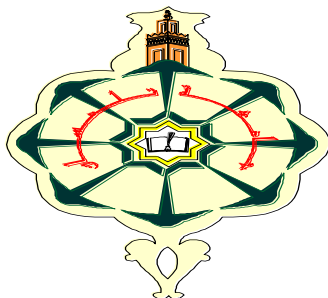


PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH
UNIVERSITY OF ABOU BEKR BELKAID-TLEMCCEN
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THE IMPACT OF POPULAR AND INTERNET CULTURES
ON THE ENGLISH LANGUAGE

Dissertation submitted to the Department of English as a partial fulfillment of the requirements for the degree of Master in Language Studies

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DECLARATION of ORIGINALITY

We hereby declare that this submission is our own work and that, it contains no materials previously published or written by another person nor materials which has been accepted for the qualification of any other degree or diploma of a university or institution . We also certify that the work contains no plagiarism and is the result of our own investigation, except where otherwise stated.

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DEDICATION

To the dear parents, brothers and sisters.
All the respect to our teachers and friends.

ACKNOWLEDGEMENTS

First, we acknowledge with gratitude my teachers and my supervisor Mr. KHERBACHE for her guidance, for her continuous attention and help. She has been giving us to achieve this work. My sincere appreciation, respect and consideration go to her.

We are overwhelmed with gratitude to the jury members: Dr.KHERBACHE Fatima, Dr. DENDANE Zouhir, and Dr: BOUKLIKHA Wassila for providing this work valuable comments and suggestions.

Finally, we would like to thank all the teachers and students at the University of Tlemcen, especially the English department.

ABSTRACT

The present research work is an investigation in the field of language variation and change. The overall aim is to investigate the influence of the internet and popular cultures on the English language, since it has witnessed significant changes in the last decades due to the wide use of technology. In order to achieve the goal of this research work, we have relied on two research instruments; the sociolinguistic interview which was introduced to random groups of English native speakers in the virtual world and observation which was achieved via recording spoken interactional data. The analysis of qualitative data, collected from the participants' responses to the questions asked via online discussions, social media, and different entertainment platforms, came up with significant results that prove the raised hypotheses concerning the English language lexical change due to the omnipresent use of the internet and popular cultures.

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LIST OF ABBREVIATIONS AND ACRONYMS

IA: information age

EFL: English as foreign language

TP: text speak

ELF: English as a lingua Franca

CCTV: closed circuit television

OXD: Oxford English Dictionary

OMG: Oh My God

TMI: Too Much Information

APP: application

OTA: over the air

BBC: British Broadcasting Corporation

FAMGA: Facebook, Apple, Microsoft, Google and Amazon

GAFA: Google, Amazon, Facebook, Apple

TXT: text

TV: television

POP: popular

ADS: advertisements

Www: World Wide Web

E-MAIL: electronic mail

U.S: united States of America

U.K: united Kingdom

CNN: a U.S TV channel

GF: girl friend

K: ok

Bae: before anything else

Sryslly: seriously

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GENERAL INTRODUCTION

Technology has brought humanity to a whole new level, in a way the daily tasks have become more and easier to accomplish. Giving the impression that the world is smaller than it used to be, due to many upgrades that have been done in almost every domain, people are allowed to discover different cultures and learn new things throughout several accommodations provided by technology. The new ways of communication, that technology with all its types affords, has given birth to a new hard disk of words and linguistic repertoires; for instance, every communication device has had its own specific features that push people to adopt and use its linguistic inventory. The cell phone is the best example for explaining the situation, since it came up with short messages that contain media as images. People have adopted new words when using this device to describe the process and the actions such as texting.

Commutation has evolved more and more, and every means of communication came with its own using settings. The wide usage of these applications has opened the door to the exchange of various cultures, and so different languages all over the world.

The current research work is aimed to facilitate the investigation concerning the impact of popular and internet cultures on the English language. Therefore, three research questions are set up:

1. What can be qualified as internet and popular cultures?
2. How does English get influenced by popular and internet cultures?
3. Why have these two cultures caused the development and changes of the English language?

Thus, three corresponding hypotheses are raised:

1. Internet and popular cultures can have several and different definitions according to many experts' interpretations.
2. Internet and popular cultures have a great impact on lexicon as some words have changed in meaning. They have also provided internet users with the tools leading to a change in the way they communicate.
3. The wide spread of popular and internet cultures and their easy consumption, especially by the young generation is considered as the main reason behind

English language change, due to the different platforms that propose entertainment providing the daily dose of content that people crave.

In order to investigate the research questions that have been asked, the present research work is divided up into two main chapters; in one hand, the first chapter is concerned with a theoretical part that deals with details, information, and general explanations about what popular and internet culture is meant by. In the other hand, chapter two deals with the practical part of the work, it focuses on collecting qualitative data, analysing, and interpreting gathered data. For this aim, the researcher has made use the interview questionnaire, in addition to the observation as relied research tools that serve the objective of the research work. These two research instruments are administrated via online discussions, social media applications, and various programmes on the net.

CHAPTER ONE:

Literature Review

- 1. Introduction**
- 2. Technology**
 - 2.1. Definition of technology
 - 2.2. Types of Technology
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 - 8.1. Public broadcasting: Its past and its future
- 9. Social media and language**
- 10. Conclusion**

1. Introduction:

This chapter gives an outlook about the influence of technology on language, where the focus is on the English language. The chapter tackles all what is about technology and the English language, including internet, popular culture, broadcasting culture and social media.

2. Technology:

Technology plays a great role in human's life; technology has been defined differently and from various perspectives.

2.1. Definition of technology:

Technology is, according to the researcher Karehka. In his entitled article: What is technology meaning and its use

“A body of knowledge devoted to creating tools, processing actions and the extracting of materials. The term ‘Technology’ is wide, and everyone has their way of understanding its meaning. We use technology to accomplish various tasks in our daily lives, in brief; we can describe technology as products and processes used to simplify our daily lives. We use technology to extend our abilities, making people the most crucial part of any technological system.”Karehka (2013:1).

Technology is a way of science used to solve problems. But it is important to know that technology and science are different subjects which work hand-in-hand to complete tasks or solve problems for humanity.

Thus, people use technology in almost everything they do in their daily activities; they use technology at work, for communication, transportation, learning, manufacturing, securing data, scaling businesses and more.

Technology is human knowledge which involves tools, materials, and systems. The application of technology typically results in products. If technology is well used, it benefits humans, but the opposite is true if used for malicious reasons.

Many businesses are using technology for competition. They create new products and services using technology, and to deliver also those products and services to their customers on time and within budget. A good example is mobile phones companies like Samsung and Apple, these mobile empires, use high-end technology to create new smart phones and other electronic devices to stay competitive. This competitive edge is gained through applying advanced technology.

Technology is dynamic and flexible. It keeps on improving because our needs and demands for technology keep on changing. People have moved from the industrial age, industrial revolution, to an information age. During the industrial age, companies with large sums of capital had the potential of employing expensive technological means to gain the competitive advantage; small businesses had less potential because they could not afford expensive manufacturing or processing technology tools. However, advancement in technology has created a new economic environment which depends on information, and that is what it is called the "Information Age". The information age provides a different work environment; therefore, it has helped small businesses gain position in highly competitive markets.

2.2. Types of Technology:

Karehka¹, (2013), (ibid) gave a clear definition of each type of technology that is found, since Technology comes in various forms. Some of the different types of technology people use nowadays are:

A. Communication technology:

This system uses technical tools to transmit data from one place to another or from one person to another. Communication is a daily task for all; it is used to convey ideas, exchange information, and express emotions. Humans use communication technology tools like phones, computers, emails, fax or messaging tools to stay in touch with friends and family. Businesses use communication technology tools to facilitate the flow of information in a workplace, to help in decision making, to serve customers needs and requests, to promote new products or services to satisfy consumers

B. Construction technology :

This type includes buildings and heavy engineering structures like bridges. Construction methods use different technological products to erect a structure. The use of construction technology tools like heavy tractors to prepare the land, computer-aided design software to create digital designs for structures in 2D and 3D format. These tools along with many others help builders to efficiently complete a project on time, within budget and with minimum accidents.

C. Assistive technology :

This type of technology is used by people with disabilities to accomplish specific tasks that are difficult or impossible to perform. The term

¹[www .useoftechnology.com](http://www.useoftechnology.com)

Assistive means helping or providing an extra hand. Assistive technology is being used in many ways; in schools, it is used to help students with Autism to learn better; it is used to help people with disabled bodies move, additionally, with the use of speech recognition applications those who are unable to type are able to use a computer . Due to advancement in technology, a variety of assistive technologies that we have, tasks that may otherwise be considered impossible is now accomplished.

D. Medical technology :

This type of technology is used to extend and improve human life. Medical technology reduces patient's pain and cares for an injury. Developed countries have benefited from the use of medical technology in their healthcare systems. Medical technology is used to diagnose infections, treat diseases and to research diseases affecting humans, etc.

E. Information technology :

Information Technology is a group of hardware and software tools used to store, transfer and process information. Information technology tools help in providing the right people with the right information at the right time. Knowledge workers in an organization use information technology to complete various tasks and these can include; transferring of information which facilitates decision making within an organization, improve customer service, and so much more. In the age of information, it is imperative to manage information systems to ensure accuracy and efficiency.

Management information systems involves planning for, development, management, and use of information technology tools to help knowledge workers and people perform all tasks related to information processing and management. Big financial institutions like banks use information technology to operate their entire businesses as well as serve their clients.

F. Entertainment technology :

The use of this technology aims to create an entertainment experience. Since entertainment is too broad, everyone gets entertained in their way. Technology is used to create video games, to develop musical systems.... Entertainment technology includes things like video, sound, animations, scenery fabrication, computer simulations, and interactive environments.

G. Business technology :

This technology is used to manage a business and enhance various business operations. It consists of a combination of software and hardware. Many businesses are using technology to scale its growth. Small businesses have used technology to create new tools of competing with well-established companies. To some extent, some businesses technologies can make a small company look like a big company, so that, helping a small business gain position in a competitive market.

H. Educational² technology:

Education technology aims at improving a student's performance by creating and managing various technological processes and resources in or out the classroom. It is an academic discipline which prepares individuals to acquire deeper understanding and knowledge. It helps them learn how to devise solutions to problems through research, design, evaluation, and utilization. Educational technology helps in improving the way they learn.

From the above mentioned types of technologies; four inventions have had what we would call dominant and influence on humanity:

²www.useoftechnology.com

- *Telephone*: superseding the telegraph, but the telephone was rapidly spread for a technology of its time and allowed people to communicate with the spoken word. Telephones literally shrank the Earth.
- *Radio*: it provided nearly instant dissemination of information across a population, and the idea of using a communication media for entertainment. Because of wartime these caught on fast.
- *Television*: superseded radio and became important and ubiquitous. It made the world both closer and far away. An American child in Kansas could recognize a French accent.
- *Email*: For every page view after the internet was pretty well stabilized there were tens of thousands of emails. The tide has not noticeably slowed since then, even as messaging has diversified and most of us have arms reach access to a phone 24/7. Email made the world go round. It helped cement the computer into the office, and profoundly affected almost everyone on Earth.

2.3. The Role of technology:

Technology³ has influenced every aspect of our lives, changing by work, learning and even shopping. It's deniable that our devices begin to reflect our civic aspirations – our desires to connect with others and to contribute to the world around us. The Internet and other tools already play critical roles, in areas such as data mapping and visualizations, crowd sourcing:

1) They lower transaction costs for group formation and action: While people have always come together to engage in community change through “weak ties,” the potential of the Internet is that they will be able to do this much more effectively.

³ <http://knightfoundation.org>

2) **They shift time:** Group members do not have to be in the same room at the same time to “meet.” They can coordinate activities over days and months, and members can chime in at their convenience, in any time they want.

3) **They facilitate easy communication:** Spreading the word now only takes one click and maybe one tweet. That is all anyone needs to do these days to share something with a social network.

2.4. Technology and communication:

Technology is now the most important communication tool for organizations. Technology has transformed how organizations conduct public relations and marketing, including how they interact with the media and stakeholders. The rapid development and adoption of new technology has changed the face of communication through traditional media. The word of the day, according to the Newspaper Association of America, is innovation. Professional journalists in print and broadcast media have had to compete with amateur publishers for readers’ limited attention spans. Media organizations that fail to keep current on communication technology may find themselves swallowed up by other more agile organizations that can. Web-based and mobile applications like Twitter, Instagram, and Face book are often the first places readers go when they want breaking news.

Technology revolution has dramatically altered marketing as well. Companies can no longer rely on traditional advertising to generate revenue. This trend has resulted in a number of developments in marketing communication. Social media has made public relations more challenging, but it has also broadened an organization’s accessibility. Public relations managers must be diligent in the way that communication is used. In the past, high-ranking officials in an organization may have left most communication outside of the business to a public relations representative. Now each time senior managers interact with stakeholders, the media and the public, they are vulnerable to misrepresentation. The growing abundance of technological devices means that virtually every person in

the company has a computer at home and a mobile phone in their pockets. It is also commonplace for employees to bring their mobile devices to work or to conduct work off of them from their home. Communication technology can be a blessing and a curse for businesses. Technology improves productivity, but it also complicates marketing strategies and public relations, as well as internal communications.

3. Language and culture:

Frederick k, I. (2016) in his article: language and culture a perspective. He explained the importance of language in our daily intercourse, by using Chomsky's arguments that suggest there is a language faculty in the human brain that enables a human child to learn any language in just about four years. Contrary views argue that there is no such faculty, since language derives from general purpose mechanisms of the brain. Recent experiments with brain imaging, especially Positron Emission Tomography and Functional Magnetic Resonance Imaging, reveal that both arguments are not entirely unfounded. Whatever the argument, both camps acknowledge the centrality of language in human cognitive development.

With respect to communication, again two views emerge. One, promoted arduously by philosophers like John Locke and Bertrand Russell, espouses that language is essentially for communicating thoughts. The other view claims that language is part and parcel of thought, i.e. language plays a cognitive function, and is not a mere vehicle of thought. Interestingly, studies on animals demonstrate that animals can think too, and yet they have no language like ours.

Culture is a product of the human mind and it is defined, propagated and sustained through language. The relation between language and culture is indisputably symbiotic.

Language serves as an expression of culture without being entirely synonymous with it. In most cases, a language forms a basis for ethnic, regional, national or international identity. The concept of nationhood finds resonance in the adoption of a national language around which the diverse ethnic communities can rally. In France, for instance, the forceful adoption of French as the national language significantly reduced the import and value of the ten-plus regional dialects. As a result, France could boast of a true national culture; nationhood had been secured thanks to a unifying language. The same could be said of the adoption of Kiswahili in Tanzania. In Kenya, the concept of nationhood remains elusive, probably due to the ambivalent status accorded to Kiswahili.

3.1. Language:

Frederick. (2016). language and culture, a perspective, says:

“A language can be defined as a system of signs (verbal or otherwise) intended for communication. It is a system since its constituent components relate to each other in an intricate and yet organized fashion. Again, it is intended for communication, for it can be safely assumed that we speak to pass on information to others. But communication is not the only function of language. In fact, language can be used for dreaming, internal monologue, soliloquy, poetry, etc. For the sake of this discussion, we take the position that, essentially, language plays a communicative role.” Frederick. (2016:20).

So, language is a system that human being uses to express his ideas, thoughts and his emotions.

3.2. Culture:

The Concise Oxford⁴ Dictionary defines culture as “*The arts and other manifestations of human intellectual achievement regarded collectively.*” In general terms then, culture defines a people’s way of life. Indeed, it can be considered as the sum total of norms and values espoused and cherished by a particular people. If values are patterns of behavior, norms are standards of behavior.

3.3. The relationship between Language and culture⁵:

It has been regarded that language is much more than the external expression and communication of internal thoughts formulated independently of their verbalization. In demonstrating the inadequacy and inappropriateness of such a view of language, attention has already been drawn to the ways in which one’s native language is intimately and in all sorts of details related to the rest of one’s life in a community and to smaller groups within that community. This is true of all people and all languages; it is a universal fact about language.

Anthropologists speak of the relations between language and culture. It is indeed more in accordance with reality to consider language as a part of culture. *Culture* is here being used in the anthropological sense, to refer to all aspects of human life insofar as they are determined or conditioned by membership in a society. The fact that people eat or drink is not in itself cultural; it is a biological necessity for the preservation of life. That they eat particular foods and refrain from eating other substances, though they may be perfectly edible and nourishing, and that they eat and drink at particular times of day and in certain places are matters of culture, something “*acquired by man as a member of society,*” according to the classic definition of culture by

⁴<https://www.lexico.com/en/definition> .

⁵<https://www.britannica.com/topic/language/Language-and-culture>

the English anthropologist Sir Edward Burnett Tylor.(2002). As thus defined and envisaged, culture covers a very wide area of human life and behavior, and language is manifestly a part, probably the most important part, of it.

Although the faculty of language acquisition and language use is innate and inherited, and there is legitimate debate over the extent of this innateness, every individual's language is acquired by man as a member of society, along with and at the same time as other aspects of that society's culture in which people are brought up. Society and language are mutually indispensable. Language can have developed only in a social setting; however this may have been structured, and human society in any form even remotely resembling what is known today or is recorded in history could be maintained only among people utilizing and understanding a language in common use

Language is culture and culture is language is often mentioned when language and culture are discussed. It is because the two have a homologous although complex relationship. Language and culture developed together and influenced each other as they evolved. Using this context, Alfred L. Kroeber, ed, (2004), a cultural anthropologist from the United States said that culture started when speech was available, and from that beginning, the enrichment of either one led the other to develop further.

If culture is a consequence of the interactions of humans, the acts of communication are their cultural manifestations within a specific community. Ferruccio Rossi-Landi. (2018). A philosopher from Italy whose work focused on philosophy, semiotics and linguistics said that a speech community is made up of all the messages that were exchanged with one another using a given language, which is understood by the entire society. Rossi-Landi. (2018), further added that young children learn their language and culture from the society they were born in. In the process of learning, they develop their cognitive abilities as well.

According to, Professor Michael Silverstein, (2004), who teaches psychology, linguistics and anthropology at the University of Chicago, culture's communicative pressure represents aspects of reality as well as connects different contexts. It means that the use of symbols that represent events, identities, feelings and beliefs is also the method of bringing these things into the current context. The principle of linguistic relativity states that the way people think of the world is influenced directly by the language that the people use to discuss it. Anthropologist-linguist Edward Sapir of the United States said that the language habits of specific groups of people built the real world. He further added that no two languages are similar in such a way that they would represent one society. The world for each society is different. In analysis, this means that speaking a language means that the person is assuming a culture. Knowing another culture, based on this principle, is knowing its particular language. Communication is needed to live the interpretations and representations of that world.

Inter-cultural interactions are very common. Communication is necessary for any person who wants to understand and get along with people whose background and beliefs are greatly dissimilar from their own.

Cultural identity can be marked by language, although language can be used to refer to other processes and developments, like when intentions are explained in the language by a specific speaker. A specific language refers to a particular cultural group.

Values, basic assumptions, behavioural conventions, beliefs and attitudes shared by an ethnic group make up what we call culture. This set of attributes influences the behaviour of the individual members of the group and their interpretations of the meanings of the behaviour displayed by each member.

The set of attributes of a culture is expressed through language. Language is also used to point to objects that are unique to a particular culture. All this means that learning and teaching another language is essential for international communication and cooperation. The knowledge of other languages facilitates knowledge of other countries and the specific cultures of each one.

4. English changes through time:

Zazulak, s, said: *“All languages change over time, and there can be many different reasons for this. The English language is no different”*.Zazulak, s. (2016:01).

Some of the main influences on the evolution of languages include:⁶

- The movement of people across countries and continents, for example migration and, in previous centuries, colonisation. For example, English speakers today would probably be comfortable using the Spanish word “loco” to describe someone who is “crazy”.
- Speakers of one language coming into contact with those who speak a different one. No two individuals speak identically: people from different geographical places clearly speak differently and even within the same community there are variations according to a speaker’s age, gender, ethnicity and social and educational background.
- New vocabulary required for inventions such as transport, domestic appliances and industrial equipment, or sporting, entertainment, cultural and leisure reasons.

Due to these influences, a language embraces new terms, expressions and pronunciations as people come across new words and phrases in their daily lives and use them into their own speech.

4.1. English Language Change:

⁶<https://www.english.com/blog/>

It is easy to pick out words that are used now. In Pearson English, for example, we have explored some of these recent changes to the English language. The rise in popularity of internet slang has seen phrases such as “LOL” (Laugh Out Loud), “YOLO” (You Only Live Once) and “bae” (an abbreviated form of babe or baby) become firmly embedded in the English language over the past ten years.

Every decade sees new slang terms like these appearing in the English language. And while some words or abbreviations do come from internet or text conversations, others may appear as entirely new words, a new meaning for an existing word, or a word that becomes more generalised than its former meaning, brought about by any one of the reasons above. Along time ago, “blimey” was a new expression of surprise, but more recently “woah” is the word in everyday situations.

Sentence structure is another change to English language. In the past, it would have been normal to ask “Have you a moment?” Now, you might say “Do you have a sec?” also, “How do you do?” has become “How’s it going?” Not only have the sentences been abbreviated, but new words have been introduced to everyday questions.

Furthermore, the replacement of certain words with other, in more-modern versions. It is pretty noticeable that words like “shall” and “ought” are on the way out, but “will”, “should” and “can” are doing just fine.

Other changes can be noticed, a number of verbs can take a complement with another verb in either the “-ing” form or the “to” form, for example “they liked painting/to paint”, “we tried leaving/to leave”, “he did not bother calling/to call”. Both of these constructions are still used and have been for a long time but there has been a steady shift over time from the “to” to the “-ing” complement.

Most contemporary linguistic commentators accept that change in language, like change in society, is inevitable. Some think that is regrettable, but others recognise it as a reinvigoration of a language, bringing alternatives that allow subtle differences of expression.

Linguist, writer and lecturer David Crystal, (2016), considers whether “text speak” is undermining the English language. His response to the naysayers who claim it is damaging the English language is to point out that abbreviations have been around for a long time. While some are new, others, such as the use of “u” for “you” and the number 8 as a syllable in “later”, have been around for a century or more. Further to this, research shows that there is in fact a correlation between the ability to use abbreviations and the ability to spell. After all, in order to abbreviate, you have to know which letters to abbreviate. In fact, change is not necessarily a bad thing and, as the needs of English language users continue to change, so will the language.

5. English language as lingua franca:

The term *English* as a lingua franca refers to the teaching, learning, and use of the English language as a common way of communication (or contact language) for speakers of different native languages.

Although most contemporary linguists regard English as a lingua franca as a valuable tool of international communication and a worthwhile object of study, some have challenged the idea that English as a lingua Franca is a distinct variety of English. Non-linguists tend to dismiss English as a lingua Franca a kind of *foreigner talk* or what has been disparagingly called *BSE*--"bad simple English." British linguist Jennifer Jenkins, (2007) points out that English as a lingua Franca is not a new phenomenon. English, she says: "*has served as a lingua franca in the past, and continues to do so nowadays, in many of the countries that were colonized by the British from the late sixteenth century on (often known collectively as the Outer Circle following Kachru, (1985). English as a Lingua Franca in the International University, 2013, such as Indiaand Singapore. . . . What is new about ELF, however, is the extent of its reach.*" Jennifer Jenkins, (2007:45)

Andy Kirkpatrick (.2007). *World Englishes: Implications for International*

Communication and English Language Teaching. Cambridge University Press stated that:

“English operates as a lingua Franca at a number of different levels, including local, national, regional and international. Apparently paradoxically, the more localized the use of English as a lingua franca, the more variation it is likely to display. This can be explained by reference . . . to the identity--communication continuum. When used in a local setting, ELF will display identity markers. Thus code-switching and the explicit [use] of natives norms can be expected. When used for international communication, on the other hand, speakers will consciously avoid the use of local and native’s norms and expressions. English language serves the purpose of lingua franca when it is used for the aim of communication and exchange information in different situations.” Andy Kirkpatrick (.2007:04).

6. Internet culture:

In the 20th century, cultural ‘inventors’ were disproportionately people who lived in cities. Famous musicians, novelists and journalists were generally people with a lot of spare time, who could pay rent in a big city, one of a handful of creative powerhouses in the developed world. High density living meant urban people could share and create ideas faster than the rest, and, due to mass media, they could broadcast their culture to the rest of the world. This led to the formation of a ‘cultural elite’, a small group of people with an influence on how the rest of society thought.

The internet changed this situation. The wide use of internet culture trumps the speed of life in any city, so the culture is not shaped in urban coffee shops but online. Years ago, it was surprising to see memes on TV, but now it is a common occurrence. The internet has not entirely subsumed all media, but it is a reasonably large and disproportionately influential subculture, being preferred by tastemakers. This means a new group of people

are now the cultural leaders of the English speaking world, internet power-users.

These power-users were originally highly educated, living in Western countries, middle class and with time to spare, but as internet reach has expanded, it is not the case. **Like cities before them, clusters of internet power-users have their own specific micro-culture.** What is interesting is that the foundations for the major internet subcultures were laid fairly recently. The early internet truly was like the Wild West, full of fragmented subcultures, dispersed amongst specialist websites. **In the latest years, websites consolidated into more cohesive platforms.**

The transformation from message board culture into big conversational platforms such as reddit, tumblr and twitter happened when web server technology gained the ability to handle huge numbers of users. The first wave was sites like 4chan and MySpace, which brought many message board subcultures together, but could not sustain themselves long enough to last. The second wave was what we call as “social media”, sites like tumblr, twitter, reddit and pinterest, which were originally populated by message board people, but lasted long enough to become mainstream platforms. Facebook does not really count, as it is so tied to real world activity, it has not developed a culture of its own.

Although these conversational platforms have many users today, the new users mostly imitated the norms of the founding users e.g. many reddit early adopters do not realize that the site is now visited by $\frac{1}{4}$ a billion people monthly. People thought the influx of new internet users would make the internet more like the real world. What happened is the real world became more like the internet. Since these platforms have grown in size by multiple orders of magnitude, it is obvious **the power-users have had a disproportionate impact on the culture.** In fact, it is hard to remember a

time in history when a small group of people has spread its ideas so far so quickly.

The world is used to think of the Internet as Technology, but we classify it as a society mediated by computer screens. Internet Culture is not so difficult to define if we understand that we witness a unique culture online. In this digital space we created social constructs that are influenced by information sharing, creation and freedom of thoughts.

The Internet is not one huge monolithic society, but it is made up of many online communities. We are probably apart of Facebook or maybe we subscribe to a particular subreddit; we know how YouTube works on our phone, we have an idea of how to behave online. All of this comes together to define the cyber culture we consider inherit to the Internet. The web was not just a fun place to chill with your friends; it is now a virtual territory with some serious politics. What is interesting is how the online is deeply connected to our identities. The rise of this social phenomena and our relationship with the devices we use on the Internet is actually related with our sense of belonging and security.

Meanwhile, it is all incredibly new. Online communities, digital entertainment, gaming, use of social media, how we spread and share news, how we entertain, we are learning how to fly and that not only makes Internet Culture diverse but also kind of sensitive.

6.1. The impact of internet on language:

According to Zoe Kleinman .Technology reporter, BBC News⁷, she said that many noticeable changes have been occurred on language, English in particular, because of internet use: the verb to Google has become very well understood and countries are improving their own internet slang.

In April 2010 the informal online banter of the internet collided with the traditional and austere language of the court room. Christopher Poole, (2010), founder of anarchic image message board, had been called to testify during the trial of the man accused of hacking into US politician Sarah Palin's e-mail account. During the questioning he was asked to define a catalogue of internet slang that would be familiar to many online, which was lost on the lawyers. During the exchange, Mr. Poole was asked to define "rickrolling".The internet prank was just one of several terms including "lurker", "troll" and "caps" that Mr. Poole was asked to explain to a baffled court. But that is hardly a surprise, according to David Crystal, (2010), honorary professor of linguistics at the University of Bangor, who said that new colloquialisms quickly spread amongst groups on the net. He said during his interview with BBC news:*"The internet is an amazing medium for languages,"* He added:*"Language itself changes slowly but the internet has speeded up the process of those changes so you notice them more quickly."* He said that people used word play to form groups and impress others is a natural activity, he continue saying: "It's like any badge of ability, if you go to a local skate park you see kids whose expertise is making a skateboard do wonderful things. Online you show how brilliant you are by manipulating the language of the internet." For English speakers there are cultural websites devoted to cultural dialects: "LOLcat" is phonetically and grammatically incorrect caption that related to a picture of a cat, and "Leetspeak" in which letters are replaced by numbers which stem from programming code.

⁷ www.bbc.com/news/technology

Therefore, Image caption LOLcats have become a 21st Century internet phenomenon. Crystal added that there are many of these games which play language games. They are smart developments used by a very small number of people. For him this effort happening online is precious.

He stated: *"They might not be reading Shakespeare and Dickens but they are reading and cooking up these amazing little games - and showing that they are very creative."* David Crystal, (2010). One language change that has been overhyped is so-called text speak, a combination of often vowel-free abbreviations and acronyms. People consider that text messaging is a new language and that people are filling texts with abbreviations, but when we actually analyse it we find they are not. In fact only some of the words in a text are not fully written.

Stephen Fry, in her words to the acronym CCTV (closed circuit television) about text speak: *"such a bland, clumsy, rhythmically null and phonically forgettable word, if you can call it a word"* Stephen Fry, (2008). So in the most of times it is not really complete words or even sentences, but this group of letters is one of many acronyms to earn a place in the Oxford English Dictionary. Eventually, the secret of their success is their longevity.

Evidence of this comes from the public and trawling through dated material to find out when a term first started appearing. For example, TMI (Too Much Information), and OMG (Oh My God) has soon to be included in the quarterly dictionary updates. There is no doubt that technology has had a significant important impact on English language in the last years. Some completely new words like the verb 'to google', or look something up on a search engine, and the noun 'app', used to describe programmes for smartphones, which is not yet in the Oxford English dictionary, have either been recently invented or come into wide use.

Ms McPherson, (2001); points out that the phrase social networking debuted in the Oxford dictionary in 1973. Its definition: the use or establishment of social networks or connections, has only comparatively recently been linked to internet activities. These are words that have arisen out of situation rather than being technology words themselves. It is still early to evaluate the Influence of technology on language. The whole phenomenon is recently born, the entire technology is only 20 years old, sometimes the worst thing that can happen to a word is that it becomes too much used and broadly accepted. West Indians started talking about 'bling', then the white middle classes started speaking about it and they stopped using it. That is typical of slang, it occurs in internet slang as well.

7. Popular culture:

Popular culture is the accumulation of cultural products such as music, art, literature, fashion, dance, film, cyber culture, television and radio that are consumed by the most of a society's population. Popular culture has mass accessibility and appeal. The term, popular culture, was coined in the 19th century. It was associated with lower classes and poor education as opposed to the official culture of the upper class.

After the end of World War II, innovations in mass media led to important cultural and social changes. Researchers trace the origins of the rise of popular culture to the creation of the middle class generated by the Industrial Revolution. The meaning of popular culture then began to merge with that of mass, consumer, image, and media culture and culture for mass consumption.

There are two opposing sociological arguments in relation to popular culture. In One hand, the first argument is that popular culture is used by the elites who tend to control the mass media and popular culture outlets, to control those below them because it affects people's minds, making them passive and easy to control. In the other hand, a second argument is just the

opposite, that popular culture is a tool for rebellion against the culture of dominant groups.

In his book, *Cultural Theory and Popular Culture*, John Storey⁸, (2006), offers six different definitions of popular culture. In one definition, Storey argued that mass or popular culture as a useless commercial culture, mass-produced for mass consumption, a mass of non-discriminating consumers. He further stated that popular culture is manipulative, not unlike his view about the process of advertising. A product or brand has to be sold to an audience and clients, before it can be establish in mass, it then finds its place in popular culture. Popular culture is the combination of practices, beliefs, and objects that represent the most shared meanings of a social system. It includes media interests, entertainment and leisure, fashion and trends, and linguistic conventions, among other things. Popular culture is usually associated with either mass culture or folk culture, and differentiated from high culture and various other kinds of cultures: political culture, educational culture, legal culture, etc. The association of popular culture with mass culture aims to focus on the position of popular culture within a capitalist system of economic production. Through this economic lens, popular culture is seen as a group of commodities produced through capitalistic processes driven by a profit motive and sold to consumers. In contrast, the association of popular culture with folk culture leads to a focus on subcultures such as youth cultures or ethnic cultures. Through this subculture way of looking, popular culture means the practices doing by artists or other kinds of culture makers that result in performances and things that are received and interpreted by audiences, beyond the sub cultural groups.

Holistic approaches analyse the ways that popular culture started as the creation of a subculture and is then appropriated by the market system. The issue of the sociological analysis of popular culture is the representation of

⁸ Cultural theory and popular culture :book

specific groups and themes in the content of cultural matters and activities, the role of cultural production as a type of social reproduction, and the extent to which audiences can determine the meanings of the culture that they consume.

Classical sociologists studied generally about the concept of culture and its role in shaping human social life, but without giving a specific form of popular culture. The Frankfurt and Birmingham Schools, discussed in their Classic Works, taking on consideration interdisciplinary analyses of popular culture that include a number of sociological points of view. The general overviews listed, as follow, the social and sociological analyses of popular culture: Storey. (2015), used cultural studies to give a new insight for the study of popular culture, and this book is now in its seventh edition. Grazian, (2010), Kidd, (2014) are both written as introductory texts for the sociology of popular culture, but they also serve well as work that guides scholars studying popular culture. In addition to Holtzman, (2000), and Danesi (2012) who provided an introduction to the study of media and popular culture from the perspectives of communications and anthropology. Respectively, Gaines, (1998), wrote a study of youth music cultures in the 1980s, while Gaines, (2003), also wrote a memoir of writing a sociological analysis, while participating in the rock and roll culture of New York City in the 1980s. Gamson, (1994), provided a detailed history of the celebrity concept in American culture. Lopes, (2009), provided a broad historical account of the development of the comic book industry.

8. Broadcasting culture:

Broadcasting⁹ is the distribution of contents either an audio or a video, to a scattered people via one of the electronic type of communications, typically by one using the electromagnetic spectrum, radio waves, in a one-to-many model. Broadcasting began with the radio, which came into public use around the year 1920, with the spread of vacuum tube radio transmitters and receivers. Before this, all types of electronic way of communication, early radio, telephone, and telegraph, were one-to-one, with the message intended for a single recipient. The term broadcasting moved using from the agricultural method of sowing seeds in a field by casting them broadly about, it was later adopted for describing the widespread distribution of information by printed materials or by telegraph.

Over the air broadcasting is usually related to radio and television, though lately, radio and television transmissions have begun to be distributed by cable. The receiving parties may include the general public; the point is that anyone with the appropriate receiving technology and equipment can receive the signal. The field of broadcasting includes both government-managed services such as public radio, community radio and public television, and private radio and television commercial. The United States Code of Federal Regulations, title 47, part 97 defines broadcasting as: “transmissions intended for reception by the general public, either direct or relayed. Private or two-way telecommunications transmissions do not qualify under this definition. Transmission of radio and television programs from a radio or television station to home receivers by radio waves is referred to as "over the air" (OTA) or terrestrial broadcasting and in most countries requires a broadcasting license.” Transmissions using a wire or cable, as the cable of television which also retransmits OTA stations with their consent, are also considered broadcasts but do not necessarily require a license. In the 2000s, television and radio programs that were

⁹ Wikipedia

transmitted via streaming digital technology have been considered as broadcasting as well.

8.1. Public broadcasting: Its past and its future:

When speaking about the origins of public broadcasting, we talk about spectrum scarcity. Actually, the reason public broadcasting was created was because radio frequency spectrum was finite, and their need to be divided up. But the founders of public broadcasting had higher ambitions. They considered broadcast radio as a tool in order to support the work of democracy, and they designed public broadcasters to be the key institutions that help societies be in well-informed condition, politically engaged and socially cohesive.

To better understanding of the genesis of public broadcasting, it is useful to take a look of the history and founding of the British Broadcasting Corporation. It was the first public broadcaster, and it is still the most prominent one.

The BBC¹⁰ was established in 1922 as a private corporation by a consortium of radio manufacturers. In 1926, a Parliamentary committee recommended it to be converted to be public owned and accountable to Parliament through the Postmaster General. Broadcasting carries with it a great propaganda power that it cannot be trusted to any person or bodies other than a public corporation. The people who established the BBC as a public company: A group of politicians, businessmen and civil servants, who thought that broadcasting needed to serve the public interest. They believed an informed citizenry was important to a straight democracy, and they were living in a period when public faith in government and media had been shaken by World War I. They aimed to build social cohesion, and they wanted the poor people to have access to education and culture. John Reith, (1926), the BBC's founding director general, described the BBC's mission:” *To carry into the greatest possible number of homes everything that is best in every department of human knowledge, Endeavour*

¹⁰ <http://www.bbc.com/timelines>

and achievement, and to serve every order of social class, every grade of educational and intellectual entertainment, every variety of like and dislike, taste and distaste, on every conceivable subject. The BBC aspired to be both popular and elevating.” John Reith, (1926).

In the next years from the BBC's establishment, many governments around the world started to create their own public broadcasters, many explicitly modeled on the BBC. Their approaches changed, but all of them tried to achieve the same core objective, to construct an entity, free of commercial and political pressures, that would give public interest information and entertainment programmes. The goal was simple, to create entities that were mandated and structured to be on the side of the people. Public broadcasters were required to be available to everyone, not just people whom the market would naturally serve. They had special commitments to children, minority linguistic and racial groups. In practice, the situation never worked perfectly. Critics have accused public broadcasters of acting as a mouthpiece for the government, and many public broadcasters have complained of political interference, especially during war and other crisis. And this freedom has brought problems of its own, throughout their history; public broadcasters have been criticized as apart and unaccountable.

By 2010, it had become clear we had simply exchanged one set for another. The old ones had been newspapers and broadcasters. The new ones are surely the technology giants: FAMGA (Facebook, Apple, Microsoft, Google and Amazon), FANG (Facebook, Amazon, Netflix, Google), or GAFA (Google, Amazon, Facebook, Apple). They are different from their predecessors in two important ways: They are United States of America multinationals rather than being rooted in the countries they operate in there. In the internet's beginning days, many scholars believed that it would lead to a golden age of access to information and culture. The mass media had performed a restrictive, gate keeping position, and it was expected that knocking down those gates could have a positive societal effects. People would gain access to a new diversity of experiences and perspectives, and would become, probably, wiser and well informed.

At the fall of radio and TV, governments had rapidly intervened ensuring whether they would benefit society or not. But when the internet appeared, they did not find the development of public interest digital services, and in many cases they constrained the online activities of their public broadcasters. By 2013, regulators in 11 countries required public broadcasters to yield to public value tests, in which, before building a new digital service, the public broadcaster was required to show that its public value would not cause any harm to private sector media. This was new; regulators were now asking public broadcasters to enter themselves into a market-centered model.

In the current marketplace, it was believed that public broadcasting would no longer be essential. If it existed, it might be as a vestige of its former self, serving small audiences with old-fashioned tastes. The majority of public learning and debate would happen in somewhere else, newly vital and various and energetic manner, on new platforms.

First of all, it seemed like the internet optimists might be right. Newspapers, magazines and broadcasters began to publish online for free, and file-sharing made even obscure music, books and movies broadly and freely available. Wikipedia, which is rapidly grew to become a high-quality, rich information resource. Blogs and social media and YouTube supported a flourishing of self-expression and dialogue, including voices that had historically been shut out of the public discourse. The internet was lauded for helping people expressing their feelings and thoughts. But this evolution of different was short-lived. News organizations struggled to find a workable business model. Harassment and abuse started to drive women and members of minority groups out of public spaces. Crowd sourced news never really took off. And in many kinds of activities search, social, shopping, out of what had been a crowded marketplace, dominant players emerged. In its starting days, the internet had not figured out a business model. But later, gradually business models have appeared. Advertising is dependent on large audience. But with the advance of internet advertising, two things changed. First, new ways made it possible for content creators to continuously test and optimize their work, so that people would click on it. And second, social media started

to play an essential role in finding new content, which led creators to optimize their work so that people would not just read it, but also *share* it.

2015 was the year in which a new mean of publishing process started to spring up, producing what we now know by hyper partisan news. It turned out that while conventional media sites had been assiduously tweaking and fine-tuning their work to make it more Facebook-friendly, new players had regarded it as an opportunity to reinvent news from first principles, in a way wholly constructed for social sharing and pretty much all uncoupled from traditional commitments to accuracy and balance. The new formula was building a site of fast written stories designed to provoke strong emotional responses that people will share them, using Facebook to share the stories into people's feeds, and then direct the resulting traffic back to your site, stuffed with ads. It is the exact same business model as traditional online news, except it cuts a lot of the costs, like researching and editing, which makes it much more beneficial. This new quasi-news takes the form of memes, videos and very short text stories, with headlines like: There is s no way I will send my kids to public school to be brainwashed by the LGBT lobby. Its publishers, with names like The Angry Patriot, Occupy Democrats, and Fed-Up Americans, do not have the brand recognition and authority of saying The Wall Street Journal. But they are powerful. The New York Times found that collectively, hyper partisan sites have tens of millions of Face book followers, and BuzzFeed found engagement with partisan news to be consistently higher than with news from sites like CNN.

Sociologist, Z. Tufekci, (2017) in her *Twitter and Tear Gas: The Power and Fragility of Networked Protest* said:

"It is marked by the multitude of people and institutions with the capacity to broadcast, each with different normative standards – and some with no concerns about accuracy even as a standard that is not always upheld – with a polarized public with little trust in any intermediary, and drawn to information that confirms preexisting biases. The result is a frayed, incoherent and polarized public sphere." Sociologist, Z. Tufekci, (2017)

Probably, the reason that makes the internet with all its programmes and the available applications gain a great power is the ability to figure out what we will click on, and give us more of it.

9. Social media and language:

Social media is obviously having an impact on language. One can be notice that not only how fast these online platforms change, but also of how they affect the language in which he write and speak. The words that surround us every day influence the words we use. Since so much of the written language we see is now on the screens of our computers, tablets, and smartphones, language now evolves through our interaction with technology. And due to the language we use to communicate that tends to be more flexible than formal writing, the combination of informal, personal communication and the mass audience afforded by social media is a recipe for fast change. From the creation of new words to new meanings for old words to changes in the way we communicate, social media is making its presence be noticed. New ways of communicating; acronyms, abbreviations, and neologisms has grown up around technologically mediated communication to help us be understood. Acronyms that are known as textspeak on the online forms and, internet relay chat that pre-dated text messaging. On internet relay chat, acronyms help speed up a real-time typed conversation. On mobile phones they minimize the inconvenience of typing with tiny little keys. And on Twitter they help us make the most of your 140 characters.

Acronyms such as LOL (laughing out loud), add useful elements of non-verbal communication or annoy people with their overuse. This extends to playful asterisk-enclosed stage directions describing supposed physical actions or facial expressions. An important element of Twitter syntax is the Hashtag , a clickable keyword used to categorize tweets. Hashtags have also spread to other social media platforms, and they have even reached everyday speech, we find Hashtags all over popular culture, from greetings cards and t-shirts to the dialogue of sitcom characters.

Syntax aside, social media has also caused a more clear revolution in the way we communicate. We share more personal information, but also communicate with larger audiences. Our communication styles consequently become more informal and more open, and this enters into other areas of life and culture. Furthermore, when writing on social media, we get to the point quicker, operate within the creative constraints of 140 characters on Twitter, or aspire in brief with blogs.

Facebook has done a lot than most platforms by offering new meanings for common words such as friend, like, status, wall, page, and profile. Other new meanings which spread on social media channels also reflect the other side of social media: a troll is not just a character from Norse folklore, but someone who makes offensive or provocative or bad comments online; a sock puppet is no longer solely a puppet made from an sock, but a self-serving fake online person; and astroturfing is not only a laying plastic lawn but also a fake online grass-roots movement.

Social media is making it easy to contribute to the evolution of language. We no longer have to be published through traditional avenues to bring word trends to the awareness of the masses. Meanwhile journalists gave the earliest known uses of topical terms, everything from 1794's pew-rent in *The Times* to beat boxing in *The Guardian* (1987). A case in point is Oxford Dictionaries (2013), word of the Year, Selfie, the first use of the word was by an Australian internet forum. With forums, Twitter, Facebook, and other social media channels offering instant interaction with wide audiences, now it is easy to help word gain traction from your armchair. Some people may feel a side by all this. For example, if you are a lawyer grappling with the new geek speak, you may need to know the meaning of terms such as Rick rolling ...

John Sutherland, (2017), a professor of English from University College London, conducted a study that confirmed the English Language is evolving quickly, due to social media and communication technology. Sutherland's study on common social media and text speak terms found that most British parents were surprised by the language used by their children. According to the study, which was commissioned by Samsung for a phone launch, there was a seismic generational gap between the

older and younger generations when speaking about the use of modern informal language. The term (fleek) was found the most confusing, which means looking good, followed by (bae), which is thought that it came from (before anyone else), the majority of parents in the survey noticed that teenagers spoke a completely different language on social media. Also, they made a list of terms that parents could not be able to understand. Sutherland, (2017), said that the restriction of characters on old handsets was a crucial factor in this rise of acronyms in text messaging such as TXT.

Geoff Nunberg, (2017). Language magazine, Linguist and professor at UC Berkeley said in an interview with BuzzFeed:

“Fleek is interesting because it just bubbled up out of nowhere in a way that words did not used to. It used to be that slang began among high school kids and worked its way around the school and maybe spread to kids in other generations before eventually reaching the speech of older people. By the time the older people were using it, the high school kids had moved on to something else. The whole point of slang is to keep your language separate, but now you can make a video or a Vine, a word catches on, the link is passed all around and two weeks later there are 2 billion people who are using this word, it’s astonishing.” Geoff Nunberg, (2017).

The appearance of the new words starts from people of young ages, teenagers in particular, are the first creating new terms without any efforts made, and due to social media, these words take a place and get used by huge number of social media users just in few days or months, moreover, it does not stop at this age, but it keeps spreading more and more, till it reaches old people’s conversation and their repertoire.

10. Conclusion:

This chapter has included definitions and information concerning the chosen topic of research. It has given details about technology and English language and the relationship that gather both terms. Internet and popular cultures, as one of the results

of the wide use of technology nowadays, both cultures were basically the main concerned and detailed in this chapter in order to explain the impact of these two cultures on English language.

CHAPTER TWO :

Research Methods and Data Analysis

- 1. Introduction**
- 2. Research methodology**
 - 2.1. The sociolinguistic interview
 - 2.2. Observation
- 3. Data analysis**
 - 3.1. Popular culture
 - 3.1.1. Movies
 - 3.1.2. TV shows
 - 3.1.3. Music
 - 3.1.4. Cartoons and anime
 - 3.1.5. Advertisement
 - 3.2. Internet culture
 - 3.2.1. Entertainment platforms
 - 3.2.2. Social media
 - 3.3. The dictionaries updated words
 - 3.4. The social psychological factors
- 4. Conclusion**

1. Introduction:

The purpose of this chapter is to show how popular and internet cultures change the English language. As this research work is qualitative in nature, qualitative research instruments were used to gather data. Thus, the data were collected via an interview questionnaire administered to English native speakers during online conversations, in addition, the use of different applications of social media and internet. The main goal is to reveal out how internet and popular cultures affect the way English native speakers interact and communicate in the virtual world throughout the different social media.

Finally, the gathered data were described and analyzed as a final step in order to achieve the main aim of our research work.

2. Research methodology:

As just stated above, this research work is based on qualitative research tools that serve the objective of our work. Thus; we made use of the interview questionnaire, the observation, as the main research techniques to achieve our objective which is data elicitation from fifty (50) native speakers of English.

2.1. The sociolinguistic interview:

This technique, which is almost known as the sociolinguistic interview, forms the basis of data collection in this research work mainly because it has been widely used by researchers to capture casual speech. The interview intended to collect information from the native speakers' point of view in order to be able to provide an analysis that could confirm or reject the hypotheses of the research work. Thus, seventeen questions were structured to form the core of the interview with English native speakers selected randomly. They were of different gender and their age swing between 12 years old to 30 years old.

2.2. Observation

We relied also on observation which was achieved via recording spoken interactional data with random groups of native speakers in the virtual world. We have focused in the internet as the almighty information mine, as it contains all the data needed for the study ,since it cuddles the English speaking community condensed within videos provided by English speakers ,memes, comments ,throughout the different platforms of the world wide web.

Online discussions served us so much in introducing and using these two research instruments to elicit data from speakers who interact and communicate via the following sources: you tube, face book, Instagram, twitter and other applications. Because our research work is qualitative in nature, we sought an in depth investigation of how English language has changed due to popular and internet cultures.

Based on the analysis of several videos broadcasted ,we have determined what popular and internet cultures are ,as well as the comments reflecting the community contact , and also forums which constitute the place where the community members can share their thoughts , opinions, and interact with each other while the exchange is visible to anyone.

The internet proposes several and different services to its users. Whatever people seek can be found whether entertainment, information, business, or communication. This variety of purposes and the amount use can create a permanent culture amongst the users that might influence the way they communicate. Furthermore, pop culture although it existed from the first novel or poem being written to the Netflix taking over television it has spread wings under the reign of internet. Finally, the outcome of internet and popular culture can be noticed in the way the users communicate nowadays.

3. Data analysis:

The interview was introduced to English native speakers via online discussions and discussion groups by mass media: video calls, mobile...etc.It contains open-ended

questions which were used to gather enough qualitative data about the participants' opinions, attitudes, and thoughts. As it is known that every age in history has its ways of communication depending on the culture that existed at that time. It is obvious that every language has developed and changed due to the technological development. In the present research work, as EFL students, we are trying to understand how the dominating cultures represented in popular culture and the new born information system which is the internet culture have juristically impacted the English language as well as the way the new generation communicate nowadays. The completed analysis was based on of data collected from the speakers' responses to the questions asked via online discussions; social media face book, twitter, Instagram, messenger, YouTube, video games, blogs, and other applications.

We tried to collect all the available information from the programmes of popular culture on the internet. In the subsequent sections, we will analyze the results gathered from the sources we used to give evidence for our research questions and to either prove or reject the corresponding hypotheses.

3.1. Popular culture:

The first written novel has attracted people due to its captivating story, its panel of interesting characters, and the language in which it has been written, to the movies that represent one of the biggest revenue sources in the world. Culture has changed as ~~the~~ humanity has evolved socially and resulted in a different life style. Stories and art have become more and more modern; people interest has evolved, so that the means of entertainment are far different from the beginning, and never cease to shift in response to humanity needs and craving.

Pop culture (or popular culture) is the common culture shared by all the people who belong to a community. This culture is mainly shared via music, movies, TV shows, theatre plays, poems, novels and what the majority of people can be interested in.

3.1.1. Movies:

Cinema is now considered as the modern way of telling a story. It represents all of what people crave in fictions. It is also called the seventh art, because of the visual effects and the special representations of simple words on screen-scripts that the directors use and really attract the audience. This is what makes Cinema gain up its position and value. Movies have represented a new, rich, interesting linguistic repertoire that the audience use in their everyday communication. This linguistic repertoire is represented in the characters' personalities, catch phrases, idioms, and the factious feature that the writers have created and imagined to convey a message. Another perspective is that people are addicted to entertainment for the purpose of fleeing reality as the online discussions have revealed the conclusion that ordinary life can be boring and a movie can be somehow a throw into a fiction and experiencing emotions through the characters and the plot.

There are several genres of movies such as fantasy, science fiction that are revealed as the most liked genre of movies being watched; along side with horror, and comedy. Some films are the manifestation of a real story and the characters become so iconic, that the viewers imitate their way of speaking and their famous catch phrases. The misspoken words and grammatical mistakes become more common in daily conversations. To illustrate, the famous saying: "*you talkin to me*", by the famous actor Robert Dinero, is now widely used by English speakers in an ironic way, giving the same impression that the character played in the movie. The same thing happened with the famous scene of the actor Alpacino in the movie "*The Devils Lawyers*": "this room is out order; this all court is out of order". Also his famous line in "*Scarface*": "*say hello to my little friend*" referring to his gun. People use the phrase as a joke to refer to something funny. In the movie "*Friday*", Chris Tucker and Ice Cube say a famous line pronounced in an intonation that is used nowadays as a great clip to react an impressive action; the intonation has been used in conversations with the same context.

Furthermore, references to movies are more common than expected and can be exposed in several forms; movies such as "*The matrix*", is still a big production because of its innovative script, mind-blowing special effects, and the exquisite acting performance of its characters, that captivate the viewers in everywhere, so that it has

been a source to the English speaking community to use metaphors and similes in their conversations, such as: “*you can see the matrix*”, in other words, you understand how life works. Another example from the same movie is: “*you are the one*”, which implies: You are the only hope. From observation of how English speaking community communicate using different kinds of the Apps, we have picked some examples to show the influence of such movies on people’ conversations:

Example one: (from the movie *Alice in the wonderland*)

X: my gf’s apartment has a weird closet; it looked like portal to wonderland of Narnia

Y: why, dude?

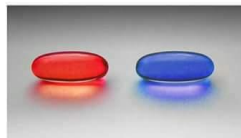
X: it has pink door, opening to a dark room lol

Example two: from the movie (*the X project*)

X: we ll have party tomorrow, my place

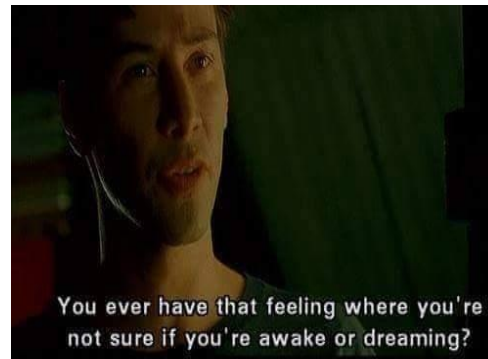
Y: project X in the house (emojis face).

Example three: (pictures of reactions and posts from the movies *the Matrix* in funny way)



A red pill and a blue pill.

The **red pill** and its opposite, the **blue pill**, are popular culture symbols representing the choice between embracing the sometimes painful truth of reality (red pill) and the blissful ignorance of illusion (blue pill).





Many movies have introduced new words into the English language, since the world that the writers had invented included some linguistic gaps that should be filled, in order to make the story coherent and attractive. For instance, “*Star Wars*” series has introduced: “*The Jedi masters*”, a fighter with special skills, also “*The force*” which can be a capacity that only Jedi master can behold to control everything throughout energy. These words are used in the real life context to describe great skills that a human can possess or a talent of some sort, so that the creation of these words helped the English language speakers express an actual description to a certain context. Another illustration from the same wonders of George Lucas, “*The sith*” and, “*Darth Vader*” refers to someone who can flip to the dark side, a reference to someone good who turns bad.

The movies have been an interpretation of a very famous series of books and attracted the fans immediately, by giving the chance to non-readers to discover the magic of great writing; it provides people with a set of references, new words, and manners of speech. For example, in *Harry Potter* series: “*A wand*” is the stick made of wood that the wizard or a witch can use to cast spells, “*Hogwarts*” is where the wizards studied, “*Azkaban*” is the equivalent of hell or a prison. Also, the phrase “*Wingardium Leviosa*” is pronounced when something levitates for no reason. All this can be considered as an iconic scene, which is found and regularly used by English speakers. Movies, with military scenes, introduce special codes that it spreads out in normal context such as: “*roger that*”; also telling the time in a military way as: “*we will meet eight o hundred*”. At the level of semantics, People use this specific linguistic repertoire because they find it cool and very attractive. The example of “*cover me*” is taken from military movies and now it is widely used as the picture shows. It means not telling someone else where really you are or lying for him.



Comic books based movies from the marvells universe is the biggest industry haunting the cinema world these days, giving birth to the superheroes and their inspiring stories, and opening the door to a new dimension filled with new words and linguistic possibilities, such as: “the kryptonite”, which refers to superman weakness; in a real conversation, saying to someone “that something is his kryptonite” means that is his weakness. When someone says that he is not “the flash”, he means that he is not fast enough, also the phrase: “why so serious” is the catch line of the Joker character from “*The Dark knight Rises*”. “*The superman punch* «is real technique in the “*mama*” “mixed martial arts”, when someone punches. In addition, the expression: “*spidy sense*” can refer to someone’s ability to predict something, which is a reference taken from the Spiderman movie, alongside with the classic line: “with great powers come great responsibilities”. *Avatar*, has explained the word “avatar” in its synopsis, since the *Avatar* is the projection of someone conscious into another world, so that in reality the Avatar represents the graphic representation of someone in a game for example. Another word that is associated to the invention recently realized is: “*hover board*” from the movie *Backto the Future*. A hover board is a futuristic skateboard which is powered of with electricity, from the same movie: “*The Dolorian*” or the time travelling car is now known all over the world. To illustrate the impact of comic books, we have chosen the following examples based on the users’ daily conversations on social media:

Example one:

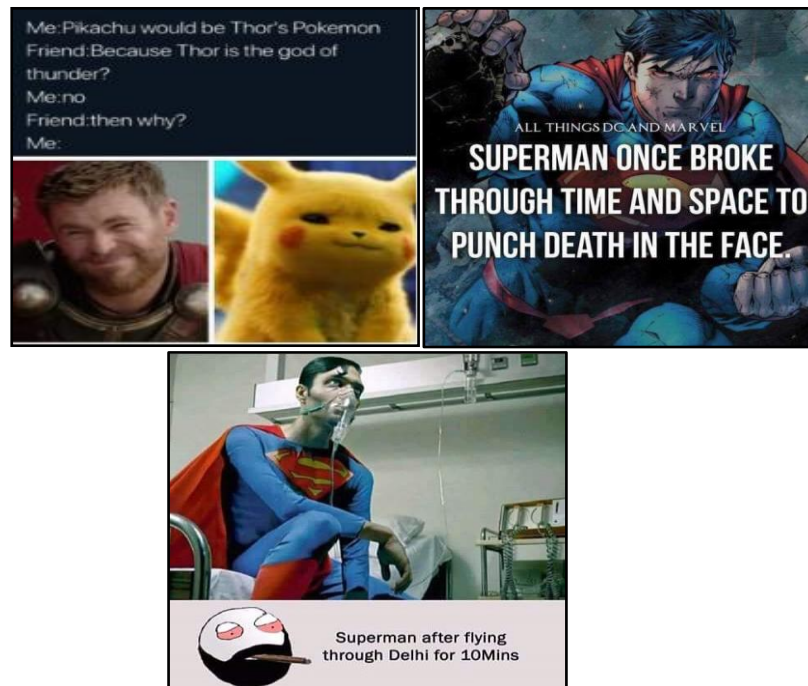
X: can you lift this couch for me, bro?

Y: dude, I m not superman

X: it s not heavy

Y: you r toxic

Example two: (pictures expressing real situations in reference to the scenes and characters of movies).



The horror genre of movies has also provided some new words, such as *Vampires*, *Werewolves*, *Zombies*, *Living Dead*, *Aliens* or extraterrestrial life, the Frankenstein monster, who is the crazy clown who feeds on fear from the marvelous work of Stephen king, also the death eaters from the *Harry Potter* movie, *Freddy Nightmare*, *Beetle Juice*, surfer dude has brought up the word “dude”. Movies also helped give a broader look on the other cultures, and ethnicities which have allowed promoting the words into a much greater scale of use, either to compensate the gaps existing in a community, or for improving the vocabulary with a more efficient way to express the speaker’s intent. To give examples, we have picked these examples to confirm the effect of these horror movies on communication process:



3.1.2. TV shows:

TV shows or series play the same purpose of movies. While it contains several years of seasons and episodes, the only difference is that the audience can live with the cast and the characters of the show, due to their idol personalities and their way of speaking which people can pick easily due to the intense exposition. The writers can feed up the passion of the fans to keep bringing more intensity into their stories based on the fan's reactions and critics.

One of the most famous series nowadays is: “*Game of Thrones*”, with a fan base of over three billion followers, and every Face book page has over 100k subscribers. The comments accumulate a 1k comment. The discussions are all about the series episodes, analysis, opinions and arguing the best scenes. These series have brought some of the greatest references: “*you are like john snow*”, “*the night king*” a man of glace who is fearless. “*The army of the dead*” is another name for *Zombies*. *Thekhaleesi* means queen and *khal* means king which has become more common used in the English slang. Also the series has described the *ginger* as kissed by fire, thus the community has conventionally agreed on the description as many social media profiles use the same description. Based on observation, the series *Game of thrones* (all seasons) has had huge reactions on the social media and also entertainment platforms. The supporters and even the non-supporters have created

many groups on face book, pages on Instagram, and channels on YouTube. The following pictures show how the users interact with every episode and every season of this series:



Another great series which has been mentioned in the online discussions is: “*Friends*”, and the phrase: “how u doing”, which has to be taken into consideration as one of the most known phrases by native speakers; in addition to, Joey catch phrase played by the actor Matt le Blanc, which is proved to be used in real life situations. Moreover, the word “*unagi*” is a word used by the character of “David Shwimmer” as nonexistent sense of awareness; *The Big Bang Theory* has the merit to bring the word: “*binga*” to life for ending a joke in the character of Jim Parreson. The word: “*Sheldon*”, is now used in an ironic manner; the phrase “*saved by the bell*” is also the

name of a TV show and the expression means: you have escaped, “*the how I met our mother*» brought the expression: *The True story*, a catching phrase of Barney Stinson, to refer to a totally made up story; the *Visitors* which means aliens or extraterrestrial life. *Vikings* has introduced the Norse cultures its rich linguistic repertoire, for instance: “*Valhalla*” or the Norse heaven, and other words of the same sort, is given by the character in perfect set of comparison models taken from: “*floki*”, a personality that represents someone who is intelligent and deranged, which can be composed as: you are like floki. The “*K2000*” series has introduced to the world the talking car, which is called the Knight Rider which is iconic to whatever the plane can take you.

Every generation has tried to imitate their favorite character’s behaviour, life style and manner of speech. Psychologically speaking, human brain is wired to capture the mannerism and try to reproduce it, the reason why TV shows now play the role of a model. For instance, people quote a lot of words and phrases from the famous series *the Viking*; in fact they use them as proverbs and famous sayings as the following images prove:



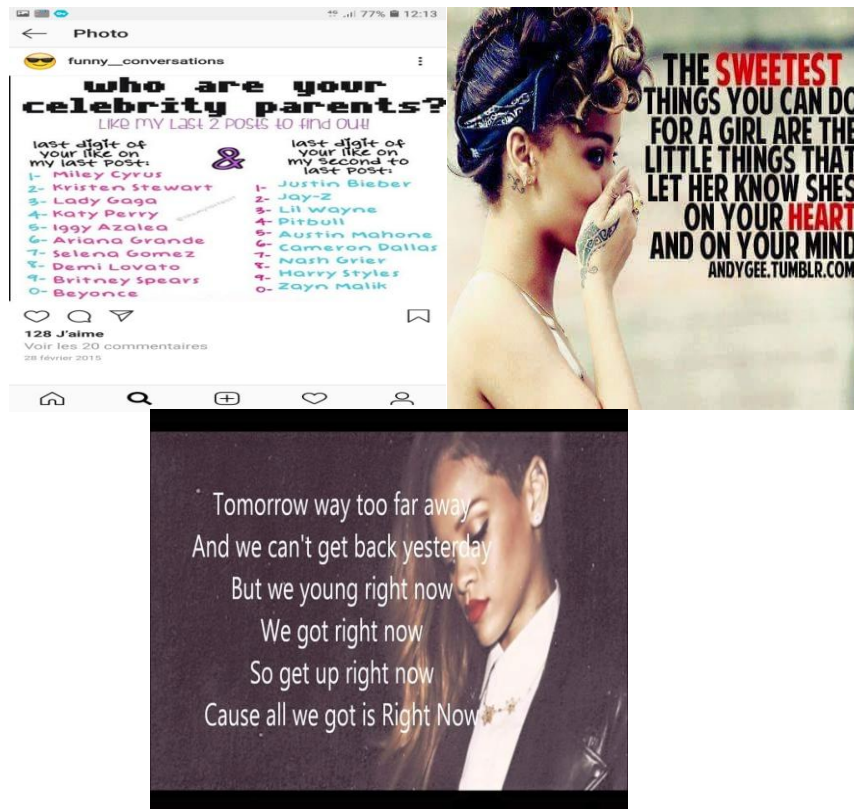
3.1.3. Music:

Music is what trends on the internet are nowadays. The most viewed videos on entertainment platforms are music video clips, for instance, the song *Despacito* has reached over two billion views before it was removed by hackers. Music can be defined as life style itself by some people. Since there is a tune or a melody for every mood, and the lyrics can represent what the listener can feel or think, every genre can come with a life style and a path to walk on so that the influence can be rather great on people. If someone considers something as a model, he will follow the flow in every sense of the word.

The language used can be completely new, since an artist can invent what suits him in order to make the rhyme and the sound good, for example the mumble rap represents all what is lazy about the millennial generation. The words are not entirely pronounced and all of them are abbreviated with an emphasis on vulgar style. In Old Rap or Gangsta rap “*gangsta*” means a criminal. It is brought during the 80’s by rappers. The lyrics were much clearer and deep; the rapper 2pac was responsible for the invention of “*thugs*” or “*outlaws*”. Other several words have been invented lately in Rap music such as: “*clouts*”: jewelry, “*forgeins*”: expensive cars. Another example is: “*dope*” which can behold different meaning. It has been used by rappers to give a positive response to a request, or to refer to “*drugs*”, or to say something is great. That is to say, there are several words that have been exposed to the same faith. Furthermore, the most famous rappers are of African American origins, which have come from a different cultural background. Even their communication style is different, the reason why their celebrity status affects the upcoming generation from different cultures.

Every music genre has a special rhythm, unique instruments, and specific lyrics, that express the artist’s believes and thoughts. It is delivered with a specific register as it is said in rap: “*spitting bars*”. In Reggae, the music has a chill vibe (an expression used by youngster to describe a relaxing tune).The artists using this genre have used names from weed, the drug as: “*kuch*”, “*ganja*”, “*punk*”, “*metal head*”, “*hardmetal*”, the expression “*rock and roll*”, “*the funk*” and so more. All these genres have come

up with their own linguistic codes. Many pictures on face book, Instagram, YouTube and more apps show the effects of the music stars on people’s daily life. They post their favorite songs, lyrics, and their best video clips. Examples found relating this idea:



When speaking about music, dances are a part of; *“the moonwalk”* dance signed by the singer Michael Jackson; *“the dab”* which lately invented, the floss presented by the fortnite game into the large community of gamers. The million different songs of every genre can be considered as a manuscript that a speaker can seek to communicate, everything and to convey the meaning. Lyrics in music provide great number of figurative speech and metaphors in which the listener can use in his daily conversation. Music can be considered as the modern poetry treating every situation that a one can encounter in his life. To illustrate, the ‘*A team*’ by Ed Sheeran contains a simile, when he says *“crumbling like pastries saying that she is falling apart due to of use of drugs and smoking”*. ‘*Firework*’ by Katty Perry, this is a metaphor because the line *“you are a firework”*, is comparison of someone’s personality to bright, colorful firework. ‘*Do not you worry child*’ by Swedish House Mafia. It is a personification that occurs when saying *“in a happy home”*, the house is

not really happy, but a building. The song by Ludacris when he repeats the consonant ‘B’, this is an example of alliteration. Selena Gomez, in her song: ‘*A year without rain*’, there is a use of hyperbole, because when saying: *I have been walking the desert for a thousand days*, if it is true, you would most likely get dehydrated and probably die. Moreover, ‘*Ironic*’ song by Morisette contains an example of irony, in a line, she says: *“it is like rain on your wedding”*. The large amount of viewers on YouTube of such songs proves the important influence of music on real life:



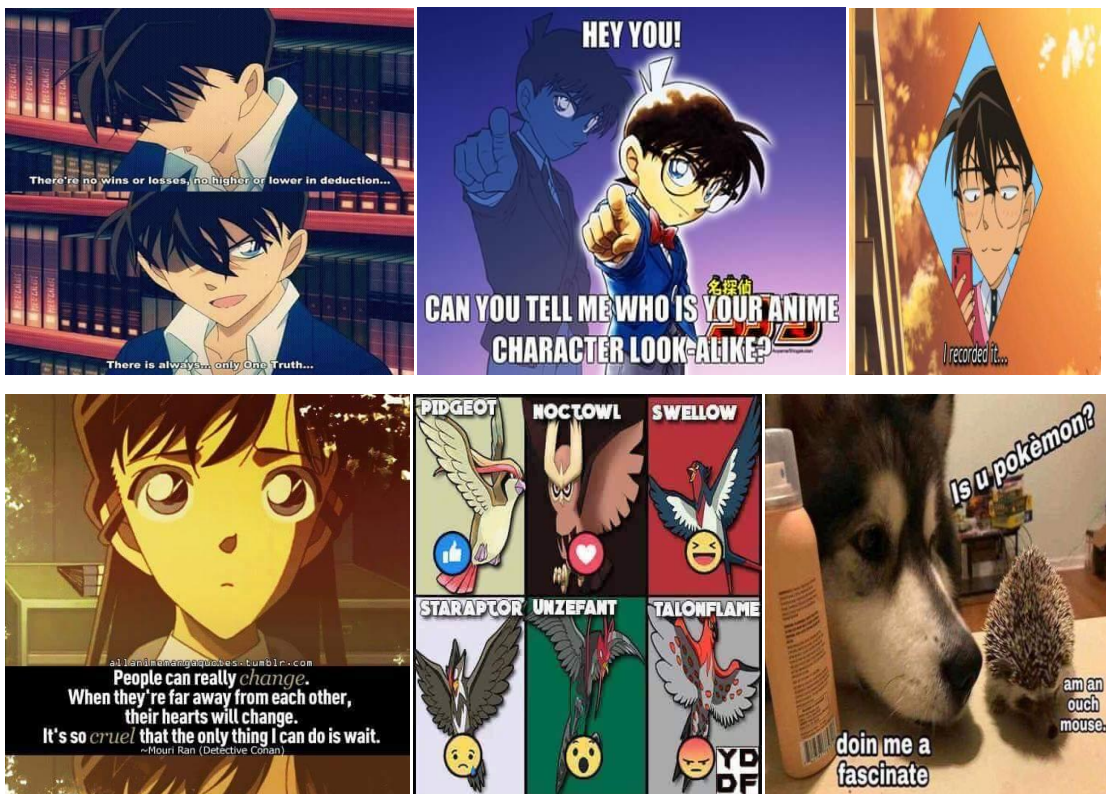
3.1.4. Cartoons and anime:

Cartoon is the ultimate means through which children seek to learn the language. While being entertained, they interact subconsciously their favorite characters. This process is called interactive learning, for example, when a child is insolent and messy, the others refer to him as a “*rugrats*” which is a personality in a famous cartoon.

Cartoons such as: “*south park*” which is known by its specific accent; this accent engraves in the memory of people, and results its use when being rude and

sarcastic. In the famous “*rick and Morty*” , the charters whimsical personalities and their adventures have invaded the minds of their watchers , with their “*portal guns*”, “*minivurs*” which is a tiny universe , “*citadel of ricks*” , and the leading characters catch phrases: “*wabalabadubdub*”, “*oh,cheese*”.

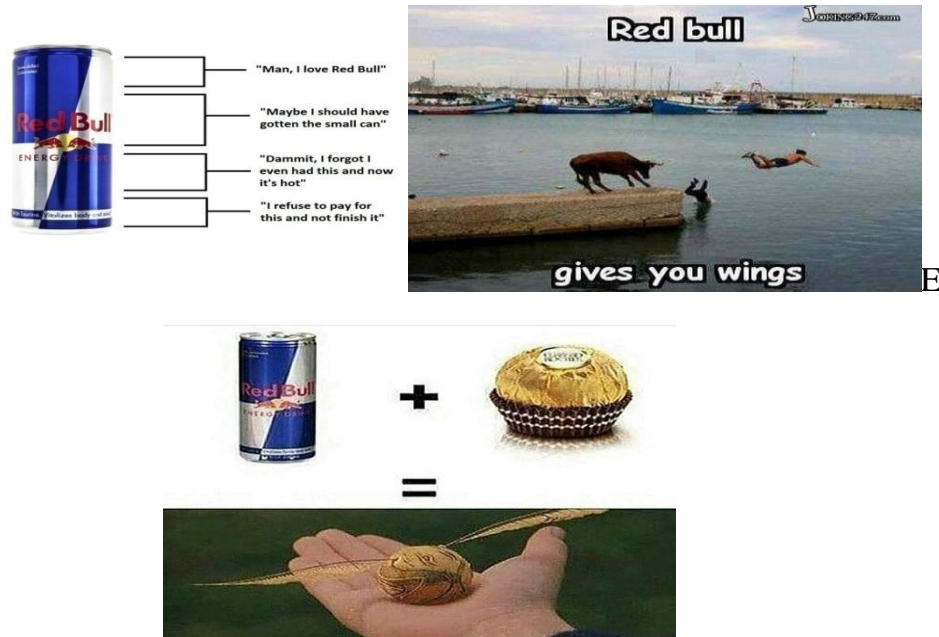
Moreover, Anime brought *Mangas*, which is a Japanese word transported to the English language. There are other categories of *Mangas* like *Shonen* who is a hero based stories in unbelievable settings; the *Pokémon*, the well-known anime by every generation inspired from the journey of the personality, “*Pikachu*” which is known as cute fluffy creature that can produce electricity. “*Detective Conan*”, also has an impact on daily talk. This latter has broken the records in the cinema and TV as the most watched anime from the time of its first view:



3.1.5. Advertisement:

Advertisement is what is catchier of all the previous examples. An Advertisement pops out half the time on TV, and even in the entertainment platforms. The attractive slogans and jingles of the ads influence somehow the viewers. Thus, it is impossible to deny their existence, best examples are: “*Redbull gives you wings*”

which is a mocking expression used when making fun on someone, also the use of “wazzaa” as an ironic way to greet. Examples collected from social media:



3.2. Internet culture:

The internet represents the greatest invention, in addition to the computers and smartphones. Since almost every person is connected to the network; it is a vital necessity for a human being to function under the pressure of this current progress. Internet is an infinite number of sites linked together, in order to get access easily to any kind of information, as well as accomplishing any task in a shortened time. Internet aims to speed up the communication process, and make it more effective than before with only one click. Among the various specific characteristics that the internet provides we can state that a new community has been found in which the members communicate their interests, and creating a culture on the premise that every detail is shared nowadays, and opinions are expressed in out loud way. Actually nowadays, an average person spends half-time of his day scrolling down on his Smartphone, checking what is trending, and what is new.

The World Wide Web came with its own codes and features, the most powerful search engine that facilitates the access to information. *Google*, for instance, has brought the verb “to Google”, which means searching something online. The

expression: “*you are not google*” means: “*you do not know it*”. Before social media sites such as MySpace, face book, twitter, and Instagram, E-mail was the only message delivering system used; people were familiarized with the lingo spams, (or unwanted emails) ,“*emailing*” ,and the “*inbox*”. There was no application to accede to the social media services, instead the web browser “Internet Explorer” or “Google Chrome” was the only available choice to.

Many words have gained a place in dictionaries, due to the internet culture, such as wifi bars, modem, routers, downloading, uploading, hacking, dark web, apps, and sentences such as “surfing on the net”, “you are disconnected”, and “I’m subscribed to a channel”. For example:

X: bro, can u give me your wifi code?

Y: nop

X: sryslly bro I gonna need it

Y: k

Another illustration:

X:bae, what do you mean by primer?

Y: google it, lol

3.2.1. Entertainment platforms:

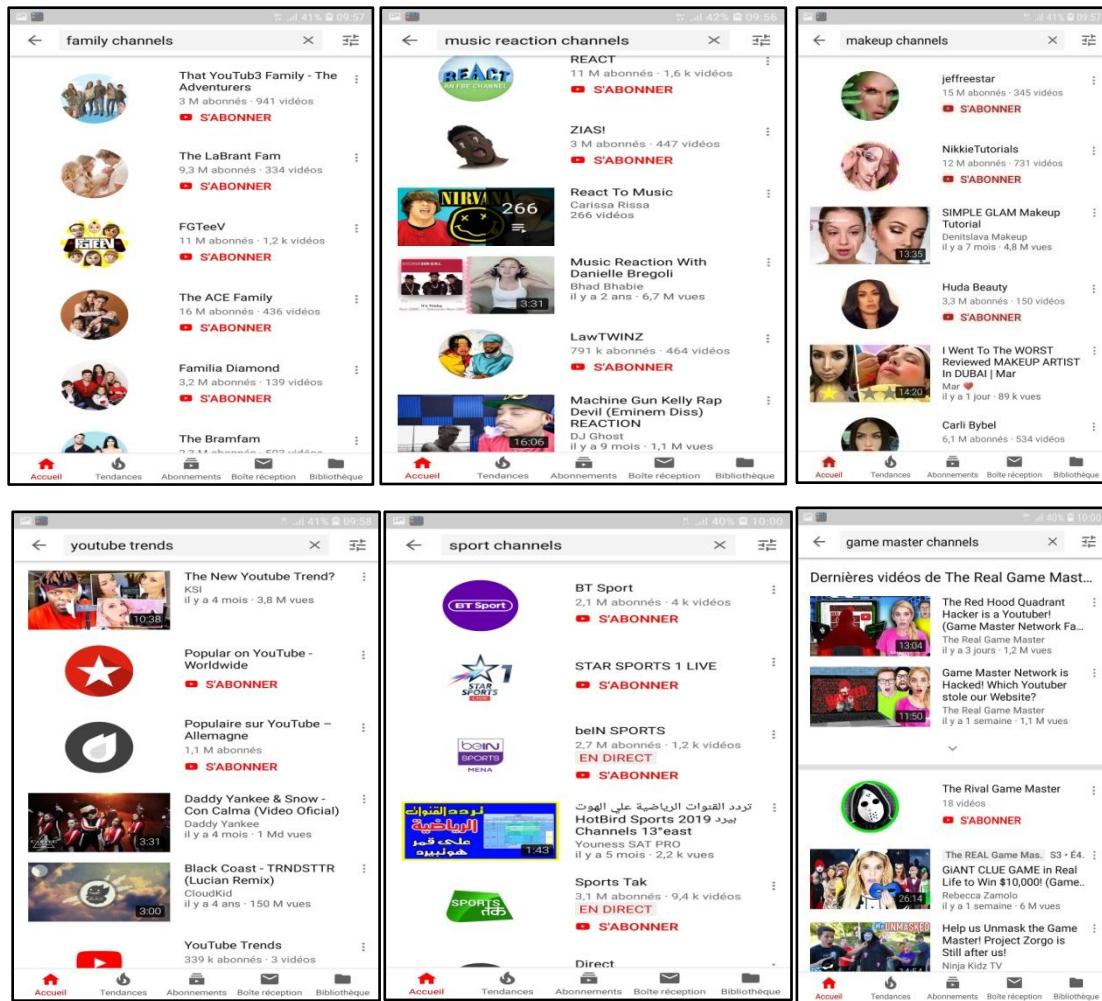
One of the biggest entertainment platforms is YouTube, with more than a billion clicks in a day seeking every possible subject. These platforms have provided talented people with the opportunity to show their abilities, and then the viewers decide either it is good or not. The unpaid sites offer a beneficial option to you tubers surface to express their messages in every domain.

There are different channels of different genres of content on YouTube such as “podcasts” videos which are a humoristic intent treating daily topic by you tubers who are called podcasters. Moreover, the videos which show someone’s adventures or daily routine are called “vlogs”; tutorials videos of food or gym, beauty, fashion and other matters, are condensed to channels with “subs” subscribers, views, and a comments section.

The trendy videos are shared by the members of the community; trendy is something popular, a viral video that has a big amount of views and reactions. From the observation on YouTube channels, people interest in watching challenges are the famous following ones:

- **Ylyl: “you laugh you lose”**
- **“Do not cringe”**
- **Mannequin challenge**
- **Kiki challenge**
- **Charlie challenge**
- **Hot peeper challenge**
- **Bottle flip challenge**
- **Fidget spinners**
- **Slime**
- **The cup song**
- **Tiktok compilations:** videos with a musical background sometimes meaningless but have a humoristic purpose
- **Vine compilations :**short funny videos
- **Podcasts**
- **Vlogs**
- **Gaming**
- **Reaction videos**
- **Memes:** parodies that has humoristic intent

Responding the question asked about the most used apps, the majority of the responses confirm that YouTube is the preferable app use to watch movies, podcasts, and short videos. To illustrate, the following screenshots are about the most popular channels on YouTube:



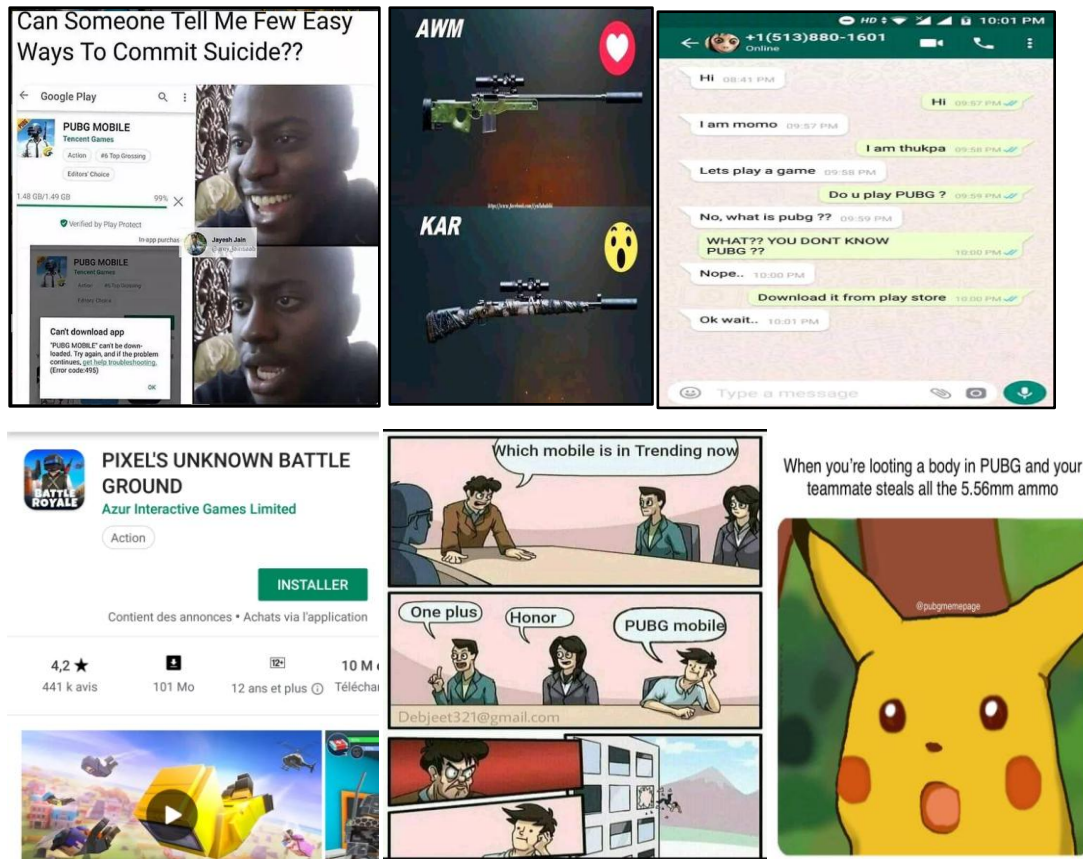
The popular channels as gaming channels are counting great numbers of “subs”. These videos are recorded from streaming sites such as “twitch” and uploaded later as an edited YouTube video. The video games played by those you tubers are online multiplayer battlegrounds shooter games, also known as the internet community like: “pubg”, “fortnite”, “apex”, in which communication is required. As a result, the player has to invent his own code to facilitate the communication process in which the viewers have adapted, since the teenager’s free time is spent on playing these popular games, or watching it. Many examples of words and expressions are widely used:

- “**Kobe**”: in reference to Kobe Brian, a famous basketball player. The word is not only used for throwing on point grenade towards the enemy, but also refers to realizing any throw in a daily life.
- “**To nade**”: the verb means throwing a grenade over the enemy.
- “**Yeet**”: This means “great”.

- **“To thirst”**: from the adjective thirsty. It means to finish killing someone who is knocked out the game in squad mode.
- **“Loot”**: the guns and supplies of the game.
- **“A freebe”**: a knocked-out player by other team.
- **“A default”**: a new player of the “fortnite” game.
- **“A noob”**: someone who is bad player or a beginner.
- **“A bot”**: an artificial intelligence added by the programmers in the game.
- **“Toxic”**: an adjective, a person who is rude and impolite online.
- **“Troll”**: is a word from pop culture that refers to a small ugly creature that lives in the woods, but in the internet context the word refers to a joker or a prankster.
- **“IRL”**: the abbreviations of “In real life “.The expression started because of the anonymous features which the internet provides.
- **“Emotes”**: a small loop of a dance, greeting or a catch phrase that the gamers’ character can perform, for example “the floss” dances in “fortnite”.
- **“NPC”**: non player character or “IAs” artificial intelligence that programmers implements in the game to help the story line.
- **“Pepe hands”**: an expression that means the player is unable to perform, for a meme reference.

PUBG game is now the most challenging game. Many players of this game are following it in every sites and different social media apps as the pictures represent:





From a grammatical point of view, and based on the data gathered, we have noticed that the verb “to be «is often omitted in an online communication process. For instance, in some cases the speaker says “*you mad, bro?*” to evaluate the mood of his interlocutor. The fans of these entertainment platforms are responsible of spreading the words, and promoting an expression to the world famous status. Furthermore, the internet culture is dynamic; one day a word can be trendy, the next day it will be forgotten as it has never existed.

3.2.2. Social media:

Social media is the ultimate means of communication of the new generation, by offering entertainment thanks to multiple posts, pictures and memes. Every application of social media has its guides and specific arrangement that work for the sake of facilitating its use.

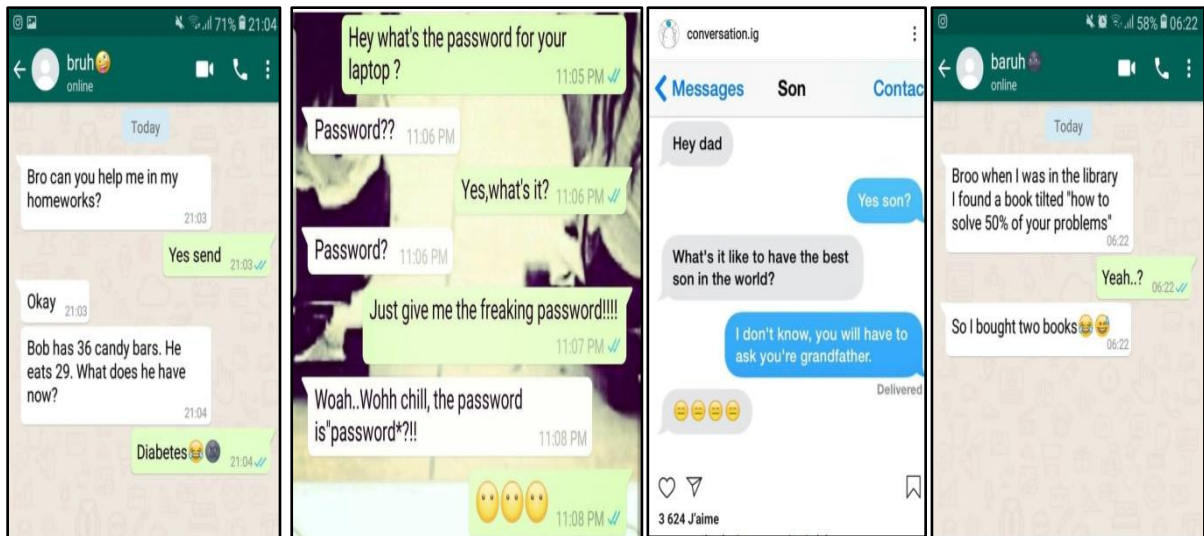
Facebook is considered as the basic social media platform, which is invented by Mark Zuckerberg who introduces the “wall”, which is the profile where the ordinary users can post their thoughts, pictures, videos. Facebook brought new terms that are

tightly related to it: "the actuality feed" in which you can see your friends posts and their favorite pages posts; "private messages" or "discussion bubbles", "group chat" . The user feels the need to abbreviate their typing to express themselves in rapid and effective way. This results the emergence of an infinite number of words. The best wide examples collected are:

- **"Lol"**: laughing out loud
- **"brb"**: be right back
- **"nvm"** never mind
- **"Rofl"**:rolling on floor laughing
- **"ofc"**: of course
- **"lmk"**: let me know
- **"ILY"**:I love you
- **"?4U"**:I have a question for you
- **"2NTE"**: tonight

What has been noticed during doing this research work is that grammar is significantly affected by social media users. The examples of regular conversations on social media applications show the huge use of abbreviations and acronyms that resulted unstructured phrases, sentences, and many noticeable mistakes.





Twitter has no popularity in some countries, in USA, UK all the celebrities share their life and their moments, using the expression of “the Hashtag” or “#” as it is the special feature that differentiates this application from others, a necessity to explain the main purpose of the content posted, in addition to:

- **“Tweet”**: used to post something
- **“Retweet”**: used to share an older post
- **“dm”**: direct message
- **“Follower”**: a kind of subscription to a page.

Moreover, Instagram contains pictures, and videos posted by “influencers” who are celebrities sharing their life style, advertising brands, and touristic places. It has also the feature of private messages or direct contact.

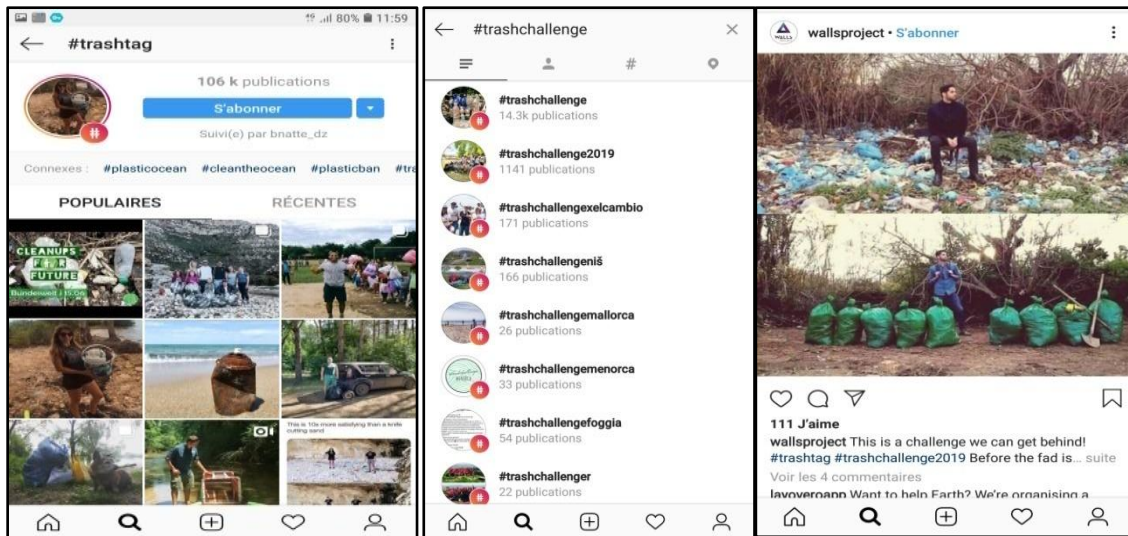
Social media applications provide the service of *Emojis* that is used to express the mood and the tone. This service has an obvious effect on daily conversations, since the majority of the users rely on these *Emojis* instead of words and sentences. Emojis play a great role in conversations, and reactions to others’ posts. This is what we have noticed during the observation; people use emojis as impicature to express thoughts and ideas rather than words and complete sentences. We have chosen a few among many examples gathered from social media apps:

Table 2. 1: List of added words and abbreviations to Merriam- Webster’s dictionary :(M, DEBCZAK. September, 2018).

| Word | Meaning |
|----------------------|---|
| 1. Bougie (adj) | Short of bourgeois. This term means «marked by a concern for wealth, possessions, and respectability.» |
| 2. TL.DR (abbrev) | Too long; did not read- used to say that something would require too much time |
| 3. Bingeable (adj) | Having multiple episodes or parts that can be watched in rapid succession. |
| 4. Predictive (adj) | As in predictive text: of, relating to, or usable or valuable for prediction. |
| 5. Haptics (n) | The use of electronically or mechanically generated movement that a user experiences through the sense of touch as a part of interface (gaming console or smartphones). |
| 6. Airplane mode (n) | An operation mode for an electronic device does not connect to wireless networks and cannot send or receive messages or calls or access the internet. |
| 7. MARG (n) | A margarita according to Merriam-Webster, the first known usage occurred in 1990. |
| 8. Fintech (n) | Products and companies that employ newly developed digital and online technologies in the banking and financial services industries. |
| 9. Fave (abbrv) | Favourite. |
| 10. Adorbs (adj) | Extremely charming or appealing, adorable |
| 11. Rando (n) | A random person, who is not known or recognizable or whose appearance seems unprompted. |

| | |
|--------------------|--|
| 12. Iftar (n) | A meal taken by Muslims at sundown to break the daily fast during Ramadan. |
| 13. Zoodle (n) | A long thin strip of zucchini that resembles as string or narrow ribbon of pasta. |
| 14. Ten city (n) | A collection of many tents set up in an area to provide usually temporary shelter, homeless. |
| 15. Scotus (n) | It is used as a nickname, which refers to U.S Supreme Court of United States. Due to breaking news reporting on social media, this term has recently become popular. |
| 16. Flotus (n) | The First Lady of the United States. The term is abbreviated. |
| 17. Bing-watch (v) | It is defined as a favourite weekend pastime; binge-watch describes watching many episodes of TV series in rapid succession. |
| 18. Ghost (v) | It refers to someone abruptly cutting off all contact with others by no longer responding to phone calls or messages. |
| 19. EGOT(abbrev) | An acronym for the Emmy, Grammy, Oscar and Tony Awards. It refers to someone who has nabbed all four honors. |
| 20. Instagram (v) | To post a picture to the Instagram photo sharing services. |

Due to the wide use of these apps, the editors are obliged to updates the dictionaries, in order to keep up with this rapid development. For instance, Instagram is now a famous application that people use to share and post their moments, thoughts, and emotions. Using the “*Hashtag*” service, some of them have spread like fire. The best famous one is the one that is started by the Algerian student, who started the challenge: *#trash challenge*. The pictures bellows are taken from the pages all over the world doing this challenge:



Oxford dictionary has also added all what has been into wide usage recently. Many are driven by the trends in technology and culture. The table contains some of modern words added in the dictionary and its meaning:

Table 2. 2: List of added words and abbreviations to Oxford dictionary :(S. Dato august, 2013)

| Word | Meaning |
|---------------------|--|
| 1. phablet | A portmanteau of phone and tablet, used to describe oversized smartphones. |
| 2. Apols (pl.n) | Apologies |
| 3. A/W (abbrv) | Autumn/ winter denoting to fashion designed for the autumn and winter seasons. |
| 4. Balayage (n) | A technique used for highlighting hair in which the dye is painted on in such way as to create a graduate natural looking. |
| 5. Buzzworthy (adj) | To arouse the interest and attention of public by media coverage. |
| 6. Byod (n) | Bring your own device. |

| | |
|--------------------------|---|
| 7. Click and collect (n) | A shopping facility whereby a client can buy or order goods from a store' websites and collect them from local branch. |
| 8. Emoji (n) | A small digital image or icon used to express an idea or emotion in electronic manner. |
| 9. Dappy (adj) | Silly, lacking concentration |
| 10. Derp (n) | Speech regarded as meaningless or stupid comment. |
| 11. Grats (n) | Congratulations |
| 12. Ldr (n) | Long distance relationship |
| 13. Selfie (n) | A photograph that one has taken of oneself, using smartphones or webcam |
| 14. Srsly (adv) | Short of seriously. |
| 15. Vom (v) | Be sick. |
| 16. Fitspiration (n) | Sometimes it is used as "fitspo". It refers to a person or thing that serves as motivation for someone to improve health and fitness. |
| 17. Squad goal (n) | Refers to someone or think seen as a model to aspire, especially with friends, as hashtag in social media. |
| 18. Woke | "Stay woke», a term used to describe the ability to discern injustice in society, in particular racism. |
| 19. Yas (exclamation) | Expressing a great pleasure. Millennials have popularized this term with the phrase "Yas, queen". |
| 20. Words of the year | Many dictionaries select one "word of the year" based on the statistics of searches. |

Oxford dictionaries announced its international word of the year as "*youthquake*" a term defined as a significant cultural, political or social change arising from the actions or influences of young people.

3.4. The social psychological factors:

Internet and popular cultures have influenced the English language in a way people use words and terms that were extracted from the different available applications, sites, and programs. From observing and asking related questions to the users about the reasons behind their created ways to communicate with each other, the results obtained are:

- The constant exposition to a certain culture, for a decent amount of time causes the noticeable changes in the patterns of speech.
- One of the theories of language learning relies on the premise that language is acquired by nurture; therefore the internet and popular cultures are the place where youngsters are learning language nowadays. Children are easily get impressionable, since they pick up the language used in cartoons and shows, even YouTube videos. The responses show that children are more attached to the attractive audiovisual materials that anime and cartoons provide on the net. In addition, the easy control of the different technological devices plays an important factor that should not be neglected.
- The new technologies and improvement gave the world new rich linguistic repertoires, thanks to the codes and features installed in. since each type of these technologies has brought its precise services and then its specific codes. For instance, saying: *follow me* is actually a feature in Instagram that means like my posts, stories, and moments.
- Internet has made the cultural contact so easy while popular culture exposes the different cultures around the world for people to appreciate. The contact of different cultures throughout the world gave birth to a new international conventional culture, for instance, the phrases: *oh my sweet summer, winter is coming, you know nothing*, and so many more are taken from the *Game of throne* the series. These phrases are used and known by almost everyone that a Russian girl can understand it when an English speaker says one of these sentences.

- Curiosity is one of the human instincts. People of different ages are interested in knowing new things, traditions, life style. The interesting slogans and the use of sparkling emojis, and attractive titles play the role of bringing watchers and viewers all the time. This is the principle that most of the apps like advertisements and YouTube rely on.
- The fear of reality pushes individuals towards the virtual world offered by the internet. People resort to forget their real life problems, poverty, domestic violence; and their psychological issues like loneliness and solitude, pressure, depression, bullying in schools. One of the responses of the question about why do you use face book in a regular way, a male informant said: *you re talkin to me but you don't know who I am*. I said *how?* He replied: *my profile 's photo is not mine so!!!*. Then I said: *is there any reason stops you using your photo?* The answer was interesting, he said: *I m fat guy, I feel no comfortable outside because of my weight. So I use a picture of a handsome guy instead of mine. Nobody cares!!! (Faceemojis)*.
- The language twisting is more common in small groups, due to the internet which has promoted these small groups to a large community, when an inside joke or a word between friends can be a new word in the dictionary. The process is occurring when the abbreviations and acronyms have originally started between friends in groups on social media Apps.
- The overuse of certain words and manner of speech especially by influencers gain the acceptance of the population. To illustrate, the words such as *eyeliner*, *highlighter* which are related to make-up (girls 'staff) have recently used by boys, due to the many tutorials videos which show men do make-up live.

4. Conclusion:

This research work is a descriptive study. It aims to observe and analyse the impact of the two cultures, the popular and the internet cultures.

The study is based on collecting qualitative data, using consequently the qualitative research instruments. Observation and the interview have been chosen

as the basic research tools. The interview was presented in a form of questions asked via various applications on the net, including: online discussions, social media applications, and video games.

Finally, the discussed results brought evidence of the influence of the mentioned cultures on the English-speaking community, and then the English language.

GENERAL CONCLUSION

Technology has been defined as the branch of science which has brought many devices and services, in order to facilitate human's tasks and daily activities. The wide spread of technology and its miscellaneous types has resulted in a significant change in people's life. The large exchange of information and various cultures all over the world has given the opportunity to new born cultures to appear. These cultures have introduced a rich mixture of different traditions, religions, and languages. The popular and internet cultures are one of the most noticeable outcomes of the use of the communicative type of technology, since it is the age of information and people seek the fast and the easiest ways to communicate and contact each other all the time. Social media: Face book, Instagram, WhatsApp; entertainment platforms: YouTube, blogs, channels...are applications used by almost everyone nowadays, due to their availability and easy learned way. People are now addicted to such types of technology as they use their own creative ways to get in touch with all what is new and trending.

In this respect, the related questions that have run through this research work were about the core of the internet and popular cultures; how the English language gets influenced by these two cultures, and the reasons behind the English language development. In accordance with specific purposes of the current research work, the researchers have established a number of hypotheses under investigation. They believe that the wide use of the services and the applications provided by the net has had a great influence on the English language.

The framework of this research work consisted of two chapters. The first chapter outlined the basic terms and concepts related to technology and language in general, and the internet and popular cultures in particular. The second chapter dealt with the analysis and the interpretation based on data collected, which were gathered through the use of two different research tools. The interview and observation have been used to provide an in-depth insight into the questions being examined.

In the final phase, the results obtained from the mentioned research instruments have confirmed to a high extent the hypotheses that have been raised in the beginning of this research. The obtained findings have shown that internet and popular cultures influence the English language at all levels: grammar, lexis, semantics, and even

pragmatics. Grammatically speaking, the dealers of such cultures have indicated a disrespect of the English grammar in their daily conversations, the omission of the auxiliary is quite obvious. At the level of lexis, many new words and terms are kept appearing. As a result, editors have to update the dictionaries by including the incoming words into. Consequently, semantics has been affected in a way words have changed their meaning in people's speech and utterances. Finally, the English use in such social situations has been changed. At the pragmatic level, people are using different creative ways to imply their thoughts and emotions; the wide use of emojis, pictures from movies, music, social media...and other features provided by the net instead of words and sentences is considered proving the pragmatic change of the English language.

The change that the English language has witnessed due to the internet and popular cultures might be sought for in further research.

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Appendices

A. Appendix A: Interview questionnaire

1. Do you think that the English language has changed in the last century?
2. Can you provide some examples?
3. Is grammar and phonology respected when communicating nowadays in formal and informal contexts?
4. It would be kind if you illustrate?
5. The popular culture is defined differently from one textbook to another; can you give your own interpretation of the concept?
6. It is factual that music, movies, series or any sort of entertainment have an influence on the community which implement new words and new patterns of dialogue ... do you find yourself using references to catch phrases or a way of a speaking in conversation? If yes why? And give some examples?
7. The internet has invaded our routine, and we found ourselves thirsty for entertainment and interaction. How do you explain this?
8. Do you think that this culture contact has brought some renovation to the English language vocabulary as well as to its structure? How?
9. Technology also added some new words to the English word repertoire such as googling, you tubers. Can you provide us with other illustrations?
10. Which kind of content are you interested in when surfing on the internet?
11. Which category has gained the interest of the new generation?
12. How do you describe communication process with the internet community?
13. Memes or parodies are based on the internet and pop cultures. How do these two cultures impact the way you tend to deliver a message in the web? What about real situation?
14. Games have the lion's share in influencing the English language? What do you think?
15. Could you develop your opinion by giving examples?
16. Social media is the main means of communication these days. Which kind do you often use?
17. There is a special way of communication on your favourite social media site. How do these words and patterns of communication occur in real life situation?

الملخص: يهدف هذا البحث إلى إبراز مدى تأثير ثقافة الانترنت على اللغة الانجليزية حيث تم طرح ثلاث إشكاليات وعليه رفع ثلاث فرضيات أساسية. تم الارتكاز في هذا العمل على منهجية البيانات النوعية المرتكزة أساسا على الملاحظة بالإضافة إلى المقابلة بالاستبيان. وقد نتج عن تحليل البيانات المتحصل عليها أن اللغة الانجليزية بالفعل تتأثر بالثقافتين الشعبية والانترنت على جميع مستويات التحليل اللغوي: الصرفي، النحوي، الدلالي والبراغماتي.

Résumé : Cette recherche est conçue à mettre en évidence l'impact de la culture internet sur la langue Anglaise, où trois questions et trois hypothèses ont été soulevées. Ce travail est basé sur la méthodologie de données qualitatives basées principalement sur l'observation et l'interview. Il résulte de l'analyse des données que la langue Anglaise est déjà concernée par les deux cultures populaires et internet à tous les niveaux d'analyse linguistique : lexicale, grammaticale, sémantique et pragmatique.

Summary: This research work is aimed to investigate the influence of popular an internet culture on the English language. Consequently, three research questions were asked, and similarly three hypotheses were raised. The research work was based on the qualitative research methodology based on the observation and the interview. The analysed data prove that the English language is clearly affected by the two languages at all levels of language analysis: lexis, grammar, semantics, and pragmatics.