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Influence of Social Media and Language Changing

Dr. Anita Mudkanna
Former Principal,
Head Department of English
Jawahar Arts, Science and Commerce College, Anadur
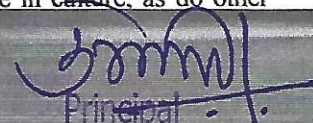Tal.Tuljapur.Dist.Osmanabad

Abstract

Language in media is a collection of specific words, idioms, sentence structures and style of language use, written or spoken. It has both positive and negative impact on how people use language. Sometimes we see that so many people have speaking under the influence of media and its style. It changes the style of speaking. It is particularly focused as language of media. Here we have also the focus on Kurdish language as an example that how the mass medias influence on changing its language and developing it.it has managed to alter our vocabulary, increase the number of communications we have every day and the speed which we have them, and leave us feeling a newfound responsibility to remain connected with the world at large.

Introduction

Now a day mass media has an important role in our lives and society. The main element which the media use to communicate is by using written, broadcast or spoken language that reaches large number of audience. This includes television, radio, advertisements, movies, serials, Newspapers, internet, magazines and so on. Today it's the daily need of everyone. No one can live without media. Everything and everywhere we are connected with it. So the relation between media and language is very much strong and unbreakable. It reflects in everyone's life and life reflects in it. In this context we discuss about the influence and impact of media and language. Language in media is a collection of specific words, idioms, sentence structures and style of language use, written or spoken. It has both positive and negative impact on how people use language. Sometimes we see that so many people have speaking under the influence of media and its style. It changes the style of speaking. It is particularly focused as language of media. Here we have also the focus on Kurdish language as an example that how the mass medias influence on changing its language and developing it.There's no denying that social media has transformed the way we interact with each other. From sharing our thoughts and photos to planning a night out, most people tend to organize their social lives, or at least have it significantly influence them, through some form of technology-based engagement. But, has this shift away from more physical interaction actually affected the way we speak and write English? It has managed to alter our vocabulary, increase the number of communications we have every day and the speed which we have them, and leave us feeling a newfound responsibility to remain connected with the world at large.The use of acronyms (an abbreviation formed from the initial letters of other words and pronounced as a word) are now commonplace substitutes to whole sentences; LOL (laugh out loud), OMG (Oh my God), TTYL (talk to you later) are just a few that demonstrate how social media speeds things up by lessening the need to write longer phrases and reduces space. Some new inventions are innovative but it is the simplest way to communicate.Emoticons (a representation of a facial expression such as a smile or frown, formed by various combinations of keyboard characters) and used to convey what the user is feeling or to express the intended tone without actually having to write it. You could argue that this is a lazy form of writing, but social media isn't a process of creative writing (at least not in the traditional sense), it's a fast and convenient way of interacting with an audience.

Media has the communication outlets or tools used to store and deliver information ordata. The development of early writing and paper enabled longer-distance communication systems such as mail, including in the Persian Empire (ChaparKhaneh and Angarium) and Roman Empire, which can be interpreted as early forms of media. Writers such as Howard Rheingold have framed early forms of human communication as early forms of media, such as the Lascaux cave paintings and early writing. Another framing of the history of media starts with the Chauvet Cave paintings and continues with other ways to carry human communication beyond the short range of voice: smoke signals, trail markers, and sculpture.The current level of media saturation has not always existed. As recently as the 1960s and 1970s, television, for example, consisted of primarily three networks, public broadcasting, and a few local independent stations. These channels aimed their programming primarily at two-parent, middle-class families. Even so, some middle-class households did not even own a television. Today, one can find a television in the poorest of homes, and multiple TVs in most middle-class homes. Not only has availability increased, but programming is increasingly diverse with shows aimed to please all ages, incomes, backgrounds, and attitudes. This widespread availability and exposure makes television the primary focus of most mass-media discussions. More recently, the Internet has increased its role exponentially as more businesses and households "sign on." Although TV and the Internet have dominated the mass media, movies and magazines—particularly those lining the aisles at grocery checkout stands—also play a powerful role in culture, as do other

of languages – that it uses to communicate meaning. Television, for example, uses verbal and written language as well as the languages of moving images and sound. There are even instances of online brands becoming so powerful that words have crept into the English language based on them. 'Google' is the world's leading search engine and it has become so universal in its usage that the phrase 'Google it' has virtually replaced the phrase 'search for it' in common speech. There are examples of this lifted directly from social media too; 'tweet it' refers to writing a message using Twitter, but has essentially come to mean 'share it'

What role does mass media play? Legislatures, media executives, local school officials, and sociologists have all debated this controversial question. While opinions vary as to the extent and type of influence the mass media wields, all sides agree that mass media is a permanent part of modern culture. Three main sociological perspectives on the role of media exist: the limited-effects theory, the class-dominant theory, and the culturist theory. It has related to socio cultural changes in society. What are the changes that we find in society that is focused on social media so we may find the changes in language style, so many new words are introduced. The higher the person in social ladder the more educated that person is likely to be. In conversation with the others, most people unconsciously change their speech to resemble the person they are talking to.

The term media in its modern application relating to communication channels was first used by Canadian communications theorist Marshall McLuhan, who stated in Counter blast (1954): "The media are not toys; they should not be in the hands of Mother Goose and Peter Pan executives. They can be entrusted only to new artists, because they are art forms." By the mid-1960s, the term had spread to general use in North America and the United Kingdom. The phrase "mass media" was, according to H.L. Mencken, used as early as 1923 in the United States.

The term "medium" is defined as "one of the means or channels of general communication, information, or entertainment in society, as newspapers, radio, or television."

Language is the way to connect with others, it is a media to express our feelings and share our thoughts properly. It is a way to communicate and exchange the information which we have. Sometimes it is verbal or nonverbal too. It is very effective element to be closer with human being. Language is, according to Ferdinand de Saussure[i], a sign system of which the main function is communication among people. Speech is then the main instrument for human communication (Katerina 2006). also according to Cambridge dictionary language is a system of communication consisting of sounds, words, and grammar, or the system of communication used by people in a particular country or type of work.

The main way that we can communicate with each other as a human being through language, and we have opportunity to exchange information and thought, vision, belief and perspective via language. Weexpressour feelings through it. Happiness,sadness,anger, fear by using hundreds of expression that we all understand it even if it will be verbal or nonverbal communication. Expressive power is hidden in words it shows by using in different styles. No one can hide his emotions, it will come out through facial expressions or may be by words. Which language he has used that's the different part but relaxing himself by exposure is very much meaningful in everyone's life. Languages consist of tens of thousands of signs, which are combinations of form and meaning. Form in spoken languages is a sequence of sounds, in written languages for example a sequence of letters and in the sign languages of the deaf a certain combination of gestures (Halvor& Rolf 2005).Speech is a human activity that varies without assignable limit as we pass from social group to social group, because it is a purely historical heritage of the group, the product of long-continued social usage (Edward 1921).

Media language is the way in which the meaning of media text is conveyed to the audience (Jeremy 2009). Media is a part of communication it needs language to describe the meaning. Now a days a person shares his feelings and opinions online. He shares his thoughts on Facebook, Instagram and Twitter etc. Not only the personal issues are or opinions are shared but social issues are also discussed in a very effective method. Many social issues have the open challenges for government in some cases. That leads to solve the problems. Language and media cannot be separated, we cannot construct any interpretation if we don't use language in media. It is a weapon to fight against wrong things and strategies.

Spoken language gives us the ability to communicate in an effective manner and express the direct meaning we intend. We have more flexibility in our range of communication and while it is possible to communicate via facial expressions and gestures, we have evolved into complex beings that have the ability to vocally express ourselves.

As we monition it before language is sign system and code that we learned and it became a tools between people to communicate and made word, sentence, paragraph which it sometime use in the media also. There is a great variety in the form and style of media texts, so the codes used to construct meaning are varied and frequently depend upon the form of the media text. In most cases the text will use a variety of codes, visual, audio and written that fit together in certain way to create a particular meaning (Andy 2011).

The relation between media and language is not just using each other, but they have influence on each one, because most of the time the language that is use on media is more formal that these language that use on a street and also is different from text book or academic usage. There is a sociolinguistic concept is included in it

playing very effective role in it.

Emoticons such as ;-) and acronyms such as LOL ('laughing out loud' – which has just celebrated its 25th birthday) add useful elements of non-verbal communication – or annoy people with their overuse (Jon2014).

Kurdish Media And Language

Since 1991 there are many media organization that established at Kurdistan regional of Iraq, and they all use Kurdish language as their language media, and using the language in the media it have an enormous role on developing the language.

Because of using this language in the media, many new words especially in the English language come to Kurdish language and people start to use it! even some of them was by wrong pronunciation, for example now people using the word (surprise) which is English by (saprize) which is a Kurdish wrong pronunciation for the main word and these word come to use because the influence of using language in the media (raoof 2014).

One of the main issue that is consider now in Kurdish media and their language is choosing a standard language which is still not exist and for example the Kurdish television media use two different dialect which is (Sorani and Kurmanji) dialect, and most of linguistic see that a problem for the language because we must have one standard one and its role of the media to help for establishing these language.

There are also a lot of criticize about unorganized use for these language in the media, because it make different from one to other by using the term and giving meaning for the same thing on the language which is make establishing standard language more harder(stran2015).

By considering the relation between media and language it was clear for as how they are related with each and also effective for bot. The media organization cannot communicate and gave the meaning for their view without using language and their code, but media play a vital role for changing and developing the language.

As we show it in Kurdistan regional of Iraq, using language in the media make Kurdish language stronger and more develop and expand, but also can be having a bad effect if we don't treat with their influence upon each other more wisely.

In the context we see how media givea new word and expression to language and if the media organization made any mistake in language it will reflect the usage of the language generally. Communication through social media is quicker and more accessible. So many different groups and people connected on daily basis and it also impacts on language style. It is linked to daily life. It never matters what grammatical mistakes that have but it sharpens the communicative skill well. May be it has some negative impact but new world is so closer by it.

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