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ENGLISH IN THE DIGITAL AGE: INNOVATIVE PATTERNS IN SOCIAL-MEDIA COMMUNICATION

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ABSTRACT

The fast pace of the development of digitalization, in connection with the development of social media, has significantly impacted the development of the English language. In this research, there is an exploration of the digital development of the English language in terms of linguistic innovation derived from social media interaction itself. In this regard, there is the demonstration of the creativity of users of the language while using neologisms, abbreviations, hashtags, emojis, code-mixing, and different syntactic structures in order to meet the changing demands of a world that is constantly in motion with the changing pace of online interaction. In this research, a qualitative research approach was used in order to examine the contents of social media in terms of patterns of linguistic innovation and sociocultural motivation for innovation. The research findings reveal that social media discourse transcends spoken language in creating a blurring of the boundaries between formal and informal varieties of the English language in writing. The thesis of this research is that the changing forms of the English language in the digital world should not be seen in terms of the degradation of the language but rather in terms of dynamic and legitimate innovation in the language. This research therefore goes on to expand the theme of digital linguistics and sociolinguistic innovation in the 21st century in terms of depicting the impact of technology on the language in real-time in an interactive setting.

Keywords: *Digital communication, linguistic innovation, code-mixing, sociolinguistic change*

1 INTRODUCTION

The study investigates how social media platforms have changed English through their various linguistic changes. The project will examine how the structure, vocabulary, and grammatical conventions of the English language have changed as a result of digital communication, particularly through sites like Facebook, Instagram, and Twitter. The expansion of online communication has created new language patterns which include acronyms and emojis and internet slang and abbreviations and creative syntactical structures according to Crystal (2011). The study will examine how these forms evolved their functions for communication usage and their effects on language learning processes in the current digital environment.

The research project Digital Evolution of English: Analysis of Linguistic Innovations in Social Media Communication investigates how social media platforms have become more popular which results in their growing influence on the English language. The study examines how digital communication platforms through Facebook and Instagram and Twitter have introduced new linguistic changes according to (Tagliamonte 2016). The platforms have transformed human communication methods because they enable people to develop new ways of writing which create unique grammatical patterns and vocabulary and communication methods that depart from traditional English usage (Thurlow and Mroczek 2011).This research aims to identify important linguistic developments which have originated from internet platforms while studying the social and cultural factors that drive these linguistic transformations.

The study will investigate three particular digital communication elements which include people using abbreviations like "LOL" and "BRB" and "DM" as well as their identification of emojis and GIFs as new forms of expression and their creation of fragmented sentence structures with innovative punctuation methods which include excessive use of ellipses and hashtags (Danesi 2017).

Research Objective

To examine the impact of social media on recent linguistic innovations in English, including changes in its structure, grammar, vocabulary, and use in both informal and formal communication.

2 Literature Review

The study of linguistics brings forth new developments through its research which shows how people currently acquire and use different languages.Changes of this nature have been accelerated as a result of globalization, technological growth, and the increase of digital communication channels. Because of this, language learning and teaching needs innovation to adapt to the new possibilities and challenges brought about by these changes.

2.1 Linguistic Innovation in Social Media Communication

Linguistic innovation is one of the main characteristics of social media's impact on language. Owing to the fact that consumers of social networking sites like Twitter and Instagram usually condensing their views into concise, short statements, new acronyms, abbreviations, and emoticons have developed (Baron 2010). Another highly influential language invention that has penetrated every corner of online communication is the application of hashtags. Social media is becoming a more significant factor in shaping the development of language and communication habits (Crystal 2011). Social media has changed our way of communicating through various online platforms because it introduced new methods of expression that include emoji, acronyms, memes, and hashtags (Tagg 2015, Danesi 2017). The complete society needs to understand how social media platforms affect the way people use language according to the needs of sociolinguists, educators, and policymakers (Androutsopoulos 2006). The present social media platforms which people use to socialize with others have created new ways for humans to connect with each other (Zappavigna 2012). The technology now governs all parts of our daily existence because it determines both our social interactions and the way we maintain our personal relationships (Seargeant and Tagg 2014).

2.2 Structural Change in English Due to Social Media

Cultural shifts and technological advancements along with social structure changes continuously drive language evolution. Social media platforms such as Facebook Instagram and Twitter (now called X) introduced new communication methods which resulted in changes to the English language.

Abbreviation and Clipping

Social media platforms brought about their most significant structural change to English through the increased use of abbreviations and clipped forms. Users created short message formats because Twitter platforms restricted their original 140-character limit. Social media platforms

brought about structural changes to English through their introduction of more abbreviations and clipped forms. Users who wanted to express their ideas on Twitter had to develop shorter methods of communication because the platform enforced a 140-character restriction. People use acronyms like LOL (laugh out loud) and OMG (oh my God) and BRB (be right back) and also use shortened words like fav (favorite) and bro (brother) and gonna (going to). According to (Crystal 2011) these linguistic changes demonstrate a communication style that prioritizes efficiency instead of showing a decline in language abilities.

Simplification of Syntax:

The use of social media has created a trend where people use shorter sentences which contain basic words to speak their thoughts instead of using longer sentences with complex structure. The collection contains multiple posts which display incomplete sentences together with missing essential grammatical elements. People express their excitement for the movie by saying "So excited for this movie!" instead of saying "I am so excited for this movie". The method of communication shows that people depend more on spoken language than written text. Tagliamonte (2016) argues that social media creates informal communication which merges spoken language with written language to create online text that resembles spoken language.

Impact on Grammar and Sentence Structure:

Researchers have studied how social media affects grammar rules together with sentence construction. Research has pointed out changes such as the utilization of singular "they," novel methods of word use with punctuation, and free word order (Huang, Lin et al. 2020). Researchers study these changes in separate studies which do not examine their relationship across different platforms and speech communities.

This leaves open the issue of whether or not these changes driven by social media are manifestations of larger, long-term trends in language. Moreover, despite some studies being conducted on social media multilingualism, most tend to deal with particular bilingual or multilingual communities instead of adopting a pan-language perspective.

Grammar and syntactic changes have been brought about in social media messaging due to character restrictions and the necessity of brevity. At the expense of informal and conversational modes of writing, traditional standards of punctuation and sentence structure are most often disregarded (Crystal 2011). There have been constant concerns regarding how this would impact standards in language. The emergence of memes and images created a social media trend which established a new method for people to communicate. People use memes more frequently now to convey their jokes and sarcasm together with their cultural knowledge. Memes show how social media has created new language patterns because they use intertextuality and shared cultural knowledge.

2.3 Informal vs. Formal English in Digital Age:

Digital communication introduction has produced major changes to English usage because it affects how people use both formal and informal language. Text messaging and social media and instant messaging platforms enable people to use informal language elements which include abbreviations and emojis and non-standard punctuation during their everyday conversations (Baron 2008, Crystal 2008). The shift challenges established rules which separate formal and informal language because professional and academic and business environments have used formal English as their standard language since Dilyora 2025. Informal language elements which people used during private conversations now emerge during public situations which create issues about maintaining professional standards and clear communication and safeguarding language norms (Yus 2011, Manan and Raslee 2018). The current trend creates two major effects because it transforms how people communicate while it shapes how students and professionals learn language through the combination of different language styles (Bidari, Thurlow 2006). The shift toward informal communication shows how cultural and technological changes have progressed which affects global language teaching

and usage (Jenkins 2012, Tagliamonte 2016). The article investigates how digital communication practices have shaped the development of formal and informal English. The article investigates how digital communication language characteristics affect different contexts through its detailed assessment of formal and informal language development in the digital era which creates challenges for language users and language students (Biber 1995, Crystal 2008).

2.4 The Rise of Social Media as a Linguistic Influencer

The 21st century witnessed social media platforms become the principal force which drove changes in language and communication. Facebook, Twitter (now X), Instagram have created new ways for people to connect while establishing different language usage patterns which people now follow. Social media affects language through two distinct methods because it spreads vocabulary and grammar rules and social identity and cultural expression through various word usages.

The most visible effect which social media has on language development creates new words that people use in their daily communication. The Oxford English Dictionary has added numerous social media terms which demonstrate how language usage continues to evolve (Frandsen, Jerslev et al. 2022). Social media serves as a platform which enables fast development of new words because people create their own words to express different cultural aspects.

Social media platforms encourage people to use short informal speech patterns. Twitter and similar platforms use character limits which force users to shorten their messages by using common abbreviations such as "BRB" to mean "be right back" and by using emojis as essential parts of their written communication. The trends which Crystal (2011) describes as "text speak" create a new type of language which combines written and spoken elements to provide speakers with quick yet precise ways to express themselves. Emojis and GIFs and memes function as paralinguistic elements which help people understand tone and feeling and subtle details which exist outside of standard language communication.

2.5 Implications of Linguistic Innovation in Society:

The social effects of linguistic innovation show how new language forms impact social identity and delivery of messages and the establishment of power structures and the creation of new cultural patterns according to (Blommaert 2010, Eckert 2012). The following section presents significant research outcomes which include interdisciplinary research and academic publications as supporting evidence.

Social Identity and Group Belonging

Linguistic innovations originate from specific communities which exist outside mainstream society because young people and subcultures and these communities create their own languages. The changes function as identity markers which enable people to join specific groups according to (Bucholtz and Hall 2005, Cutler and Røyneland 2018)..

The abbreviation rizz and delulu function as cultural markers which show membership in a wider cultural context according to (Cutler and Røyneland 2018). Digital platforms allow users of African American Vernacular English AAVE to show their cultural identity through their AAVE style interactions which they use in their online presence according to (Alim 2009, Werner and Tegge 2020).

Digital Communication and Technology Influence

New social media platforms which include Twitter/X and Instagram create new linguistic systems and ways for people to communicate with each other. Digital symbols such as emojis and meme-aided sharp brief forms of expressions (e.g., idk and lol) break the traditional standards of linguistics. These forms change the norms of grammar, sentence structure, and punctuation through heightening the redundancy of meaning and adding context-free information, which alters our perception of written language (Tagg, Seargent et al. 2017).

3 Research Methodology

3.1 Research Design

This study is a Qualitative research design to explore the evolving nature of English language usage in the field of digital communication. It aims to understand the patterns, meanings, and functions of new language forms in communication rather than to count their instances.

3.2 Population of the Study

The population for this study consists of Random Social Media Conversations basically from diverse digital platforms such as Twitter, Facebook and Instagram which have been selected because of their popularity and linguistic variance. The present English-language data consist of posts, comments, and direct conversations.

Selection Criteria:

The criterion for selection was basically the active participation by the users on social media platforms like Twitter, Instagram, and Facebook. The processes followed aimed at ensuring that a cross-section of diverse interests with different geographic and online behaviors' was sampled.

Sample Size:

30 posts were collected from social media to a Sample of language use patterns. A larger sample would look into the abundance of diversity in social media communication.

3.3 Sample and Sampling Technique:

The sampling method used in this research is random sampling. At public groups, forums, and threads where daily informal conversations of users are taking place, social media conversations are selected randomly. The researchers used direct public random sampling as their complete sampling method. The researchers will use specific trending hashtags together with open community groups as their entry points to collect public information. The random selection process ensures that the sample maintains its neutrality toward different geographical areas and various age groups and different types of communication methods.

3.4 Instruments

The research study uses content analysis as its primary research instrument. The researchers perform thorough text analysis to discover newly introduced digital communication elements which include fresh vocabulary, modified grammar patterns, internet slang, and emoji usage. The researchers use content analysis as their data collection instrument to study social media texts for emerging linguistic trends which include new slang terms and abbreviations and emojis and changes in grammar usage.

3.5 Procedure for Data Collection

The procedure of data collection involves the selection of content from public subgroups and pages where active discussions take place with the commenting. Conversations will then be documented, cleaned of identifiable information, and classified according to the type of linguistic features they display.

4 Data Analysis

Instagram, Facebook and Twitter Post

Table 4.1 Instagram Post

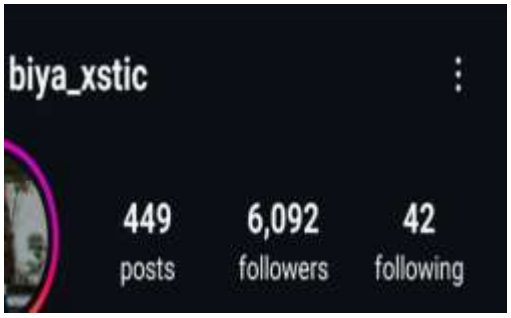
	"Biya_xstic" looks like an abbreviation for "biya" (most probably a nickname or variation of a name) with a nice take on "xstic", though this can also be interpreted as false derivation-from "mystic", "artistic", or perhaps a close variation of the word "aesthetic".

Table 4.2

	The name BiJal replaces the l with the Arabic letter "ل" (Lam) merging Latin and Arabic letters, showing a mixture of cultures or a bilingual identity, typical of most users who use these different cultural or linguistic backgrounds. Such a name (BiJal as against Bilal) suggests aesthetic intentionality, not merely a name but visual branding.

Table 4.3

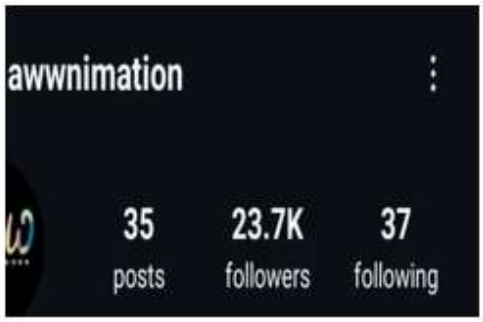
	Aww + Animation give rise to the word Awwnimation. It perfectly fits the definition of blending-two distinct words merged into one to form an interesting new word. Awwnimation is not provided in dictionaries; it is called a neologism, which is a word made recently, used to brand and to establish identity.

Table 4.4

	"Shuglistan" is an example of a blended neologism, linking: "Shughal" (fun), "-stan" (land). To form a fictional region centered around enjoyment which is very clever as it ensures understanding for speakers of the language.

Table 4.5

	Peshawarology" is even referred to as a coined term mix of "Peshawar and the Greek-derived suffix." -ology" interested in "the study of." This sort of semantic blending results in an elevation or humor even to a lesser-known place making it sound like it actually is studied by academia.

Table 4.6

	The creation of 'tubaailistic' typifies the feature mentioned earlier and represents the formation through attaching the name with '- ilistic', derivation meant for suffixes like -istic'.

Table 4.7

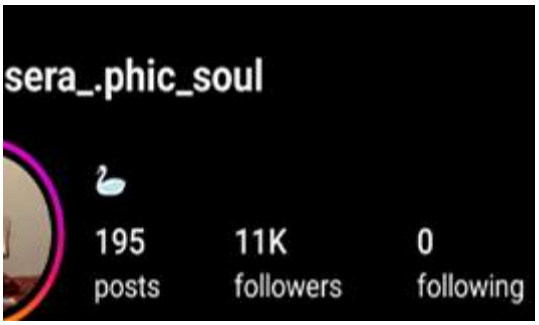
	More attention can now be given to soul as there are certain unique attributes such as visual rhythm, aesthetic beauty, coupled with patterning yields fractures alongside identity amplification.

Table 4.8

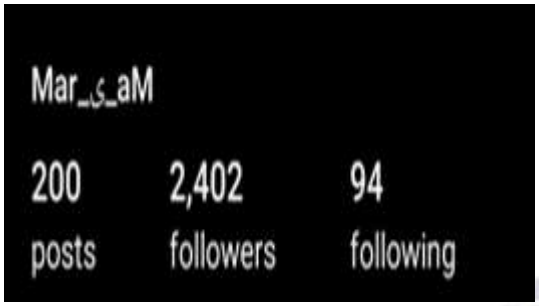
	The practice of code-mixing occurs when Urdu letter "ی" gets transformed into an English name through textbook stylings according to linguistics.

Table 4.9

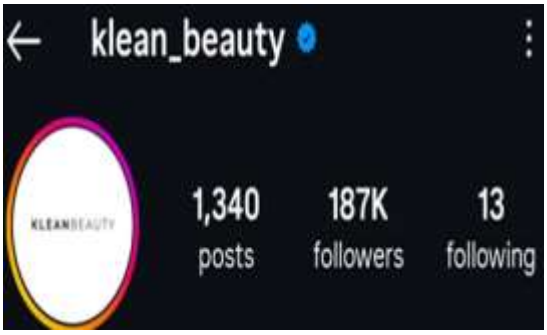
	The brand "Klean" uses the letter "K" as a replacement for the standard "C" because this phonetic change functions as an acquisition method which enables brand names to achieve distinctiveness while keeping their original identity.

Table 4.10

	The expression 'graphic wala' combines English words with elements from other languages to create a unique linguistic form. The three words "graphics" and "wala" and "designer" together contain multiple meanings which create semantic value.

Table 4.11 Facebook Post

	The combination of Code-Switching and Blending shows how people create new languages by mixing Aesthetic an English term with Adab which has its origins in Arabic or Persian. Modern societies like Pakistan use this language blending to show their multicultural and multilingual identity, which exists in their contemporary communities.

Table 4.12

	The post seems to touch on the idea of “Sukoon,” which is an Urdu term meaning “peace” or “tranquility.” The phrase “in surrender” hints at a sense of letting go or yielding.

Table 4.13

	Aiman's Diary' creates a stronger emotional connection with readers through its personal storytelling. The public profile function called 'diary' uses the term 'diary' to create a unique effect. The process of transforming a personal diary into a social identity shows how people transform their most private thoughts.

Table 4.14

	Aestheticness Newly coined words with the use of "-ness" suffix in "aesthetic" will convert the adjective into a noun.

Table 4.15

	Playful imperative phrase ("Shut Up"): This is common in meme culture and online banter which assigns an aggressive phrase a funny tone.

Table 4.16

	InnoXent" for "innocent": Phonetic play and inserting 'X' in attempts with stylistic flair generally seen in youth digital culture. Code-mixing: "Foji" is an Urdu/Punjabi word for "soldier," involved in English, showing bilingual identity.

Table 4.17

	The name "Bilal" has been personalized by "Xtylish," suggesting a fashionable, trendy person, and perhaps even eccentric. Using "Xtylish" instead of "Stylish": Use of "X": A very stylized way to indicate collaboration or association (music and social media branding has been quite popular in this).

Table 4.18

	The repetition of the "H" sound in "Humour Hub" renders the phrase capable and haunting.This "Hub" marks itself as a tech-age word, imparting to it a feeling of digital or community space.

Table 4.19

	Stuff" in combination with a proper noun ("Hussaini").formal cultural reference colliding with informal, modern usage. The word Stuff is by design vague and open to interpretation (posts, media, products, ideas, etc.).

Table 4.20

	The term "Mimistic" seems like it could be a combination and modification of the word mimic and the suffix -istic, thus creating a new term. Such an invention is called neologism – designing a new word to form identity or designate certain features. It sounds as if it is contemporary, a bit more tech-friendly or aligned with internet culture and memes.

Table 4.21 Twitter Post

	The misspelling of "HAPPY" as "HAPPIZ" showcases a fun twist on traditional spelling which highlights a playful side of language. The path contains elements that differ from standard practices because it uses particular elements to show emotional expressions.

Table 4.22

	The name "Victoria Sponge" describes a cake which received its title from Queen Victoria and thus became a part of British historical tradition. The word "Mubarak" which means blessings in Arabic serves as a religious greeting used during Islamic holidays and other significant times.

Table 4.23

	The abbreviation of life to lyf illustrates the use of shorthand writing in more modern contexts. The trend shows itself mostly among young people who use social media platforms because those platforms support informal writing styles.

Table 4.24

	The change of "PLAYZ" to "PLAYS" is relevant today because it showcases creative slang innovation related to the youth. Using Z instead of S works well in gaming culture because it represents both youthful and contemporary styles. .

Table 4.25

	South Asians who speak English in casual contexts use two languages when they speak the word chai.

Table 4.26

	The tweet shows an interest in reading an educational document which includes an educational program. The Urdu phrase "Bahut acha initiative hai" states that the tweet relates to a particular project which requires execution.

Table 4.27

	A blend of English and Urdu constructs: “Twitter py aye” and “Duniya ke sataye.” The digital communication which evolves continuously in Pakistan and South Asia shows a pattern of using multiple languages among its youth.

Table 4.28

	Pak"from Pakistan "lish" from English creates the new term Paklish. The term 'vibes' functions as a cultural marker that shows how people live their lives and express their feelings at the same time. An individual presents a mixed identity which enables them to navigate between two different cultures that include desi and Western traditions.

Table 4.29

	The combination of the word Biryani with the word Tales creates a new artistic work that uses existing elements of popular culture to create new biryani stories. The bilingual audience gets attracted to the content because it combines desi elements with English.

Table 4.30

	The creation of Ajeebistan happens through the combination of Ajeeb with the country name suffixing system which people in Pakistan and Afghanistan use to create their country names. The term Ajeebistan describes a fictional place which exists only in the realm of creative thinking.

5 Finding, Conclusion and Recommendations

5.1 Finding

To investigate the significant linguistic innovations in the English language that are recently surfacing through social media.

Blending and Neologisms

The digital space shows strong popularity for this creative process which people use to create new words. The process of blending produces new words through these examples:

- Awwnimation (Aww + Animation)
- Shuglistan (Shughal + -stan)
- Peshawarology (Peshawar + -ology)

- Paklish (Pakistan + English)
- Ajeebistan (Ajeeb + -stan)

Users create unique terms which show their digital identity by using these centered forms.

Phonetic Alterations and Spelling Modifications

Social media users create playful spelling rules to establish their personal styles and social identities. Here are a few examples:

- HAPPIZ instead of HAPPY
- Klean instead of Clean
- Xtylish instead of Stylish
- InnoXent instead of Innocent

Suffix and Prefix Creativity

Word creation becomes possible through the use of uncommon suffixes and prefixes which permit further word creation. The combination of Tubaailistic (personal name + -ilistic) and Aestheticness (Aesthetic + -ness) and Mimistic (Mimic + -istic) shows users who create their own language through digital word usage

Code-Mixing and Code-Switching

The digital platforms of Pakistan use Code-Mixing which combines English with Urdu and Arabic within sentences and code-switching which allows speakers to switch between two languages at the sentence level.

- Bi̇dal (Latin + Arabic script)
- Bahut acha initiative hai
- Twitter py aye, duniya ke sataye!
- Graphic wala designer

This bilingual language play adds texture to the linguistic landscape and exemplifies cultural hybridity.

Semantic Shifts and Contextual Play

The common words have been assigned newer contexts or repurposed altogether:

- A public profile served as a Diary (Aiman's Diary)
- Stuff, at least juxtaposed with a proper noun (Hussaini Stuff), makes the whole versatile, modern, and informal branding meaning.
- Hub in Humour Hub means an online centre for communities in this category.

Abbreviations and Shorthands

Character limitations and informal venues have popularized even more abbreviation:

- Lyf for Life
- Playz for Plays

These display efficiency, youth identity, and fit into the digital cultural norms.

Cultural and Geographic Wordplay

Culture-rooted terms laced with English elements yield place or identity-specific neologisms:

- Shuglistan (Fun-land)
- Peshawarology (Study of Peshawar)
- Ajeebistan (Land)

5.1.2To explore the ways social media changed the structure, grammar, and vocabulary of the English language.

Structural Changes

Social media would trigger alteration in English, for example, in morphology and syntax, such as blending word formation and neologism:

- Blending a language like English with a local language, e.g.:
- Awwnimation (Aww + animation)
- Shuglistan (Shughal + -stan)
- Paklish (Pakistan + English)
- Peshawarology (Peshawar + -ology)

Such practices evalify the loosening of the rigidity in conventional making of words in English, giving rise to hybrid context-based.

Hybrid Structures in Code-Mixing and Code-Switching

Consistent mixing of Urdu, Arabic, and English was seen within the same phrase or sentence, resulting in new sentence structures

- Twitter py aye, duniya ke sataye.
- Graphic wala designer.
- Bahut acha initiative hai.

Such constructions bring together the syntax of different languages, thereby creating multilingual hybrid sentences that are beyond standard English.

Suffix and Prefix Innovation

Users creatively attach English suffixes to local names and terms for stylistic and humorous purposes:

- Tubaailistic (personal name + -ilistic)
- Aestheticness (Aesthetic + -ness)
- Mimistic (Mimic + -istic)

These morphological innovations go against the traditional rules of word formation.

Grammatical Variations

The grammatical conventions of English are often adjusted intentionally to reflect brevity, humorous , or emphasis in digital realms:

- Non-standard Spellings and Phonetic Play

Words are spelled wrong intentionally for stress or style:

- HAPPIZ (instead of HAPPY)
- Klean (instead of Clean)
- InnoXent (instead of Innocent)
- Playz (instead of Plays)

Very informal and culturally relevant phonetic spelling trends invert standard grammar.

Simplified Sentence Structures

Digital communication employs shortened, elliptical, or compressed expressions to accommodate fast dialog flows:

- Lyf is hard. (instead of Life is hard.)
- Shut Up used with humor, free of tone indicators or punctuation.

These changes simply show the fast-growing acceptance of non-standard, context-driven grammar within the domain of digital spaces.

Transformations are taking place in vocabulary, inducing the emergence of new words as well as the reassignments of already existing terms, largely through the phenomena of social media:

Vocabulary expansion and transformation

- Neologisms and Internet Slangs

Invent new words for humor, identity, or just ideas of the digital age:

- Xtylish (stylish in stylized form).
- Paklish (hybrid of Pakistani and English).
- Ajeebistan (imaginary place, representing oddity).

Semantic Shift

Words acquire new meanings or emotional connotations when used online:

Diary transfers into an Aiman's Diary-like tag of public profiles, not a private journal.

- Hub becomes a digital community (Humour Hub).
- Stuff is that informal media brand catchall (Hussaini Stuff).

English has added borrowed and culturally lexical items, like:

- Shughal (fun), Sukoon (peace), Foji (soldier), Biryani proposed cultural identity in English conversation

Multilingual and Cultural Fusion

The evidence shows how social media supports the languages and the culture in English expression. Among them:

- Insertion of non-Latin into English words (Bilal).
- Adoption of hybrid linguistic identities (Paklish, Shuglistan).
- Frequent mixing of religious, cultural, and pop-cultural references within English conversations (Mubarak, Biryani Tales, Aesthetic Adab).

These constant interplays of global English with local languages bring new words and styles of discourse into online English

5.1.3To study the influence of social media communication on both informal and formal English.

Life-evidence from such studies, grounded on qualitative content analysis from coincidences among randomly sampled posts from social media related applications such as Twitter, Facebook, and Instagram, reveals open revelations that social communication has a huge impact on informal and formal usage of English, as in research design and sampling methods contrived and documented in Chapter 3, random conversations from open digital forums thematically analyzed for new linguistic emergences, such as neologisms and code mixes, altered spellings, stylistic adaptations to better explain the phenomenon.

Influence on Informal English:
Blending and Neologisms: Words such as Awwnimation, Ajeebistan, Mimistic, and Paklish testify to how users create new words by blending influences from English with local or internet culture.

Code-switching and code-mixing: The entries in this study which include "Bahut acha initiative hai" and "Twitter py aaye" create a continuous pattern of switching between Urdu and English which creates a bilingual element that confuses readers because they think it represents multilingualism. Informal digital communication goes beyond what limits normally obtain within"the community."

Spelling Innovations:
The spelling innovations which include HAPPIZ as an alternative to HAPPY and Klean as an alternative to Clean and InnoXent as an alternative to Innocent represent different ways people use language in informal situations

Cultural Hybridity:
The English term graphic wala and the cultural term chai life create a hybrid expression which users understand within their community for users who want to combine English and cultural terms. The social media platforms develop into a linguistic research space which studies English language changes because they adopt informal English patterns that match local cultural and subcultural needs while keeping digital community members able to understand everyth**ing.**

Influence on Formal English:
The term impact needs to reach its most informal usage because it should stop at the digital limits of Indian studies and human dimensioning. The lexicon evolving through lexical innovation is well captured by Peshawarology and Aestheticness by showing this process, which brings informal coinages into serious conversations together with their humorous and ironic and personal elements.

Show-setting Hybrid:
Show-setting hybrid form Paklish show how cultural production changes through the increasing acceptance of mixed English in academic discussions about post-colonial identity and cultural studies and sociolinguistics.

Visual Language and Emojis: These informal settings have established their presence in brand marketing and media campaigns and professional social media platforms which require consumer engagement that combines formal language with culturally relatable expressions.

5.2 Conclusion

Researchers want to study how English language usage changes through digital communication by investigating new language developments that social media platforms show. His study analyzes multiple Twitter Facebook and Instagram posts which he selected randomly to examine informal user-created content that develops new language patterns which display social and cultural and identity development. The analysis showed that multilingual websites contain various languages which create a new linguistic system that uses both neologisms and blends as its base. Awwnimation Shuglistan and Peshawarology represent impressive neologisms that fail to convey their complete value because they mix English with local language and slang elements. Code-Mixing and Code-Switching: The user research study showed that users found 16 unique patterns because they mixed English with Urdu Arabic and regional languages to create bilingual expressions which included Bi-la-l and Twitter py aye. Phonetic Spellings and Abbreviation: The youth subcultures use digital platforms to create their own language through HAPPIZ and PLAYZ and lyf which show how they alter spelling rules. The addition of suffixes like -istic, -stan and -ness to common words, transforming them into culturally loaded, humorous, or aestheticized terms (Tubaailistic, Aestheticness). Users from different communities use Paklish Biryani Tales and Ajeebistan to show their cultural identity while living in two different worlds.

5.3 Recommendations

The language learning programs need to create understanding about code-switching and code-mixing as valid communication methods used in multilingual societies which evolved through digital platforms.

The society needs to accept linguistic innovation because it brings new expressions which require researchers to document and study them as part of current language development.

Awareness campaigns should be designed to educate the public about the cultural roots and ownership of online language trends to avoid cultural insensitivity.

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