

## **The Impact of Digital Communication on Modern Syntax: Syntactic Changes in Social Media Platforms**

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### **Abstract:**

The prime aim of this research is to explore the impact of digital communication on modern language and syntax. This research presents the use of words and phrases in modern day communication and how social media platforms have changed the traditional writing styles. People now a days use different language styles and syntax in their language like abbreviations, emojis, stickers and slangs just to show their emotions, feelings and thoughts more quickly in their day to day communicative styles. By observing the real examples from social media platforms like Instagram, Twitter, Whatsapp, TikTok, Snapchat and many other online platforms. The research shows that online communication and writing styles have become more deviational than face to face conversation. People find it more creative because they do not follow the grammatical and syntactic rules. They have many choices which they can choose easily available on social media platforms. They do not have to follow the rules of the prescriptive English grammar. The findings show that digital media is not just changing how words are used and put together to make a phrase or sentence but it has also encouraged the people to communicate in new ways to express their thoughts and feelings quickly by using short words and abbreviations and stickers. Overall, this change reflects how language is adapting to the fast-paced digital world, making online conversations more expressive and emotionally engaging.

**Keywords:** Digital Communication, Social Media, Syntax, Grammatical Rules

### **Introduction**

Rise of modern media has changed a lot the way we communicate with each other. It has also changed the sentence patterns and this is all because of digital media, social media and it has a big impact on the modern day language use. Language changes with the passage of time as the

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society changes in every speech community (Marston 2023). People adopt that languages which is more spoken and highly recommended or considered more important. Social media has changed this thing a lot with very fast pace. There are many new ways of expressing our feelings like hashtags, emojis, slangs as they have become more important because they are quick and meaningful as well. This shows that now a days, we are using a language which is important to be clear and express our feelings, thoughts and emotions than to follow all the traditional grammatical rules (Barton & Lee, 2013).

In present day world, digital communication is very advance and everyone is interacting with one another through social media platforms such as Whatsapp, Instagram, Facebook, Twitter and many other platforms. It is a very fast and easy way of communication. Digital communication has become an important part of our everyday life. In this fast communication our way of using language has also changed like how we are using words, how we are arranging them this is known as Syntax. Basically syntax means how we arrange words to get a meaningful sentence for our understanding during human communication. Rise in social media has changed our patterns in syntax like shortcuts in sentences, mixing of languages and creative use if punctuation (Lee & Huang, 2020). This research has explored how the digital communication has modified the modern syntax.

There are new syntax patterns now in today's world as compared to those syntax patterns that we have studied in our school life. This is all because of rise in modern media how these platforms have changed the language their rules and syntax patterns as well. Now a days it is important to be relatable and often being quick rather than just sticking to the old prescriptive rules of grammar.

### **Significance of the study**

The significance of this research is that it helps us understand that how the world is changed just because of online platforms, with the use of social media it looks at how talking and writing online is changing the way we use language. It shows that people are more interested in using social media and the way language is used in social media like abbreviations, emoji's, stickers, using shortcuts, slangs through which people can express their feelings more easily and quickly. This study helps us to understand that social media is making the language more easily convenient, relaxed and creative. It is important because it explains how modern technology is shaping how we talk and write in today's digital world (Crystal, 2011).

### **Research Gap**

The study shows that how digital media has changed the world, people now prefer to use shorter words like "OMG", "ILY", "IDK" and "POV" etc. in this way people use words to express their thoughts. This makes the communication more easy and quick as well, it creates fun also which people enjoy a lot. The study helps to understand how our language is changing because

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of digital media. Apparently very less has been researched in terms of syntax changes with respect to social media.

**Research Objectives**

1. To identify the impact of digital communication on modern syntax.
2. To identify common syntactic changes in social media language.

**Research Questions**

1. What is the impact of digital communication on modern syntax?
2. What are the common syntactic changes in social media language?

**Literature Review**

In digital communication we often use shorter ways to convey our message to anyone through online platforms our main purpose is to be quick and meaningful rather than just focusing on traditional rules. we use short phrases, emojis, stickers etc. in digital communication to convey our emotions. It means that our way of communication has changed now in present recent digital world (Barron,2008).

Another important term is multimedial communication which means that we are communicating in different ways like through texts, emojis, stickers, speaking, videos and many more (Smith & Jones, 2019). People mix all these methods on social media when they are communicating they are using stickers on the other side they are communicating through texts and emojis. But emojis and stickers are more important part of digital communication because they can express our feelings and emotions. This type of communication means that meanings are not only created through writing but also through emojis, videos and stickers etc. These all methods in communication are important (Jewitt, 2016).

David Crystal (2012) wrote an important book called Language and the Internet in 2012, which was the one in which there was all about internet that how internet has changed the use of language, how new things came out through internet people are using short sentences, emojis and stickers these all things are commonly used. Internet has changed the way we speak and the way we write. Now a days it is very common in our life at social media. David Crystal (2011) believed that internet has changed everything, internet does not follow any rules it has its own language and new creative things that people enjoy a lot in digital communication. He postulates that internet promotes new creative ideas and new writing styles that people try to adopt. There are a lot of words that are now common words like “selfie”, “meme” and “hashtags” etc. these are the words that are used in online communication but now they are also used in daily life and become more common (Natsir et al., 2023).

Language changes affects education and teaching because students often write causally on social media but on the other hand teachers have to adjust how to teach proper language and writing (Qassrawi & Karasneh, 2023).

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Many people use English words in their native language (like Urdu or many other human languages). This can slowly damage cultural identity (Natsir et al., 2023). Many short words that are used by people like “SMH” (shaking my head), ”LOL” (lots of laugh) may cause confusion to those who actually do not know the meaning of these words it can be difficult or confusing for them (Khaeriyah et al., 2023). Some words are used to insult others or bullying someone through social media which means that using wrong words online can harm the society (Natsir et al., 2023).

People who are Bilingual or multilingual when use social media they switch from their one language to another language for their better understanding. They can express their feelings, emotions in a better way through social media in another language (Barton & Lee, 2013). This mixing of languages is particularly common in areas where many languages are spoken, leading to the creation of new language forms that combine different languages (Yunis, 2014). Languages like English, as it is mostly spoken all around the world might harm less popular languages when all people use social media (Crystal, 2011).

Most of the people using social media while communicating use very relaxed grammar and choose very casual words like there are no rules fixed for them they can choose any word of their own choice (Lee & Haung, 2020). People are using short abbreviations now a days just because of online platforms just like words (LOL, BRB) emojis and some informal words also (Natsir et al., 2023). Most of the words are too much shorter just to save the time and response quickly (Natsir,2020; Worathumrong, 2016)

There are too much people who are not following the rules of grammar and spelling while writing or speaking as well they done pronounce the words accurate which means that grammar and spelling are getting weaker (Bibi et al., 2018).

In todays world old ways are replaced by new ways like people are using emojis and memes for communication or some funny images to show or express their feelings which means that they are following the new rules (Yunis, 2019).

People now talk more casually, even when they should be formal as well. Some rude or disrespectful words are now commonly available online. This can create cultural problems (Marston, 2023; Ke et al., 2008).

## **Methodology**

The research is carried out using qualitative method to explore the impact of digital communication on modern syntax by focusing on the syntactic changes that are observed in many social media platforms. The given methodology focuses on how the sentences are formed, how the words are used together and how these patterns are quite different from traditional writing styles. The aim of this research is to see how digital communication impact in syntax changes and gain insight into why people might be writing in new ways in digital

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spaces. The present study has observed many things like how people have used language and words at social media during digital communication.

### **Data collection**

The data for this research was collected directly from social media platforms. We have collected examples of written communication from different popular media sites which shows how people are actually writing in digital platforms. We have chosen some famous social media platforms from where data was collected such as Twitter, Instagram comments, Whatsapp, Facebook posts and TikTok captions. These different popular platforms show changes in syntax and word patterns. The collected data is the collection of the real world examples showing how people are writing on social media.

### **Data Analysis**

In this study the data is analysed through descriptive method of analysis. In descriptive analysis we see that how the sentences and words are used by people in digital communication such as now a days “short abbreviations “ are very common everyone starts using it and “emojis” to express emotions and feelings also using short “phrases” such as Instead of saying “Oh my god” we say “OMG”, another example is instead of saying “lots of laugh” people say “LOL”. So, these are the changes in modern syntax that people are now accustomed to using through digital communication.

### **Findings and Discussion**

Findings of this research affirm that the digital communication is really changing how we use words and sentences together (syntax). Number of people use shorter sentences on social media while communicating they use short abbreviations like “LOL”, “OMG”, “IDK”, “BTW” these are some short terms used by people on social media platforms they feel that it will save their time and looks more convenient. People often mix different languages on social media especially if they know more than one language. The main goal is to be communicating quickly and showing feelings and emotions easily, even if it means not following traditional grammar rules. This means that how we write online is becoming more relaxed and focused on getting the message and emotion across fast digital world all around us.

These findings suggest that social media is not just a new way to talk, it is actually changing the building blocks of language how we arrange words. The pressure to be quick and relatable online means people are making up new ways to write that are different from what we learned in school. Using things like emojis and abbreviations shows that we are adding new items to our language to express ourselves in digital spaces. While some people might worry about

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grammar rules being ignored, others see this as language evolving and becoming more creative and flexible to fit the fast-paced world of online communication. It seems that on social media, being understood and expressing yourself quickly is more important than perfect grammar. Hence fluency supersedes accuracy in digital communication.

### Conclusion

According to this research it is clear that chatting online through social media and digital messages is now really changing that how we put words together to make a complete and appropriate sentence. We are seeing or looking for the new ways of writing that are faster and easier and also we have to follow no any grammar rules at social media platforms. Things like using short abbreviations, emojis has become very common now. People feel it more conveniently easy and enjoy such writing styles. This is because people online want to share their thoughts and feelings quickly and easily. It seems that on social media, getting your message and your emotions across fast is more important than having perfect grammar. So, digital communication is not just a new way to chat; it is actually making our language changed and adapted. People are finding creative new ways to write that fit the fast pace of communication during online life. While some might worry about grammar, others see this as language growing and becoming more flexible. It shows that how we write online is becoming more relaxed and focused on being easily understood and showing our feelings quickly.

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