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INFLUENCE OF DIGITAL TECHNOLOGIES ON THE LANGUAGE OF ELECTRONIC COMMUNICATION

Undergraduate thesis

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English language with focus on education

Supervisor: PhDr. Naděžda Stašková, Ph.D.

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Abstract

Kubátová Barbora, University of West Bohemia, April 2019. Influence of digital technologies on the language of electronic communication. Supervisor PhDr. Naděžda Stašková, Ph.D.

This thesis focuses on the language of electronic communication and its development. The aim was to explore the usage of various means of and methods of electronic language, specifically the usage of acronyms, initialisms, word reduction and letter/number homophones. These means are established in the theoretical part, which explores the development, history and types of electronic communication. This created a solid base for further research.

The practical part includes analyses of 150 chosen excerpts which were taken from the social networking site Twitter. The aim was to explore the usage of the means of electronic communication mentioned above. The chosen method includes analyses of comments of the social networking site Twitter. The results include the calculation of the most often occurred methods compared to the estimated numbers. Specific focus is also aimed at stylised spelling, means of expressing paralinguistic features and unconventional stylised punctuation. Each section is supported by graphs.

A summary and recapitulation can be found in the last part of this thesis along with the material being used. The material is included in the Appendix.

Keywords: electronic communication, Twitter, language, emoticons, social networking sit

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Introduction

For my thesis I chose the topic of Influence of digital technologies on the language of electronic communication, because I believe that electronic communication plays a major role in people's interaction development. Today's day and age is defined by fast paced barrier free communication among people from all around the world. My objective is to explore the impact that electronic communication has had on human interaction and study the specific styles and forms of such discourse.

The theoretical part refers to the development of modern technology and its influence on the language usage. I also focused on the different types of electronic communication means and defined them. The next chapter is aimed at the use of smileys and emojis. Again, I explored the roots and origin of the internet smiley and its development into an emoji. In the next chapter I explore linguists' opinion on the pros and cons of electronic language. As I have found out, some are against the methods that appear in electronic communication and think them a thread to English language. This issue steers us towards the next chapter, which addresses the prevalence of English language on the internet. The last chapter is aimed at the development of acronyms. I specifically chose this area for the theoretical research because I believe that acronymisation is not something particularly modern and new. The usage of acronyms has been around for more than we might think, and some acronyms became a part of our everyday vocabulary. This forms the theoretical base of my thesis upon which I build the second part of my thesis.

The practical part contains analysis of acronyms, language of social networking sites and samples. I focus on specific features such as form, meaning and function. My aim was to explore the occurrence of these methods and explore the most popular ones. The comparison of my estimations versus the actual result is supported by graphs. Upon analysing the samples, I came across other various methods that were not mentioned in the theoretical part, so I have decided to add them to my research.

My thesis is closed by a short summary and conclusion.

Theoretical part

In this part I will create the base upon which I would be able to do my analyses. I address the technological development as well as the most popular methods people use in electronic communication. I also explore linguists' opinion on these methods.

1. Development and history of electronic communication

Communication plays an essential role in human civilisation and it has undergone significant changes based on people's needs, political and economic changes as well as technological development. The beginnings of human need to interact can be seen in prehistoric cave paintings, signals and signs that later evolved into written discourse and sounds, and noises that took on a form of spoken discourse. However, with the technological development came also a shift in people's necessity to express themselves on a different level.

Looking back into the very beginnings of electronic communication, the invention of telegraph placed an incalculable value and played a significant part in human communication over long distances.

As presented in the article Morse Code & the Telegraph (2009), telegraph as a device invented in 1836 by Alfred Vail and Samuel F.B. Morse was based on a system that uses pulses of electricity to signal a machine located at the end of the telegraph wire. However, to print out the characters in readable form became an impossible task due to insufficient technological means. In order to transfer the marked indentations into a text message, Morse code was developed. Initially it was supposed to transmit numerals only, which in turn represented a word marked by this number in a dictionary. This system proved as rather inconvenient so symbols to represent letters as well as special characters were included. Short symbols were called *dots* and the long ones *dashes*. Most commonly used words in English were assigned the shortest symbol sequence. Interestingly, it was later discovered, that people's proficiency at receiving the code improved when it was taught as a language that they could hear,

rather than read. To reflect the sound of Morse code, practitioners began to vocalise a dash as *dah*, and a dot as *dit*. Morse code became a vital part of communication during the World War II and times of distress. The code proves popular to this day with amateur radio operators and can be sent in a variety of ways such as, for example, torch signals.

As Baron (2002) believes, telegrams had a great impact on the new approach to writing messages because they were based on compressing a message into the smallest possible units in order to keep the costs down while maintaining comprehensibility: "while face-to-face conversation has no price tag attached, we shall see that transmission of letters, telegrams, and phone calls was, in each case, initially relatively expensive. As a result, such communiques tended to be shorter and to deal with issues of more serious import than much of face-to-face conversation" (p. 7).

Another fundamental shift is represented by the invention of the telephone in 1876, which Alexander Graham Bell put a patent on. It has dramatically changed the way people communicate. Since then, the telephone has gone through many changes in functionality as well as design. As the article Evolution of the mobile phone (2017) explains, the breakthrough came with the invention of the portable mobile phone which was not wired unlike the landline. It was introduced in 1973 by the Motorola company, in particular the chief of portable communication John F. Mitchell and the researcher Dr. Martin Cooper. The very first phone weighed just over a kilo and after charging it for 10 hours, its user could use it for a talk time of 30 minutes. Mobiles were developing further, later introducing LCD screens, full QWERTY keyboards and no antennas.

Nokia 3210 became one of the most popular mobile phones of all times. It was the first device that allowed picture messages to be used and the first product to be marketed to the younger generation. Further developments included internet access, GPS location and the addition of the camera.

One of the differences between a landline and a portable phone, except for the most obvious fact that the wire was not needed in the second case, is the option of sending an SMS (Short Message System). Crystal (2008) says that in the mid-1980s the conception of this message system began to

be the topic of discussion due to the development of the Global System for Mobile Communications - GSM. However, the potential commercial possibilities were not fully realized until the early 90s. Text messages substituted communication by pagers at only twenty characters in length and the primary position of the first experimental message is held by Finland and dates to 1992-3. SMS were off to a slow start during the first five years as the number of users started to increase.

According to Burke (2018): "it's also easier to reach most people through text, since only 20% of people (more or less) answer calls they aren't expecting, while texts are read within five seconds on average" ("How Many Texts Do People Send Every Day", 2018). The site also claims that messaging smart phone applications, which are based on the wi-fi connection, are used more often than SMS, that function via cellular signal. The reported number of messages sums up to 145 billion SMS and app-based messages that are sent globally every day.

Personal computers gave a rise to another era of technological evolution, although in this area it is hard to pin point the very first computer considering what a computer meant in that given time. Generally, computers developed over a period of time and while they were all different, they very much depended on the invention of the stored program concept. We could distinguish between the electromechanical programmed computers such as: Stibitz, Zuse or Aiken and machines with a stored program like Colossus, the EDSAC, the Atannasoff-Berry computer or the Manchester computer also known as 'Baby' as the authors Rojas and Hashagen (2002) explain.

McPherson (2010) claims that major roles in developing the Manchester Baby Machine, which was completed in 1949, were played by the couple Conway Berners-Lee and Mary Lee Woods. Their son Timothy Berners-Lee was later responsible for the development of the World Wide Web also referred to as WWW or the 3W. It is an interconnected network which holds data and documents globally accessible through the use of the Hyper Text Protocol.

The internet, from this moment on, opened the gates to endless possibilities on how to communicate with one another over long distances. Let us take a look at the most popular means of communication.

2. Types of electronic communication

Tagg (2012) claims, that the internet represents a significant breakthrough in technological development and thus in communication. People began using chat forums and other organised groups where profiles with personal information were created and people were reaching out to their friends, family, former classmates and workmates. Nowadays users mainly employ social networking sites which combine personal information, posts, photos or videos and a chance to 'chat' to other users in real time all through one program. Depending on the time given for response, we could distinguish between groups and define them as:

• asynchronous - people can comment or react to posts with a delay (e.g. www pages, e-

mail)

• synchronous - people usually comment or react to posts instantly (e.g. instant messaging)

Furthermore, according Jung (n.d.) the different styles and aims of online communication can be divided into six main groups:

- 1. <u>WWW pages (world wide web)</u> except for text pages usually contain pictures, videos, links to other websites and information or data about a certain topic. Users usually seek selected information personally via search engines.
- 2. <u>Email</u> originally intended to imitate traditional letters, it is quicker and cheaper. Usually used for longer conversations, it keeps track of original messages and their senders. Text is usually longer, and emails are also used for sending media files. This system can be used for pleasure as well as for business conversation.

3. <u>Forums</u> – used to keep a conversation among groups and people within a certain group. Users can comment on each other's messages, look up the thread, join into a conversation at any point or leave a discussion at any point. Forum threads can be built and developed over a long period of time and can go on indefinitely.

4. <u>Text messages</u> and instant messages – depending on the receiver's time of reading the message, the SMS system offers an almost immediate response. It is mostly used when one does not want to wait for an answer or does not feel confident talking aloud (public spaces etc.) Due to the informal nature the process is sometimes called *chatting*.

5. <u>Social networking sites</u> – offers users a chance to post something for their followers, sometimes chat with somebody in real life. They are mostly short and quick, microblogging sites have a limited character space. Offers a chance to speak to a wide audience, share other posts and repost messages. A message that is very widely spread is called *viral*.

7. <u>Video chat</u> – video chatting offers a chance to speak to somebody in real life using transmitted images from one device to the other. Usually used with users that wish to chat for a longer period of time and over a bigger distance. Also widely used in the business sphere for conference calls and meetings. Gives a chance to read body language and facial expression.

To add a chronological list of means of online communication media according to Baron (2010), the list would include the following:

1971 - Email

1971 - Early computer conferencing

1979 - MUDs (Multi-User Dungeoons/Dimensions)

1980 - Newsgroups

1986 - Listservs

1980s, early 1990s - Early Instant Messaging (IM) (e.g., UNIX talk, ytalk, ntalk)

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1988 - IRC (Internet Relay Chat)
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1990 - MOOs (MUDs, Object Oriented)

1992 - Text Messaging on Mobile Phones

1996 - ICQ ("I Seek You") (modern IM system)

1997 - AIM (America Online Instant Messenger)

1997 - Blogs (web Logs)

2003 - MySpace

2004 - Facebook

2005 - YouTube (Baron, 2010, p.14).

If I we were to carry on this list it would most probably contain the year 2006, in which Twitter was launched in the USA. With the limit of 140 characters at a time, Twitter had an even bigger impact on initialism and abbreviations than any other of the previous systems.

Twitter is described by its authors Java, Finin, Song, and Tseng (2007) as microblogging which differs from regular blogging predominantly in the sense that it has limited amount of characters and thus supporting shorter posts. The authors state that micro-bloggers may update their post once in a couple of days or they might post several folds in one day. Furthermore, Twitter does not only serve its users as a tool for posting personal updates but also following other users on their posts and serving as a newsfeed media.

As we explored in this chapter, due to various types of communication media an electronic information exchange can take place almost immediately – simultaneously. This, along with the style that such discourse is distinctive for, raises a question of how to identify it.

3. A new language?

Heated debates are evolving around the topic of computer mediated discourse communication (CMD) because the key issue at hand is to recognise whether CMD follows more writing standards and thus it should

be treated as a written discourse since it is all written-or rather typed or if it more resembles speaking.

Crystal (2006) labels electronic discourse such as: Cyberspeak, Netspeak, electronic language or computer mediated communication (CMC). What he puts his emphasis on though, is the fact, that the majority of these names include the word speak in it even though most of the discourse is primarily written and moreover, it requires a receptive component in the form of reading.

Androutsopoulos (2011) claims that: "we are witnessing written language repertoires extending to approximate the stylistic range available in spoken language, at least on the axis of formality" (p.11).

On the other hand, as Barton and Lee (2013) argue, we may think of this medium as a kind of a mixture between written and spoken discourse. Some would rather refer to it as a completely new form of language. This kind of language demonstrates its own qualities such as:

- Acronyms and initialisms (LOL for laugh out loud)
- Word reduction (hv for have)
- Letter/number homophones (U for the personal pronoun 'you')
- Stylised spelling (I'm sooooooo happy!)
- Emoticons (:) or :()
- Unconventional/ stylised punctuation (????!!!!!!) (Barton & Lee, 2013, p. 5).

Baron (2008) claims that: "Users are still in the process of settling upon conventions that ostensibly will become the new rules to be followed or broken" (p.172).

However, author Gorney (2012) explains in his article, that although the language of text speak is widespread not everyone uses it and more importantly, not everyone is using the same set of abbreviated forms and combinations. There is more than one combination possible and it seems that users of such language use some combinations more than others and have accustomed their text speak to their own surroundings, position and dialect. For text speak to become a language in its own right a set of rules would have to be applied and recognised as some sort of 'standard' and it

would require users to use them in the same connotations. That would also apply to punctuation and grammar.

A 2004 empirical study conducted by Baron (2004) based on samples of CMD was gathered from American students. Her report paper implies that:

- 0.3% of words contained distinctive abbreviations
- Less than 0.8% were initialisms
- 0.4% represented emoticons
- 65% of lexical pairs were contracted

The study concluded that CMD may convey a blend of spoken and written discourse.

Relatedly, early attempts to classify CMD in relation to speaking and writing tended to consider only one form of CMD such as Werry and Yates (1996). On the other hand some researchers such as Herring (2001) have suggested a continuum along which asynchronous CMD occupies a position closer to writing, and synchronous CMD occupies a position closer to speaking. (Danet & Herring, 2007).

4. Smileys, emoticons, emojis

If we were to look at electronic communication as a discourse closer to speaking, as mentioned above, we could argue that one of the major factors missing in such interaction would be paralinguistic features such as tone and strength of voice, gestures or facial expressions. This issue gave rise to special symbols which in a particular sequence can to some extent provide for those – emoticons and emojis.

According to Sanderson (1993) an emoticon also known as 'smiley' is a series of characters that can be found on an ordinary keyboard and which is put into a particular order. Pre-eminent use is portrait by a colon representing eyes and a parenthesis to indicate either a happy or a sad face. A dash representing the nose depends on an individual preference, space left or time to convey the message. Emoticons need to be read sideways as if the head was to be tilted to the left as the display did offer enough space on the screen.

The first use of an internet smiley dates to 19th September 1982. Scott Fahlman from Carnegie Mellon University wrote:

I propose that the following character sequence for joke markers:

:-)

Read it sideways. Actually, it is probably more economical to mark things that are NOT jokes, given current trends. For this, use

:- (

It was retrieved from the spice vax oct-82 backup tape by Jeff Baird on September 10, 2002. The period covered is 16 September 1982 through 21 October 1982.

After that, users again had a chance to play with symbols and signs and be creative. Sanderson (1993) who in his book explores all the different variations of smileys states: "nobody uses caricatures as they do the basic smiley. But the endless variety of smileys is intriguing, and once you see so many of them, you can't resist the urge to create one of your own" (p. 15).

The need for users to express themselves and substitute for the absence of non-verbal signs another popular type of graphics was developed-emojis. The term emoji comes from Japan, particularly from the terms:

Emojis are pre-installed icons that represent mainly people's emotions, the most widely used words or can indicate a situation in people's lives.

A considerable increase in various forms of emoticons followed, representing a vast range of facial expressions.

These pictorial symbols no longer represent only moods (such as the most popular smiling face, frowning face or winking face) but contain symbols for buildings, animals, food, weather or activities. Emojis became available for use on Japanese mobile phones in 1999 however problems connected to the inability to represent these characters in Unicode standard (basis of text in all contemporary programs) appeared. The issue was resolved in 2007 and a technical committee approved the support of the

emoji encoding in Unicode backed by a set of principles proposed by the subcommittee.

Dresner and Herring (2010) point out, that emoticons or emojis do not have such a straight forward use. The uses mentioned above are one of the many but emoticons and emojis may serve on a much wider scale in CMD. One of the author's argument is the proposal of such icons conveying more than one meaning. For example winking face;) way be understood joking, teasing or flirting. On the other hand, the author argues that joking is not an emotion. A person might be joking regardless of any emotions they might be feeling at the given moment e.g.: feeling happy or sad. Therefore, he states that emoticons and emojis also carry mitigating functions and illocutionary force.

No less interesting is the fact, that users themselves can have a say in what kind of emojis they would like to add or modify. Online site Submitting Emoji Proposals gives a clear guideline on how to proceed. The site www.emojipedia.org is an online database which keeps an update on all emojis, their meanings and use in the Unicode Standard. It also releases articles and tools for tracing new emojis.

That way new emojis can emerge or another kind of emoji modifier may be added such as so called minipalletes (e.g. different skin tones) see picture 1:

Picture 1
Picture of a minipallete, retrieved from http://www.unicode.org/reports/tr51/#Minipalette



With new emojis being added annually an issue of too many emojis is raised and addressed by Bogost (2019) a contributing editor at The Atlantic

and the Ivan Allen College Distinguished Chair in Media Studies at the Georgia Institute of Technology in the article Emoji Don't Mean What They Used To as he states that: "As of last week, there are now 3,053 emoji, counting the 230 just approved for this year's cohort - yes, the icons now get annual releases, like Microsoft Word or tax returns" ("Emoji Don't Mean What They Used To", 2019).

He mainly comments on the fact that there are way too many choices for an icon to be conveniently found in a short time when typing a message. Furthermore, minipallets of e.g. different skin tones for a face emoji or person's emoji as mentioned previously, cannot include every possible identity. As an example, may serve the notion of having the opportunity to change a skin tone of every family member in the family icon which would result in 4, 225 permutations. Another argument is that icons are losing its flexibility by becoming too specific. The author claims that: "Counterintuitively, all these emoji are less applicable because they contain more information" ("Emoji Don't Mean What They Used To", 2019).

Again, as well as having various options and approaches to abbreviations, initialisms and *coding* messages, through which users are proving to be playful with language, they also appreciate the opportunity of ambiguity when it comes to the usage of emojis. Having an option to choose an icon in order to represent different meanings depending on the context rather than having a strict set of rules.

The language of texts and social media gives its users the option to express themselves on a highly personal level while being creative and innovative with characters, letters and symbols.

5. Linguists' opinions on pros and cons of texting

Creative as users may be with their symbols and picture writing, due to these specific features as well as other distinctive styles of CMD some linguists expressed their concerns not only about language as such but also about people's ability to interact at all. Birkerts (1994) states that the digital era is making a shift in people's behavior as well as in communication. "The explosion (for once the word is not hyperbolic) of cell phone usage is certainly a move in that direction, creating a crosshatched density of communications entirely different from what we had when the telephone was a home appliance" (p. 11). The author further comments on society having unlimited access to data and information and therefore to knowledge, where heaps of information lie available by anyone to everyone. "Information, then, ideas, references — anything we used to go to separate books for, and therefore understood as the product of individual insight, scholarship, and labor-more and more all this seems to come at us from a single omnipotent source" (p. 12).

According to Baron (2010) the predominant use of written discourse enabled by emails, SMS and social media is "the end of anticipation" (p. 7). People no longer need to interact with one another face-to-face. The author claims that technological development poses two main issues on social interaction. First one is, that due to caller ID and instant messaging, we no longer feel the need to answer immediately. Comparison is being made with landline phones, where the ringing phone was answered almost always without knowing who was calling or how urgent the message was. Today's technologies are giving users the possibilities of choosing how, when or if to interact. Another issue that Baron stresses is that people change speaking interaction with texting which is focused predominantly on quantity rather than quality. The author states: "more radical still is the issue that even good writers are themselves becoming less certain about rules for word construction and sentence mechanics" (p.7).

Also standing on the opposing team, John Humphrys (2007) claims in his article I h8 txt msgs: How texting is wrecking our language, for the Daily Mail, that people who text are: "...vandals who are doing to our language what Genghis Khan did to his neighbours eight hundred years ago. They are destroying it: pillaging our punctuation; savaging our sentences; raping our vocabulary. And they must be stopped" (Humphrys, 2007, "I h8 txt msgs"). This issue does not concern English language only.

One case that Tagg (2012) mentions is from 2003, Greece, where Greek was being written in Roman characters on the keyboard

which started a heated debate on the topic of the use of digital media ruining a language. Another one is reported from 2013 when the use of digital media had moved on to instant messaging. This particular case is from the Arabic countries where messages were being written by using a mixture of Arabic numerals and Roman letters, a so called *Arabizi*.

Arabic language teacher Ghanem (2011) told the Arab News that: "using Arabizi has a negative effect on the Arabic language. What's happening is that Arabic speakers are weakening the language by using Arabizi and destroying it in the process" (Ghanem, 2011, "Arab News").

All these examples show fears and worries about literacy skills in children and young people thanks to the autotype functions as well as an easier and faster approach to typing messages. This style is being recognized as *digitalese*. In adults in particular it creates sense of young people being lazy and not caring enough about traditions and culture. According to poll carried by Edutopia in 2012 (as cited in Tagg 2015) more than a half of the 3,246 respondents believe children are going to project the way they text into school essays and writing assignments. Only 25per cent sees this as a mere expansion to what children can already do, arguing that they can perfectly well distinguish between their texting habits and writing rules applied to school papers.

In his book Crystal (2008) reveals that there have been a lot of discussion on the topic of texting and debates regarding health issues, literacy and orthography in children. Opinions vary, some greatly positive praising text messaging and proclaiming that it is a good thing for a language. On the other side negativity regarding ideas about the language being destroyed and the young generation being unable to recognise the correct spelling or not being able to express themselves in a grammatically correct manner. However, there have been no actual evidence to explain what precisely happens to a language while people type messages, thus, to prove either of these theories.

Media is often the main source of people's concerns about the effect of texting. Tagg (2012) warns against media influence on people's opinions and claims, that newspapers tend to elect extreme cases of texting influence on children's literacy skills without any confirmed prevalent

occurrence. The headlines which appeared for example in The Daily Telegraph (2003) and which circled the public included the following essay written by a 13-year-old girl which read:

My smmr hols wr CWOT. B4, we usd 2go2 NY 2C my bro, his GF & thr 3:- kds FTF. ILNY, it's a gr8 plc. Translation: My summer holidays were a complete waste of time. Before, we used to go to New York to see my brother, his girlfriend and their three screaming kids face to face. I love New York, it's a great place. ("Girl writes English essay in phone text shorthand," 2003).

But as Tagg (2012) explains, the question is whether SMS typing rendered this girl's ability to write school essay in the traditional written discourse, or if she knew precisely what she was doing - playing with language. Tagg (2012) further claims that:

However, my research lends some support to counterarguments which suggest that texting per se is not damaging to literacy; it can either be seen as beneficial (in that it gives children and other people the opportunity to write in motivated and purposeful way); or it is at worse neutral (the fact that children text out of school need not affect how they learn to write in school). (pp. 99,100).

A research paper by Plester, Wood, and Bell (2008) conducted two studies which investigated the effect *text speak* might have on children and their writing skills. The first study focuses on the outcome that high and low text users would have in standardised academic tests used by schools. The research was aimed at children aged 11-12 form the Midlands - England. The test was based on translating standard English sentences into *text language* and vice versa. The total amount of grammar, spelling and punctuation mistakes was summed up. The other part of the test was based on the number of words used in *text sentence*. The second study was more focused on the association between text use and children's performance on spelling and writing tasks. Standard measures of spelling abilities along with the KS2 English writing scores were used. The outcome concluded that: "Overall, these findings suggest that children's knowledge of *textisms*

is not associated with poor written language outcomes for children in this age range" (p. 137).

Wood, Plester, and Bowyer (2009) published the outcomes of their British Academy-funded research project. They claim that *phonological awareness* is a skill developed in young children which is connected to reading and spelling development. Also, that enhanced literacy results may be achieved by training this awareness. The researchers claim that most techniques used while texting require a certain level of phonological skills in order to either produce these forms or decode them.

Among the most used methods they introduce the following:

- Shortenings: losing the end off of a word, cutting the ending letter, e.g.: bro = brother.
- Contractions: leaving out certain letters from the centre of the word, usually vowels, e.g.: txt, plz, hmwrk.
- G Clippings: cutting off only the last letter g in a word, e.g.: goin, comin, workin, swimmin.
- Other Clippings: cutting off other ending letters, e.g.: I'v, hav, wil, com.
- Symbols: using emoticons and symbols, e.g.: &, @, ;-), :-p, xxx.
- Initialisms: initial letters represent single word or a word or group of words, e.g.: tb = text back, lol = laughing out loud, gf = girlfriend.
- Letter/Number Homophones: a letter or number is used to replace a phoneme, syllable, or word with the corresponding sound, e.g.: 4, 2, 18r, u, r, c.
- Non-conventional Spellings: a word is spelled according to regular English phoneme-grapheme conversion rules, but not the conventional one used to spell the word, e.g.: nite, cum, fone, skool.
- Accent Stylisation: spelling of a word as if it is being expressed in casual speech, e.g.: gonna, wiv = with, av = have, wanna, elp = help, anuva = another.
- Missing Apostrophes: leaving out the apostrophe either in possessive or traditional contraction forms, e.g.: dads, Im, Ive, cant. (Wood et al., 2009).

To summarise, they claim that: "In short, it would seem that the children who are heavy users of these text abbreviations, both in terms of producing them and reading them, are unlikely to be problem readers and spellers, simply because of the levels of phonological skill that they are required to apply whenever they are texting" (p.53).

6. Acronyms in history

From what have been said before it follows that various forms of shortening are the essence of the modern electronic communication, probably most frequent one being acronymisation. Therefore, let us focus now on this popular language means more particularly.

Nowadays, abbreviations and acronyms are very often perceived as something that the people of the *digital era* thought of. Various names of electronic discourse such as: Cyberspeek, Netspeak, Interactive written discourse, electronic language or computer mediated communication (CMC) exude a vibe of something different than a traditional oral or written discourse. Something secret almost impenetrable as if it was invented in order to be understood only by some people who are skilled in using various electronic devices. Many volumes of *cyber speak dictionaries* that are available on the market contribute to this idea even more.

Crystal (2008) claims, that the name short message service comes from the limited number of characters that we can use in such messages. It is 160 before it gets divided into smaller parts. The number 160 is the result of the encoding of 7 bits for the Latin alphabet considering the 1,120 bits of data per message. This limit, together with having to *re-tap* each button in order to move to the correct letter of the alphabet were all triggers that contributed to the development of acronyms. These acronyms became popular mainly among young people who kept on developing more acronyms for widely used phrases.

However, acronyms and abbreviations are not only a part of the electronic communication and the ultimate language of internet and mobile phone users. The use of acronyms dates further than we might think.

According to Cannon (1989): "It is well known that such items go back several millennia, with abbreviations even occurring in Sumerian" (p. 99).

The author further claims that there are Hebrew and Roman examples in history that arose from the desire the economise. Early forms of dictionaries of abbreviations and acronyms can be dated back to the 15th century.

It is also worth noting that some of today's commonly used expressions have their origin in abbreviations. In this case the salutation *good bye* may serve as an example. The Oxford online dictionary describes its origin as follows: "Late 16th century: contraction of God be with you!, with good substituted on the pattern of phrases such as good morning". (Oxford online dictionary).

Some acronyms made their way into language to substitute for words or whole phrases and are not used only on an international but on a global scale. One of these substitutes is the expression OK. If we locate the word in a dictionary there seem to be various explanations about the true origin of OK. There are some suggestions hinting that it comes from the Scottish expression $och\ aye$, the French expression $aux\ Cayes$ or for example the Greek phrase $ola\ kala$ or even unintended misspelling. The explanation that became one the most popular is that it comes from the native Indian tribe of Choctaw as is claimed by the St. Tammany Farmer newspaper from 1885. It reports, that the abbreviation comes from the native Indian tribe of Choctaw which used the expression oke to substitute for the copulative verb $to\ be$. The meaning would then be translated as $so\ it\ is$.

Another explanation proposed by Allen Walker Read in 1963 (as cited in Wilton, 2004) proclaims that in 1830's America hit a phase of intentionally misspelling abbreviations. It traces to Boston where groups of intellectuals and writers started using abbreviated codes amid themselves. Amongst many we can mention for example the code *KC* to express the line *enough said*. The confusing part is of course the fact, that these are not the initial letters. However, if the line was written down phonetically it would come out as: *Knuff ced*. Same goes for *KY* which was used to express *No use* (*Know Yuse*). Of course, none of these fads were very long lived but *OK* made it into everyday lives of our modern culture. Originally standing for *all correct* (*oll korrekt*). This phrase was later commonly used to confirm that everything was in place. On March 23,

1839 *OK* was first published in the newspaper. People quickly picked up on this trend and *OK* became mainstream and here for everybody to use.

It became even more popular during Martin Van Buren presidential campaign as Metcalf (2011) claims. His supporters founded the *OK Club* and came up with a nickname *Old Kinderhook*, given that he was from Kinderhook New York. It was widely used through the election campaign as in Old Kinderhook was *oll korrekt*. Unfortunately, later the campaign turned against him with people swapping the acronym for *orful konspiracy* (awful conspiracy) or *Orful Katastrophy* (awful catastrophy).

Another important marker for OK was the invention of the telegraph. The two letters were convenient because they were shorter than any other expression of confirmation. In The Telegraphic Manual (1865) where it said: "An acknowledgment of the receipt of any kind of communication is made by returning O K, followed by the call of the office receiving the communication".

OK is so widely used nowadays that the Oxford dictionary provides at least six different uses, among which we can find exclamation, satisfaction, authorization or approval. Moreover, *OK* pronounced as distinct letters is used all over the world regardless of the initial native language.

An increase of more systematic formations was noted especially during the World Wars. (Cannon, 1989). In this case the abbreviation SOS serves as an example. The origin is described as: "Early 20th century: letters chosen as being easily transmitted and recognized in Morse code; by folk etymology an abbreviation of save our souls" (Oxford online dictionary).

As Crystal (2009) mentions, there other popular abbreviations such CD, DVD, AIDS, LASER and many more, which people use on regular bases, sometimes even unaware that what the initial letters originally stood for.

There are definitely more examples of other modifications either in the forms of commonly used abbreviations or semantic change. The question to as here is whether we are standing on the verge of something so extraordinary that it will shape the future of language for further generations, widening its uses and meanings, or if it is just a phase.

Practical part

The last part of my thesis is the practical part which contains an analysis of acronyms, language of social networking sites and samples. I focus on specific features such as the form, meaning and function. My aim is to explore the influence of electronic communication on vocabulary and grammar.

1. Materials

The analysed material comes from the social networking site Twitter which I am a member of. The material consists of 150 comments gathered from this social media site during April 2019. According to www.makeawebsite.com, Twitter places among the top 10 most popular social networking sites with approximately 320 million active users per month.

Twitter's main distinguishing feature was the limited amount of characters people were allowed to use in their comments. With 140 characters this limit pushed people to reduce their thoughts and minimise their comments, so users tended to be inventive with their language. The limit was changed to 280 characters per comment in 2018. This decision was met with some controversy and unpleasant reactions claiming that Twitter would lose its most significant feature and deprive its users of reading and reacting with brief comments which also reduce the time for consuming information. I will be analysing the second most popular Twitter account in Britain. According to www.socialbakers.com it is the Harry Styles's (British pop singer's) personal account with 33,287,839 followers. The first place is held by the BBC Breaking News account but because I wished to analyse a sample of a younger generation, I have presumed the age of Harry Styles's fans and followers to be in majority under 35. This estimation is based solely on my own presumption. The Twitter comments will be referred to as tweets. The occurring phenomena is counted and measured by tweet not by their individual occurrence per tweet.

2. Methods

The analysed material is divided into five main groups subjected to research. These groups were created according to the most significant features of social networking sites communication methods. Four of these can be found in the theoretical part of my thesis in chapter 3. I decided to add the last group due to the fact that I discovered features typical of social networking sites worth mentioning, yet, they have not been categorised or explored in the previous part of my thesis. The groups are following:

- 1) Acronyms, initialisms, word reduction and letter/number homophones
- 2) Stylised spelling
- 3) Expression of paralinguistic features
- 4) Unconventional stylised punctuation
- 5) Other methods

I have merged some of the group together due to a small amount of material. I suspected the final result numbers in such a small amount would be insignificant.

All the numbers have been rounded up according to the standard mathematical rules. Every group consists of three parts. First one establishes the objective of my analyses, in the second I state my hypothesis about the outcome. The third part contains the actual result along with individual analysed parts.

3. Results and Commentary

This section includes analyses of the selected material. Three sections can be found in each part. First of all, I established the hypothesis, which is based on a personal viewpoint backed up by the explored issue in the theoretical part. The next section focuses on the result of the research and analyses of individual occurrences. Last section includes the evaluation of each analysed part a brief commentary accompanied by graphs.

3.1 Acronyms, initialisms, word reduction and letter/number homophones

Hypothesis: In this case my hypothesis is that abbreviations and initialism would appear in at least 50% of the tweets, particularly LOL, WTF or OMG, which I consider to be the most common ones. I also expect a wide use of letter/number homophones, at least 40%. I expect word reduction and omitting of vowels to appear in about 40% of tweets as well. My estimations are based on the fact, that Harry Styles is a modern British pop singer, therefore I assume the majority of users to wish to make a statement that would stand out, be different from others or grab attention. The other reason for my hypothesis is the limited amount of characters users are allowed to use in their tweets.

Result: Abbreviations, initialisms, word reductions and letter/number homophones appeared altogether in 12 out of ...? tweets. Abbreviations, initialisms and word reduction appeared in 7 tweets, e.g.: *Umm I'm so immature*. Sometimes i wonder wtf am i doing with my life. Anyway, I'm off to finish my schoolwork, play 6 more hours of tennis, and then watch love actually bc its one of the best movies of all time..., or HI DERICTIONERS & HARRY FANS PLS RT & VOT 4 THE BOYS USING THE # CUZ IMMA TELL YA NO MATTER THEY R APART THEY R HARRYS FAMILY & IF THEY WIN IT'LL MELT HIS POO A FAVOR 4 UR LEADER & MAKE HIM FEEL THE LOVE. Abbreviations included in these tweets as well as the rest of the tweets subjected to research were following:

1) Acronyms/initialisms

IDK - I don't know

ILY - I love you

WTF - what the fuck

2) Word reduction

bc - because

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cuz - because
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cause - because

ck - check

imp. - important

Plss - please

pls – please

RT - write

Letter/number homophones were a part of 8 tweets, e.g.: *i said: CAN U FOLLOW MY SOULMATE PLEASE...THANK U.*, or *I love you n miss you baby* . Most widely used was the letter 'u' to substitute for the pronoun 'you' in 5 tweets. These along with other means included the following:

3) Letter/number homophones

u - you

Ur - your

R - are

4 - for

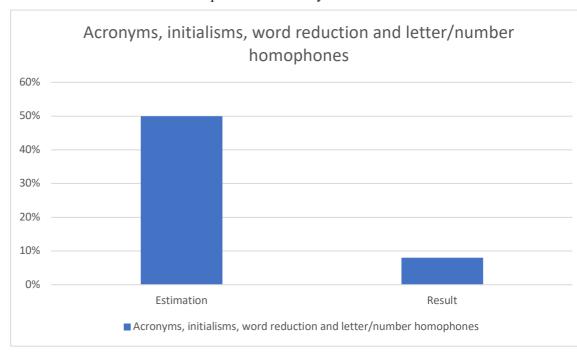
& - and

n - and

VOT - vote

<u>Evaluation</u>: The result shows smaller percantege than my estimation. I expected at least 50% of acronyms, initialisms, word reduction and letter/number homophones to appear in the tweets. In most of the tweets these forms seem to project personal stylisation and possibly easier and faster option. The research showed only 8% of these methods to be used, see chart 1.

Chart 1
Comparison of estimated and actual occurrence of acronyms, initialisms, word reduction and letter/number homophones in the analysed material



3.2 Stylised spelling

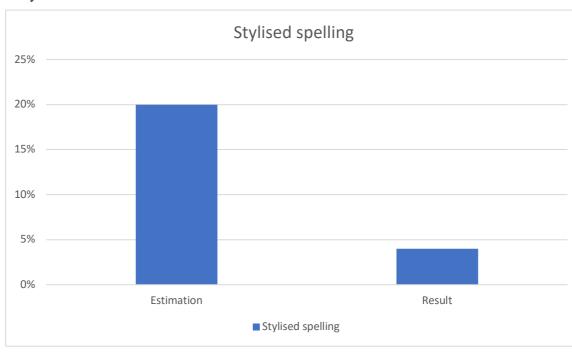
<u>Hypothesis:</u> My hypothesis expects stylised spelling to appear in about 20% of tweets. I do not think this is a very common method unless the user expresses strong emotions such as anger, shouting or excitement which usually appears in comments targeting more controversial issues. Considering this site to be mainly for the singer's fans I do not expect this to be the place for such emotional expressions.

<u>Result:</u> Stylised spelling appeared in 6 tweets. Those were e.g.: *Hiii Harry*, *It's worth the wait trust meeeee* or *Comeee backkkk*. This feature mostly expresses distant shouting and adds a desperate undertone to the tweet.

<u>Evaluation:</u> The result has shown smaller percantege than my estimation. I expected at least 20% of tweets to include stylised spelling. The research showed only 4% of these methods to be used, see chart 2.

Chart 2

Comparison of estimated and actual occurrence of stylised spelling in the analysed material



3.3 Expression of paralinguistic features

<u>Hypothesis:</u> In this case I expect a quite high percentage of tweets to include emojis and emoticons as this is in my opinion one of the widest means of expressing emotions through the electronic media. I expect at least slightly more than a half to include those. My estimation is 60%. I presume that 50% of tweets would include emojis or emoticons and I also expect some tweets to be typed in upper case letters, mainly to express excitement. I expect about 10%.

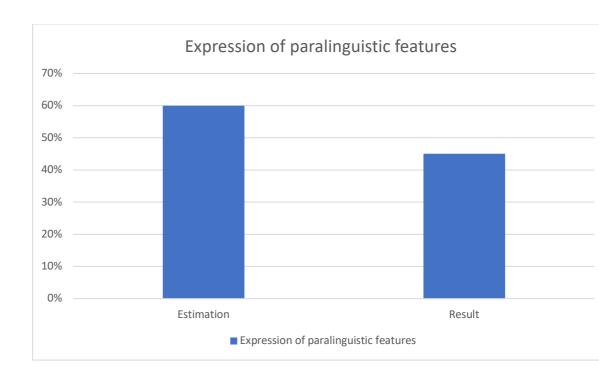
Result: Expression of paralinguistic features has appeared in 68 tweets. 42 of them included emojis or amoticons out of which 23 included hearts of various colours mainly to express love, positive attitude and sympaties towards the singer e.g.: No worries. I have patience and it's worth waiting a or At the age of 24, singer, songwriter starting his career and with a lot of talent, owner of an enviable beauty, assuming his sexuality without fear of exposing himself just wanting to be happy and conquering his dreams. Grandma LOVE YOU a a b b a b b a. Other widely

popular emojis were smileys either smiling or frowning which appeared in 19 other tweets or were combined with heart emojis e.g.: Harry my dear, don't forget the American fans we have to wait some more hours for your album \odot \odot , or Yes please hahaha \odot \heartsuit . Emotions appeared in only three tweets, e.g.: Harry I miss u so badly: (, I love u, H:) and a kind of unfinished emoticon in It was amazing Harry, the ways you expressed yourself with the lyrics. Everything is perfection. Worthy of awards \forall -D. If it was not for the missing colon which represents the eyes, this emoticon could be evaluated as an open-mouthed laughter. I believe this to be a typo. These are the very basic emotions as we explored in the theoretical part and no users were inventive and creative with this means of expressing paralinguistic features. 26 tweets altogether included capitalization. 22 included capitalisation in the whole tweet, e.g.: HARRY STYLES JUST RELEASED HARRY STYLES or I LOVE YOU BABY 💜 💜 , in 4 other tweets the use of upper case letters appeared only as a part of the comment, e.g.: I have 11 hours. *Hawaii is SO FAR BEHIND* 😂 😩. What I noticed during my research is that interestingly in 37 cases the utterance ends or begins with an emoticon and I reported 3 cases of an emoticon standing on its own. If an emoticon was used it was usually multiple.

<u>Evaluation</u>: The result has shown approximately my estimation number. I expected 60% of paralinguistic features to be expressed by using emojis/emoticons or upper case letter. The result showed 45%, see chart 3.

Chart 3

Comparison of estimated and actual occurrence of expression of paralinguistic features in the analysed material



3.4 Stylised punctuation

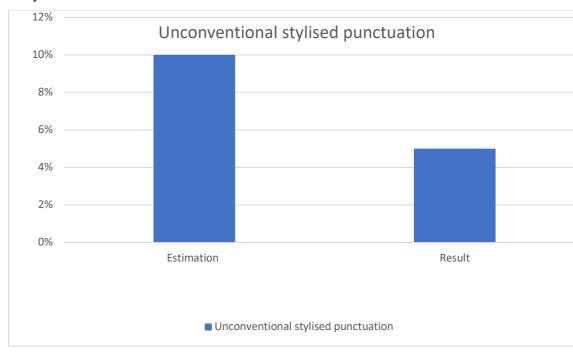
<u>Hypothesis:</u> My hypothesis is that stylised punctuation would appear in about 10% of tweets. As with the previous case I do not expect there to be much of this means of expression due to the nature of the account.

Result: Unconventional stylised punctuation appeared in 8 tweets. 5 times it was the case of using full stops at the end of an utterance to express what somebody is doing or their thoughts. It is up to the reader to imagine the rest of the action and/or the feelings. It carries a kind of nostalgic feeling and sets the mood, e.g.: Listening now...or LEGEND... . In the middle of the utterance to signal a pause and to prolong the suspense, e.g.: Ok... first album... Let me be frank.. I love every song. Especially ,woman'... . The use of multiple exclamation marks used to express urgency occurred twice, e.g.: ATTENTION!! on July 23, we've gotta trend #8yearsofonedirection, because the 23rd is the annivarsary of 1 d. RETWEET!!! or shouting with excitement, e.g.: yeeehaw this is a banger!!

One time the tweet included the use of multiple question marks in combinatin with exclamation marks which were used to express displeasure and command one to an action: *harol edward styles i ask how is day??? Would u answer??!*

<u>Evaluation</u>: The result has shown smaller percantage then expected. The number is 5% in comparison with my estimated 10%, see chart 4.

Chart 4
Comparison of estimated and actual occurrence of unconventional spelling in the analysed material



3.5 Other methods

3.5.1. Graphic support

Hypothesis: I expect about 20% of my sample to include other means and methods popular in online communication. I am referring mainly to the use of graphic support such as photos, GIFs and memes. Taking the number of users into consideration I expect people that wish to somehow stand out and make their tweets more interesting and appealing to read or be funny and inventive in order to draw attention. Other criteria of this research is based on the topics discussed in the theoretical part such as the

prevalence of English, accent stylisation and misspelling. I presume there would be about 40% of such deviations.

Result: There are 19 cases of visual means appearing among the tweets. 11 of which are GIFs (Graphis Interchange Format - computer generated format for pictures which allowes both static and animated images) or MEMEs (an abbrevaited form of the Greek word ,mimeme' which stands for ,something imitaded'. It is usually an amusing animated picture with a comment passed from one user to another and spread quickly over the internet). See pictures 1, 2).

Picture 1 An example of a GIF occurring in the analysed material



Picture 2 An example of a GIF with a comment occurring in the analysed material



Other 8 cases included personal photos or photos and collages of the singer, see picture 3:

Picture 3

An example of a photo collage occurring in the analysed material



<u>Evaluation</u>: The results have shown slightly lower percentage (13%) of graphic support than the estimated 20%, however I do not consider this number to be of a small significance considering that this is the second highest number of methods explored right after the frequent use of emojis.

3.5.2 Prevalence of English

Hypothesis: Other means I explored is the prevalent use of English which was discussed in the theoretical part and which concerns some linguists. Knowing that the account is one of a British citizen, I suppose 90% of tweets will be in English. I realize that this sample is probably not the most reliable for evaluating but I decided to include this number in the research due to the high number of followers and thus assuming there will be users from all over the world.

Results: In this case I have found 7 cases of tweets in other languages like Italian, e.g.: Infatti anche io lo dico,nessuno caga la Croazia quando si parla di artisti...vengono solo per le vacanze e questo mi rende triste or Spanish e.g.: PUTO SUBE EL TWEET. HIJO DE LA PERRA HACE UNOS DIAS ESTABAS SUBIENDO FOTO DIARIA Y AHORA NI UNA MIERDA SUBE LA MIERDA AHORA. In 3 cases I noted code switching, e.g.: ...Thank you for bringing happiness into my life every day, specially that 23^{rd} here in Argentina. Te amo con todo mi corazón or Since you're in Italy, you should come to Croatia, I'II text you the address. Eeh come stai? and Que rection ser my boy friend.

<u>Evaluation:</u> The result shows 7% of the use of a foreign language or the inclusion of code switching. This number is very close to the number estimated (10%).

3.5.3 Accent stylization

<u>Hypothesis:</u> In this part I assume the number of tweets with accent stylisation would not be very high. My estimation is just about 5% which is supported by the presumption that myself as a user do not come across this method often.

<u>Result:</u> I have found 3 cases of accent stylisation, e.g.: *Ok Harry Styles fans, y'all go crazy now!* or *Harry can sing betta than me, thats for sure.* In these tweets:

y'all - you all (associated with southern American accent)

betta - better (associated with African-American or some English accents e.g. Mancunian accent – Manchester dialect)

In one other:

Ya - you (associated with American accent)

Imma - I am going to (associated with American accent)

Evaluation: The result has shown a similar number (2%) in comparison to my estimated 5%.

3.5.4 Misspelling / deviations

<u>Hypothesis:</u> Lastly, I focused on the accuracy of typing, mistakes and deviations because while reading the tweets there were inconsistencies and there seem to be a random pattern to them. My estimation is that at least 50% of tweets would include some kind of spelling mistake or deviation from regular orthographic rules.

Result: I noticed inconsistencies especially at the beginning of tweets as well as at the ends. In my research I have found that 20 tweets did not start with an upper-case letter, e.g.: everyone is saying it's so good and i can't wait to hear it, in 66 cases there was no full stop at the end of the tweet, e.g.: follow everyone who likes this, 10 tweets were missing an apostrophe, e.g.: YEAH ITS NOT OUT HERE YET, or a comma or any kind of punctuation e.g.: Hey harry my name is Miranda Long nice too meet you I am a big fan of you Harry i Love you so much all my heart you are my favourite person to talk to Harry styles you are my favourite singer in one direction to or Hi harry my names denice and I'm 15 yrs old I've been your fan since you were in one direction I just want to thank you for being you and happy. Both of these mentioned excerpts not only include deviations in punctuation but also upper and lower case switching and abbreviation. The odd thing is the fact that some words do include an apostrophe while

the rest of the tweet is with no punctuation and a random use of upper and lower-case letter. This could possibly be due to predictive text setting. I have found a repeated occurrence of the pronoun 'I' misspelled as 'i'. It was found in 8 cases.

Evaluation: In this case I counted 82 tweets altogether which included some kind of deviation from the regular orthographic rules. The final percentage (55%) is about the number I estimated (50%). Even though I explored the occurrence of mistakes and misspellings I do not consider this part to be overtly reliable. This is due to the fact that I took only Tweets that did not include an emoji at the end of an utterance into account, so these were considered as missing a punctuation. However, obviously ending a sentence with an emoticon is not considered a standard.

3.5.5 Other:

I have found one case of a tweet which did not include emoji as a pictogram but rather it was typed as a name of the emoji: *I would be very depressed.* *ghost hug*. According to the site www.giphy.com, host hug is depicted as a ghost hugging somebody with the explanation that: "you can't feel it, but it's there", see picture 4. According to www.emojipedia.com, there is no such emoji that would correspond to this type. There is an emoji for ghost and for a hug separately. Therefore, it seems that the author was either missing this symbol in the vast repertoire of emojis or they wished to use a GIF of this kind but could not or did not find one. Because there is only one such occurrence, I evaluated this as a deviation and did not include it into the final number for the graph. Having said that, even though I consider this one occurrence to be rare it is not non-existent, nevertheless. It only proves the need for people to express their emotions.

Picture 4
A picture of a ghost hug with a comment



Summary

In this part I have analysed the comments, according to the groups, which are mentioned above. I based these groups on a research in my theoretical part. As I analysed the material, new groups have been added according to the features which I discovered and consider significant. I then compared my estimation with the actual result. These facts are supported by graphs, which can be found underneath each section. My estimation in all four cases were higher than the actual results. Expressing paralinguistic features with the use of emojis has proven as the most popular method. To continue this research, I would suggest analysing and comparing the methods used in asynchronous environment with methods used synchronous environment e.g.: comparison of language on social networking sites and language used in instant messages.

Souhrn

V této části jsem analyzovala komentáře podle výše uvedených skupin. Tyto skupiny jsou založeny na výzkumu z teoretické části. V průběhu analyzování byly přidány nové skupiny podle vlastností, které jsem objevila a považovala za významné. Poté jsem svůj odhad porovnala se skutečným výsledkem. Tyto skutečnosti jsou podpořeny grafy, které jsou k nahlédnutí pod každou jednotlivou částí. Můj odhad ve všech čtyřech případech byl vyšší než skutečné výsledky. Vyjádření mimojazykových funkcí s využitím emojis se ukázalo jako nejoblíbenější metoda. Pro pokračování tohoto výzkumu bych navrhla analyzovat a porovnávat metody používané v asynchronním prostředí s metodami používanými synchronním prostředím, např.: srovnání jazyka na sociálních sítích a v jazyce používaném v instantních zprávách.

Conclusion

The main focus of this thesis was the influence of digital technologies on the language of electronic communication. The technological development has allowed its users to use various methods of communication and different means of expressing themselves in the virtual environment as introduced in the first chapter of the theoretical part of my work.

The second chapter focuses on defining and categorising the means of electronic communication and also involves chronological order of development of these means. It gives us a deeper understanding of how communication via mobile and internet media came to be.

The issue I addressed in the third chapter is mainly about the question of this media being classified as a written or as a spoken discourse. I have discovered that some linguists perceive this as a blend of both media whereas some classify it as a new form of discourse. By introducing its own qualities, I have found a base for my practical part as these formed the categories according to which I classified the samples.

In the fourth chapter of the theoretical part I introduced the evolution of a smiley which later evolved into emoticons. In the practical part I have discovered, that this is in fact the most widely used method of expressing paralinguistic features via electronic media.

Chapter five gives a glimpse into the issue of pros and cons of texting through the eyes of linguists. The methods by which users text or type evokes some strong opinions.

Analysis of abbreviations were preceded by the history of acronyms in chapter six, which forms the last chapter of my theoretical part.

The practical part, in which I analysed samples from social networking sites and researched the various methods used in electronic communication, forms the second half of my thesis. It consists of analysing data from the social network Twitter. The analysed data are supported by charts and the selected material can be found in the Appendix.

In conclusion, considering CMD started as quite a costly way of communicating the invention of the internet gave way to its full expansion. From the very beginnings where the length of a message had a strict limit and users started to be inventive with language by using abbreviated forms, to the point where users are hardly limited by any means. The use of abbreviations and initialisms remains. This is backed up by the research of the Twitter samples. Even though most words are written in their full form with some minor deviations, we can come across abbreviations or initialisms in the comments regardless. Acronyms are usually based on leaving out the vowels however the word is still readable without great obstructions, especially when in context. Some acronymisation is based on homophones and requires a certain level of phonological awareness. This proves that users are, to an extent, able to use and to decode message without greater difficulties. Moreover, there are repeated patterns which demonstrate that some forms of words are used more often than others. Usually those are words which have a higher usage frequency.

There are many other elements that play part in the language of electronic communication and I think the methods of this language discourse will not settle upon any conventions. My opinion is based on the

practical research where we could see that there are inconsistencies in the use as well as the form.

The virtual space offers its users the uniqueness of expressing themselves freely and in a way that is the most comfortable or convenient. The ways of using a language in the virtual world reflects the way users wish to be perceived.

The 'tone' of the contributing comments can be changed in order to be funny, sarcastic, serious or for example angry by using the methods analysed above. Users can use various methods of expressing paralinguistic features in order to be fully understood and the virtual environment became a colourful and a creative platform.

But that does not mean everybody uses the same method. Furthermore, people have a chance to show how playful and inventive they are with language.

Different word forms like abbreviations are used in order to address users' emotions thanks to emoticons, but other methods like GIFs, memes, videos and photos are also used. However, these methods are not mentioned in my theoretical part. That is why I consider this an important reminder, that the use of graphic support should be recognised as one of the distinguishing features of electronic communication. That way, the language of electronic media can become highly personalised and individual, for it can but does not have to contain the methods explored previously.

From what I have gathered in analyses of Twitter comments as well as from what I see in my English classes, the influence of electronic communication on written discourse can be seen not only in the styles of abbreviations but also in spelling and capitalisation. Particularly I have noticed the changes in the spelling of the personal pronoun 'I' being spelled as 'i'. I see this as a repeatedly occurring phenomenon as opposed to the general inconsistencies in capitalisation. In my opinion, this could be another emerging distinguishing feature of electronic communication.

As we discovered, people were always inventive with language. And just as many acronyms and initialism made their way into our everyday speech internet language may bring another era of modifying languages. Coding was always popular because it saved time when communicating. In today's world where there is a another medium for communicating available, it may bring its changes on other areas of language.

I believe that this should be noted and captured by linguists because if these deviations should become somewhat of a convention or norm it could possibly alter the standards of regular orthographic rules.

What this thesis is trying to demonstrate, is the possibility of regarding electronic communication as an individual discourse on its own. By doing so, we could perceive this as a medium, that influences our speech and our standard regular writing habits, which could, possibly, become the new rules.

To continue this research, I would probably analyse a larger sample and compared the use of the analysed methods with another means of electronic communication, for example Facebook or WhatsApp. We could expect some differences on other social site according to its nature. More differences could be probably expected in private conversations according to the user's personal preferences of the methods explored.

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Appendix

Analysed material:

