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Influence of social networks on language norms and usage

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Abstract. Modern trends in digital communication exacerbate the problem of changing language norms under the influence of social networks, making the investigation of this issue particularly relevant. The purpose of the present study was to identify and analyse transformations in language norms and usage as a result of the active use of social networks as the primary means of everyday communication. The study employed methods of linguistic observation, content analysis, and comparative analysis. The study revealed stable changes in written and oral communication caused by Internet communication: active use of slang, emojis, abbreviations, and Anglicisms; the study recorded an expansion of usage due to norms formed within online communities. The linguistic features of popular platforms (WhatsApp, Instagram, TikTok, Telegram) were analysed, as well as differences in the speech behaviour of users depending on their age and social context. The study found that the norms of online communication often contradict conventional literary norms, thereby influencing the formation of linguistic norms among young people. The data obtained also indicated the development of specific communication strategies driven by technical limitations and the functionality of various platforms, which leads to unique linguistic manifestations in each online community. Furthermore, the analysis revealed that the intensity and nature of language changes directly correlated with the level of user involvement in interactive forms of communication, such as commenting and taking part in discussions. The practical significance of the study lies in the possibility of applying its findings in educational and media teaching practice – in the development of training courses on modern linguistics, media literacy, as well as in the field of editing and translation

Keywords: digital communication; media space; Anglicisms; Internet slang; speech variability; language transformation; youth parlance

■ INTRODUCTION

Contemporary researchers note: “The beginning of the 21st century will undoubtedly go down in the history of pedagogy as a pivotal stage in the development of educational content” (Bagicheva & Chonmurunova, 2024). This idea is true not only for education, but for all aspects of communication, especially language. One of the most powerful catalysts of language change is social media, which has become an integral part of the lives of millions of people around the world. These digital platforms have not only transformed the form and methods of communication, but

also actively influence the content, style, vocabulary, syntax, and norms of language.

The relevance of the present study is driven by the growing influence of social media on all levels of the language system, from phonetics and orthography to semantics and pragmatics. Communication on social media is characterised by fast pace, conciseness, visual richness, and frequent violations of conventional language norms (Donii, 2023). In the new environment, language is subject to spontaneous democratisation, simplification, standardisation,

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and even aggressive expansion of Anglicisms. These processes are particularly pronounced among young people, which in the long term may influence national norms of usage. There is a need for a comprehensive understanding of the processes taking place from a linguistic standpoint, considering both internal and global contexts.

The problem of the influence of social networks on language has been the subject of close attention from researchers in various countries in recent years. G. McCulloch (2019) analysed the development of new digital language norms, arguing that the internet has become not just a platform, but a full-fledged language environment with its unique rules and culture of communication. The researcher emphasised that language on the internet is alive, flexible, and intricately linked to generational identity. British linguist C. Hutton (2009) emphasised that social networks give rise to new forms of discourse where the boundaries between formal and informal styles are blurred, and language norms become flexible and situational. Renowned linguists B. Miller & P. Munday (2020) discussed the dual impact of social media on language, noting that “the use of social media has both positive and negative effects, but the negative effects predominate”. The researchers attributed this to the simplification of linguistic structures, a decline in language literacy, and the spread of template speech patterns. A. Shamne (2014) examined the influence of the digital environment on the speech behaviour of schoolchildren and students, noting the active penetration of network jargon into the oral and written speech of students, as well as the formation of a new norm based on the practice of communication in messengers. The researcher emphasised that elements of network slang are actively becoming established in students’ speech.

Polish researcher A. Niekrewicz (2021) analysed the influence of Facebook and TikTok on the grammatical norms of the Polish language. The data indicated a pronounced increase in the number of errors in public posts and comments, as well as a growth in society’s tolerance for linguistic deviations. Nowadays, ignoring rules can be a form of linguistic entertainment or satire. L. Logi & M. Zappavigna (2021) conducted an interesting study, investigating the phenomenon of visual language – emojis, stickers, and GIF files – and their influence on the syntactic structure of text. According to the researchers, visual elements are gradually replacing lexical units and changing the perception of text, especially among teenagers, while emojis perform a syntactic function and influence the perception of text. Due to the prevalence of this phenomenon, the study of the influence of behavioural rituals characteristic of communication on social networks deserves special attention (Shmakov, 2020). One of the most noticeable changes caused by social networks is the emergence of new words and expressions. For instance, terms such as ‘like’, ‘follow’, and ‘troll’ have become part of everyday language.

O. Jackson (2023) emphasised that digital communication extensively transformed the ways in which people interact linguistically, while social media drastically

changed the dynamics of language use, leading to the evolution of existing linguistic features and the emergence of new phenomena. E. Chernichenko (2023) expressed an analogous point of view, arguing that the most distinctive feature of social media language is the blurring of boundaries between written and spoken language. This hybridisation of communication forms leads to the emergence of new linguistic strategies, as evidenced by I. Romanova *et al.* (2024): “Social media platforms contributed to the emergence of new linguistic strategies, such as abbreviations and hashtags, reflecting the evolution of language in the digital age”. The use of such strategies extends beyond everyday communication. For instance, L. Panjaitan & A. Patria (2024) noted that younger generations used abbreviations in academic and professional contexts, which may contribute to long-term changes in language norms. Expanding on this observation, S. Akhmedova (2024) addressed the role of digital platforms as carriers of new forms of linguistic expression: “Platforms such as Twitter, Instagram, and TikTok introduced new forms of communication, including abbreviations, emojis, and memes, which changed not only vocabulary but also grammar and syntax”. S. Had Hamed (2023) also stressed the paradigm shift in language norms under the influence of the digital environment: “Social media contribute to the emergence of new linguistic conventions, such as hashtags, which influence the language attitudes and norms of the community”. According to R. Huseynova *et al.* (2024), the internet and social media contributed to the development of new forms of expression and communication, influencing the evolution of the English language.

An analysis of contemporary scientific sources revealed that social media are substantially transforming language usage and norms. The key trends include the simplification of syntax, the expansion of abbreviations and emojis, a shift towards colloquial style even in formal contexts, and the development of ‘digital dialects’. These processes point to the evolution of language in the digital environment and require a reconsideration of linguistic approaches to norms and usage in the 21st century. Thus, the academic community is increasingly inclined to recognise that digital communication technologies have not only changed language practice but also influenced the fundamental mechanisms of language norms and usage. All the studies cited above emphasise the multifaceted influence of social networks on language and testify to the need for further systematic analysis of these processes. A particular challenge is the study of network usage, a system of language preferences that emerge and become established in specific online communities, where norms are often formed not from the top down, but from within, through user practice. Considering the generalisation of existing scientific approaches, it can be concluded that the linguistic study of processes occurring in the modern digital environment is of great significance. These processes affect not only the formal aspects of language, but also sociolinguistic, communicative, and psycholinguistic parameters. The purpose of the

present study was to identify and analyse the principal areas of transformation of linguistic norms and usage under the influence of social networks, as well as to determine the characteristics of their manifestation in various online platforms and among diverse categories of users.

■ MATERIALS AND METHODS

This study employed a comprehensive approach based on a combination of qualitative and quantitative methods of scientific inquiry. The key methods were linguistic observation, content analysis, and comparative analysis. These methods were chosen due to the interdisciplinary nature of the topic, which requires analysis of both linguistic material and social communication practices. The linguistic observation method was employed at the initial stage to collect empirical material – texts, comments, posts, and dialogues published on popular social networks (WhatsApp, Instagram, TikTok, Telegram, VKontakte, X) between January 2023 and February 2025. The material was selected considering the representativeness of the sample, covering various types of content (public posts, private messages, comments, broadcasts), topics of discussion and communication formats inherent in each of the platforms under study. Particular attention was paid to the youth segment of users (aged 14-30), as the most susceptible to the influence of new language trends.

Content analysis was applied to systematise linguistic phenomena characteristic of online communication: the use of Anglicisms (direct borrowings and calques), emojis and other paralinguistic means, Internet slang (neologisms and specific meanings of existing words), acronyms and abbreviations, graphic violations of orthoepy and orthography (intentional and accidental), non-standard punctuation, and other deviations from conventional language norms. The analysis also included publications by popular bloggers and opinion leaders with a wide audience and the potential to influence the language preferences of their followers.

The comparative method helped to identify differences and similarities between the language norms presented in conventional media (news articles, literary works, official documents) and the speech practices dominant in social networks. Specifically, the study analysed messages written by the same users in distinct digital environments, varying in formality and target audience. The information base for the study included open posts and comments by social media users, scientific articles on the topic of linguistics and sociolinguistics of digital communication, as well as the results of linguistic surveys and Internet archives (Wayback Machine, Web Archive Telegram, etc.), which allow tracking the dynamics of language changes over time.

■ RESULTS AND DISCUSSION

Simplification and compression in modern online communication

One of the most noticeable changes brought about by social media is the emergence of new words and expressions. For instance, terms such as ‘like’, ‘follow’, and ‘troll’ have

become part of everyday language. As T. Dembe (2024) noted, social media facilitates the rapid spread of new words, leading to their integration into the general lexicon. The language of social media has a series of distinctive features conditioned by the specific nature of online communication, and these phenomena are associated with the simplification and compression of words and the informal and colloquial style of communication.

Character limitations and the desire for speed and efficiency in communication lead to the use of abbreviations and acronyms (‘щас’ – сейчас (now), ‘пжлст’ – пожалуйста (please)), the omission of vowels and consonants (‘спс’ – спасибо (thanks), ‘норм’ – нормально (normal)) and the use of emoticons and emojis to convey emotions and intentions. Abbreviations and acronyms such as ‘LOL’ (laughing out loud) and ‘BRB’ (be right back) are also frequently used on social media, reflecting users’ desire to save time and space. All these examples demonstrate a tendency towards simplifying grammatical structures and adapting language to the conditions of rapid information exchange, especially in messengers and comments. People are looking for more and more new ways to express their thoughts succinctly. Interlocutors may interrupt each other or leave words unfinished. Such words include, for instance, ‘че’ (чего – why), ‘тя’ (тебя – you), ‘мя’ (меня – me), ‘дава’ (давай – let’s), ‘ясн’ (ясно – got it), ‘наверн’ (наверно – probably), ‘прям’ (прямо – right, straight) (Smirnova, 2015).

Visualisation – emojis, GIFs, and images are actively used to supplement text messages, convey emotions, and create a humorous effect. The emojis are used instead of words to express feelings, states, or even entire phrases. For example, using a laughing face emoji 😂 instead of the phrase ‘I’m laughing’ or a heart emoji ❤️ instead of ‘I love you’. This illustrates how visual symbols are becoming full-fledged substitutes for linguistic units, changing the structure and functions of written language.

Disregard for norms – users often ignore spelling and punctuation rules, making mistakes and typos, which can lead to a decline in literacy. Deliberate spelling mistakes can be used to create a humorous or ironic effect. For example, ‘Привед медвед’ instead of ‘Привет, медведь’ (hello, bear) is a widespread expression used to imitate naïve or childish language, as well as to make an ironic comment on a situation. This example shows how spelling rules can be deliberately broken to express certain social or emotional meanings, especially in informal communication.

Social media also influences grammatical norms. Simplification of syntax and the use of colloquial forms are often observed. Sentences are becoming shorter, e.g., incomplete sentences are often used on social media, which can lead to a change in the perception of grammatical norms (Jebaselvi *et al.*, 2023). There is also the use of colloquial style, where forms that were previously considered informal are becoming more acceptable in written speech. Communication styles on social media also differ from

conventional forms. Users often use emojis, GIFs, and other visual elements to express their emotions and thoughts. Visual elements are becoming a prominent part of communication, changing conventional ideas about style. The use of emojis helps convey the emotions and tone of a message, which can change the perception of the text (Ty-moshenko & Savytska, 2020). An informal style of communication prevails on social media, which can influence formal written genres.

The influence of social media on language norms is multifaceted and ambiguous. On the one hand, the constant use of simplified and informal forms can contribute to the blurring of boundaries between standard and non-standard language. For instance, addressing strangers informally, using familiar expressions in business correspondence (e.g., in instant messengers).

This example illustrates how social media blurs the boundaries between formal and informal communication, contributing to the democratisation of language and a decrease in the level of formality in communication. Additionally, this includes the use of numerous exclamation marks, capital letters, and other means of expressing emotions. For example: 'I'M IN SHOCK!!! THIS IS JUST HORRIBLE!!!'. This shows how social networks contribute to the intensification of emotionality in written speech, compensating for the absence of non-verbal cues that are present in oral communication.

On the other hand, social media can serve as a platform for popularising new words and expressions that may eventually enter everyday language. There is a tendency towards simplifying grammatical structures, using short sentences, and actively employing nominative sentences. However, simplifying grammar can lead to a decline in the accuracy and expressiveness of speech. The frequent disregard for spelling and punctuation rules on social media raises concerns about a decline in the overall literacy of the population. However, some deviations from the norm may be a conscious choice aimed at creating a certain stylistic effect or expressing emotions.

Informality and colloquial style

The language of social media tends towards colloquial speech, characterised by the use of slang, jargon, and a familiar tone. Social media is a fruitful environment for the emergence of new words and expressions (neologisms) and for the development of specific Internet slang. Examples include words derived from Anglicisms ('like', 'share', 'hype') and new formations reflecting the realities of online life ('meme', 'trolling', 'bullying'). New words such as 'influencer' and 'meme' have become popular thanks to their spread on social media. In the modern globalised world, knowledge of foreign languages is becoming a prominent factor for success in various professional fields, considering that neologisms come from foreign languages (Ibraheem, 2021). Social networks actively generate neologisms and borrowings from other languages, primarily from English. Some of these words become established in the

language, while others continue to be the prerogative of Internet slang. The spread of Internet memes and slang has led to the emergence of a new type of language, known as Internet slang. For example, 'жиза' (жизненно – relatable), 'ор выше гор' (a person who yells loudly, laughs, jokes about someone), 'сорян' (transliterated 'sorry' – 'coppi' – apology), 'кек' (kek – laughter, interchangeable with 'LOL'). This demonstrates how social networks create a favourable environment for the rapid spread and modification of slang, making it accessible to a wide audience and facilitating its penetration into everyday speech.

Active use of Anglicisms and their adaptation to Russian on social media. For example: 'хайп' (hype), 'чекнуть' (check), 'рофлить' ('to ROFL' – Roll On the Floor Laughing), 'кринж' (cringe). This example shows how social networks act as a catalyst for borrowings, especially from English-language Internet culture, and how these borrowings are integrated into usage, often acquiring new shades of meaning. Creation of new words and expressions that reflect the specifics of online communication. For example: 'загуглить' ('to google' – to look something up using the Google search engine), 'запостить' (to post text or other information on electronic media), 'залайкать' (to give somebody or something a positive rating by giving multiple likes), 'зафолловить' (to follow, to subscribe to a particular person's blog). These examples demonstrate how language adapts to the latest technologies and activities, creating new verbs to describe actions related to the use of social media and the internet.

The generally accepted use of language units is also influenced by social media. The active use of internet slang and specific expressions on social media can lead to their penetration into everyday speech. Furthermore, social networks are shaping new norms of behaviour and communication, which are also reflected in language. For instance, the use of hashtags to tag topics and group content has become widespread beyond social networks.

The influence of social media on language has both positive and negative consequences. Positive consequences include expansion of vocabulary through neologisms and borrowings; development of creativity and language play; acceleration of the spread of information and new linguistic phenomena; creation of new forms of communication and self-expression. Negative consequences include a decline in literacy and the blurring of boundaries between standard and non-standard language; simplification of grammar and impoverishment of speech; the spread of aggressive and offensive content; and the risk of 'language segregation' between users of distinct social networks and age groups.

Various methods of linguistic analysis are used to investigate the influence of social networks on language:

- corporeal linguistics, where the analysis of large text arrays extracted from social networks allows identifying the frequency of use of certain words and expressions, as well as tracking changes in language over time;

- sociolinguistic surveys and interviews, where the study of the linguistic behaviour and attitudes of social

media users allows identifying the reasons and motives for the use of certain linguistic forms;

- experimental research, where experiments aimed at assessing the perception of various language styles and forms allow identifying the influence of social networks on language competence;

- discourse analysis, where the study of the structure and content of communication in social networks allows identifying social and cultural factors that influence language.

Thus, social networks have a considerable and multifaceted influence on language norms and usage. Simplification, compression, informality, and visualisation are key characteristics of social media language. These changes have both positive and negative consequences for language as a whole.

■ CONCLUSIONS

The study found that social media greatly affect language norms, which is reflected in the emergence of new words, expressions, and acronyms, as well as changes in language structure. One of the most noticeable effects is the use of abbreviations and acronyms, such as 'спс', 'щас', and 'пжлст', which is driven by the desire for faster information exchange. Neologisms are also actively developing, many of which are related to Internet culture, such as 'лайк', 'фолловить', and 'тролль', which have become an integral part of everyday speech. Furthermore, social networks contribute to the spread of Anglicisms and other borrowings. Words such as 'хайп', 'кринж', 'троллить', and 'рофлить' demonstrate how actively borrowings from English-language Internet culture are being adapted into Russian. These changes may lead to a blurring of the boundaries between standard and non-standard language, as well as the emergence of new norms in speech.

The use of social media contributes to changes in the grammatical and stylistic norms of language. There is a tendency towards simplification of syntax, shortening of sentences, and active use of nominative constructions. As a result, incomplete sentences are often found in texts posted on social media, which violates conventional grammatical structures. Furthermore, the use of colloquial style, slang, and colloquialisms on social media blurs the boundaries between formal and informal language. This can be observed, for example, in the use of informal forms of address to strangers, the use of familiar expressions in business correspondence and in communication via instant messengers. Such changes indicate the democratisation of language and a decrease in the level of formality in communication. Visual elements such as emojis and GIF files are becoming an essential part of communication, which also influences conventional ideas about language and style.

Social networks play a significant role in shaping new norms and standards of communication, as well as in the spread of Internet slang. The active use of terms such as 'загуглить', 'запостить', and 'зафолловить' has become

part of everyday speech, which influences everyday language. Many words and expressions that originated on social media have entered widespread use, becoming part of the language, i.e., generally accepted norms of language use. However, not all changes are exclusively positive. For example, frequent disregard for spelling and punctuation rules, as well as simplification of grammar, raises concerns about the general literacy of the population. A decline in the accuracy and expressiveness of speech, especially in written form, can lead to a decrease in the level of language competence among social media users. Therewith, some deviations from the norms are a deliberate choice aimed at creating a certain stylistic effect or expressing emotions.

Thus, the influence of social media on language is a multifaceted and two-way process. On the one hand, social networks contribute to the emergence of new words and expressions, the expansion of vocabulary, the development of creativity and language play. On the other hand, they can lead to the simplification of grammatical structures, a decrease in the accuracy of speech, and the blurring of boundaries between formal and informal communication. The influence of social networks on usage is also evident in the spread of Internet slang and the development of new norms of behaviour and communication, which are gradually becoming part of everyday language. The findings of the study confirmed that social networks play a key role in the evolution of language, stimulating both its development and adaptation to new conditions of communication. Notably, changes in language are linked to the fast pace of life and the need to exchange information within a limited time frame, which leads to the emergence of new forms and trends in language. Further research is needed to gain a deeper understanding of the dynamics of language in the digital age and to develop effective strategies for preserving linguistic culture and improving literacy.

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■ CONFLICT OF INTEREST

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Социалдык тармактардын тил нормаларына жана узуска тийгизген таасирин изилдөө

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Аннотация. Заманбап санариптик коммуникациянын тенденциялары социалдык тармактардын тил нормаларына тийгизген таасири маселени курчууда, бул изилдөөнү өзгөчө актуалдуу кылат. Бул изилдөөнүн максаты – социалдык тармактар күнүмдүк баарлашуунун негизги каражатына айланганы менен байланыштуу тил нормалары менен узустун өзгөрүүлөрүн аныктоо жана талдоо. Иште лингвистикалык байкоо, контент-анализ, салыштырма анализ ыкмалары колдонулган. Изилдөөнүн жыйынтыгында интернет-баарлашууга байланыштуу жазуу жана оозеки коммуникацияда туруктуу өзгөрүүлөр аныкталган: жаргон сөздөрдүн, эмоцияларды чагылдырган сүрөтчөлөрдүн (эмодзи), кыскартуулар менен англицизмдердин активдүү колдонулушу; социалдык тармактардагы коомчулуктун ичинде калыптанган нормалар аркылуу узус кеңейгени белгиленген. WhatsApp, Instagram, TikTok, Telegram сыяктуу популярдуу платформалардын тилдик өзгөчөлүктөрү жана колдонуучулардын жаш курагы менен социалдык контекстине жараша сүйлөө жүрүм-турумундагы айырмачылыктар талданган. Изилдөөнүн жүрүшүндө социалдык тармактардагы сүйлөө нормалары көп учурда салттуу адабий нормалар менен карама-каршы келип, жаштардын тил нормасын калыптандырууга таасир берип жатканы аныкталган. Алынган маалыматтар ар бир социалдык коомчулукта техникалык чектөөлөр жана ар кандай платформалардын функцияларынан улам уникалдуу тил көрүнүштөрүн жараткан өзгөчө коммуникациялык стратегиялардын түзүлүп жатканын да көрсөтөт. Мындан тышкары, тил өзгөрүүлөрүнүн интенсивдүүлүгү менен колдонуучулардын комментарий жазуу жана талкууларга катышуу сыяктуу интерактивдүү коммуникация формаларына тартылуу деңгээлине түз байланыштуу экени аныкталган. Изилдөөнүн практикалык мааниси – анын жыйынтыктарын билим берүү жана медиа-педагогика практикасында, заманбап лингвистика, медиасабаттуулук боюнча окуу курстарын түзүүдө, ошондой эле редакциялык жана котормочулук ишмердикте колдонууга мүмкүн.

Негизги сөздөр: санариптик коммуникация; медиамейкиндик; англицизмдер; интернет-жаргон; сүйлөө вариативдүүлүгү; тил трансформациясы; жаштар узусу

Изучение влияния социальных сетей на языковые нормы и узус

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Аннотация. Современные тенденции цифровой коммуникации обостряют проблему изменения языковых норм под влиянием социальных сетей, что делает изучение данного вопроса особенно актуальным. Целью настоящего исследования было выявление и анализ трансформаций языковых норм и узуса в результате активного использования социальных сетей как основного средства повседневного общения. В работе применялись методы лингвистического наблюдения, контент-анализа, сопоставительного анализа. В результате исследования были выявлены устойчивые изменения в письменной и устной коммуникации, вызванные интернет-общением: активное использование жаргонизмов, эмодзи, аббревиатур и англицизмов; зафиксировано расширение узуса за счет норм, формирующихся внутри сетевых сообществ. Были проанализированы языковые особенности популярных платформ (WhatsApp, Instagram, TikTok, Telegram), а также различия в речевом поведении пользователей в зависимости от возраста и социального контекста. Установлено, что нормы сетевого общения нередко вступают в противоречие с традиционными литературными нормами, при этом влияя на формирование языковой нормы у молодежи. Полученные данные также свидетельствуют о формировании специфических коммуникативных стратегий, обусловленных техническими ограничениями и функционалом различных платформ, что приводит к уникальным языковым проявлениям в каждом сетевом сообществе. Кроме того, анализ показал, что интенсивность и характер языковых изменений напрямую коррелируют с уровнем вовлеченности пользователей в интерактивные формы коммуникации, такие как комментирование и участие в дискуссиях. Практическая значимость исследования заключается в возможности применения его результатов в образовательной и медиапедагогической практике – при разработке учебных курсов по современной лингвистике, медиаграмотности, а также в сфере редакторской и переводческой деятельности

Ключевые слова: цифровая коммуникация; медиапространство; англицизмы; интернет-жаргон; речевая вариативность; языковая трансформация; молодежный узус