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# INFLUENCE OF TECHNOLOGY IN CREATING A LINGUISTIC SUBCULTURE

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## **ABSTRACT**

Technology has been able to change what we can do and how we do things with the help of rapidly developing technologies and as a result, language has also been modernized by the time. Modern technologies have made a huge impact on changing the language use which is mainly speaking. The objective of this research is to identify how technology has aided to create a modern world linguistic subculture. Various types of morphological changes have occurred majorly in English language such as acronyms, word blends, and clipping with the introduction of modern-day technologies. This research is mainly based on qualitative data which will be gathered from interviews and online sources. One of the most common ways where these changes could be seen is when a company name or a name of a technical device become a way of doing something. The most popular example for this is the word 'google' which means "search for information about (someone or something) on the Internet using the search engine Google." This was known as the word of the year in 2002 and later it became the word of the decade in 2009. Thus, technology itself has introduced a subculture of language which is different from the standard varieties of language and this linguistic subculture is widespread all over the world at present. In conclusion, the technology has led the language into a whole new level which has been positively embraced by the language users.

Keywords: Acronyms, Clipping, Language, Linguistic Subculture, Technology

## **INTRODUCTION**

The world would not be the same if there was nothing known as technology at present. Technology itself has been able to have an impact on almost every day to day activity of the human lifestyle. Moreover, it is quite understandable that this modern phenomenon has been able to change the lifestyle patterns of the mankind together with the thinking patterns. Thus, language has also been influenced by the technology by the time as a result of the technological evolution. The most common use of technology for language purposes is communication. Communication through technology is currently widespread everywhere possible in the world with the launch of communication applications such as Instagram, WhatsApp and Facebook. Introduction of the above-mentioned communication devices and platforms have made a great difference in the form of communication. On account of this specific reason, technology is currently in the role of creating a modern subculture related to language and Linguistics. Expression of ideas and thoughts as well as connection for communication have been taken into another level with the application of technology in the communication process. The contribution of technological advancement in creating a present-day linguistic subculture and the types of

changes which have occurred in the use of language in technological communication are particularly in a different level compared to traditional communication process. More specifically, modern day technologies have been able to create major morphological and semantic alterations in the language. New word classes, syntactic patterns and semantic expressions in languages have been created as a result of this phenomenon as well. This study focalizes the influence of technology over language which occurred since the introduction of modern technology. Furthermore, this particular study is implemented to identify the language alterations which have occurred in different linguistic levels as a result of the combination of technology with language. Ever since the launch of technology in the society, this particular phenomenon resulted in a vast amount of societal evolvments. Amidst the above mentioned societal evolvments, the evolution of language is considered a major change because significant number of linguistic variations have materialized in a short stretch of time. Fulfilling the intention of technology, the use of language has also been simplified in different manners. Resultantly, the passage has been created for the introduction of modern linguistic forms and more importantly, diverse terminologies have been generated in a respective manner according to the current lifestyle and the technological development of the world. This tendency has made a significant improvement in the field of communication so that using such modern technology-language based improvisations have been popular not only in technological communication platforms but also in regular conversations in the society. In such circumstances, the study of modern aspects related to language is required as the modern-day language used in the society has been evolved in the course of time resulting from several

factors such as technology. Language has not been identical constantly and it has been evolving for generations with the regular advancements of the society. Investigating the influence of technological advancement over language creates the chances of identifying lately generated characteristics of languages. Consequently, the identification of the novel subculture of language arises to be dominant signifying the modern linguistic aspects. Linguistic forms have been modernized with regard to creating different styles of words used in technological communication at present. The gradual evolution of language used in technological communication has currently developed as an up to the time linguistic subculture and it has been widely spread all over the world in an instant of time. By way of conclusion, technology, which has forthwith established an original faction of culture, has been ameliorating the language cultures of different societies towards a timely development based on various factors.

## ***LITERATURE REVIEW***

Today the use of technology or the internet represents the newest, broadest and fastest means of exchanging information all over the world. Technology, therefore, has a big role in changing the way people communicate. Since the spread of the internet, in the early 1990's, it became a very significant component in the process globalization and the widespread of English language. (Abbas, 2019) New technologies function to facilitate new pursuits by developing new styles of the English language. (Crystal, 2015) It is argued that technological change, to some extent, tends to provoke linguistic and cultural change. (Abbas, 2019) The internet users have the ability to communicate faster and send short text messages to each other. All

the abbreviations, acronyms included in the internet language make up most of Netspeak's vocabulary along with lists of coined words and phrases. SMS language or internet acronyms are the abbreviated language and slang words commonly used with mobile phone text messaging, email and instant messaging (online chat application, such as Messenger from Facebook, Instagram, Twitter). (Abbas, 2019) In the analysis of text messaging, it was found that these messages don't use formal language and have many abbreviations. Acronyms found the language of the internet are no longer a combination of letters. They stand for full meaningful and pronounced as words. It is evident that the electronic communication has a remarkable influence on the use of the modern English language. This tendency of using the internet and other various social media is expected to continue in the nearest and far future introducing new forms of language, like new graphology and net-speak which don't follow the grammatical and syntactic rules of a systematic English writing. (Abbas, 2019)

## ***METHODOLOGY***

The application of technology for communication has been announced a vast number of alternations related to language. In other words, this has been able to precede the language culture to an entirely modernized dimension. This research was basically implemented on the qualitative data approach. The relevant data for the research were gathered through the examination and investigation of language used in daily conversation on different social settings and technological platforms. Subsequently, the gathered data on language styles were analyzed in order to identify the differences compared to the regular language style as well as the linguistic characteristics of the new language patterns. After the analysis of the

data, the identification of new terminologies occurred as a consequence of technology, use of technology for different language purposes along with new linguistic aspects originated as a result of technology were done as the final step of the research.

## ***DISCUSSION***

Language is considered the most essential tool for the humans to place the foundation of any activity. This is because this significant tool assists in expressing, and sharing ideas which makes the proper path for communication. Where there is no language, there will be no proper means of communication. In the journey of advancement of generations, the language has also been evolved systematically according to the nature of the society of the relevant generation. At present, technology has taken the control of almost every regular and basic activity of human lifestyle. As a result, communication process has been influenced by the technological advancement as well. This social phenomenon has created the passage for the evolving of language parallel to the technological development. Language, which is the bridge that creates the mutual relationship between the humans and communication, was the single significant component that affected the communication process up to a certain period. However, at present, technology has been playing a vital role in communication with the introduction of modern technological communication devices. Both language and technology are considered of highest significance for the communication process in modern society. Consequently, use of technology in communication has led the way for several significant changes in language. More importantly, the world citizens have embraced this new experience in a more open and positive manner as a while. Application of technology for language

and communication purposes has created major differences in language use. Modern linguistic characteristics, new terminologies as well as use of technology for language purposes have been introduced as a consequence of technological invasion over language. Based on these innovations, modernization of linguistic aspects, linguistic purposes as well as linguistic means of communication have occurred in a significant manner.

### **Modern Linguistic Aspects**

Language is an ever-changing phenomenon. Based on various factors, language has to alter several forms and patterns in order to suit the existing social system. In addition to altering language patterns, introduction of new language forms occurs with the evolution of language as well. Thus, being a highly influencing factor for language change, technology has caused in changing and introducing language forms and styles according to the modern cultural settings. A considerable number of novel language patterns have been used merely in technological platforms regardless the inability for using them for standard language purposes and functions. Corresponding to the above-mentioned fact, below are the modern linguistic formations used in technological settings.

### **Nominalization**

Nominalization is the use of certain words, which do not appear or act as nouns, as nouns. In this phenomenon, words in a different grammatical category or the same category are used as nouns in order to give the relevant meaning as a technology related term. Nominalization is done majorly because of the need to demonstrate the terms in a technological context. Formation process of this technique executes a morphological process where inflectional morphemes are added to a word, which belongs to

different word class, in order to make that word a noun.

Ex:

wearable + s

wearables – accessories and clothing that include electronic technology as a part of them

### **Verbalization**

Verbalization is the use of specific terms in the form of verbs. Nouns related to technological devices have mainly been using as verbs in the society influenced by technology. These types of words were first used merely to name the relevant technological devices and platforms. However, with the rapid development of usage around the world, the need of claiming words for naming the actions, which are done using these devices and platforms, was generated in the language. Consequently, the exact titles, which were used to name such devices and platforms, were introduced as the verbs to describe the tasks implemented using them. Linguistically, the use of nouns as verbs to signify a certain task has been performed in this phenomenon.

Ex: google – to use the Google search engine to obtain information on the World Wide Web

boot – to start a computer

access – to gain ability to a connect to a computer system or network

### **Clipping**

Removal of several letters in words, usually vowels in order to shorten the words is known as clipping. In this process, vowel segments of words are removed to make the words easier to type. This has been especially common in communication applications and this form of language is widely used in SMS language. This technique is one of the most common morphological processes in the linguistic subculture originated as an effect of technology.

Ex: cover – cvr  
please – pls  
thanks – thnx

### **Acronyms**

Contraction of a set of words by combining the first letter of each word is called acronyms. This type of makings of words are vastly popular in the technological communication as it eases the process of communication in a great manner. This morphological process is mostly used with several specific phrases used in different language cultures.

Ex: btw – by the way  
idk – I don't know  
omw – on my way

### **Semantic Shift**

Semantic shift is the use of a term in a different context regardless the original meaning of the term. Several general terms have been used likewise with the evolvement of technology to give the relevant technological definition. This process could be known as a creative task in language as it gives a different definition for a certain word with the intention of using in a different context. A term or a word, which is extracted from the traditional and common language system, is given a new definition in this specific technique. Thus, the relevant term shifts its meaning according to the context it is used. This technique has been adapted commonly in the field of technological communication to give various meanings for words in the technological background.

Ex: Catfish

Original meaning: a type of freshwater fish

New meaning: someone who seduces a person with a false identity online (slang)

Firehouse

Original meaning: a large-diameter hose used in extinguishing fires

New meaning: a very large stream of data

### **Technology: The Creator of a New Linguistic Subculture**

'Culture' is the phenomenon that explains the norms, beliefs and, traditions as well as characteristics of a certain society or nation. It is treated as the valued base of a society which makes it special and unique from other cultures. Culture and language bear the same significance as it reveals the nature and the value of different sets of humans. Thus, it is obvious that language demonstrates a certain culture and is influenced by the culture. With the regular advancement of technology, technology also became an influencing factor over language as the culture influenced language. Cultural influence over language created different language cultures which differ from each other. However, 'technology', being an individual social-influencing factor, was able to create a whole new linguistic subculture with the influence over language. The foundation for this specific occurrence was laid with the introduction of advanced communication applications. Through this process, communication was transmitted to a newer dimension where communication process was made easier and more comfortable. Numerous language forms, which owned different styles, differed from the traditional forms and styles of the language. The concept called "SMS Language" was originated as a result of the technological effect on language. The features related to SMS Language appears in a different manner as it possesses its own formations of words and lexemes. These special techniques have been discussed in the above section named "Modern Linguistic Aspects." Language has various sets of tasks and purposes to fulfil in different dimensions. Apart from the communication purpose, technology has been applied to various types of language requirements. Language

learning and teaching as well as linguistic needs such as translation are among the fields where language plays its role partnered with technology at present. Consequently, use of technology for language purposes in several platforms have been popular in the modern technological era. Technology has been applied to several tasks in which language acts as the base. A whole modern nature has been given to these tasks of language with the application of technology. As a result, creation of new sets of vocabularies, terminologies as well as new ways of implementing language tasks were generated. Thus, the creation of new word forms as a result of development of technology and communication basically paved the way for generating a new concept called “Technological Communication.” The combination of technology and language for the purpose of communication, thus, was able to create a new linguistic subculture as a modern era of language. In conclusion, technology has advanced the way for creating a modern technology-based language culture in addition to the traditional language culture in each language society at present.

## **CONCLUSION**

Technology has played a significant role in the field of language since it was started. Started with the modern methods of communication, technology has influenced the language to a larger extent in a considerable manner. This modern-day phenomenon earned an enormous popularity among people and as a result, people tended to make communication extremely easier fulfilling the foremost objective of technology. Communication was simplified with different strategies which were introduced in texting, and online communication. In addition to the latest forms of language, the need for new terminology related to the new theories and introductions in the field of

technology had to be fulfilled as well. Consequently, technology paved the way for the introduction of a new set of words for the language which remarked a significant evolution. Furthermore, technology was operated as a tool in order to fulfill various linguistic tasks and requirements of the society which majorly consisted of machine translation, and language learning and teaching. Thus, technological advancement, which played a vital role in creating modern aspects of language, was able to influence almost every dimension bound with language. More importantly, these phenomena, according to the society, have had the means for directing language to a whole new and different range. Conclusively, it clarifies and proves the fact that technology has been able to create a modernized and sophisticated linguistic subculture.

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