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ЗАХІДНОУКРАЇНСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ**

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## **ELECTRONIC COMMUNICATION**

In ancient days, the communication can be done using Morse code in the telegraphs. These telegraphs use Morse code for long-distance communication over wires. Afterward, the wired telephone, the TV & the wireless radio was invented by the electronic industry. But at present, the information can be shared easily with each other at any place and anytime using e-communication. The communication is mandatory in different fields for processing, controlling, making decisions, and planning. The different fields are finance, accounting, establishment, personal, market, sales, purchase, production, etc.

### **What is an Electronic Communication?**

Electronic communication can be defined as, the communication which uses electronic media to transmit the information or message using computers, e-mail, telephone, video calling, FAX machine, etc. This type of communication can be developed by sharing data like images, graphics, sound, pictures, maps, software, and many things.

Because of this e-communication, there is a lot of changes have occurred in work areas, society, etc. Thus, people can simply access global communication with no physical movement.

Internet linguistics is a field of linguistics proposed by British linguist David Crystal. It studies new language styles and forms that have arisen under the influence of other new media such as the Internet and Short Message Service (SMS) text messaging. Since the dawn of human-computer interaction (HCI), which led to computer-mediated communication (CMC) and internet-mediated communication (IMC), experts such as Gretchen McCulloch have acknowledged that linguistics has contributed to it from a Web perspective. Interface and usability. Learning emerging languages on the Internet helps organize concepts, translate, and improve the usability of the web. Such research is intended to benefit both linguists and web users. Internet linguistics research is conducted through four main perspectives: sociolinguistics, education, stylistics, and applied linguistics. Additional dimensions have developed as a result of further technological advances, such as the development of the web as a corpus, and the spread and influence of stylistic variations brought

about by the spread of the Internet through mass media and literary works. Given the increasing number of users connecting to the Internet, the linguistic future of the Internet will continue to grow as new computer-mediated technologies continue to emerge and people adapt their languages to these new media. has not yet been determined. The Internet continues to play an important role in both encouraging people and distracting them from using language.

### **Stylistic perspective**

This perspective examines how the Internet and related technologies have facilitated new and varied forms of creativity in language, especially literature. It looks at the Internet as a medium in which new language phenomena arise. This new language modality is interesting to study because it is a fusion of both spoken and written language. For example, traditional writing is static compared to the dynamic nature of new languages on the Internet where words appear in different colors and font sizes on a computer screen. However, this new language mode also includes other elements not found in natural language. One example is the concept of framing found in email and discussion forums. When replying to e-mail, users typically compose their own message using the sender's e-mail message as a frame. You can choose to respond to certain parts of an email message and skip others. Discussion forums allow new threads to be started and anyone, regardless of physical location, to respond to established ideas and thoughts over the Internet. This is something you don't usually see in written language. Future research will include the new kinds of expressions that the Internet and its various technologies are constantly creating and their impact on spoken as well as written language. Internet language communication styles are most commonly observed in the following CMC channels: This is due to frequent attempts to overcome technical constraints such as transmission time lags and re-establish social cues that are often ambiguous in text.

### **Blogs**

Blogs have brought a new way of writing a diary, but from a linguistic point of view, the language used in blogs is the "most 'naked' form" and can be distributed worldwide without going through a formal editorial process. It is open to the public. This is what makes blogs stand out, as almost every other print language has gone

through some form of compilation and standardization. David Crystal has said that blogging is "the beginning of a new phase in the evolution of the written language." Blogging has become very popular and has expanded beyond written blogs with the advent of photoblogs, video blogs, audio blogs, moblogs, and more. These developments in interactive blogs have given rise to new language conventions and styles, and we expect to see many more in the future.

### **E-mail**

One of the most popular Internet-related technologies studied in this light is email, which has extended the writing style of language in many ways. Research done on email linguistic profiles shows that there are hybrids of speaking and writing styles in terms of format, grammar, and style. E-mail is rapidly replacing traditional letter writing due to its convenience, speed, and spontaneity. It is temporary and can be easily removed, so it is often unofficially relevant. However, as this means of communication matured, email was no longer limited to sending informal messages between friends and relatives. Instead, business communications are increasingly conducted via email. Job seekers also use email to send resumes to potential employers. The shift to more formal usage will result in mediums representing a variety of formal and informal writing styles. It has been pointed out that e-mail has caused students to use informal language in their writing, but David Crystal argues that e-mail is an informal writing style. . "Not a threat to language education" is that e-mail, with its expressive power of various stylistics, may serve as an area for language learners to make their own language choices responsibly. It's for additionally, younger generations are more likely to use e-mail in an effort to organize their thoughts and ideas, albeit through a digital medium, which may improve their writing and communication skills.

### **Instant messaging**

Like other forms of online communication, instant messaging has developed its own acronyms and abbreviations. However, instant messaging is very different from email and chat groups because it allows participants to have private conversations and interact with each other in real time. Instant messaging creates even more intimacy between participants. This increased degree of familiarity allows for more informal expression in language and "print peculiarities". Also, the age difference between

participants can be quite large, so more stylistic variation occurs. For example, a granddaughter can update her grandmother through instant messaging. Unlike chat groups, where participants share common interests, there is no language pressure here.

### **Applied perspective**

An applied perspective looks at the linguistic use of the Internet in terms of its communicative capabilities, the good and the bad. The Internet provides a platform for users to experience multiple languages. English is still the predominant language used on the Internet, but the number of users of other languages is steadily increasing. The Global Internet Usage page provides information on the number of Internet users by language, nationality, and region. This multilingual environment continues to grow in diversity as more language communities become connected to the Internet. The Internet is therefore a platform through which minority and endangered languages can aim to revive language use and raise awareness. This can be seen in two examples that offer opportunities for progress in these languages in two key areas: language documentation and language activation.

### **Language documentation**

First, the Internet makes it easier to document languages. Digital archives of media such as audio and video recordings not only help preserve linguistic documents, but also enable worldwide distribution via the Internet. Propaganda about endangered languages, such as Webster (2003), has helped spark global interest in linguistic documents. Foundations such as the Hans Raussing Endangered Languages Project (HRELP), which is funded by Arcadia, are also helping to increase interest in linguistic documents. HRELP is a project aimed at documenting, preserving and distributing endangered languages. Collected material is available online under the Endangered Language Archives (ELAR) program. Other online resources that support language documentation include the Language Archive newsletter, which provides news and articles on the topic of endangered languages. The web version of Ethnologue also provides brief information about all languages known in the world. By making resources and information on endangered languages and linguistic documents available on the Internet, researchers can build on these resources to preserve endangered languages.

## **Language revitalization**

Second, the Internet facilitates language activation. Over the years, the digital environment has evolved in various sophisticated ways that enable virtual contact. From email, chat to instant messaging, these virtual environments have helped bridge the spatial distance between communicators. Language courses employ the use of e-mail to allow students to communicate and generate discussions in a variety of styles, including conferences. Similarly, the use of e-mail promotes language revitalization in the sense that minority speakers who have moved to areas where their native language is not spoken can use the Internet to communicate with family and friends. Use of mother tongue. With the development and increased use of telephony broadband communications such as Skype, language activation through the Internet is no longer restricted to literate users. Educators in Hawaii are using the internet in language activation programs. Graphical bulletin board system Leoki (Powerful Voice) was founded in 1994. All system content, interfaces, and menus are in Hawaiian. It is installed throughout the Immersion School system and includes components such as email, chat, dictionaries and online newspapers. In colleges and other higher education institutions where the Leoki system has not yet been introduced, educators can use other software and internet tools such as the Daedalus Interchange, email and the web to reach out to the wider community of Hawaiian language students. Internet use includes having minority language students write about their native culture in their native language to remote audiences. Also, in order to preserve their language and culture, Occitan speakers use the internet to keep in touch with other Occitan speakers around the world. These methods provide reasons for using minority languages by communicating in them. In addition, the use of digital technologies that are considered "cool" by the younger generation will attract their interest and help them maintain their interest in and use of their mother tongue.

## **Exploitation of the Internet**

The Internet can also be exploited for activities such as terrorism, Internet fraud, and pedophilia. In recent years, there has been an increase in crimes using the Internet, where anonymity is relatively easy, such as e-mail and Internet Relay Chat (IRC). These conspiracies come with safety and protection concerns. From a forensic



linguistics perspective, there are many potential areas to explore. Developing child protection procedures for chat rooms based on filtering search terms is effective, but the language-oriented literature to facilitate this task is still minimal. Other areas have observed the Semantic Web's involvement in tasks such as personal data protection to help prevent fraud.

### **Dimensions**

Aspects covered in this section include viewing the web as a corpus, and language identification and normalization issues. The impact of Internet linguistics on everyday life will be examined based on the spread and impact of Internet writing styles, trends in language changes on the Internet, and conversational discourse.

### **The Web as a corpus**

Linguistic scientists and engineers are increasingly turning to the web for linguistic data, as the web is a vast storehouse of data and resources. Corpus was first formally mentioned in the field of computational linguistics at his ACL conference in Vancouver in 1989. Until the publication of the journal *Using Large Corpora* in 1993 and the widespread acceptance of the relationship between computational linguistics and corpora, they lacked theoretical coherence and led to much skepticism of their role in the field. In principle, a collection of multiple texts can be called a corpus. ... but the term "corpus" most often has a more specific connotation than this simple definition provides when used in the context of modern linguistics. These are considered under four main headings: sampling and representativeness, finite size, machine-readable format, and standard reference. Closer to the Web as a corpus, Manning and Schütze (1999, p. 120) further simplify the definition. Statistical NLP [Natural Language Processing] generally takes a fixed amount of data from a particular area of interest as a corpus, but says nothing about how it is constructed. In such cases, it's usually more beneficial to have more training data than worrying about balance, and should simply use all available text. Hit counts were used as input to the semantic disambiguation engine for carefully constructed search engine queries to identify semantic frequency rank orders. This method was further explored by the introduction of the concept of parallel corpora, where existing parallel web pages in local and primary languages are

brought together. It was demonstrated that a language-specific corpus can be constructed from a single document of a given language.

### **Themes**

There has been much discussion about potential developments in the field of the Web as a corpus. The development of using the Web as a data source for clarifying word meaning was advanced in his EU MEANING project in 2002. The project used the assumption that words within a domain often have one meaning and that domains are identifiable on the web. This was further explored by collecting manual word sense annotations on the Word Expert website using web technology. In the field of language modeling, the web has been used to deal with data sparseness. Lexical statistics were collected to resolve prepositional phrase attachments, and web documents were used to seek balance within the corpus. In the area of information retrieval, the web track has been integrated as a component of the community's TREC evaluation initiative. The web samples used in this exercise amount to around 100 GB and primarily compromise documents within the .gov top level domain.

### **British National Corpus**

The UK National Corpus contains a wealth of information about the primary meanings and usage patterns of the 10,000 words that make up the core of English. The number of words in the UK National Corpus (approximately 100 million words) is sufficient for many empirical strategies for learning languages by linguists and lexicographers, and provides quantitative information about word behavior (analysis). The majority of the lexical stock occurs less than 50 times in the UK National Corpus, which is insufficient to draw statistically stable conclusions about such words. In addition, no data can be found for some uncommon words, uncommon meanings of common words, and word combinations. Researchers have found that probabilistic models of language based on very large amounts of data outperform models based on extrapolation from smaller, cleaner datasets.

### **The multilingual Web**

The Web is clearly a polyglot corpus. An estimated 71% of pages (453 million out of 634 million web pages indexed by the Excite engine) are written in English, followed by Japanese (6.8%) and German (5.1%), followed by French (1.8%) and

Chinese. (1.5%), Spanish (1.1%), Italian (0.9%), Swedish (0.7%). A test to find sequences of words like "deep breath" revealed 868,631 web pages containing the term AlltheWeb. The number found through search engines is more than three times the number generated by the UK National Corpus, demonstrating the large scale of the English corpus available on the Web. The sheer size of the text available on the web can be seen in the analysis of curated data in which corpora of different languages are mixed in varying proportions. AltaVista's estimated web size word count puts English at the top of the list with 76,598,718,000 words. German is next with 7,035.85 million words, and six other languages also have over 1 billion hits. Even languages with low web hits like Slovenian, Croatian, Malay, and Turkish have over 100 million words on the web. This reveals the potential strength and precision of using the web as a corpus, given the large size of the web, and additions such as the project currently underway by the UK National Corpus to take advantage of its scale. of research will be required.

### **Challenges**

In the field of language modeling, the applicability of language models is limited because different text types have different statistics. We can see that there is a large variation in the model's performance when the training corpus is changed. This lack of theory type limits the evaluation of the usefulness of language modeling work. Web texts are easy to create (in terms of cost and time) and many different authors are working on them, so accuracy is often of little concern. Grammar and typos are considered "wrong" forms that make the web a dirty corpus. However, even a little noise can be useful. The question of whether sublanguages should be included remains open. Proponents of this theory argue that if all sublanguages are removed, we get a poor view of the language. A language consists of a lexicon, a grammar, and various sublanguages, which must be included. However, it has only recently become a viable option. Finding a compromise by including several sublanguages is debatable as it is an arbitrary question of which to include and which not to include. The decision of what to include in the corpus rests with the corpus developer, and has been done on a pragmatic basis. The wishes and criteria used for the UK National Corpus serve as a good model for a general-purpose general language corpus, focused on being replaced by balanced representations. Search engines such as Google serve as the default means

of access to the UK National Corpus. The web and its wide range of language resources. However, many challenges exist for linguists working in the field of corpora. This includes limited instances (up to 1,000 or 5,000) displayed by search engines. Insufficient context for each instance (Google gives snippets of about 10 words). Results selected according to skewed (from a linguistic point of view) criteria for search terms in titles and headlines often occupy the top result slots. Inability to specify searches according to linguistic criteria such as word citation forms and word classes. Statistics are unreliable and results vary depending on search engine load and many other factors. At the moment, given the conflicting priorities among the various parties, the best solution is for linguists to try to solve these problems themselves. This opens up a lot of possibilities in the areas of exploiting the rich possibilities of the web.

### **Representation**

Despite the sheer size of the web, it still does not represent every language and domain in the world, nor do other corpora. However, the vast amount of text available in numerous languages and language types on a vast range of topics makes it a good starting point that opens up many possibilities in corpus research.

### **Impact of its spread and influence**

The writing style resulting from the use of the Internet spread beyond new media into other fields and platforms including but not limited to film, music and literary works. Penetration of Internet stylistics is more important to the exposure of large audiences to the work and reinforces certain Internet-specific linguistic styles that may not be accepted in standard or more formal linguistic forms. Apart from Internet slang, grammatical errors and typos are characteristic of writing on the Internet and other CMC channels. As Internet users become accustomed to these errors, they gradually permeate everyday language use, both in written and spoken language. From typos in news articles to grammatical errors in advertisements, and even internet slang in drama dialogue, it's common to see such mistakes in mass media productions. The more the Internet becomes embedded in everyday life, the greater its impact on formal language. This is especially true in modern language arts classes with smartphones, tablets and social media. Students are becoming more exposed to internet language than ever before, with internet grammatical structures and slang permeating formal writing. The

best way to learn a language is to be completely immersed in it all the time. As Mark Lester writes in his book *Teaching Grammar and Phrase*: “It's about mastering a foreign language without much exposure to it.” Students are so immersed in the Internet language that it reflects its form and structure. In addition, the rise of the Internet and people's overall immersion in the Internet has brought a new wave of Internet activity that affects ordinary people every day.

### **Memes**

The origin of the term "meme" can be traced to animal behaviorist Richard Dawkins, who describes it as "a noun that conveys the concept of a unit of cultural transmission, or a unit of imitation." The term was later adapted to the Internet realm by David Beskow, Smeet Kumar, and Kathleen Curley, who termed Internet memes "any digital unit that conveys culture." Shiffman's definition of an Internet meme includes "a group of digital items that (a) share common characteristics of content, form, and/or stance; (b) are created with mutual awareness; distributed, imitated, and/or converted by many users.”

### **Mass media**

There are also examples of television advertisements using Internet slang, reinforcing the penetration of Internet stylistics in the use of everyday language. For example, her Cingular ad in the US used abbreviations such as "BFF Jill" (meaning "best friend forever"). As more people grow using the internet and other CMC platforms, more and more companies are adopting internet slang in their ads in an attempt to engage and connect with more people. Such ads have received relatively enthusiastic feedback from viewers. The use of Internet terms extends into the field of music, and is prominent in popular music. A recent example is Trey Songz's "LOL 😊" lyrics that incorporate many internet terms and include references to Twitter (X) and texting. The spread of internet linguistics can also be seen in films produced by both commercial and independent filmmakers. Although they are primarily shown at festivals, DVDs of independent films are often available for purchase via the Internet, such as paid live streaming, making films more easily accessible to the general public. The very nature of commercial films shown in public cinemas allows broad exposure to mainstream mass audiences, resulting in faster and wider diffusion of Internet slang.

The latest commercial movie is titled "LOL" (an acronym for Laugh Out Loud or Laughing Out Loud) and stars Miley Cyrus and Demi Moore. The film, a 2011 remake of Lisa Azuelos' popular 2008 French film also titled LOL (Laughing Out Loud), uses Internet slang not only in English, but in other languages as well. It also spreads to Korean incorporates the English alphabet into its slang formation, while other languages are formed from common spelling mistakes resulting from fast typing. The new Korean slang has been further reinforced by TV shows such as soap operas and comedy dramas such as 2009's High Kick Through the Roof, which has been incorporated into everyday language usage.

### **Linguistic future of the Internet**

Coupled with the advent of better communication systems via computers/Internet and the readiness of people to adapt to the new demands of a more technologically sophisticated world, users will continue to adapt their language use accordingly. It is expected that you will continue to be under pressure to change A new dimension of communication. As the number of Internet users grows rapidly around the world, differences in cultural backgrounds, language habits, and languages among users are brought to the Web at a faster pace. These individual differences among Internet users are predicted to have a major impact on the future of Internet linguistics, especially in the multilingual Web aspect. Between 2000 and 2010, non-English-speaking countries such as China and India, as well as African countries, experienced the greatest Internet penetration, resulting in non-English languages penetrating the Web. Interactions between English and other languages are also predicted to be an important research area. As users around the world interact with each other, the potential for references to different languages will continue to grow, potentially forming new cross-language Internet writing styles. Chinese and Korean have already experienced the penetration of English, forming multilingual internet terms. As it stands, the Internet provides a form of education and promotion for minority languages. But just as cross-linguistic interactions allowed English to penetrate Chinese and Korean to form new slangs, minority languages are also the more common languages used on the Internet (e.g. English and Spanish). etc.) are affected. Language interactions can lead to the loss of true standards in minority languages, but the familiarity of majority languages can also

adversely affect minority languages. For example, a user trying to learn a minority language may choose to read and comprehend in the majority language and get stuck there, resulting in potential speakers of the minority language rather than potential speakers, will incur losses. Also, minority language speakers may be encouraged to learn more common languages used on the web in order to access more resources, resulting in increased use of their mother tongue. may decrease. With the spread of the Internet, the future of minority languages, which are on the brink of extinction, remains a focus of attention.

### **Video Chat**

This type of communication can be done by adding web cameras for video calling application. By using this application, one can communicate with others and also they can observe with whom they are speaking. The webcam can be connected to the computer externally and also we need to use applications like Skype, Hangouts, etc. There are many benefits to using video chatting. We can contact anybody immediately. We can communicate with more than one person at a time by using the feature like business conference feature. Also, we can share PPTs, data sheets online.

### **Social Networking**

Social media is one kind of communication between people, which is used with their general advantage otherwise for relationships. In this, mostly Facebook, as well as LinkedIn, give places for people to work together, sometimes in real-time. There is a Micro-blogging service namely Twitter, which allows the short message of more than 140 characters to be transmitted to a huge audience.

Not like text messages, it sends to simply tiny groups. The posts like Microblog are intended to be seen by all the followers and users can repost texts that they desire to share with their followers. Therefore, a microblog post can reach rapidly and a viral post is a message which reports widely.

### **Telex**

This is a significant device for current electronic communication. This system uses a teleprinter to communicate from one position to another using a machine. It includes mainly two parts like keyboard transmitter as well as a receiver.

Whenever a text is to be sent, then the user presses a push-button, and stays for the call tone, calls the number preferred & enters the message on a tiny paper strip at the end of receiver end because it is entered within the creating office. This method is the quickest & most exact methods for exchanging written posts.

### **Multimedia**

The multimedia is one kind of communication system and it is an excellent innovation to improve the communication system. This is a blend of several media which bring mutually to transmit messages. The multimedia mainly includes a photo, graphics, voice, music, animation, and message. Whenever all these media are located jointly otherwise computer screen then becomes multimedia. This can be used efficiently for marketing and advertising campaigns. This type of communication is extremely powerful.

Thus, this is all about electronic communication principles which include immediate messaging, websites, social networking voicemail, e-mail, and text messaging. This communication has changed completely the way people communicate with each other. This can be used for personal, business, etc. By using this, it is extremely simple to communicate with the entire world. Here is a question for you, what are the strengths & weaknesses of the electronic system?



## **SOCIAL MEDIA AND FORUMS**

Social media and forums are two of the most popular online platforms today. They allow people to connect with each other, share information, and build communities.

Social media is a broad term that encompasses a variety of online platforms, such as Facebook, X (Twitter), Instagram, and TikTok. These platforms allow users to create profiles, connect with friends and family, and share content such as text, photos, and videos. Social media can be used for a variety of purposes, including:

- staying in touch with friends and family;
- learning about current events and news;
- sharing personal interests and experiences;
- promoting business or products;
- building communities around shared interests.

Forums are online discussion boards where people can post and respond to threads on a variety of topics. Forums can be general-purpose, covering a wide range of topics, or they can be specialized, focusing on a specific topic such as technology, gaming, or hobbies. Forums are a great way to learn about new topics, connect with people who share your interests, and get help with problems.

### **Similarities between social media and forums**

Social media and forums have a number of similarities. Both platforms allow users to:

- connect with other people;
- share information;
- Build communities
- discuss topics of interest.

### **Differences between social media and forums**

Social media and forums also have some key differences. Social media is typically more focused on self-promotion and sharing personal content. Forums, on the other hand, are more focused on discussion and learning.

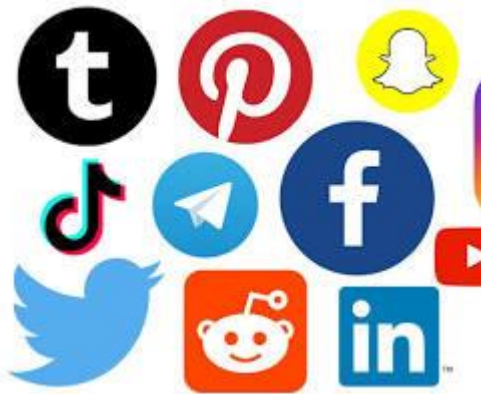
## Challenges of social media and forums

Social media and forums also pose some challenges, such as:

- the spread of misinformation and disinformation;
- online harassment and bullying;
- addiction and overuse.

Social media platforms can be broadly classified into 7 distinct groups:

- Social networking sites: Facebook, LinkedIn, and X (Twitter) are prime examples of this category. They allow you to connect with friends, family, and professional contacts.



Social networking sites

- Media sharing networks: Instagram, Snapchat, and YouTube are the most popular platforms in this domain. They enable you to share photos, videos, and other forms of media with your audience.



Media sharing networks

- Discussion forums: Reddit, Quora, and Digg provide platforms for conversations and discussions on diverse topics.



### Discussion forums

- **Bookmarking & content curation networks:** Pinterest and Flipboard allow you to save and organize online content, making it easier to access later.



### Bookmarking & content curation networks

- **Consumer review networks:** Yelp, Zomato, and TripAdvisor enable users to share their experiences and opinions about products and services.



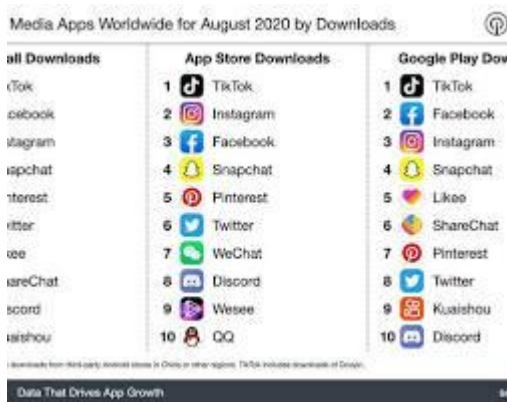
### Consumer review networks

- **Blogging & publishing networks:** WordPress, Tumblr, and Medium provide platforms for creating and sharing written content.



## Blogging & publishing networks

- Social messaging apps: WhatsApp, Viber, and WeChat allow you to communicate privately with individuals or groups.



## Social messaging apps

Within each category, there exist different subsets of social media platforms.

- General social networking sites: These platforms connect users with friends, family, and acquaintances across various demographics. Examples include Facebook, X (Twitter), and Instagram.



## General social networking sites

- Professional social networking sites: These platforms are designed for professional connections and networking. Examples include LinkedIn and Xing.
- Niche social networking sites:

These platforms cater to specific interests or communities. Examples include Goodreads (books) and Ravelry (yarn crafts).

Social media platforms also differ in terms of their primary features and functionalities. Some platforms focus on:

- content creation and sharing: platforms like Instagram, YouTube, and TikTok allow users to create and share original content with their audience.
- curated content: platforms like Pinterest and Flipboard enable users to save and organize content from other sources.
- real-time conversations: Platforms like X and Snapchat facilitate real-time interactions and discussions.
- long-form discussions: Reddit and Quora allow for in-depth discussions and debates on various topics.
- messaging and communication: WhatsApp and WeChat are primarily focused on private messaging and communication.

The choice of social media platform depends on individual needs and preferences.

Factors to consider include:

- purpose (your primary objective for using social media);
- target audience (who you are trying to connect with);
- content format (what type of content you want to create or share);
- features and functionalities (features that are most important to you);
- privacy setting (how much privacy do you want).

Social media platforms have become an integral part of modern communication and have revolutionized the way we connect with others. They offer a plethora of opportunities for personal and professional growth, but it is essential to use them responsibly and mindfully.

*Let's discuss some social media*

## **X (Twitter)**

X is an online social networking and microblogging service that enables users to send and receive short messages known as "tweets". Tweets can be up to 280 characters long and can include text, images, videos, and links. Users can follow other users to see their tweets in their home feed. Users can also like, retweet, and reply to tweets.

## History of X aka Twitter

Twitter was created by Jack Dorsey, Evan Williams, Biz Stone, and Noah Glass in 2006. The first tweet was sent on March 21, 2006. Twitter quickly gained popularity and by 2009, it had over 100 million users. Twitter is now one of the most popular social media platforms in the world, with over 330 million active users.

## How X Works

To use X, users need to create an account. Once they have an account, users can start following other users. When a user follows another user, they will see that user's tweets in their home feed. Users can also search for other users and tweets.

In addition to following other users, users can also like, retweet, and reply to tweets. Liking a tweet is a way of showing that you approve of the tweet. Retweeting a tweet means that you are sharing the tweet with your followers. Replying to a tweet means that you are sending a message to the person who wrote the tweet.

## Impact of X

X has had a profound impact on society. It has been used to break news events, mobilize social movements, and influence elections. It has also been criticized for its role in the spread of misinformation and hate speech. Despite the criticisms, X is a powerful tool that can be used for good or evil. It is important to use it responsibly and to be aware of its potential risks.

Here are some of the key features of X:

- short message posts (called "tweets");
- ability to follow other users;
- liking and retweeting content;
- Private messaging
- customizable profiles;
- content warnings;
- accessibility features.

Here are some of the benefits of using X:

- real-time news and information;
- connection with friends and family;
- sharing personal thoughts and opinions;

- promotion of businesses and brands;
- customer service;
- social activism.

Here are some of the challenges of using X:

- spread of misinformation and hate speech;
- addiction;
- cyberbullying;
- privacy concerns.

Overall, X is a powerful tool that can be used for good or evil. It is important to use it responsibly and to be aware of its potential risks.

## **Mastodon**

Mastodon is a free and open-source social media platform that has been gaining popularity in recent years. It is often described as a "Twitter alternative" because it has many similar features, such as the ability to post short messages, follow other users, and like and repost content. However, Mastodon is also different from Twitter in a number of ways.

One of the most important differences is that Mastodon is decentralized. This means that it is not controlled by a single company, but rather by a network of independent servers. This makes Mastodon more resistant to censorship and gives users more control over their data.

Another difference is that Mastodon is more focused on community than Twitter. Users can choose to join servers that are based on their interests, such as technology, art, or politics. This creates a more intimate and engaging experience for users. Mastodon is still a relatively new platform, but it is growing rapidly. In 2022, the platform's user base doubled to over two million users. This is due in part to the growing popularity of decentralized social media, as well as concerns about the direction of Twitter under Elon Musk.

Here are some of the key features of Mastodon:

- short message posts (called "toots");
- ability to follow other users;

- liking and reposting content;
- private messaging;
- customizable profiles;
- content warnings;
- accessibility features.

Here are some of the challenges of using Mastodon:

- smaller user base than X;
- steeper learning curve;
- more focus on community moderation.

Overall, Mastodon is a promising new social media platform that offers a number of advantages over Twitter. If you are looking for a more decentralized, community-focused social media experience, then Mastodon is worth checking out.

## **Threads**

Meta Threads is a social media app developed by Meta, the parent company of Facebook, Instagram, and WhatsApp. The app was launched in July 2023 and is similar to Twitter in that it allows users to post and share short messages, images, and videos. However, there are some key differences between Meta Threads and Twitter.

### **Key Features of Meta Threads**

- **Focus on text-based conversations:** unlike X (Twitter), which allows users to share a variety of media formats, Meta Threads is primarily focused on text-based conversations.
- **Compatible with open social networking protocols:** Meta Threads is designed to be compatible with open social networking protocols, such as ActivityPub. This means that users can connect with people on other social media platforms that use these protocols.
- **Ephemeral content:** similar to Snapchat, some content on Meta Threads, such as photos and videos, can be set to disappear after a certain period of time.
- **Public conversations:** by default, all conversations on Meta Threads are public. However, users can create private groups to have more private conversations.



Upon its launch, Meta Threads quickly gained popularity, becoming the most quickly downloaded app in history. Within a day of its release, it had been downloaded over 30 million times, and just a week later, it had racked up 100 million users. However, the app's growth has since slowed down, and it is unclear whether it will be able to maintain its popularity in the long term.

### **Reddit**

Reddit might not entirely have supplanted traditional forums, but it's certainly dominating the online discussion landscape right now. If you want to discuss any kind of social media platform, it's hard to imagine a better place to do so than Reddit. All the major apps have their own subreddits – [Facebook](#), X, TikTok, et cetera – and you'll also find stimulating debate on subreddits such as social media. If you want to talk to like-minded social media enthusiasts, this is where you should go first.

### **LinkedIn**

On LinkedIn, you'll find networks of professionals discussing all kinds of things, from their day-to-day work all the way through to the future of social media, cryptocurrency, and other modern technologies. While LinkedIn is more of a platform to facilitate connections between businesspeople, it's just as good for communication and connection; it's got a built-in messaging app, for instance, so you can keep in touch with people you connect with rather than just leaving them on a static friends list.

## SYNTAX OF FORUMS AND COMMENTS ON SOCIAL MEDIA

From *unfriend* to *selfie*, social media is clearly having an impact on language. These online platforms change very fast as well as they influence the language in which we write.

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 partly through our interaction with technology. And because the language we use to communicate with each other tends to be more malleable than formal writing, the combination of informal, personal communication and the mass audience afforded by social media is a recipe for rapid change.

From the introduction of new words to new meanings for old words to changes in the way we communicate, social media is making its presence felt.

### **New ways of communicating**

An alphabet soup of acronyms, abbreviations, and neologisms has grown up around technologically mediated communication to help us be understood. I'm old enough to have learned the acronyms we now think of as textspeak on the online forums and 'Internet relay chat' (IRC) that pre-dated text messaging. On IRC, acronyms help speed up a real-time typed conversation. On mobile phones they minimize the inconvenience of typing with tiny keys. And on X they help you make the most of your 140 characters.

Emoticons such as 😊 and acronyms such as *LOL* ('laughing out loud' — which has just celebrated its 25th birthday) 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 (though use with caution: it turns out that \*innocent face\* is no defence in court).

An important element of X syntax is the hashtag — a clickable keyword used to categorize tweets. Hashtags have also spread to other social media platforms — and they've even reached everyday speech, but hopefully spoofs such as Jimmy Fallon and Justin Timberlake's sketch on *The Tonight Show* will dissuade us from using them

too frequently. But you will find hashtags all over popular culture, from greetings cards and t-shirts to the dialogue of sitcom characters.

Syntax aside, social media has also prompted a more subtle 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 seeps into other areas of life and culture. When writing on social media, we are also more succinct, get to the point quicker, operate within the creative constraints of 140 characters on Twitter, or aspire to brevity with blogs.

The advent of new digital communication technologies has sparked considerable debate and inspired a growing body of research on how these technologies are influencing language and language change. At the core of this discussion lies the concept of grammar, the set of structural rules that govern the formation of words, phrases, and sentences in a language. Language purists express concern that electronic communication, also known as computer-mediated communication (CMC), is corrupting the grammar of their language.

The set of features that characterize the grammar of electronic language will be referred to as "e2grammar" from this point forward. However, the use of this term is not intended to imply that there is a single, unified grammar for all varieties of computer-mediated language (CMC). Linguist David Crystal (2001/2006) suggested as much by using the term "Netspeak" to refer to CMC as a single language variety. However, considerable empirical evidence points to e2grammar as varying systematically across languages, contexts, users, and technological modes (e.g., Bieswanger, 2007; Herring, 2007; Johanyak, 1997).

### **Morphology**

The study of morphology in CMC has received relatively little attention compared to other aspects of language use in this domain. However, there is growing evidence that CMC has a significant impact on word formation processes.

#### **Common Word Formation Processes in CMC**

- Productive word formatives: new word formatives, such as "e2-", "cyber-", and "hyper-", have emerged in CMC.

- Clipping, the shortening of words, is a common process in CMC. For example, "nick" is a clipping of "nickname".
- Blending, the combination of parts of two or more words to form a new word, is also common in CMC. For example, "netizen" is a blend of "network" and "citizen".
- Acronyms, formed from the first letters of words or phrases, are frequently used in CMC. Examples include "lol" for "laugh out loud" and "OMG" for "oh my god".
- Semantic shift: words may take on new meanings in CMC. For example, "flame" can mean "to unleash invective on a computer network".
- Conversion: words may change their part of speech in CMC. For example, "text" is often used as a verb in CMC.

#### Less Common Word Formation Processes in CMC

- Neologisms: Neologisms, entirely new words, are sometimes created in CMC. For example, "newbie" is a neologism meaning "an inexperienced person".
- Conventionalization of typographical errors: Typographical errors, such as "teh" for "the", can sometimes become conventionalized in CMC.

#### Creative Examples of Morphology in CMC

Some of the most creative examples of morphology in CMC have been found in playful, self-contained contexts, such as multiplayer online games (MOGs), social MUDs, and private sibling codes.

Syntax in forums and comments on social media plays a crucial role in effective communication, as it determines the structure and organization of written content. While there is no strict syntax universally followed across all platforms, there are common elements and conventions that users tend to adhere to. Here's an exploration of the syntax commonly observed in forums and comments on social media:

#### Post Structure:

**Title/Heading:** forums often have a separate field for the title or heading of a post. This is usually a concise and informative statement that summarizes the content of the post.

**Body Text:** The main body of the post contains the detailed information, questions, or opinions. Users typically use paragraphs to break down their text, making it more readable.

**Formatting:**

**Bold and Italics:** Users often use bold or italic formatting to emphasize certain words or phrases. For example, using asterisks (\*) or underscores (\_) to enclose text can make it bold or italic, respectively.

**Bullet Points and Numbered Lists:** Lists are commonly used to organize information. Users can create bullet points or numbered lists to present information in a structured manner.

**Quoting:**

**Replying to Specific Parts:** In forum discussions and social media comments, users often quote specific parts of a previous post to provide context to their response. This is usually achieved by using a quoting syntax like "> " to indicate the quoted text.

**Mentions and Tags:**

**User Mentions:** Users can tag or mention other users in their posts or comments by using the "@" symbol followed by the username. This notifies the mentioned user and allows for direct engagement.

**Hashtags:** On platforms that support hashtags, users can use the "#" symbol to categorize their posts and make them discoverable to a broader audience interested in that topic.

**Hyperlinks:**

**URLs:** Users can share links by pasting the URL directly into the post. Some platforms automatically convert URLs into clickable hyperlinks for easy navigation.

**Emoticons and Emoji:**

**Expressing Emotions:** Emoticons and emojis are commonly used to convey emotions or reactions. For example, :) might be used to express happiness, and 😞 might be used to express sadness.

**Acronyms and Abbreviations:**

**Shortened Forms:** Users often use acronyms and abbreviations to convey messages more efficiently, considering character limits and quick readability. For example, "LOL" for "laugh out loud" or "BRB" for "be right back."

**Netiquette:**

**Politeness and Tone:** Syntax also includes the choice of words and overall tone. Observing netiquette (internet etiquette) is crucial for maintaining a positive and respectful online community.

It's important to note that different platforms may have specific syntax rules and features unique to their interface. Users adapt to these conventions to enhance the clarity and effectiveness of their communication within the given platform's context.

**Syntax (CMC)**

The syntax of CMC sometimes deviates from standard syntax, often being described as "telegraphic" and "fragmented." This is due to several factors, including:

- **Elision of parts of speech:** articles and subject pronouns may be elided in informal CMC, especially in chat, IM, SMS, and microblogging. This is often done to save time and keystrokes.
- **Sentence fragments:** sentence fragments may occur in CMC due to people typing speech-like utterances or the requirement in some CMC systems that messages be brief. This can lead users to break longer utterances into multiple messages.
- **Representation of nonstandard language varieties:** users may attempt to represent nonstandard language varieties in CMC, such as African American Vernacular English or Ali G's fractured style. This may involve copula deletion, invariant "be," or other syntactic features characteristic of the variety.
- **Evolution of productive syntactic strategies:** special registers of CMC may evolve productive syntactic strategies not found in other CMC modes. For example, preposition deletion is common in MUDs, the double-inflected modal "can haz" construction is found in lolspeak, and nominalization of verbal predicates for emphasis is seen in Leet.
- **Third-person singular present-tense performative utterances:** these utterances, also known as "emotes," are commands that cause the user to perform a social

action by logging a description of that action into a chat window. Emotes started as pre-programmed shortcuts in online game environments and are now used in other CMC environments as well.

- Predictions can function alone as complete performative utterances. These are often set off by typographic brackets and may be inflected or uninflected. Common types of predictions express vocalizations, such as "sigh(s)," "sob(s)," "laugh(s)," and "lol(s)." These can also be expressed via typed representations of sound (e.g., "hahaha") or emoticons. Performative predictions are most popular in social chat environments but are also common in other CMC modes.

To sum up, the syntax of CMC is more flexible and informal than standard syntax. This is due to the influence of spoken language, the need for efficiency, and the desire to express oneself creatively in online environments.

The syntax of forums and comments on social media is also the way in which text is structured and used in these online platforms. It is important to understand the syntax of these platforms in order to communicate effectively and participate in online discussions.

### **Specific syntax features**

Here are some specific syntax features that are commonly used in forums and comments on social media:

- @mentions are used to tag other users in a post. @mentions can be used to get someone's attention, to start a conversation, or to give them credit for their work.
- Hashtags are used to categorize posts and make them easier to find. Hashtags are typically prefixed with a pound sign (#).
- Emojis are used to add expression and personality to text-based communication. Emojis can also be used to convey specific meanings or emotions.
- Quotes are used to repeat or respond to text from another user. Quotes are typically enclosed in quotation marks or angle brackets.
- Links are used to direct users to other websites or online resources. Links can be embedded in text or placed on their own line.

Here are some examples of how to use the syntax features listed above:

- @mentions: "@John Doe, can you please help me with this problem?"
- Hashtags: "#programming #help #beginner"
- Emojis: "I'm so excited for my vacation next week! 🌟🏖️"
- Quotes: "> I'm not sure how to do that.  
Can you please explain it to me?"
- Links: "Here is a link to the article I mentioned: [link]"

#### Tips for using syntax effectively

Here are some tips for using syntax effectively in forums and comments on social media:

- Use @mentions sparingly. Only tag other users if you need their attention or if you are giving them credit for their work.
- Use hashtags to categorize your posts and make them easier to find. However, don't overuse hashtags, as this can make your posts look spammy.
- Use emojis to add expression and personality to your text-based communication. However, don't overuse emojis, as this can make your posts look unprofessional.
- Use quotes to repeat or respond to text from another user. This can help to keep the conversation organized and make it easier for others to follow.
- Use links to direct users to other websites or online resources. However, don't abuse links, as this can make your posts look spammy.

#### Style of Forums

The style of forums can vary depending on the topic and the community. However, there are some general characteristics that are common to most forums.

- Conversational: forums are meant for conversation, so the style of writing is typically informal and conversational.
- Direct: forum users typically get to the point quickly and avoid using overly formal or academic language.
- Informative: forum users are often looking for information, so they provide helpful and informative posts.
- Respectful: forum users are typically respectful of each other, even when they disagree.

#### Commonly Used Words in Forums



Here are some of the most commonly used words in forums.

- Thread: a thread is a series of messages that are all related to the same topic.
- Post: a post is a message that is posted to a thread.
- OP: OP stands for "original poster" and refers to the person who started the thread.
- IMO: IMO stands for "in my opinion" and is used to express a personal opinion.
- IMHO: IMHO stands for "in my humble opinion" and is a more polite way of expressing a personal opinion.
- FAQ: FAQ stands for "frequently asked questions" and is a list of common questions and answers.
- TBH: TBH stands for "to be honest" and is used to express sincerity.
- IRL: IRL stands for "in real life" and is used to distinguish between online and offline activities.
- FWIW: FWIW stands for "for what it's worth" and is used to express that the information being provided is not necessarily definitive.
- YMMV: YMMV stands for "your mileage may vary" and is used to acknowledge that someone's experience may be different from your own.

By following the tips above, you can use syntax effectively in forums and comments on social media to communicate effectively and participate in online discussions.

## TYPICAL MISTAKES DURING E-COMMUNICATION

E-communication has become an integral part of our lives, but it can be easy to make mistakes when communicating online. Let us discuss some of the most common mistakes to avoid.

### Using too much informal language

E-communication is often more informal than face-to-face communication, but it's important to be mindful of your audience and the context of your communication. Avoid using too much slang or jargon, especially when communicating with people you don't know well or in professional settings.

### Not proofreading your messages

It's easy to make typos when typing quickly, but it's important to proofread your messages before sending them. Typos can make you look unprofessional and can also lead to misunderstandings.

### Using all caps

Typing in all caps is considered to be shouting online and can come across as aggressive or rude. Avoid using all caps unless you're trying to emphasize a specific word or phrase.

### Not using proper grammar and punctuation

Grammar and punctuation are important for clarity and readability. Avoid making common grammar and punctuation errors, such as not using periods or commas at the end of sentences.

### Sending long, rambling messages

It's better to send multiple shorter messages than one long message. This makes your messages easier to read and understand.

### Using too many emojis

Emojis can be a great way to add personality to your e-communication, but it's important not to overuse them. Too many emojis can make your messages look unprofessional or childish.

### Not considering your recipient

When communicating online, it's important to consider your recipient and the context of your communication. For example, you wouldn't use the same language or tone with your boss as you would with your friends.

#### Being too quick to respond

It's okay to take your time to respond to e-communications, especially if you need to think about your response. Avoid responding too quickly, as this can lead to impulsive or ill-considered responses.

#### Not using BCC

When sending an email to multiple recipients, use BCC to hide the email addresses of the other recipients. This helps to protect their privacy and prevents them from receiving spam.

#### Forwarding emails without permission

It's rude to forward emails without the permission of the sender. If you need to forward an email, ask the sender for permission first.

#### Oversharing

It's important to be mindful of what you share online, especially when communicating with people you don't know well. Avoid oversharing personal or sensitive information.

#### Not being respectful

It's important to be respectful of others when communicating online, even if you disagree with them. Avoid using personal attacks or insults. By avoiding these common mistakes, you can communicate more effectively and professionally online.

#### Additional tips for effective e-communication:

- Be clear and concise in your communication.
- Use a subject line that accurately reflects the content of your message.
- Organize your message into paragraphs and use headings to make it easier to read.
- Use proper grammar and punctuation.
- Proofread your message before sending it.
- Be mindful of your tone and avoid using sarcasm or humor that could be misinterpreted.

- Be respectful of your recipient and their time.
- Use BCC to hide the email addresses of the other recipients when sending an email to multiple people.
- Do not forward emails without the permission of the sender.
- Be mindful of what you share online, especially when communicating with people you don't know well.

It is important to avoid some lexical mistakes as well.

## Lexical Mistakes:

### 1. Misused Words:

- **Mistake:** Incorrectly using words that sound similar but have different meanings (e.g., "their" vs. "there," "your" vs. "you're").
- **Impact:** This can lead to confusion and convey unintended meanings in the message.

### 2. Jargon Overload:

- **Mistake:** Overusing industry-specific jargon or technical terms without considering the recipient's familiarity with the terminology.
- **Impact:** The message may be challenging to understand for those not well-versed in the specific field.

### 3. Redundancy:

- **Mistake:** Including unnecessary words or phrases that do not contribute meaning.
- **Impact:** Redundancy can make messages verbose and less effective.

### 4. Colloquialisms and Slang:

- **Mistake:** Using colloquialisms or slang inappropriately, especially in professional communication.
- **Impact:** It can create an unprofessional impression and may be confusing for recipients unfamiliar with the expressions.

### 5. Excessive Formality:

- **Mistake:** Using overly formal language in casual settings or with familiar contacts.

- **Impact:** This can make the communication seem stilted and unnatural.

## Grammatical Mistakes:

### 1. Subject-Verb Agreement:

- **Mistake:** Failing to ensure that the subject and verb in a sentence agree in number.
- **Impact:** It can lead to grammatically incorrect sentences, affecting the clarity of the message.

### 2. Run-On Sentences:

- **Mistake:** Connecting multiple independent clauses without proper punctuation or conjunctions.
- **Impact:** Run-on sentences can be confusing and make it difficult for readers to follow the message.

### 3. Sentence Fragments:

- **Mistake:** Incomplete sentences lacking a subject, verb, or both.
- **Impact:** Sentence fragments can be unclear and may not effectively convey the intended message.

### 4. Dangling Modifiers:

- **Mistake:** Placing a modifier in a sentence without a clear connection to the word it's meant to modify.
- **Impact:** Dangling modifiers can lead to confusion or unintended meanings.

### 5. Incorrect Verb Tenses:

- **Mistake:** Inconsistency or misuse of verb tenses within a sentence.
- **Impact:** Incorrect verb tenses can distort the timeline of events and create confusion.

### 6. Misplaced or Unclear Pronouns:

- **Mistake:** Using pronouns without a clear antecedent or placing them in ambiguous positions.
- **Impact:** Ambiguous pronouns can make it challenging to understand who or what the pronoun refers to.

## 7. Double Negatives:

- **Mistake:** Using two negative words in a sentence, which can result in a positive meaning.
- **Impact:** Double negatives can lead to confusion and misinterpretation of the intended message.

## 8. Comma Splices:

- **Mistake:** Connecting two independent clauses with a comma but no coordinating conjunction.
- **Impact:** Comma splices can create run-on sentences and affect the overall flow of the message.

By being aware of these lexical and grammatical pitfalls, individuals can enhance the clarity and professionalism of their electronic communication. Proofreading and taking the time to review messages before sending them can go a long way in avoiding these common language-related mistakes.

## **METAPHORS, METONYMY, AND EUPHEMISMS IN E-COMMUNICATION**

Metaphors, metonymy, and euphemisms are all figures of speech that can be used in e-communication to add interest, clarity, and impact to your messages.

Metaphors are comparisons that do not use the words "like" or "as". For example, saying "my email inbox is a black hole" is a metaphor for having a lot of unread emails.

Metonymy is a figure of speech in which one thing is used to refer to another thing that is closely related to it. For example, saying "the White House" to refer to the US government is a metonym, because the White House is the physical location of the US government.

Euphemisms are mild or indirect expressions that are used to replace more harsh or direct expressions. For example, saying "passed away" instead of "died" is a euphemism.

Examples of metaphors, metonymy, and euphemisms in e-communication:

- Metaphors:
  - "My brain is fried."
  - "Her words were like daggers."
  - "He's a walking encyclopedia."
- Metonymy:
  - "Wall Street" to refer to the US financial industry.
  - "The Crown" to refer to the British monarchy.
- Euphemisms:
  - "Downsizing" instead of "layoffs".
  - "Senior citizen" instead of "old person".
  - "Economically disadvantaged" instead of "poor".

When using metaphors, metonymy, and euphemisms in e-communication, it is important to keep the following in mind.

- Make sure your audience understands your figures of speech. If you are using a metaphor or metonymy that is not well-known, be prepared to explain it.

- Use figures of speech sparingly. Too many figures of speech can make your writing difficult to read and understand.
- Be mindful of the context in which you are using figures of speech. For example, you would not use a euphemism to describe a sensitive topic in a professional setting.

Here are some examples of how to use metaphors, metonymy, and euphemisms effectively in e-communication:

#### Metaphors

- "This project is a marathon, not a sprint." (This metaphor compares the project to a long-distance race, suggesting that it will require sustained effort and perseverance.)
- "Her ideas are a breath of fresh air." (This metaphor compares the person's ideas to fresh air, suggesting that they are new, refreshing, and exciting.)
- "His presentation was a disaster." (This metaphor compares the presentation to a natural disaster, suggesting that it was poorly executed and had negative consequences.)

#### Metonymy

"Wall Street is jittery ahead of the Fed's decision on interest rates." (This metonymy uses the name of a financial district to refer to the US stock market.)

- "The Crown has issued a statement expressing its condolences to the families of the victims." (This metonymy uses the word "Crown" to refer to the British monarchy.)

#### Euphemisms:

- "He passed away peacefully in his sleep." (This euphemism is used to replace the more direct word "died.")
- "She is downsized from her position." (This euphemism is used to replace the more direct word "laid off.")
- "The company is experiencing some financial challenges." (This euphemism is used to replace the more direct words "the company is losing money.")

By using metaphors, metonymy, and euphemisms effectively, you can make your e-communication more engaging, informative, and persuasive.



## NEOLOGISMS IN E-COMMUNICATION

Neologisms are new words or phrases that have been created recently. They are often used to describe new concepts, technologies, or trends. Neologisms are especially common in e-communication, where new words and phrases are constantly being created to reflect the rapidly changing digital landscape.

Here are some examples of neologisms that are commonly used in e-communication:

- app (short for application)
- blog (web log)
- cloud computing
- crowdfunding
- digital native
- hashtag
- influencer
- meme
- netizen
- podcast
- social media
- smartphone
- tweet (a short message posted on Twitter)
- viral (spread rapidly online)

Neologisms can be used in e-communication for a variety of purposes, including:

- to describe new concepts or technologies (for example, the neologism "cloud computing" is used to describe a new way of delivering and accessing computing resources);
- to create more concise and efficient expressions (for example, the neologism "tweet" is used to refer to a short message posted on X (Twitter));
- to add personality and flair to writing (for example, the neologism "meme" is used to refer to a humorous image or video that is shared online).

Neologisms can also be used to reflect social and cultural trends. For example, the neologism "influencer" is used to describe a person who has a large and engaged following on social media and who uses their platform to promote products or services.

How to use neologisms effectively in e-communication

- Make sure your audience understands your meaning. If you are using a neologism that is not well-known, be prepared to explain it.
- Use neologisms sparingly. Too many neologisms can make your writing difficult to read and understand.
- Be mindful of the context in which you are using neologisms. For example, you would not use a neologism in a formal business setting.

By following these tips, you can use neologisms to enhance your e-communication skills and write more informative and engaging messages.

Neologisms can be a valuable tool for communicating effectively in the digital age. By using neologisms sparingly and thoughtfully, you can make your writing more concise, efficient, and engaging.

E-slang, also known as internet slang, is a type of slang that is used in online communication. It is often characterized by its creativity, informality, and humor. E-slang can be used in a variety of online contexts, including social media, forums, and chat rooms.

Here are some examples of e-slang:

- AFK (away from keyboard)
- BRB (be right back)
- BTW (by the way)
- FWIW (for what it's worth)
- FTFY (fixed that for you)
- IMO (in my opinion)
- IRL (in real life)
- LOL (laughing out loud)
- OMG (oh my god)
- ROFL (rolling on the floor laughing)
- TL;DR (too long; didn't read)

- WTF (what the f\*ck)
- YOLO (you only live once)

E-slang can also be used to create new words and phrases that are specific to online communities or interests. For example, the e-slang term "fandom" is used to refer to a group of fans of a particular book, movie, TV show, or other work of fiction.

E-slang can be a fun and creative way to communicate online. However, it is important to be mindful of your audience when using e-slang. Some people may not be familiar with e-slang, or they may find it to be unprofessional or inappropriate in certain contexts.

E-slang is an ever-evolving language, and new terms are being created all the time. To stay up-to-date on the latest e-slang trends, you can follow online dictionaries and slang websites. You can also join online communities and forums where people use e-slang regularly.

### Emoticons

Emoticons are graphic representations of facial expressions that are used in digital communication. They are often used to convey emotions, tone of voice, and body language. Emoticons can be used in a variety of online contexts, including social media, email, and text messaging.

Here are some examples of emoticons:

# What every emoticon actually means



GRINNING



SMILE



SMILEY



GRIMACING



GRIN



RELIEVED



RELAXED



BLUSH



SLIGHTLY SMILE FACE



WINK



KISSING



KISSING, SMILING EYES



KISSING, CLOSED EYES



KISSING HEART



HEART EYES



HUGGING FACE



INNOCENT



LAUGHING



SWEAT SMILE



JOY



YUM



STUCK OUT TONGUE, WINKING EYES



STUCK OUT TONGUE



STUCK OUT TONGUE, CLOSED EYES



MONEY MOUTH FACE



DISAPPOINTED, RELIEVED



CRY



SOB



SLEEPY



SWEAT



COLD SWEAT



FEARFUL



SCREAM



WEARY



TIRED FACE

Emoticons can be used to make digital communication more expressive and engaging. They can also be used to clarify the tone of a message and to avoid misunderstandings.

Here are some tips for using emoticons effectively.

- Use emoticons sparingly. Too many emoticons can make your message look unprofessional or childish.
- Use emoticons to convey emotions, tone of voice, and body language. Avoid using emoticons to replace words or phrases.
- Make sure your audience is familiar with the emoticons you are using. Some emoticons have different meanings in different cultures.
- Avoid using emoticons in formal settings. Emoticons are typically considered to be informal communication.

Emoticons are a fun and creative way to add personality to your digital communication. However, it is important to use them sparingly and thoughtfully.

#### E-abbreviations

E-abbreviations are shortened forms of words or phrases that are commonly used in electronic communication. They can be used to save time and space, and to make communication more efficient. E-abbreviations are often used in social media, email, text messaging, and chat rooms.

Here are some examples of e-abbreviations:

- ASAP (as soon as possible)
- BTW (by the way)
- FYI (for your information)
- IMO (in my opinion)
- IRL (in real life)
- LMAO (laughing my ass off)
- OMG (oh my god)
- ROFL (rolling on the floor laughing)
- THX (thanks)
- WTF (what the f\*ck)
- YOLO (you only live once)

E-abbreviations can be a convenient way to communicate online, but it is important to use them sparingly and with caution. Some e-abbreviations may not be familiar to all audiences, and they may be considered unprofessional in certain contexts.

Some tips for using e-abbreviations effectively

- Use e-abbreviations sparingly. Too many e-abbreviations can make your message look unprofessional or childish.
- Use e-abbreviations with caution. Some e-abbreviations may have different meanings in different contexts.
- Make sure your audience is familiar with the e-abbreviations you are using. If you are unsure, it is best to spell out the words or phrases in full.
- Avoid using e-abbreviations in formal settings. E-abbreviations are typically considered to be informal communication.

E-abbreviations can be a useful tool for communicating online, but it is important to use them sparingly and thoughtfully. By following these tips, you can avoid misunderstandings and communicate effectively with your audience.

Here are some additional tips for using e-abbreviations effectively:

- Use them to save time and space. For example, instead of typing "I will be right back," you could type "BRB."
- Use them to make your communication more efficient. For example, instead of typing "I agree with you," you could type "+1."
- Use them to add personality to your communication. For example, instead of typing "Thank you for your help," you could type "THX for ur help!"

By following these tips, you can use e-abbreviations to enhance your online communication skills and write more concise, efficient, and engaging messages.

## **E-TERMINOLOGY**

E-terminology, also known as internet terminology or online jargon, refers to the words and phrases that are commonly used in online communication. E-terminology can be used to describe new concepts and technologies, to create more concise and efficient expressions, and to add personality and flair to writing.

Here are some examples of e-terminology:

- App (application)
- Blog (web log)
- Cloud computing
- Crowdfunding
- Digital native
- Hashtag
- Influencer
- Meme
- Netizen
- Podcast
- Social media
- Smartphone
- Tweet (a short message posted on Twitter)
- Viral (spread rapidly online)

E-terminology is constantly evolving as new technologies and online platforms emerge. It is important to be familiar with the latest e-terminology in order to communicate effectively in the digital age.

Benefits of using e-terminology

- **Conciseness and efficiency:** e-terminology can be used to create more concise and efficient expressions. For example, the e-term "app" is shorter and more concise than the term "application software."
- **Clarity and understanding:** e-terminology can help to improve clarity and understanding. For example, the e-term "cloud computing" can help to explain a complex concept in a simpler way.

- Community building: e-terminology can help to build communities and shared identities. For example, the e-term "netizen" is used to refer to a person who is active in online communities.

- Trend tracking: e-terminology can be used to track trends and developments in the digital world. For example, the e-term "influencer marketing" refers to a new type of marketing that uses social media influencers to promote products or services.

#### Challenges of using e-terminology

- Ambiguity: e-terms can sometimes be ambiguous or have multiple meanings. For example, the e-term "cloud" can be used to refer to a number of different things, including cloud computing, cloud storage, and cloud-based applications.

- Informal tone: e-terminology is often considered to be informal, so it should be used with caution in formal settings.

- Unfamiliarity: e-terms can be unfamiliar to some audiences, especially older adults or people who are not familiar with online culture.

#### Tips for using e-terminology effectively

- Use e-terminology sparingly, especially in formal settings.
- Make sure your audience is familiar with the e-terms you are using. If you are unsure, it is best to spell out the words or phrases in full.

- Avoid using e-terms that could be interpreted as offensive or discriminatory.

- Use e-terms to add personality and flair to your writing, but don't let them distract from your message.

E-terminology is a valuable tool for communicating effectively in the digital age. By using e-terminology sparingly and thoughtfully, you can make your writing more concise, efficient, and engaging.



## **How to apply discourse analysis to online forums?**

Online forums are a type of computer-mediated communication (CMC) that allows users to exchange messages on a specific topic or interest. They can be seen as a form of discourse, involving linguistic and social practices that shape and are shaped by the online community. To apply discourse analysis to online forums, you need to define your research question and scope, collect and organize the data, analyze the data, and report the results. This includes selecting and sampling the data, accessing and downloading it, storing and labeling it, coding and categorizing it, identifying and interpreting linguistic and discursive features, linking findings to theoretical frameworks, presenting and discussing findings, supporting claims with evidence from the data, and acknowledging limitations and implications of your analysis. All of these steps are necessary for effectively carrying out discourse analysis on online forums.

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