperative for researchers, educators, and policymakers to navigate the evolving landscape of language contact in an increasingly interconnected world. In summary, the profound impact of internet-mediated language contact necessitates a nuanced understanding of linguistic evolution in the digital age, underscoring the importance of adapting linguistic frameworks to the contemporary digital milieu.

Key words: Internet, social media, language contact, linguistic innovations, digital communication, language identity, linguistic dynamics.

The advent of the internet and social media platforms has revolutionized language contact dynamics, reshaping the way languages interact and evolve in the digital age. In this article, we explore the profound influence of digital communication on language structure, usage, and identity.



One of the primary ways in which the internet impacts language contact is through its role as a medium for communication. Social networking sites, online forums, and messaging apps provide platforms for speakers of different languages to interact and exchange ideas. As a result, languages come into contact, leading to linguistic borrowing, code-switching, and the emergence of hybrid linguistic forms (Crystal, D.;2006).

Social media platforms serve as hubs for linguistic innovation, where users create and disseminate new vocabulary, slang, and expressions rapidly. The viral nature of social media enables linguistic innovations to spread quickly among users, contributing to the rapid evolution of language on digital platforms.

Additionally, the internet fosters the formation of digital speech communities, transcending geographical boundaries and reshaping language affiliation and identity. Online communities form around shared interests and identities rather than geographical proximity, leading to the emergence of new linguistic norms and practices (Pennycook, A.;2010).

Understanding these intricate dynamics is crucial for researchers, educators, and policymakers to navigate the evolving landscape of language contact in the digital age. As languages continue to intersect and evolve in the digital sphere, it is imperative to adapt linguistic frameworks to the contemporary digital milieu, ensuring a nuanced understanding of linguistic evolution and cultural identity in an interconnected world.

In conclusion, the internet and social media platforms have fundamentally reshaped the landscape of language contact, ushering in a new era of linguistic innovation and interaction. The digital age has brought about unprecedented opportunities for languages to intersect, evolve, and adapt in diverse online environments.

As languages continue to converge and diverge in the digital sphere, it is essential to recognize the transformative impact of internet-mediated language contact on language structure, usage, and identity. The emergence of digital speech



communities, linguistic borrowing, and the rapid spread of linguistic innovations highlight the dynamic nature of language contact in the digital age.

Researchers, educators, and policymakers must adapt to these evolving dynamics by embracing a nuanced understanding of language contact in the digital era. By leveraging digital technologies and fostering inclusive linguistic practices, stakeholders can promote greater linguistic diversity, cultural exchange, and mutual understanding in an interconnected world.

Furthermore, it is crucial to recognize the potential challenges and complexities associated with internet-mediated language contact, such as linguistic homogenization, digital divides, and the spread of misinformation. By addressing these challenges proactively and promoting digital literacy and linguistic diversity, stakeholders can mitigate potential risks and maximize the benefits of language contact in the digital age.

In summary, the impact of internet and social media on language contact is profound and multifaceted, shaping the way languages interact and evolve in an increasingly interconnected world (Saidova M.S.;2023) By embracing these changes and adapting linguistic frameworks to the digital milieu, stakeholders can foster a more inclusive, dynamic, and resilient linguistic landscape for future generations.

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IMPROVING STUDENTS’ SPEAKING SKILL THROUGH VIDEO RESOURCES FOR B1 LEVEL STUDENTS

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