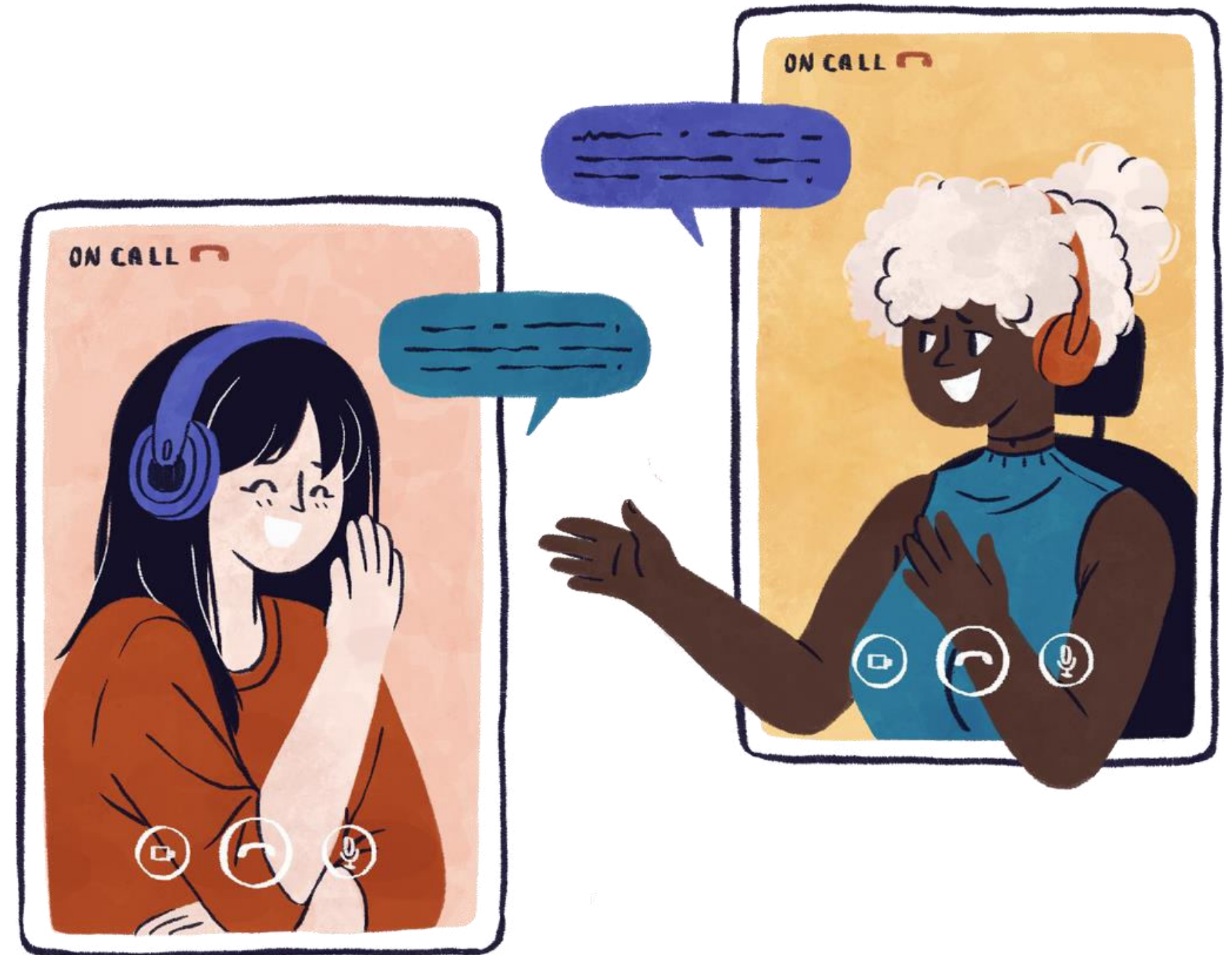


contemporary Social Issues

# **The influence of social networks on communication**

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# The content of the presentation

- ♥ Relevance of the topic
- ♥ Changing of existing words
- ♥ Memes
- ♥ Shortening and abbreviation
- ♥ Emojis
- ♥ the meaning of full-stop
- ♥ the influence of tiktok
- ♥ Conclusion

# Relevance of the topic

More than half of the world now uses social media (62.3%)

5.04 billion people around the world now use social media, 266 million new users have come online within the last year.

the average daily time spent using social media is 2h 23m.





# What has changed?

Social media have given rise to a whole new lexicon and added words that we use in our everyday life.

These platforms also changed the meanings of some existing words.



# Changing of existing words



**“like”**

verb expressing  
enjoyment



noun representing  
approval



**“tag”**

a physical label  
attached to something



to mention someone's  
username



**“troll”**

a mythical  
creature



individuals who post  
provocative content



**“story”**

initially referring  
to a narrative



temporary posts on  
platforms



# Memes



Memes, a popular form of communication on social media, also contribute to language evolution. Often humorous and satirical, memes are a powerful tool for language innovation, creating new meanings and contexts.



# Mememes ARE important



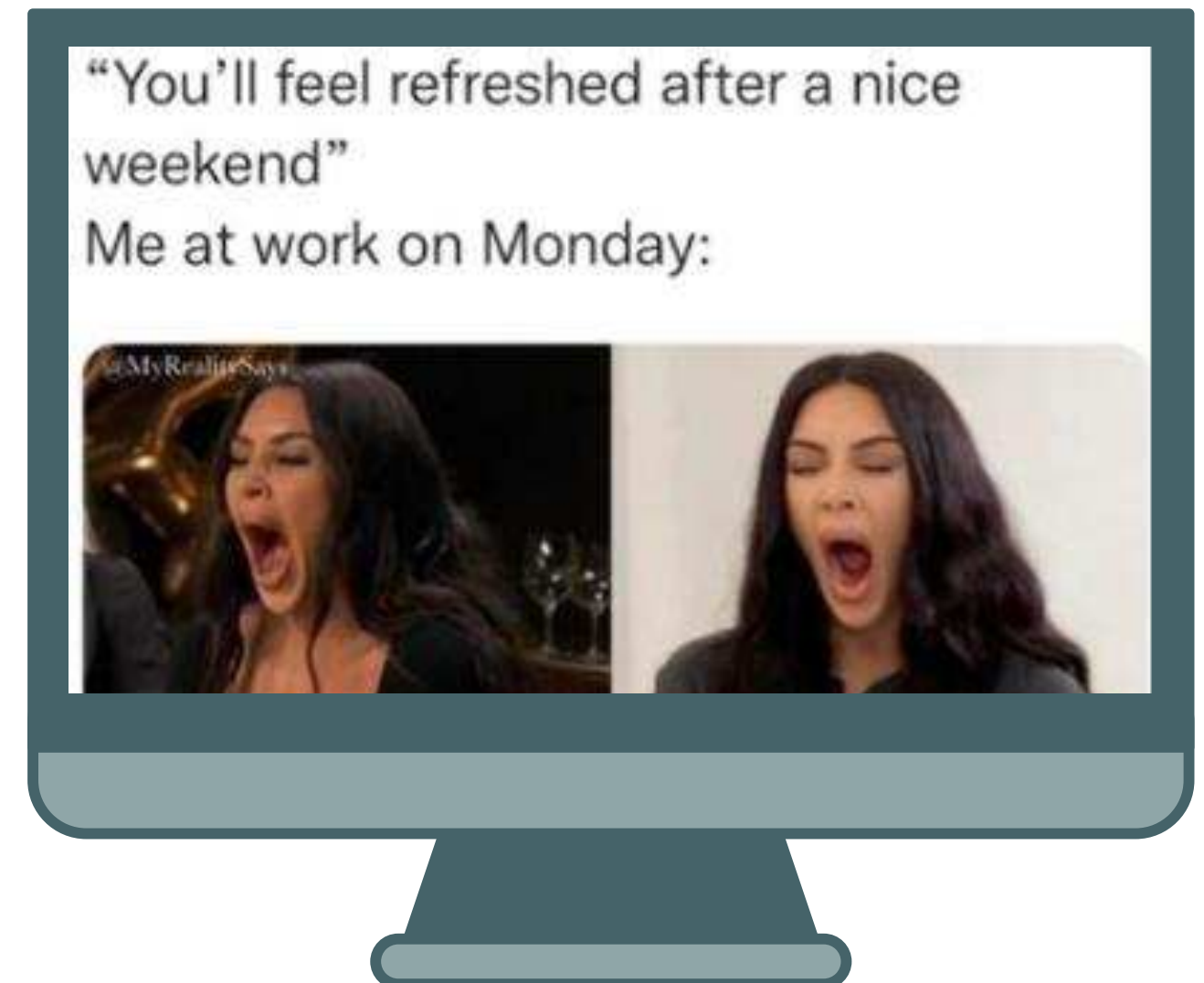
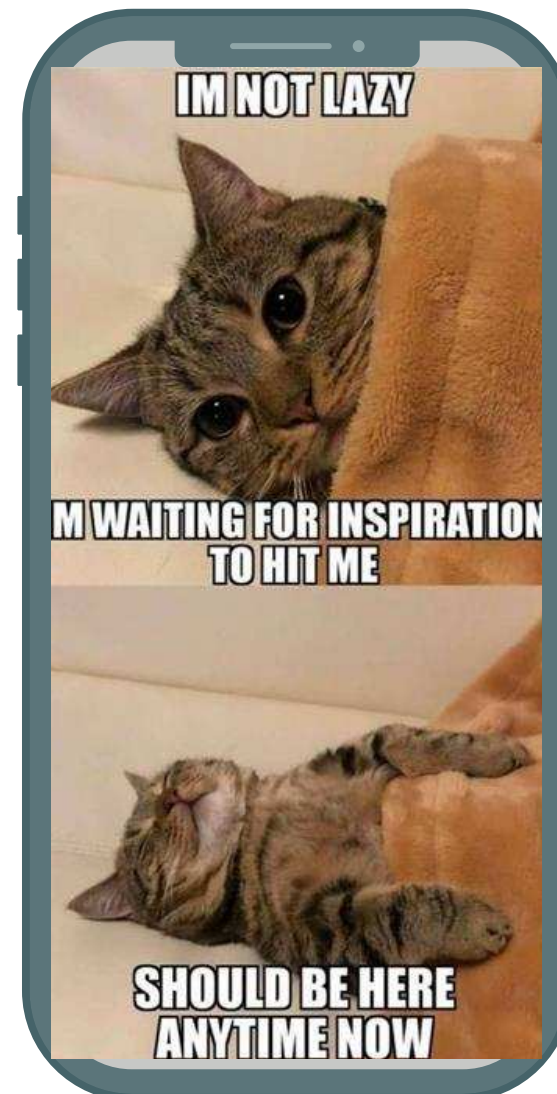
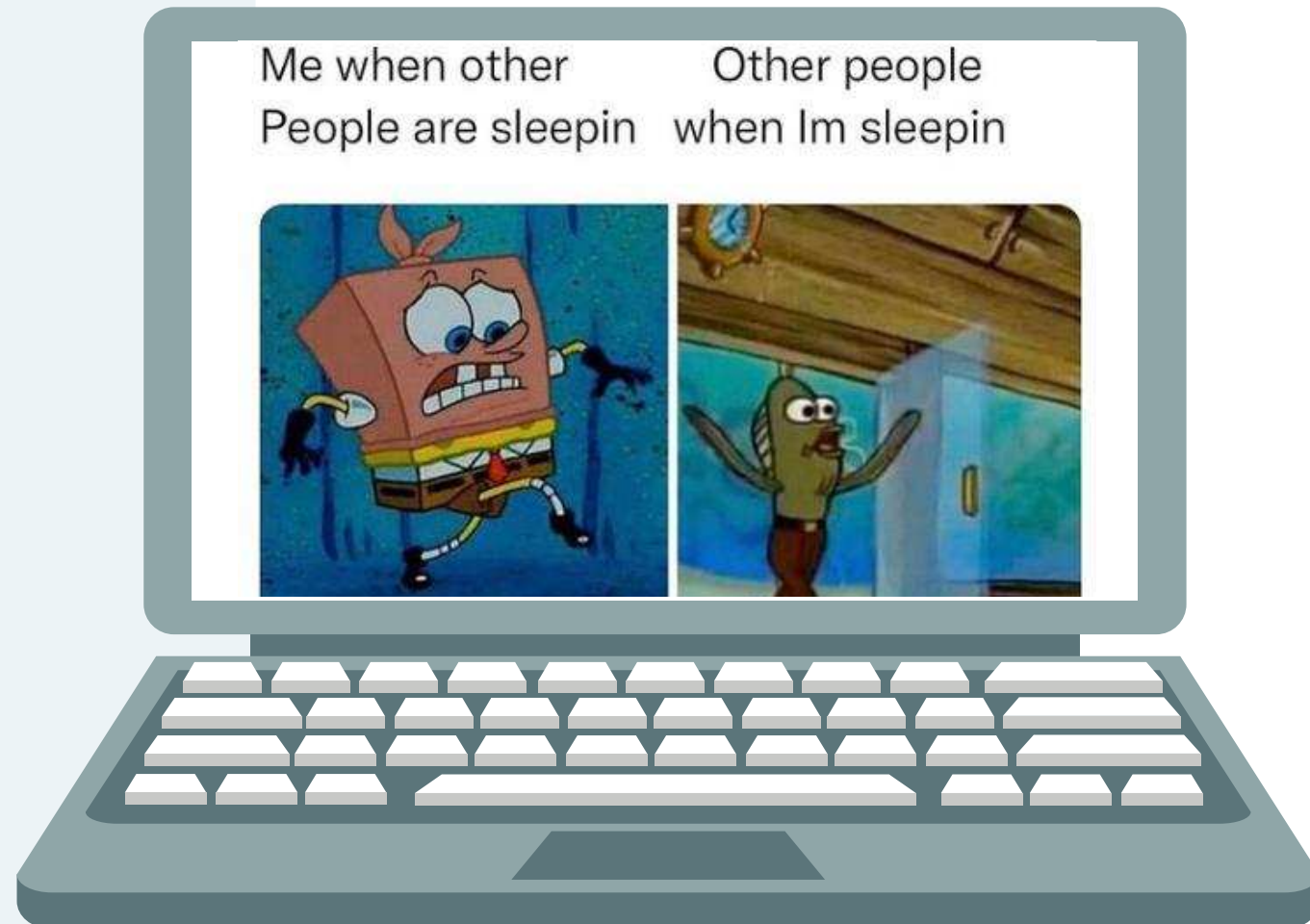
memes can be an effective coping tool



they give people the sense that they're not alone



knowing memes help you become part of a group





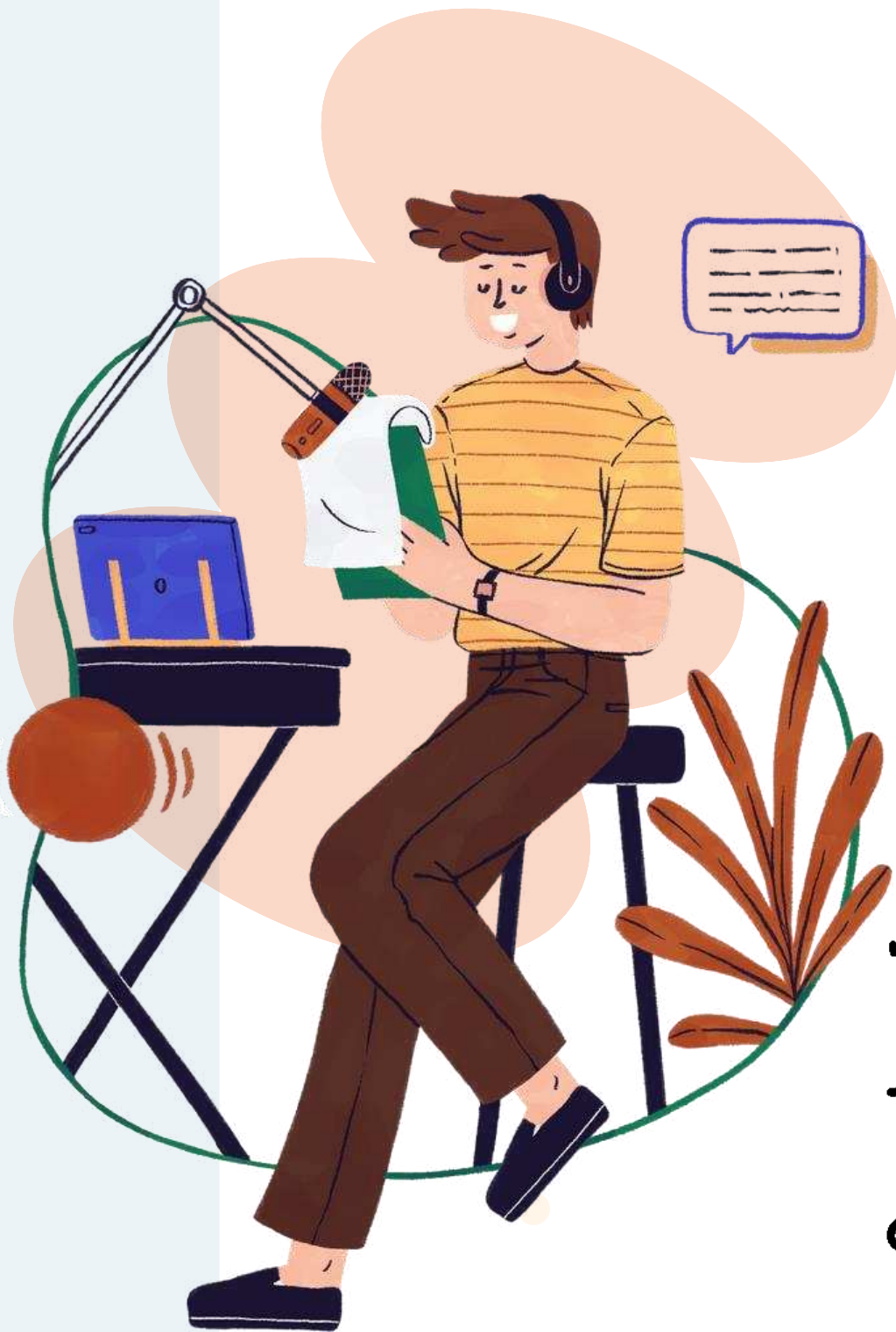
# ***Shortening and abbreviation***

Social media have indeed influenced how we communicate, often leading to shorter sentences and phrases. Additionally, the fast-paced nature of social media communication has popularized abbreviations and acronyms, streamlining language for efficiency and immediacy.





# Some examples of sentence shortening



**"Wanna go out  
for dinner  
tonight?"**

"Would you like  
to go out for  
dinner with me  
this evening?"

**"Available for  
a call at 3  
PM."**

"I will be  
available for a  
phone call at 3  
PM"

**"Doc appt  
tomorrow  
morning."**

"I have a doctor's  
appointment  
scheduled for  
tomorrow morning."

**"Heading to the  
store for  
groceries."**

"I am going  
to the store  
to buy some  
groceries."

# Some examples of acronyms

♥	<b>e-mail</b>	↘	electronic mail
♥	<b>WiFi</b>	↘	wireless fidelity
♥	<b>USB</b>	↘	universal serial bus
♥	<b>Smartphone</b>	↘	smart telephone
♥	<b>GPS</b>	↘	global positioning system
♥	<b>VPN</b>	↘	virtual private network





# Emojies

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Emojis have become a popular way of expressing how we feel, and they have replaced traditional methods of communication. The use of emojis is not limited to personal communication.



# Meaning of emojis



often used in  
awkward situations



a joke or a hidden  
meaning



being silly and  
sarcastic



secrets and promises  
are to be kept



sometimes being  
passive aggressive



death from  
extreme laughter



a tone marker indicating  
sass, fanciness



expressions of love  
and romance



# The new meaning of full-stop

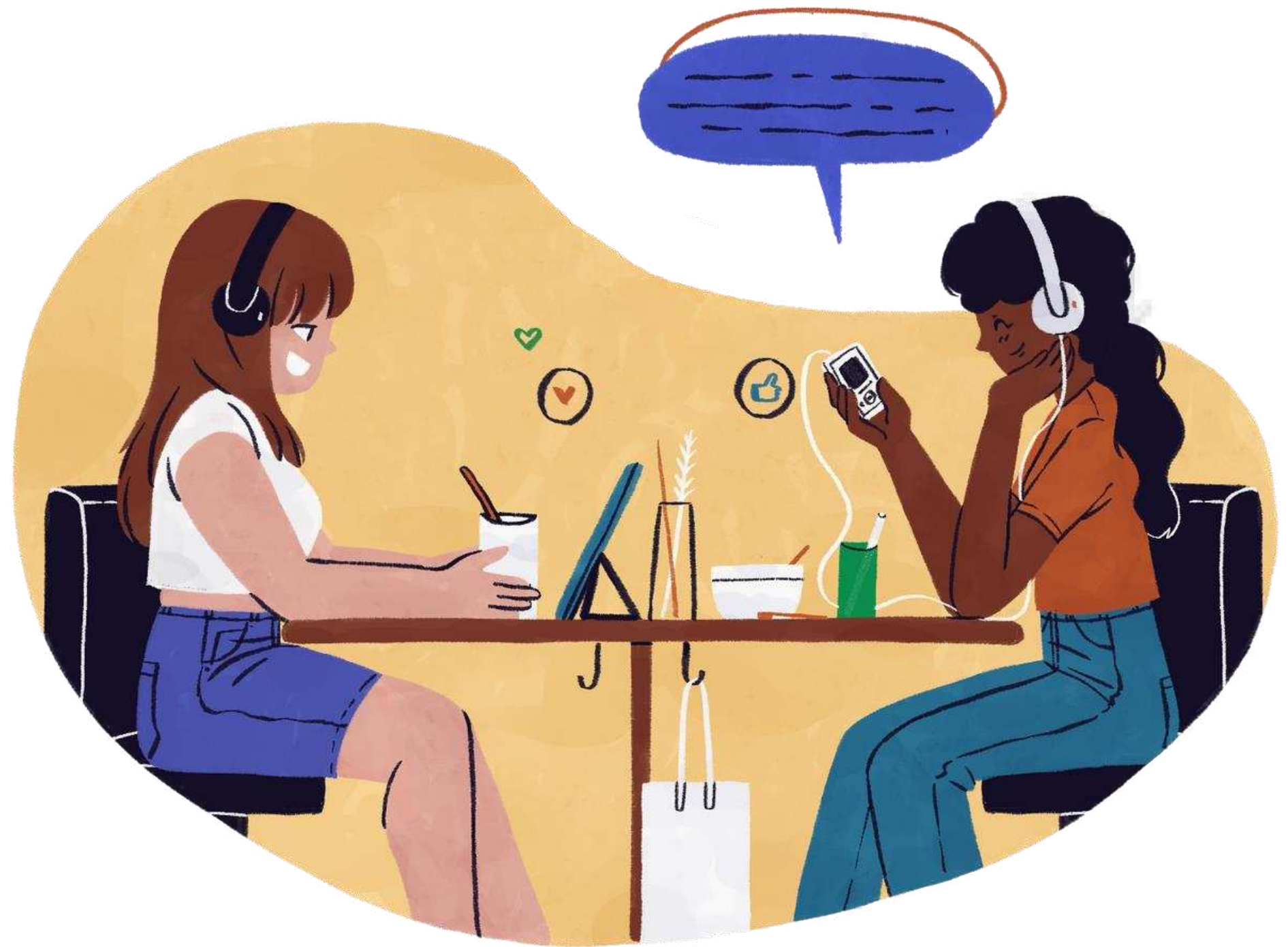


Instead of indicating the end of an idea or thought, the full-stop is used to indicate aggression, intense excitement or anger. When a person ends a sentence in textspeak with a full-stop they are usually showing that they are not happy and slightly frustrated.



# **We are becoming more direct**

The skill of small talk is no longer valued, and a new way of writing or speaking that is more concise and straight forward is pushing its way through. This leads to the development of short punchy or dramatic sentences.





# The influence of tiktok



Another popular platform is TikTok and now it has a significant impact on our daily communication. Why?



especially  
evident in the use  
of phrases,  
slang, memes,  
jokes, and audio



new expressions  
that appear  
there are  
incorporated into  
our language



a funny audio  
clip can  
become a  
meme that we  
quote



sounds can  
become markers  
that indicate  
certain emotional  
states



memes  
become part  
of our general  
cultural  
experience

# Conclusion

Social media have profoundly impacted modern society, significantly revolutionizing communication.

