The Impact Of Various Digitized Social Networking Media Through Text, Images And Videos On Language Usage

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Abstract: The catalytic effect of social media on the diurnal course of people of the world has ushered in a new era of globalization. With the teeming multitudes of social media sites offering a universal user-friendly application in multifarious platforms has turned out to be a hunting ground for scholars and researchers from diverse fields. More so, their impact has been conspicuous among the language expounders and educators of today. The world has gone digital with the help of incredible tools of social media where people carry out global business and qualitative services. All the transactions, negotiations and deliberations happen through language conversation as a result of which language teaching and learning have become an indispensable part of social media. The language trainers introduce and execute various tools of social media which devises unique and novel ways of interaction transcending the local boundaries of the school. The notable social networking sites like Facebook, WhatsApp, Aad commodo Linkden, Me too etc equip educators to enhance their instructional skills. These widespread social networking sites offer a plentitude of openings for language educators to sharpen their digital, multi-literacy, linguistic and empirical skills. This paper probes into the theoretical bedrock of social networking in language learning and its effectiveness inside the classroom vis-a-vis the present pedagogy followed by different communities of the world. Further it intends to illuminate the fundamental issues and considerations while using social networking sites in a language classroom.

Keywords: Psycholinguistic approaches, Teeming multitudes, Multifarious platforms, Social networking , World wide web, IOT, Neural network.

1. INTRODUCTION

Information technology is playing a pivotal role in the use of technology in teaching and learning. Social networking has become the prime medium through which creation and transmission of information takes place. Social networking is in a state of flux and constant evolution. In order to facilitate learning and its quality, it has introduced and integrated new technologies like machine learning neural layers and neural network and IOT (Internet of things) to create a universal appeal among the world population irrespective of diversity of language and culture. There are a plethora of organized and unorganized tools which work together to enhance the quality of education. These tools facilitate, provide, engage and aid the process of teaching - learning. Social media can be compartmentalized into seven interconnected categories. (1) social networks (e.g., Facebook, LinkedIn); (2) bookmarking sites (e.g., Delicious, StumbleUpon); (3) social news (e.g., Digg, Reddit); (4) media sharing (e.g., Instagram, YouTube, Flickr); (5) microblogging (e.g., Twitter); and (6) blogging, particularly comments and forums (7) WhatsApps. These social networking sites became popular and are predominantly used in the recent years. The colossal sprawl of online exchange of information is a result of a incessant desire of the people to connect with their friends, siblings and acquaintances of late. We are a witness to the rising edifice of community building (global village), self expression and interaction. All these lure language educators to incorporate social media in them personal as well as professional life.

1.1 Approaches to Social Networks

Theories on latest technology refer to the development and exploration of tools aimed at examining the plausible advantages in the field they are to be used. The studies are often received with a pinch of salt as they lack proper theoretical and practical framework. But it is an undeniable fact that they initiate the educators to the L2 contexts. These studies also suggest that the new tools would bring about a revolution in the traditional mind set of the existing classrooms. As far as social networking is concerned these tools are employed for learning a language and other social purposes. Studies by Stevenson and Liu, Blyth, prove to be utilitarian for the educators of language and open up avenues for further research.

1.2 Psycholinguistic Approaches

Psycholinguistic approaches to language learning aims at the significance of social interaction and getting noticed. There is a progressive development in language where there is a one-to-one communication. It is during this that the linguistic interaction is measured in the input-exchange-output model. At the level of input, direct information of the language is provided. It may be, to some extent, beyond the comprehension of the learner. The learner may understand it but may not be able to comprehend the pattern of the language. The understandable inputs are most likely to be noticed and expressed by the learner. As the interaction continues the learner tries to arrive at a compromise in the understanding due to a number of factors. It may be due to the insufficient knowledge on the part the learner. A breakdown of communication can also lead to negotiations in meaning for the learner. The learner goes through a series of comprehension checks and strategies and finally arrives at the output. The entire process would aim at producing a language through various social networking tools connecting learners to raise the input, negotiate and enhance the output.

2. INTEGRATION OF SOCIAL NETWORKING TOOLS IN THE CLASSROOM CONTEXT

With the above observation, the incorporation of social media for the language learning class is imminent. Various
social networking sites can be employed as classroom resources to initiate student involvement and eventually language learning. This section intends to lay out the things to be considered in deploying social networking tools inside the language classrooms.

2.1 Several Types of SNS (Social networking sites)
The copious social networking sites are changing constantly. Therefore we centre our discussion around a few notable and widely used social networking sites like the Facebook, LinkedIn, Twitter that involve the learner in written discourse and Podomatic [24], Video Thread video messaging sites engaging the learner in overall discourse; With the advent of World Wide Web, communication has evidenced a sea-change. Since the non-verbal Instagram, Pinterest, or Snap Chat engage the learner in sharing the images. Table 1 depicts the popular social networking sites [18], claim for the use in the classes of linguistic instruction.

2.2 English communication and its Impact on Social media
Expression cannot be translated into our text massages or emails, we have come up with alternate ways to convey the subtle nuances of our messages. We have introduced two new-age hieroglyphic languages: Emoji and Emoticons. Emoticons, the predecessor are made of punctuation marks, number, letters and numerals used to create pictorial icons displaying an emotion or sentiment. These emotional icons (Emoticons) had a shortcoming as they are always to be read sideways. Emoji, etymologically has its origin in the Japanese language; ‘e’ meaning a picture and ‘mojo’ meaning a character. They are pictographs comprising of faces, objects and symbols. We are all familiar with the Apple’s emojis store comprising of cartoon faces with different emotional expressions, building, objects, mathematical symbols, food objects etc which are widely and copiously used in the social media. The world has gone digital in the 21st century completely. Even the robots are able to understand the abbreviated form of English language or with the help of neural network. Signatures and images in the form writing can be identified by the help of neural network. The abbreviated form of English words used in WhatsAapp may be understood, but it is distorting the English language beyond imagination. We have collected data from the social media network sites it is found that the share of social media has increased considerably during last five years. The WhatsApp users have increased, as sending and receiving communication has become easier. Hence people prefer WhatsApp to other digitized social media networks. People use gif files to express their personal images or opinions [28], which helps the user to view the feeling in the form of images and also in video form to create an extra sensation while viewing the gif images. It also has the color indexes appearing in the image data in decimal 40 and 255. Social media has brought a metamorphosis in the world of interaction among people of the globe. People have been able to organize their lives in the way they desire with the help of technological tools of social media. Most of the interaction is carried out in English language. This poses before us a question ‘Is the way in which we speak and write English affected by the interaction among the people in social media?’. The answer to this is a big ‘Yes’. People share thoughts, photographs and videos on social media with their friends, acquaintances and relatives physically separated by vast distances. The share and social media users as shown in fig.1-Table 1 and its Graph. The social media users also increased for last 5 years as shown in Table 2 and graph. Facebook, a prominent social media platform, messages and other media are exchanged fast and effectively [27]. The users do not need to type out his/her message more than once. But in Twitter there is a limit of text where the users are compelled to restrict their messages short. Here, English as a language becomes the casualty as well as a convenience. With a lot of personalized abbreviations one whole sentence is reduced to acronyms. Acronyms like LOL (laugh out loud), OMG (oh my god), SYL (see you later) testify that how social media has accelerated things by reducing the time, space and effort to write lengthy sentences. Emojis and emoticons are abundantly used to express emotions with the help of images and symbols which would have otherwise needed pages to express. Some might blame the use of emojis as a sign of lethargy but people have accepted it for their effectiveness and convenience [29]. To add to the above, certain words are being compiled and used in the social media warring against their etymological origin. Words like “Friended” and “Unfriend” are used to add or remove friends. Words like ‘Like’ “Viralt”, Google it” and ‘Tweet It” have become watch words and widely used forcing the modern day dictionaries to populate their repertoire. Hence, we may conclude that social media has brought about a conspicuous change in communicative English. Through a vigorous technical and non-technical research on the usage of English language through multiple networking cites, social media files and Google web pages, it was found out that inspire of the diversity evident in the different regional languages of different states of our country, most of the people read, write and speak English language. In some regions people communicate and interact in the social media in English on a priority basis and in other regions they feel at home in using their regional language. Keeping in mind all these, we conducted a survey comprising of 500 respondents in the age the age group of 20-30 and 40-50 years which is shown in fig.1 and fig.2. The result of English language users was found out to be 50% and emoticons used 50% and Emojis used was almost 90%. The use of the “translator” was almost negligible. Our survey was confined to few usages like the emojis, emoticons and language. It was found out that people mostly used the zip and abbreviated forms of words like HRU (How are You), BY (bye). Some used the lip movement in the form of video and zip files and is quite popular in the age group of 20-30 years. The gesture technique was also found to be used in case of emotional and pathetic situations. The details are shown in the fig.3- Table 3 graph.

![Fig.1- Table 1: Share report for last 5 years and graph](image-url)
The language trainers is using various tools of social media which devises unique ways of interaction in the school, in social networking sites offer a plentitude of openings for language educators to sharpen their digital, multi-literacy, linguistic and empirical skills. We have introduced two new-age hieroglyphic languages: Emoji and Emoticons. Emoticons, the predecessor are made of punctuation marks, number, letters and numerals used to create pictorial icons displaying an emotion or sentiment. We can implement body language techniques to express feeling, although to use picture still it is usable.

REFERENCES

3. CONCLUSION
This paper we have used image processing techniques to improve the way of expression in social media, where as more techniques can be further used in future like neural network and IOT based techniques to express the feeling in social media at different stages based on human activity, situation and human behavior.

Table 2: Social media users (last 5 years)

<table>
<thead>
<tr>
<th>Year</th>
<th>Facebook Users (millions)</th>
<th>Twitter Users (millions)</th>
<th>Instagram Users (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>130.8</td>
<td>18.3</td>
<td>1.91</td>
</tr>
<tr>
<td>2015</td>
<td>135.6</td>
<td>19.7</td>
<td>2.14</td>
</tr>
<tr>
<td>2016</td>
<td>165.57</td>
<td>23.2</td>
<td>2.28</td>
</tr>
<tr>
<td>2017</td>
<td>248.3</td>
<td>26.7</td>
<td>2.46</td>
</tr>
<tr>
<td>2018</td>
<td>281</td>
<td>30.4</td>
<td>2.62</td>
</tr>
</tbody>
</table>

Fig. 2: Table 2: Social media users (last 5 years and graph)

Fig. 3: Table 3: Survey report graph


[27] https://pdfs.semanticscholar.org/c0d3/cda452775f47680c66a1be06e08643840913.pdf.