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FACULTY OF APPLIED LANGUAGES

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**INFLUENCE OF INTERNET AND SOCIAL MEDIA ON THE
MODERN ENGLISH LANGUAGE**

Bachelor thesis

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ABSTRAKT

HAVLÍK, Gabriel: Vplyv sociálnych médií a internetu na súčasný anglický jazyk. - Ekonomická univerzita v Bratislave. Fakulta aplikovaných jazykov; Katedra jazykovedy a translológie FAJ. - Vedúci záverečnej práce: Mgr. Silvia Adamcová, PhD. - Bratislava: FAJ, 2019, 42 strán.

Cieľom záverečnej práce je preskúmať vplyv sociálnych médií a internetu na súčasný anglický jazyk prostredníctvom analýzy vyjadrení odborníkov v danej tématike a overenie ich tvrdení na výbere textov z daných oblastí. Skúmaný bol vplyv týchto prvkov na lexikálnu, gramatickú a štylistickú časť anglického jazyka. Práca je rozdelená do 3 kapitol. Obsahuje 2 grafy a 8 tabuliek. Prvá kapitola je venovaná zberu a hodnoteniu myšlienok odborníkov týkajúcich sa komunikácie prostredníctvom e-mailu, okamžitých správ, chatových skupín, komunikácie na vybraných sociálnych sieťach a vo vybraných počítačových hrách. Zároveň táto časť skúma stav tejto problematiky v súčasnosti, pomenúva rôzne typy komunikácií a jazykových prvkov, ktoré v takýchto prostrediach vznikajú. Ďalšia časť stanovuje metódy výskumu a hypotézy a pomenúva a rozoberá konkrétne zmeny v lexikálnych, gramatických a štylistických oblastiach anglického jazyka prostredníctvom analýzy vybraných textov a výberom novovzniknutých výrazov a ich definíciou. Záverečná kapitola sa zaoberá zhrnutím poznatkov získaných zo skúmania danej problematiky a overovaním stanovených hypotéz. Výsledkom riešenia danej problematiky je skutočnosť, že internet a sociálne médiá majú silný vplyv na vývoj anglického jazyka. Jednotlivé komunikačné platformy sa však líšia, v akom smere anglický jazyk ovplyvňujú. Všeobecným záverom však je, že používanie internetových komunikačných kanálov na báze písomnej komunikácie má za následok skracovanie viet a textových celkov, vznik nových, často skrátených slov a rozšírenie používania skratiek a skratkových slov.

Kľúčové slová: sociálne médiá, internet, komunikácia, jazyk, žargón

ABSTRACT

HAVLÍK, Gabriel: Influence of internet and social media on the modern English language. - University of Economics in Bratislava. Faculty of Applied Languages; Department of Linguistics and Translation. - Tutor: Mgr. Silvia Adamcová, PhD. - Bratislava: FAJ, 2019, 42 pages.

Aim of the thesis is to research the influence of social media and the internet on the concurrent English language through an analysis of experts' opinions in this particular field and to prove their claims on a selection of texts from this particular field. The main subject of research was the influence of those elements on lexical, grammatical and stylistic aspects of English. The thesis is divided into 3 chapters and contains 2 graphs and 8 tables. The first chapter contains a collection and an evaluation of experts' ideas regarding communication via e-mail, instant messaging, communication in chatgroups, selected videogames and on selected social media. At the same time this part explores the state of the researched subject at present, identifies various types of communication and language elements, which emerge in this environment. The next part defines the methods of research, sets the hypotheses and breaks down individual changes in lexical, grammatical and stylistic field of English through an analysis of selected texts, selection of newly created expressions and their definition. The final chapter deals with a summarisation of acquired knowledge and verification of set hypotheses. Result of research of this particular topic is the fact, that internet and social media have a strong influence on the evolution of English language. Individual communication platforms, however, differ, in which way they influence English. The general conclusion is that the use of internet communication channels based on written communication leads to an increased use of shorter sentences and text units, creation of newer, often shortened words and increased use of abbreviations and acronyms.

Keywords: social media, internet, communication, language, jargon

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Introduction

Modern means of communication allow users to express themselves freely and communicate faster than ever before. As a result, new language elements and structures had to emerge, in order to make the communication easier and faster. Aim of this bachelor thesis is to identify the differences in the use of English on the internet and in the real world and to analyse how and when individual changes occur. The main subject of study is their impact on grammatical, lexical and stylistic aspects of English.

One of the deciding factors of how the use of English on the internet evolves is the fact that most of it takes place in a written form. Written language has a serious disadvantage to a spoken one - the speed, in which the conversation occurs. As a result, it is to be assumed that people have attempted to look for ways how to communicate more efficiently. The continuous use of internet by millions of users across the planet led to a creation of new subcultures, each own creating their own language variety with numerous new expressions and ways how a communication is conducted. Those elements differ from platform to platform and their thorough summary will be the primary subject of discussion in the following chapters.

1 Current state of the researched topic

The electronic revolution and the digital age of communications started off at the end of the twentieth century with many advances taking place in the fields of telecommunications, computers, digital technology and information technology. Internet and the World Wide Web, with its email and conferencing capabilities, as well as the wireless local loop came to be widely used around the world. (Kovarik, 2015) Most of the communication that takes place using digital medium nowadays is based on email, text messages or voice only communications. The prevalence of those media has very significantly changed the way people communicate, behave and how they spend their time.

This thesis will deal with the impact of the ever expanding internet communication on the modern English language. The increasing popularity of social media has sped up people's communication and therefore increased the number of occurring conversations, what affects languages significantly. English, by the western world generally considered to be the lingua franca of the internet is affected by those changes the most. The internet environment shapes up the user's language use and leads to creation of numerous phenomena combined together into a new internet dialect. This dialect, often called *Netspeak* differentiates itself from the standard form of English mainly by graphological, lexical and syntactical features, which will be thoroughly discussed in the upcoming chapters.

With the rapidly expanding base of users of the internet it is to be assumed that internet language isn't homogenous and changes in individual situations. From a set number of users, each will tend to use a slightly different version of the dialect to express themselves - different lexical, graphological, syntactical or discourse features will be used and those depend mainly on the communicative situation. While some of the situations are easier to identify, as they've been known for some decades already (e-mail, chatgroups), new ones emerge every day. Identifying individual situations is mandatory when trying to talk about strategies people employ and what attitudes they hold during internet conversations. (Crystal, 2006)

1.1 Electronic mail (E-mail)

The communication by written documents through a mail has been a custom probably since the invention of writing. Sending of physical letters, however, is slowly being replaced by sending of ones and zeros full of information via internet. E-mail is a form of communication used to exchange information without the need of immediate response. (Bellis, 2019) The communication is asynchronised, therefore one user cannot respond to a message that hasn't been sent yet. One user cannot give a reaction to an unfinished message that is in the process of being written and the writer has the ability to thoroughly check their message before sending it. For that reason is e-mail mainly used for formal communication, rather than for informal chit-chats between acquaintances.

E-mails fill out the communicational void where other communicational means won't reach - it is faster than a conventional letter and more formal than basic e-chat. It's better than telephone as "missed" e-mails will be saved into receiver's inbox. However, e-mails still carry a stigma of not being formal enough. There's a widespread consensus that casual letters are more preferred for expressing negative emotions and announcing events of negative connotation such as break-ups or family tragedies. Similar attitude is shown towards sharing contractual matters or legal documents. Despite replacing most of the snail mail functions, this kind of matters are still preferred to be carried out by a physical letter rather than by an e-mail because of issues with privacy and security. (Crystal, 2006)

Flynn and Flynn (2003) proposed five rules of using e-mail describing the dos and don'ts of this kind of communication. The first rule opens up the question of style of an e-mail, which according to the authors should be written to the widest possible audience and therefore contain no personal, confidential or private information. If someone wants to share information belonging to one of the aforementioned categories, they should choose other communication medium instead. The second rule states the structure and distribution of content within an e-mail. When writing a message, users should always think in a big picture and keep in mind their intention, avoiding slipping off the main topic and focusing on the subject. The first paragraph of an e-mail should always contain a brief summary introducing the reader into the message, giving them a short overview of what's about to come. The third rule emphasizes the significance of writing in a flawless English. Readers are prone to noticing mistakes and eager to make assumptions based on them, leaving a sender in a risk of losing face in front of in the best case only one reader. It is therefore

imperative to always be mindful of spelling, grammar and punctuation in order to make a good impression. Another important thing to keep in mind is the fact that e-mails should always be neutral. For a writer letting off steam via e-mail when a negative situation occurs may feel like a good idea at the moment, but this type of behaviour is always detrimental and may have negative consequences. Before composing a message, users are advised to make sure they're in mentally comfortable state and aren't emotionally affected by any internal or external source. Using offensive, obscene or abusive language is considered highly inappropriate and should be avoided at all times. Lastly, with the rise of spam and commercial e-mails, users are advised to stay respectable towards other user's electronic space. Not taking part in this kind of behaviour and avoiding sending spam e-mails is a must of modern internet usage.

1.2 Instant messaging

The phrase “Instant messaging” has been introduced to the common vocabulary in the early 1990's. It's origins, however, date back to the mid-1960's with Massachusetts Institute of Technology's invention of the Compatible Time-Sharing System (CTSS) - allowing up to 30 users to log in and send messages to each other. The first instant messaging service broadly accepted by the PC users around the world was introduced by Israeli company Mirabilis and its rapidly spreading application ICQ in 1996, followed by AOL's AIM in 1997, Yahoo's Yahoo Messenger in 1998 and Microsoft's MSN Messenger in 1999. (Petronzio, 2012)

Introduction of those inventions onto the market has made a breakthrough in the way people communicate and sped the whole communication process by a large margin. Messages sent via snail mail in the past or via e-mail usually took days, or at least hours to process and to be delivered. Instant messaging is, just as the name suggests - instant, and for that reason it's one of the most common ways people communicate these days.

Use of Communication Devices Among Americans

Thinking just yesterday, how much did you do each of the following yesterday?

	A lot	A little	Not at all
	%	%	%
Send or read a text message	39	34	27
Make or receive a phone call using a cellphone	38	44	18
Send or read an email message	37	33	29
Post or read messages on Facebook, Instagram, or some other social media site	20	35	45
Make or receive a phone call using a business landline phone	15	21	64
Make or receive a phone call using a home landline phone	9	37	53
Use Twitter, including posting or reading "tweets"	4	9	86

Table 1 - Use of Communication Devices Among Americans (Newport, 2014)

As the table above suggests, instant messaging does belong to the most prevalent forms of communication to this day. 39% of surveyed answered that they use texting services a lot, while 34% answered they use those services a little. The survey was conducted by Gallup and published by Frank Newport (2014) and was performed on the sample of 1,015 American citizens aged 18 or older. While the table supports the claim of instant messaging being the prevalent form of internet communication, it is to be expected for these numbers to rise even further, as the convenience and comfort of the service does hardly have a competition on the market.

Instant messaging and e-mail communication share some similarities, the difference is in the form in which the two communicators communicate. While e-mails are formal and usually hold at least some increased value of importance, instant messaging tends to be more informal and is more prone to changes. Applications such as Skype, or MSN in the past allow users to hide their identity and enable them to be more open and expressive during a conversation or use language means that would seem unsuitable for an official conversation. The convenience and informality of this situation allows users to look for ways to speed the conversation up - either by shortening words or the whole sentences, creating new words or changing the structure of already existing ones.

Use of Communication Devices Among Americans, by Age

% Who did this "a lot" the previous day

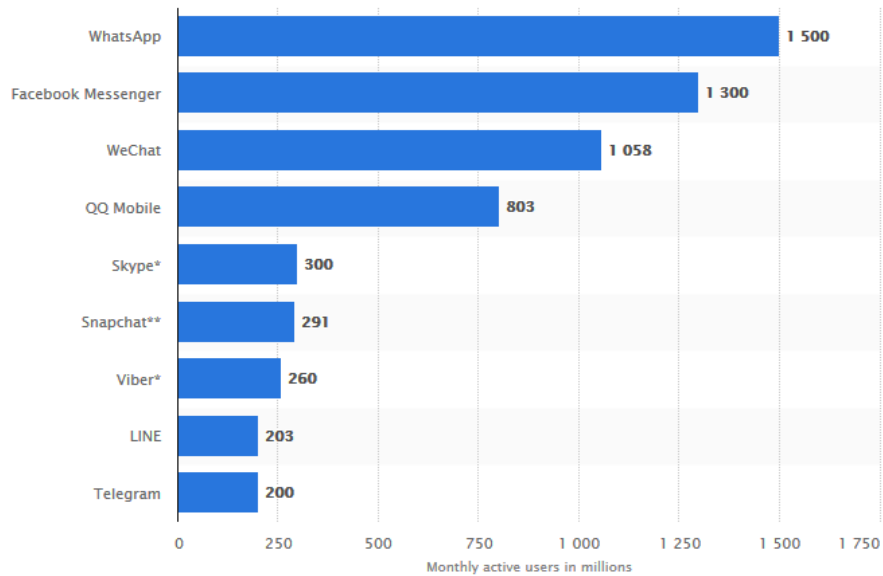
Sorted by % among 18- to 29-year-olds

	18 to 29	30 to 49	50 to 64	65+
	%	%	%	%
Send or read a text message	68	47	26	8
Make or receive a phone call using a cellphone	50	41	40	18
Send or read an email message	47	44	38	16
Post or read messages on Facebook, Instagram or some other social media site	38	20	17	6
Use Twitter, including posting or reading tweets	14	3	2	0
Make or receive a phone call using a business landline phone	13	19	15	8
Make or receive a phone call using a home landline phone	7	6	10	17

Table 2 - Use of Communication Devices Among Americans, by Age (Newport, 2014)

The table above shows the distribution of users of selected communication services. The survey conducted by Gallup, published by Frank Newport (2014) shows that messaging is popular mainly amongst the younger population and the popularity decreases as the age increases. This phenomenon can be explained with the fact, that younger people are more familiar with the internet and the modern means of communication, while the older generations prefer using the more established means such as e-mail or telephone communication.

Another reason for the increasing popularity of instant messaging is the increase of smartphone users in the last decade. While the previously mentioned ancestors of instant messaging such as ICQ or MSN have little to no users nowadays, smartphone apps such as Facebook Messenger or WhatsApp have over 2 billion active users monthly altogether, followed by WeChat and QQMobile, prominent mainly on the Asian market.



Graph 1 - Monthly active users of instant messaging apps (Statista, 2018)

1.3 Chatgroups

Group of people chatting on the internet about a shared topic is referred to as a chatgroup. Chatgroups often allow members to express themselves anonymously, hence they can be more free and creative with their ideas. Chatrooms dedicated each to their individual topics serve as a means to unite people sharing similar interests, beliefs and ideas. Members of a particular chatgroup usually share a common interest that is discussed and use a modified vocabulary in order to articulate themselves more precisely.

To the first chatroom providers belong giants of the communication industry - Yahoo and Microsoft (MSN). These chatrooms are multinational, but with a set common language - English. Despite being visited by users from different countries and using different language, conversations within a chatgroup are usually moderated by an administrator or a moderator, who keep non-English messages out of the conversation. For this reason has the use of chatgroups proven as an efficient way for non-native speakers to get in contact with the language and practise its use. (Johnová, 2004)

There are several major differences between an e-mail communication and communication within chatgroups, with the very obvious one being the number of participants. E-mail communication is with some exceptions almost exclusively one-on-one and therefore both sender and receiver have (or at least should have) a good overview

of the ongoing conversation. Chatgroup contains a continuous conversation between a larger number of participants, and the chance someone's message gets ignored or overlooked gets significantly higher. A lack of reply is not surprising, but rather expected to some extent. An absenting reaction is not to be taken personally, because most of the chatgroups aren't meant to be personal in the first place. The second difference is the language itself. The use of vocabulary among chatgroup users is usually more informal with little to no stylistic elements. A message lacks a formal introduction or a greeting and contains more grammatical errors, as the communication is carried out in a faster pace while giving no real reason to ensure grammatical correctness.

David Crystal (2006) differentiates between two main categories of chatgroups - asynchronous and synchronous. Asynchronous chatgroups are non-linear - users may send a message and not receive an answer for hours or days. A characteristic representative of this category are internet forums, where the non-linear nature of communication is the most prominent. "When joining a group, we can call up a recent or distant topic, then begin with the most recent postings, or go back to ones made days, months, or even years ago." (Crystal, 2006, p. 136) Topics within a forum are organised into categories (e.g. football, videogames), when particular discussion threads may be found. The communication within an asynchronous chatgroup is usually chronologically organised, but usually with larger delays between individual messages.

Contrary to synchronous and instant-message communication, this kind of interaction requires some structure - a title. Individual threads on an internet forum do state a general topic what should the conversation officially revolve around, but in order to maintain a some sort of a map of which user replies to whom and what will the content of a following message be, users are often required or at least encouraged to title their messages. The titles usually follow a certain set pattern that has been unified by users throughout the years:

- Reply to the [*username*].
- Agree/Disagree with [*username*].
- RE: [*Title of the previous message*].

The second category of synchronous chatgroups presents a real-time interaction between users in a chatroom. Jarkko Oikarinen's invention of the Internet Relay Chat (IRC) in 1988 was a breakthrough in internet communication, still being widely popular 30 years later.

Programs and websites based on IRC principle allow users to get in touch with each other in a group conversation while maintaining their anonymity and privacy. Conversation in IRC takes place in channels each devoted to a singular topic. Some channels lure in people of a given country (e.g. #slovakia, #usa), with similar interests (e.g. #hockey, #UFC, #politics) or age (e.g. #18plus). Users hidden under their nicknames take turns in a conversation which is moderated by a designated person (usually a creator of the channel) - a moderator. Moderator sets up the rules of the conversation and may delete those messages which do not comply with them, or in a worse case ban their sender straightaway, disallowing them to enter the channel for a set period of time. Subject of a ban or any other punishment are primarily messages containing vulgarisms, spam, unapproved advertisement and racist, homophobic or otherwise offensive expressions. This kind of communication is usually fully public and users are encouraged not to share any private information, as it would be easily accessible. Messages in a chatroom stay visible for a long time and in most cases cannot be deleted.

A conversation within a chatroom usually contains roughly 5 - 20 participants, but some crowded channels are populated by hundreds or even thousands of users. The conversation flows quickly and in order to get their say in it, users have to be brief and succinct with their submissions. When entering a room, a simple "Hello everyone!" is a nice way of showing that one adheres to the internet etiquette and that they want to communicate in a polite, non-confrontational way. Unfortunately, in a room with dozens of users the message will rarely get noticed. (Crystal, 2006)

A vital part of chatgroup use is a nickname. Before getting the opportunity to converse in a chatroom of choice, users have to select a nickname under which they'll appear in the channel. Being given an entirely new identity is one of the most influential reasons why chatgroups became so popular in the first decade of the 21st century. After birth everyone is given a name they'll carry for the rest of their lives. Between their contemporaries, people are being given their nicknames by their friends or family. In a chatgroup, everyone has the option to choose a nickname to their own liking and create a brand new portrayal of self. (Johnová, 2004)

In a real-life environment each person is identified by their behaviour, body language and appearance. Those elements are in most circumstances not visible online and therefore it's the nickname that makes the first impression. An user chooses a nickname they think

describes them as a person the most and its fully up to them, how original or revealing they want their nickname to be. Common are nicknames containing user's real name separated by a dash or an underscore (e.g. John_Smith), or written in some form in lowercase (e.g. jsmith), often accompanied by a number or a symbol (e.g. jsmith94). Nicknames frequently contain a short characterization of the user as well (e.g. lordSVK, CuteJessica21).

1.4 Social media

The term social media refers to internet services, where the content is being generated by the users of the service. The users contribute to those media through blogs, videos, updates or comments in order to provide, exchange or acquire information. (Cann, 2011) As this term covers an overwhelming amount of social networks, from which each one uses a slightly different language variety, Cann (2011) divides social media into 3 categories by their specialisation:

1. Communication - Media such as Facebook, Twitter, LinkedIn or previously MySpace find their main use in their potential to share information efficiently. Information about different topics can be conveyed through comments, short status updates or blogs and those can be exposed further discussion.
2. Collaboration - Wikia, GoogleDocs or BaseCamp allow users to collaborate in order to achieve common goal, work on a common project or to inform themselves about their interests. Information shared on those networks usually have a more functional character and a more practical use.
3. Multimedia - In the contrast with text-based networks, multimedia use visual and aural means to share information. Music sharing networks or streaming platforms allow users to interact through videos, pictures, video games or live streams, leave feedback and produce their own content.

Media, however, only rarely stay one-dimensional and true to their original purpose. In order to satisfy the user, social media combine traits of multiple categories in order to appeal to the wider audience. YouTube, primarily a video media site now contains a message-board comment system with no limitations on length, allowing users to freely leave feedback. Social networks like Facebook or Twitter allow users to upload videos, pictures or to livestream, what has significantly increased their popularity in the last decade. (Jimma, 2017). The term social media describes internet based sites that promote

social interactions between individuals who use them as an integral part of their interpersonal communication. (Page et al, 2014)

Social media belong to the most influential forces affecting the English language. New words emerge daily, as a way of simplifying and speeding up the communication. Reed (2014) claims, that social media influence English language mainly in the lexical sense. Statuses and messages contain acronyms, abbreviations and neologisms. Facebook introduced new words or gave new meaning to already existing ones such as friend, like, status, wall, page or profile. Tweets introduced by Twitter or Reddit's upvotes have become an integral part of internet user's vocabulary.

The desire to express emotions via text lead to the introduction of emoticons and abbreviations, which are used predominantly in informal communication - private Facebook or Twitter posts. Those are used to express empathy, sadness or laughter or other kinds of emotion, what is otherwise difficult to convey only with words.

1.4.1 Communication-based social media

Communication-based social media serve as a means to exchange a large amount of information between millions of users. These kinds of media are used either in an user-to-user communication or in a business-to-user communication, for which they serve as a tool to interact with public and to influence the public opinion. Individual media differ in the ways they allow their users to do so, which will be further expanded on in this chapter. For the purpose of this thesis, 2 of the biggest social networks - Twitter and Facebook - have been chosen, as they're the typical examples of communication-based social media. According to Cann (2011), people tend to use this kind of media for socialising, microblogging, networking and communication with work colleagues or classmates.

1.4.2 Twitter

A website represented by a blue bird has been founded in 2006 and currently allows over 300 million users to interact via short messages known as "tweets". After creating a profile and entering the profile name (which may or may not be one's real name), users gain access to all Twitter functions - writing direct messages, Tweets, posting photos or videos or just enjoying other people's submissions. Regarding the functions of the network, use of Twitter itself is fairly simple and user-friendly - on the main page there's an assortment of

all tweets of followed profiles in chronological order, above which is a blank box allowing users to write a tweet of their own.

Communication on Twitter is carried out on two different levels - through direct messages and tweets. Tweets function as the primary form of communication and the essential substance of the network with direct messages being just a secondary form, but still a very convenient and relevant one. In order to send one, users have to follow each other's profile on the network. Direct messages on Twitter take shape of the communication through instant messaging mentioned in one of the previous chapters and create conversations which are informal, concise and rather topical. After pressing a button "Send a Direct Message", users open up a chat window similar to one in a text message environment and are allowed to send a direct message. The sender doesn't see if the message has been read and neither the reader is required to provide an answer to a sent message. The conversation is fully optional and private, as nobody except the sender and the recipient have access to the message content. (Morris, 2009)

Tweets on the other hand are entirely public and if not removed, may be accessed at any time by anyone. Anyone with an account may write a brief message, press a big blue "Tweet" button underneath and express their ideas, opinions or feelings to any subject possible. In general tweets are being used for two main purposes - user-to-user personal communication and business-to-user commercial/marketing communication. The first kind puts tweets into similar use as statuses on Facebook - users write and send messages about what's happened in their lives, how their day is going, how they like or dislike something or what do they think about a relevant topic. Tweets like these don't gain much traction from public, but that isn't their main purpose anyway. Their main purpose is to inform other users in the inner circle of their followers, which in this case are usually real-life or internet friends or acquaintances.

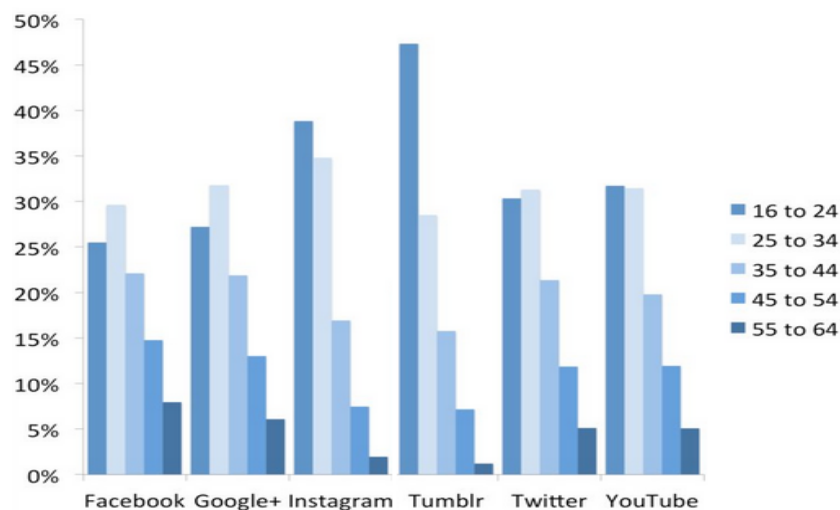
To gain as much public traction is the goal of business-to-user communication. Public figures (e.g. celebrities, sportsmen, politicians) and companies (e.g. brands, sport teams, organisations) get substantially more followers than casual users, therefore their reach is significantly larger. The number of followers of a casual user is in the realm of hundreds, thousands at maximum, while tweets from this kind of public personas are visible for millions of users, heavily influencing the overall view of their brand. Their tweets impact the public view and may act as a marketing and PR tool in order to advertise a company or

any other subject on the internet. This kind of tweeting is usually done in a more official, formal style.

Tweets, however, require users to be brief with their expressions - they're meant to be short, just like a bird's tweet. Those SMS-inspired messages have been for long restricted to contain only up to 140 characters. Nowadays has the number of allowed characters doubled, but the length of a message still remains restricted. This encourages users to write shorter and more concise messages, often full of shortened words or acronyms in order to meet the limit. (Rosen, 2017)

1.4.3 Facebook

Facebook as the most widely-spread and most popular social networking service has been the trend-setter in the internet lingua. It is along with Twitter among the few social media that have impacted social lives and behaviour of people from all age groups, cultures and interest groups. As opposed to Tumblr or Instagram, which appeal mainly to their very specific audience and aren't as popular among the casual users, Facebook and Twitter made the cut and nowadays appeal to the casual audience as well. For Facebook it has been mainly for its simplicity, accessibility, variety of content and popularity among all age groups.



Graph 2 - Age distribution of users of selected social media in the first quarter of 2014 (Tweedie, 2014)

As the graph above suggests, Facebook is a website with the most evenly distributed user-base by age. The ability to add “friends” from real life and interact with them through the internet has been an integral part of Facebook's success for both the casual users and the more experienced ones. The other contributor to its success is the simplicity of the website.

In general Facebook offers three forms of existence with a simple hierarchy - a user, a group and a fanpage.

A user creates a profile, gaining the ability to write statuses, messages and add other users as friends. Users may organise themselves into groups, which are often named after their main topic. Users then join the group in order to join the discussion. In order to join a group, user has to ask for permission and only after the application is approved, the user may take part in the discussion. Facebook groups are in comparison with fanpages more private and involve fewer participants. Similar to Twitter, Facebook allows organisations, celebrities or other influential subjects to create their own “fanpage”. Fanpages unite fans or supporters of a particular celebrity, organisation, brand or another publicly active subject. Enclosed Facebook groups and fanpages therefore allow users to invent their own language variety, supporting the creation of new words and expressions.

1.4.4 Collaboration-based social media

As opposed to the communication-based social media, which generally use all types of information, whether it's relevant or not, information shared on collaboration-based media is considered to be more topical and functional. Users of those media interact with each other, share information and intelligence in order to generate content with some added practical value. Users exchange information with the aim to inform (Newsvine), entertain (Reddit), expand knowledge (Wikipedia) or create something new (Skype).

1.4.5 Reddit

Created in 2005, Reddit is a forum-like collaboration-based social medium uniting millions of users with similar interest under subsections called “subreddits”. With an intention to let the community decide, which information are relevant and which are not, threads and comments of Reddit are put in order via voting system. This way, users avoid getting in contact with valueless comments and misleading information, as those get swiftly voted down and fall into irrelevance, while the best ones rise to the top. (Franco, 2017)

A reason why Reddit falls into the category of collaboration-based social media is the fact that communication isn't its main purpose, rather just a by-product. Reddit's main purpose is to give users a platform, where they share their own work - pieces of art, blogs, journalistic articles, stories or recommendations. Other users then comment on their submissions and may give criticism, advice or any other kind of reaction.

Users of Reddit unite in subreddits, separate forums with a given topic, ranging from news, politics, sports to videogames or music. After completing the registration, users may submit their own creations, articles or opinions by creating their own reddit thread or commenting on already existing one. As the user takes part in the discussion, they build up karma, a sum of positive and negative votes they've accumulated during their activity. Although karma won't necessarily increase the relevance and popularity of one's submissions, it serves as a decent indicator of someone's status among other users. (Öörni, 2017)

1.5 Videogames

The culture of gaming first appeared in the late 70s and 80s, forming a connection between people who liked arcade machines. Those people too have contributed to the creation of a gaming jargon, which expands faster than ever before. According to the Entertainment Software Association report (2017), over 67 percent of American households possess a video game device and this statistic can easily be transferred to the entire western world. Nowadays video game players, or gamers in short communicate through the internet in a way that is close to undecipherable for a casual internet user. Gaming jargon follows certain implied rules and structures in order to describe particular video game mechanics which demand a deep understanding of a given game.

Videogames are being played by players from all around the world and in order to communicate English was chosen as the default language to speak in. Individual videogames offer different ways to communicate, ranging from internet discussion boards to in-game chat windows. Ensslin (2011) differentiates between two main types of videogame language: language about a game, used by industry professionals, journalists, game designers or gamers themselves, which usually occurs in discussion boards and journalistic articles and language within a game, used by the players. The first kind is aimed at the casual reader, who might not be fully acknowledged with all the aspects of a given videogame, therefore authors tend to use simplified language with fewer slang words and game-related expressions. Language within a game is spoken within a community of players who've already gained the familiarity even with more advanced expressions. The biggest evolution occurs in the vocabulary - since there's a continuous need to express oneself as precisely as possible, new words emerge every day.

For one to become familiar with a gaming language, they need to stay and live in the environment for a longer period of time, depending on the level of proficiency required. Ayala (2014) categorises games based on their level of language complexity into maximum proficiency games and minimal proficiency games. In maximum proficiency games, game rules are implied and players need to learn the nuances which the game doesn't generally show openly. A good example are strategy or MMORPG (Massive Multiplayer Online Role Playing Game) games, where individual strategies and mechanics have different names and those may for a casual reader feel almost undecipherable. Games with minimal proficiency are designed to be operable only with one's instinct and use expressions used commonly in people's daily lives. An example may be point-and-click or racing games, which do not require any deeper knowledge about the game, use straightforward language and visual means in order to communicate with the player.

1.6 Leetspeak

Leetspeak or l33tspeak is an internet argot based on substitution of letters with numbers or symbols. Its origins date to early 1980s when the argot found its use on bulletin boards and in chatrooms. Leet, l33t or l337 is a wordplay on the word "elite". As the language was difficult to decipher for a casual user of the internet, it was only the internet elite with higher technological knowledge who predominantly used it. The language has its own alphabet and even own grammatical rules, albeit not very complex. Throughout its history leetspeak served two main purposes: it sped up the process of communication and allowed to avoid word filters on internet forums. (Tyyskä, 2014)

		M = /M	T = 7 or +
A = / or 4	G = 6	N = /	U = _
B = 3 or l3 or 8	H = -	O = 0	V = V
C = (or [I =	P = 9	W = /
D =) or >	J = _	Q = (.)	X = ><
E = 3	K = <	R = 2	Y = \-/
F = =	L = _	S = 5	Z = 2

Table 3 - Leetspeak alphabet (Kävrestad, 2018)

Three main features are characteristic for leetspeak: a high content of abbreviations, use of numbers and symbols and a lack of capital letters. One of the rules of this language variety is the necessity to type exclusively in lowercase. The language is currently put in use

among the gaming and IT community, but it's been slowly losing its popularity because of the ever growing community of casual users of the internet. Currently leetspeak's biggest use is in security and password creation. Substituting letters with symbols and numbers is a secure way how to protect one's password from being hacked or otherwise stolen. Using this principle and substituting password *likehorses* by *l1lk3h0rs3\$* gives a person attempting to hack the password dozens of additional variables to choose from and billions of additional password varieties, generating a significantly safer password. (Kävrestad, 2018)

2 Aim of the thesis

A pivotal part of writing this thesis was choosing the most effective set of research methods suitable for both the theoretical and the empirical part of the thesis. Literature and internet research were the most suitable methods how to gain information about the discussed subject and its state both in the past and at present. A thorough research was of a great assistance, providing a means to expand the current understanding of a given subject through ideas of various experts.

Ideas and claims of all valid sources were used to support claims stated in the thesis. Both internet and literary sources were properly acknowledged and quoted. Additionally, the breakdown of hypotheses was made through deduction method, which was carried out in four steps: accumulation of theoretical knowledge, creation of hypotheses, observation and confirmation of hypotheses. Conclusions were drawn based on the analysis of the empirical part of the thesis.

The objective of the empirical part of the thesis was to observe and analyse changes which occur through different means of internet communication. The analysis and observation was made on individual excerpts of text with an examples of communication on different communicational platforms. The process begins with collecting examples of texts from different platforms. In order to analyse the examples, certain goals had to be set beforehand. The goals were to analyse and point out changes from a lexical, grammatical and stylistic view on English, which differ from user to user and from platform to platform.

Based on the goals, several hypotheses have been set, which will be either confirmed or refuted in the conclusion:

1. People on the internet always communicate in shorter sentences.
2. Written form of internet communication encourages users to use shorter expressions.
3. Internet communities create their own jargon.

3 Results of the thesis

Results of the thesis were thoroughly analysed and are separated into individual sections. Each means of communication have been analysed individually and contain individual conclusions. In the platforms, where mostly the lexical part of English is affected, tables with new expressions and their definitions were created. In the platforms with a grammatical or stylistic aspect of English influenced, a thorough text analysis was carried out. Based on the analysis performed in this chapter will be verified the validity of individual hypotheses in the conclusion.

3.1 Language of e-mail

E-mail as a means of formal communication often has a roughly given structure that has become standardized over the last two decades. David Crystal (2006) divides the structure of an e-mail into an upper area (the header) and the lower area (main text). The header usually contains the e-addresses of both the sender and the recipient, a brief description of the topic, the date and the time at which the message is sent. The lower area usually starts with a greeting, that can be either formal or informal:

- *Dear Mr Smith*
- *Hi, John*

The body contains the information that is to be discussed within an e-mail. Depending on the level of acquaintance the language can be changed from a formal one, to a casual friendly one. Marketing or commercial e-mails use convincing, persuading language style in order to catch reader's attention:

- *This is the perfect product for YOU!;*
- *40% SALE till the end of October!*

E-mails between acquaintances tend to be shorter and go straight to the point:

- *Hi John,*
Are you up for a beer tonight?

Formal e-mails, such as those during business conversation are often flooded with obligatory polite formulas, have a very clear structure and try to avoid unnecessary fluff:

- *Thank you for purchasing our product.
The estimated delivery day is: 10/17/2018.
In case of questions, contact our customer support [here](#).*
- *In order to validate your PSD2 API registration request, we require you to submit a relevant certificate validated by the National Bank of Slovakia or another certification authority.*

The body of a mail is concluded by a farewell as a means to show respect to the receiver. This again can change depending on the familiarity with the receiving side:

- *Sincerely,
Lucas*
- *XOXO
your bae :**
- *Best Wishes,
Samuel Jackson
Head of the HR department at Guns'n'Stuff*
- *Hugs and kisses,
Mom*

Business correspondence may additionally contain some information about the company or the confidentiality of a given message. The farewell indicates that the content part of an e-mail has ended and no further personalized message will be introduced. It is a place, where the reader usually stops reading and recollects their thoughts about the read e-mail. (Crystal, 2006)

Since the e-mail communication evolved from the classic snail mail one, the official structure stayed overall the same. The standardized structure in official communication doesn't leave the user much room for creativity and any grammatical or lexical changes or other deviations occur very rarely. Informal e-mails, however, offer users a room to observe changes in a less controlled environment (i.e. conversation between relatives or friends). Lexical changes occur as a result of affection, frustration or other emotions that can be expressed through words:

- *Whaaaaaaaaaaaaatsup?!*
- *HELLOOOOOOO?*

Lexical changes are often accompanied by either a lack or excess of punctuation, grammatical errors and misuse of capital letters:

- *yea ill be sure to meet ya there*
- *DID YOU SEE THAT?!*
- *YES!!!!!!!!!!!!!!!!!!!!!!!!!!!!*

In an attempt to convey an emotion is given text occasionally accompanied by emoticons, also known as smileys, as they have become an integral part of any written communication, including e-mails.

3.2 Language of Instant messaging

The partial transfer from computers to mobile devices affected the language in many different levels. Typing messages letter by letter on keyboard or mobile screen is often considered impractical and overall slower than verbal communication. In order to speed up the process, the messages tend to be shorter, more concise and more full with information. Commonly used words and phrases have become shortened or abbreviated in order to reduce the time spent typing, leading to the creation of brand new words, acronyms and abbreviations, such as:

Expression	Definition
AFAIK	As far as I know
AFK	Away from keyboard
bb	Bye bye!
bc	Because
BRB	Be right back!
BTW	By the way
cya	See ya!
gn	Good night!
ICYMI	In case you missed it
IIRC	If I recall correctly
IMHO	In my humble opinion
LOL	Laughing out loud

Table 4 - Selection of acronyms and abbreviations used in instant messaging

Based on a functionality of smartphones, thanks to which putting punctuation above letters takes additional time, this aspect of language is avoided whatsoever. Spending half a second longer to add an accent is found tedious by many and therefore is largely unpopular. Similar situation can be observed with capital letters and diacritics. A message sent through a chat system just very rarely begins with a capital letter and ends with a period. Pressing an Enter on a keyboard or the button "SEND" on a mobile device divides sentences into separate content blocks with its own informational value without the need of the aforementioned aspects. When writing a message on a mobile device, it is often necessary for an user to switch to a different kind of keyboard layout only to write a capital letter or a comma and therefore not worth the time switching to. Not using capital letters and diacritics on a keyboard connected to a computer is just a thing of sheer convenience. The messages sent via instant messaging have to be functional and focused on the subject, whereas the formal side is in contrast to e-mail communication deemed unimportant and only secondary. Some of the typical changes would look like:

- Hello! How are you? -> hey how you doin?
- I've got to go, see you tomorrow. -> g2g, cya tommorow
- they're; I'm; doesn't -> theyre; im; doesnt

Many instant messaging service providers such as Skype or ICQ allow users to appear anonymously or select a nickname, which serves as an artificial identity for the given person, under which they'll be referred to. This allows users to act more freely without being scared of being judged or revealed. The messages sent therefore are more expressive and conflict-inducing. Users are more tempted to use expressive language and vulgarisms in order to offend someone or to start a conflict without being responsible for their actions.

Behaviour in chat systems which require one's full name to be stated such as Facebook Messenger is overall more controlled and reasonable. Everyone is responsible for the course of their actions and is always under the threat of being judged and commented on. The communication, however, still usually takes place between friends or family and therefore stays rather wild.

3.3 Language of chatgroups

As mentioned in one of the previous chapters, David Crystal (2006) differentiates between two main categories of chatgroups - asynchronous and synchronous. This chapter will contain a linguistic breakdown of both types on several excerpts of interpersonal communication on the internet. The chosen example text for communication inside an asynchronous chatgroup comes from the website forum.duolingo.com, an English internet discussion forum revolving around learning new languages via mobile app.

Topic: Duolingo

1000 Day Streak!

Hermione256

Just hit it this morning! Woohoo!!!! But next week I'm on holidays... and I'm not sure what the Wi-fi will be like! I've been learning Spanish for this trip, and it will be so ironic if my streak breaks while I'm in a Spanish speaking part of the world!!!!

18th of April 2019

- RE: 1000 Day Streak

pixelXninja

Congrates! the highest streak I've gotten was a 20 day streak!

19th of April 2019

- RE: RE: 1000 Day Streak

Lightning 11

My best streak went for 7 days... I always forget on the weekend!

20th of April 2019

Example 1 - Communication in an asynchronous chatgroup (Source: forum.duolingo.com)

Communication on internet discussion forums is almost as a rule always polite and non-confrontational and so is the case in this text. Internet forums are often moderated and users are encouraged to be polite and adhere to the rules. Messages with signs of any vulgar or conflict-inducing language are commonly removed and their authors are left facing the repercussions. Authors of selected messages use an informal style of writing and write in a friendly, supportive tone. From grammatical point of view, the main message alongside its replies is generally correct, with some errors in the punctuation and spelling typos. Overuse of exclamation marks represents an added emphasis onto a sentence and

expresses the excitement of a writer. Incorrectly placed “...” represent a pause in a spoken language and are tolerated and frequently used in internet communication.

Authors write messages under their nickname. In general internet discussion forums don't require users to participate under their real name and identity, mostly because it's unnecessary. Users join forums in order to discuss different topics, share information or to entertain themselves and sharing one's private identity is absolutely unrelated to this range of activities. The opening message is prefaced with a title (e.g. 1000 Day Streak!) which generally summarises its content. Other messages start only with a lazy "RE" (reply in short), signalling which message are they replying to. Finally, individual messages also state a day (and sometimes a time) when they were written. In an asynchronous communication messages are entered at different times, in this case each message was sent a day apart from a previous one.

The need to be succinct and concise in a fast-paced conversation of a synchronous chatgroup has initiated the change regarding the grammatical, stylistic and lexical aspects of English. The following excerpts of communication have been collected from a website Bash.org, a database of user-submitted conversations which have taken place on an IRC and will serve as an example showing the characteristic features of this particular kind of communication.

<Ilikehorses> dude... how do u play this game?

<Xenocideophile> it's a chat room for programmers

<Ilikehorses> i know THAT

<Xenocideophile> then you're good to go

<Ilikehorses> no no no how do I make a game

<Xenocideophile> depends

<Ilikehorses> ...?

Example 2 - Communication in a synchronous chatgroup (Source: www.bash.org)

<evildoer> EXCERRENT

<Kitsa> what are you babbling on about?

<evildoer> EYE BOUGHT A NEW GITARE AND POLICE QUEST + SWAT COLACTIAN

<Kitsa> lol

<evildoer> IT ES TEHS QUALETY GITIR FOR 5 DOLARS

<Kitsa> flea market?

<evildoer> yas

<Kitsa> what did you barter, your spelling ability?

Example 3 - Communication in a synchronous chatgroup (Source: www.bash.org)

In those two conversations, users again write messages under a hidden identity - a nickname, some of which are more revealing than the others. First to mention is the lack of a greeting - users start up the conversation by simply stating their request without any polite acknowledgement of the other party. Those two excerpts are taken from chatgroups with a lower amount of participants and therefore the simple way of addressing someone without mentioning a name - “dude...” - is fully sufficient. Additionally, both conversations lack an official end, which is characteristic for this kind of ongoing discussion. Anyone is free to join the channel at any time and contribute with their own submission.

Grammatically are both texts broken, although on different levels. There's little to no impact on grammatical correctness since the software doesn't require the users to write grammatically correct. Capitalisation at the start of sentences is lacking and so are the periods at the end. Overall, capitalisation of letters has a whole different use in chat than in other forms of texts. While in official communication or in any informative text capital letters are used in toponyms or other proper nouns, in chat capitalisation is used to add emphasis to the message, simulating the action of raising a voice in verbal communication. If a sentence has been written exclusively in capital letters, it's meant to be shouted, screamed or yelled.

3.4 Language of Twitter

Users after creating an account have the option to create their “twitter handle” - a name, under which they'll be referred to. A twitter handle begins with a sign “@”, followed with the name of user's choice. In order to protect their privacy, users aren't required to enter their real name, but may be represented by their nickname. An usual tweet would then look like this:

- I've just met my friend @Bob1464 @Wendy's today. We had a blast.
- OverSight in 15 minutes! @flameIRL and @Avast_o join me and @Thoorin

Other than for just the user-to-user communication, Twitter has found an use for the business-to-user communication as well. Businesses, organizations or celebrities tweet as a means to improve their relations with the public. They do so via informing the consumers about their current status, future plans, or just stating their opinion about a trending subject. This communication, however, stays more formal than the classic user-to-user communication, as those influencers' opinions reach to more people and have a way larger impact on the public.

- Tickets for the 2019 #LEC Spring Finals in Rotterdam are now available! #ItStartsHere.
- @realmadriden won against @RCCelta 2-0 in a dominating fashion in a game could have won by more.
- Who will proceed to #MSI2019? The 2019 #LPL Spring Finals between @invgaming and @JDGaming666 begin shortly!

Hashtag, represented by the “#” sign has found a brand new use in language particularly when tweeting. This symbol is used to highlight a special meaning. After a hashtag follows a clickable keyword used to categorize tweets. (Reed, 2014) Hashtags have risen on a popularity thanks to their ability to assign specific tweets to a specific targeted audience. Instead of searching through a multitude of tweets, users can select a particular keyword and find the information they desire.

- One king to rule them all. See the latest trailer for #GodzillaMovie.
- Did you know you can still get tickets to the spring finals of #EUMasters on both Saturday and Sunday this week?

In a lexical sense, Twitter and its community have created several new expressions in order to make the communication between users easier. The name Twitter itself, alongside with the verb "to tweet" are auditory representations of a bird's tweeting, chirping, which are rather short sounds. For a similar reason exist character-based restrictions on the length of user's post - to keep it short and clear. (Sarno, 2009) Following this paragraph is a selection of expressions specific to this social network.

Expression	Definition
# (hashtag)	A clickable keyword or a phrase preceded by the # symbol.
@	A symbol labeling one's profile in tweets.
DM (n)	Direct message.
Follower (n)	A person subscribed to your Twitter feed.
profile (n)	Information about a user and an aggregate of their tweets.
to follow (v)	To subscribe to seeing other user's tweets on your main page.
to like (n)	To press a heart-shaped icon underneath a tweet, showing appreciation.
to retweet (v)	To share other user's tweet, optionally adding an own commentary.
trending (adj)	Belonging to the set of the most popular hashtags.
tweet (n)	A short message on Twitter.

Table 5 - Selected expressions of Twitter jargon

A verb "to follow" has acquired an entirely new meaning thanks to Twitter. In order to regularly see all new submissions, or in this case tweets of a particular user, one has to click the "Follow" button to do so. People, who pressed the button are therefore known as "followers". Twitter offers users the function to send direct messages to each other, but this is only possible when both users "follow" one another, otherwise the function will be disabled. To speed up the process, a verb "to DM" has been invented. "DM" stands for "direct message" - a private message sent between two Twitter users. "To DM" would then be meant as an appeal for another person to send an initial direct message and therefore enable the function of exchanging private messages.

3.5 Language of Facebook

Facebook, as one of the longest standing social networking services has stood behind the creation of dozens of new terms and expressions used to describe Facebook-related actions and objects. Users nowadays write statuses - short statements about a given topic. A Facebook status may involve any topic, as long as it is in accordance with the user terms of Facebook. Any discussion is largely unregulated and allows users to express freely, with whatever language means they wish to choose. For this reason statuses, especially those of casual users, take the form of an informal language, often containing expressive and sometimes vulgar language. Statuses are shown on a “wall”, a place, where all of one user's statuses, photos and other submissions may be found. People can add “friends”, another users of Facebook represented by their user profile. Friends are able to communicate via chat, see and comment on other friends' photos and statuses or play mini-games created by Facebook or other external company. In order to get other friend's attention, users can poke each other. “Poke” function leaves a notification saying when and by whom have they been poked, to which they can respond. If someone wants to see submissions from a fanpage or a community group, they are required to “like” the subject. Like button automatically subscribes the user to see all latest submissions of a “liked” celebrity, company, or other subject with their own fanpage. (Beese, 2015)

Just like any other informal kind of internet communication, Facebook messages and statuses haven't avoided the impact of emoticons and newly introduced emojis. Emoticons appear in 3 different forms: text based emoticons, animated representation of the text based emoticons and stickers. Sticker is an animated visualisation of human emotions and a replacement for most of the emotion-related expressions in written language. Thanks to their versatility they've been able to catch up to the popularity of more classical emoticons despite being used exclusively on Facebook.

Emoticon	Meaning	Emoticon	Meaning
: -)	Happy	: -X	Disgust
: -(Sad	: -O	Shock
: -D	Laughing	: -/	Undecided, skeptical
; -)	Wink	: -P	Cheeky, playful
: -*	Kiss	>:-)	Devilish

Table 6 - Selected text-based emoticons

3.6 Language of Reddit

Thanks mainly to the voting system, the communication style among reddit users is fairly civil with little to no grammatical errors. It's not that offensive, inappropriate or language-wise incorrect messages don't exist, they just get voted down into nothingness. Particular threads are usually larger and convey a deeper, more complex message. Those are then subject to a discussion in a comment section to comments which are shorter and less formal.

As in the most of social media, Reddit too has created their own style of speaking with new lexical expressions. Reddit jargon refers to reddit users as redditors - the main units of the entire ecosystem. Similar to Twitter users, redditors don't necessarily have to state their real name in order to participate in a discussion. In order to tag another redditor in a post, it is required to use their full reddit handle, which starts with a sign “/u/”. Redditors discuss in subsections of Reddit devoted to a particular topic, subreddits. Those start with the sign “/r/”.

- I spoke with /u/GovernorSchwarzenegger at /r/California and I can say he's a very nice and caring person.
- Check the /r/writingprompts to get some new ideas.
- /r/catswithbowties is actually the cutest thing I've ever seen.

Redditors write “posts”, which can either be “upvoted” or “downvoted”. In less formal cases, mainly to express a comedic intention, verbs “to updoot” and “to downdoot” find use as well. For their posts and comments redditors receive karma - virtual points representing redditor's contribution in all discussions. Reddit users in general avoid using vulgar, offensive or otherwise inappropriate expressions, partly to avoid losing their karma. To acknowledge one's post or comment has been unusually good - either in informational or comedic sense - redditors may “gild” it. By gilding one's submission the author receives a premium account - a Reddit account with added functions and privileges - for a set period of time.

- /r/leagueoflegends is #20 on the top gilded subreddits list!
- If this post gets 32768 upvotes, I'll post it again with 32768 Merrills.

3.7 Language of Videogames

This chapter will deal with an analysis of communication means and structures of two archetypical videogames of the two most popular video game genres: League of Legends, representing the MOBA (Multiplayer Battle Online Arena) genre and Counter Strike: Global Offensive, representing the FPS (First Person Shooter) genre, as a means to identify the contrast between two vastly different video game communities. Both games fall into the category of maximum proficiency games, as described by Ayala (2014) and therefore require a deeper understanding of the game in order to understand its language.

League of Legends offers two main ways how to communicate - user-to-user personal messages and an in-game chat. Outside of the game players may exchange short private personal messages. Most of the League of Legends (LoL) communication, however, takes place in the in-game chat. A player opens up a chat window by pressing an enter button, which allows them to type in and converse with their teammates and opponents. Here players exchange their remarks, share their opinions or state strategy in order to contribute to a game victory. In-game messages are restricted in length and in order to communicate a precise information, new shortened words, abbreviations and neologisms have been invented.

Similarly, Counter Strike: Global Offensive (CS:GO) players begin their communication by pressing a letter T on their keyboards. In comparison with *LoL*, however, most of the communication takes place in a voice chat. Players share information about strategy and other aspects of the game verbally, but still using one or two-syllabic expressions to convey the biggest amount of information in the shortest time possible. The main language-related difference between those two games is exactly the verbal-nonverbal dichotomy. League of Legends language variety uses noticeably more monosyllabic words, abbreviations and acronyms, since all of the communication takes a written form in a chat. Words used by CS:GO community aren't necessarily as shortened - spoken language is faster and speaking full words instead of abbreviations and acronyms is for most of the players considered more natural.

Expression	Definition	Use in practice
champion	A purchasable playable character.	Check the new free champion rotation.
cs	Creep score - A sum of all minions killed by a player.	His cs is unusually high.
ez	Easy. Usually used in a mocking manner.	The game was so ez.
GG	Good game. A polite farewell at the end of the match.	GG guys, it was fun.
glhf	Good luck, have fun. A polite greeting at the beginning of a match.	GLHF, may the best one win.
jungler	A player specialising in playing a particular class of playable characters.	This is the jungler of the blue team.
MSI	Mid-season Invitational - second largest tournament of the year.	They've qualified for the MSI.
OP	Overpowered - Unfairly powerful.	He's playing that OP again, am I right?
skin	A purchasable visual change for a given character.	Skin sale for this week is:...
to buff	To increase a power of a character or an item.	Infinity Edge has gotten buffed, check it out!
to farm	To gain in-game currency by dealing the killing blow to a minion.	He's been farming for the entire game, he's gotta do something now.
to feed	To repeatedly die, giving enemy team free resources.	There's no chance now, he's fed them all.
to int	To repeatedly die intentionally, giving enemy team free resources.	Now could you stop inting, please?
to nerf	To decrease a power of a character or an item.	Please nerf Irelia.
wp	Well played. An approving nod to an opponent's action.	WP, I didn't expect that.

Table 7 - Selected expressions of League of Legends jargon

As seen in the table above, majority of the newly created expressions are strictly related to the gameplay (e.g. champion, jungler, to feed), to the game environment (e.g. skin, to nerf) or express the niceties of a casual verbal conversation in a different, faster way (e.g. glhf, GG). The same can be seen in the table below, summarising the CS:GO from a lexical point of view, where most of the linguistic changes take place. Expressions used in a communication are related to in-game activities and mechanics, creating a rather unique jargon.

Expression	Definition	Use in practice
ADR	Average damage per round. An average of damage a player has been able to deal during already played rounds.	He's shining in the terms of ADR for this game.
AFK	Away from keyboard. A name for someone who's inactive during a game.	He's AFK again, we can't win like that.
aimbot	A program used for cheating, giving a player an unfair advantage.	Stop cheating, turn the aimbot off!
AWPer	Player wielding a sniper rifle.	The AWPer of this team hasn't performed too well.
frag	Point received by killing another player.	He's got three frags this round, not bad.
headshot	Shot into other player's head, deals increased damage.	Five headshots and the round is won.
IGL	In-Game Leader. A strategy leader within a team.	Karrigan has led FaZe to many trophies as an IGL.
major	A highest-level championship.	Let me introduce your new major champions!
molly	Molotov cocktail.	Throw the molly in, that'll get them out.
noob	An unskilled player.	My team is full of noobs again.

Table 8 - Selected expressions of Counter Strike: Global Offensive jargon

Style of communication in those two games is always casual and very informal, but still very topical. A fast-paced communication via chat leads to grammatical errors, typos, and overall decreased linguistic correctness. As in most of the online video games, the communication is strictly functional and prefers informational value over the formal one. Text and voice chats are often filled with expressive remarks and vulgarisms, through which players express their frustration. In order to tackle the problem with the excessive use of vulgarisms, League of Legends chat contains a chat filter, which prevents the use of vulgarisms or otherwise inappropriate expressions, marks their users and punishes them accordingly. Thanks to those measures is communication in this particular videogame overall considered to be less toxic and offensive than in other online video games.

Conclusion

This thesis contained a summary of accumulated knowledge about language used in various internet communication channels. The first part of the thesis researched the state of the topic at present, summarised ideas and opinions of experts in the given field and made assumptions and hypotheses based on the acquired information. The basis of the empirical part of the thesis was an observation and analysis of example texts and selected vocabulary characteristic for individual communication situations. Based on the observation and analysis of language used in those areas individual hypotheses have been either confirmed or refuted.

The claim people on the internet always communicate in shorter sentences was evaluated as partially correct. In several domains of written communication, where the language needs to be short and precise, such as in instant message or synchronous chatgroup environment, language was observed to contain shorter phrases and sentences. In other environments, such as in e-mail communication or in internet discussion boards, where the response time between replies in a conversation takes more time and the informational value of a message is of higher importance, messages stay of the same length as in any other form of non-internet written communication.

The second claim of written form of internet communication encouraging users to use shorter expressions was evaluated as mostly correct. People have throughout the years of internet's existence searched for a way to speed up the way they communicate, which resulted in an establishment of newer, shorter expressions with implied meaning. This fact can be observed in an increased use of emoticons, abbreviations and acronyms, which are commonly used instead of longer established phrases and idioms. The only exception was observed in a formal e-mail communication, which based on its snail mail ancestry still demands users to express themselves in a standard English.

Finally, the last hypothesis was evaluated as entirely correct. People living in isolated societies tend to develop their own language variety resulting in a creation of new expressions, grammatical rules and language structures. Each type of internet communication methods is characterised by its own vocabulary used specifically by the users of a given medium.

Resumé

Táto práca pozoruje a skúma vplyv sociálnych médií a internetu na anglický jazyk. Vplyv je pozorovaný prostredníctvom analýzy lexikálnych, štylistických a gramatických prvkov v bežnej komunikácii ľudí na sociálnych médiách a v iných internetových komunikačných prostrediach. Predmetom analýzy sú krátke výňatky textov z najpopulárnejších sociálnych médií - Twitteru, Facebooku a Redditu, e-mailovej komunikácie, komunikácie vo vybraných počítačových hrách, okamžitých správach a v chatových skupinách.

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