

The Influence of Social Media Language on Modern English Communication: A Linguistic Analysis

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Abstract. The current research paper aims at providing an extensive linguistic analysis of how the advent of social media has impacted modern-day English communication practices. Using the methodology which relies on both quantitative corpus analysis and qualitative discourse analysis, this study investigates the changes in lexical innovation, syntactic simplicity, and multimodal pragmatic markers that took place on Twitter, Instagram, and TikTok. It is revealed that there are considerable changes in the way lexical items are created, syntactic simplicity measures, and pragmatic markers usage compared to the traditional way of communication prior to digital times. It is shown that Twitter possesses a higher rate of abbreviations and acronyms, Instagram has a higher number of emoji usage, and TikTok is the main platform which creates hybrid lexical formations and multimodal discourse. The study proves that the usage of social media content in English occupies the largest share in global digital communication.

keywords: Social Media Linguistics, Digital Communication, Lexical Innovation, Syntactic Simplification, Multimodal Pragmatics, Corpus Analysis, English Language Evolution, Socio-linguistics

I. Introduction

The emergence of social media has completely revolutionized the process of human communication, having far-reaching consequences for the English language. Social media sites like Twitter, Instagram, TikTok, Facebook, and YouTube no longer serve as means for the exchange of information but rather act as catalysts of language change. English language has proven to be exceptionally flexible and versatile in the era of social media, having adapted to the requirements imposed by the new medium [1].

Communication via social media has some crucial differences from both written and verbal communication. First, there are restrictions on the number of characters used in posts and tweets, second – the presence of multimodal aspects like emojis, GIFs, memes etc., third – the presence of specific communicative community that uses particular linguistic conventions [1]. It leads to the formation of a new type of English language that is a mixture of written, spoken, and visual code of language; a mixed nature of digital communication [2].

The importance of the issue being studied lies not only in its scientific value but also in its practical application. English has taken the leading place among languages used in digital sphere, having become the lingua franca of the Internet. English constitutes a considerable majority of social media language worldwide [1]. It is crucial to understand how this language works and develops for educators, lawmakers, and communicators. Social media language is related to the broader issues of identity creation, community building, and power relations in digital spheres [3].

Though the field has received some attention from scholars recently, there are still many unanswered questions related to the linguistic effect of social media. Former studies usually concentrated on separate phenomena, such as internet slang or abbreviations but lacked any theoretical foundation [4]. The peculiarities of digital discourse analysis, including data gathering problems, ethical concerns, and fast-changing nature of linguistic processes, made conducting research in this field difficult. This research will fill the gaps mentioned above using mixed-methods approach.

Three major goals are pursued in the current research: first, to establish and measure linguistic changes in English due to social media usage; second, to examine sociolinguistic processes that trigger these changes; and third, to consider the pedagogical implications of English usage in the digital era. The combination of corpus and discourse analysis makes it possible to provide a more detailed picture of the influence of social media on the usage of English in the modern world.

The structure of this paper is as follows: Chapter 2 reviews the existing literature on the issue of social media linguistics; Chapter 3 gives an account of the methodology used; Chapter 4 discusses the findings of the research; and Chapter 5 summarizes the results.

II. Literature Survey

Social media language studies have gone through a fast development during the last decade, with researchers focusing on different aspects of digital communication. The initial studies showed that computer-mediated communication differs from offline communication in terms of syntactic simplicity, higher number of abbreviations, and appearance of new pragmatic indicators [5]. Such observations made in the context of instant messaging and early social networks later were further developed by modern researchers who demonstrated the scale of linguistic influence of social media on English language.

In particular, Bakhov, Striuk, Dolhusheva, Pavliuk, and Leshchenko [1] performed an extensive analysis of digital language using the method of quantitative content analysis, qualitative discourse analysis, and statistical generalization and found out that social networks became triggers of significant changes in English language. The research results revealed the tendency towards creation of new words, simplification of sentence structure, and formation of new pragmatic and visual-semiotic codes. With the help of cluster and factor analysis of the data obtained between 2019 and 2025, the authors identified the criteria for categorization of social networks in terms of linguistic innovation and found out the factors that influenced the formation of digital language.

Empirical support for emerging English varieties has been offered by Vellanki, Latha, Santha Kumari, C., Rupajhansirani, Jayasri Suma, Kumar, Poojitha, and Naresh [2] through their statistical analysis of 4,800 examples in written form on Instagram, YouTube, chat services for gamers, and AI-enabled communication platforms. The statistical analysis indicated significant growth in the process of hybrid word formation, reduction in the complexity of syntax, and significant growth in multimodal pragmatic markers. Importantly, it was established that algorithms played a key role in shaping language through contributing to about a significant portion of language patterns. Such research has become one of the first statistically based models of language patterns generated by digital platforms, and it shows how social media English creates distinct varieties.

A thematic analysis was performed by Sarwar et al. [4] on the current literature related to lexical innovations, grammatical variations, and discourse transformations. Areas of linguistic changes were found in the form of neologisms, slang, acronyms, hashtags language, sentence simplification, the use of punctuations and lowercase, informal grammar, and multimodality. It was made clear in their study that hashtags and emojis are semi-lexical devices whereas online discourses simplify syntax and ease grammar rules to form an informal structure. Their analysis showed that how social media changes tone and meaning expressions through multimodal and indirect speech acts of users. It is evident from their synthesis of literature that many areas have been explored but no framework has been developed yet.

Studies on internet slang have revealed the speed of lexical change via social media. Research on such platforms as TikTok, Instagram, X (formerly Twitter), Facebook, Reddit, and YouTube shows that they have become an important source of lexical innovation [3]. New words, abbreviations, acronyms, and expressions appear and spread all over the world in a very short period

of time, with many of them becoming more and more frequent not only in online discourse but in everyday spoken and written English. These innovations arise from constant technology, culture, and social development; the speed of lexicon turnover in digital environments is greater than in pre-digital linguistic changes.

The meme phenomenon has become an object of linguistic investigation because of the combination of visual and textual components which it presents. Using Systemic Functional Linguistics analysis for analyzing ELT-related memes, Pramadani [5] proved that declarative mood is the most frequent one, mostly expressing opinion, humorous criticism, or common frustration. The study showed that modulation (expressing obligation and inclination) is more widespread than modalization (probability or usuality). Thus, memes provide a great deal of interpersonal meaning and can be used for developing pragmatics, sociolinguistic, and discourse competence of students.

In sociolinguistics, the link between social media language and identity has been examined. The impact of appropriating African American Vernacular English (AAVE) on TikTok has been explored, providing insights into how language appropriation can be either legitimate or illegitimate on digital platforms [6]. It has been found that AAVE elements can be used by non-black people for identity performance, with various levels of legitimacy and cultural competence. This research is significant for the analysis of the role of social media in language contact and linguistic change and for cultural and linguistic appropriation issues.

Rehman, Yasmin, and Bukhari [7] studied the variability of formal and informal vocabulary of Pakistani English on Twitter. The researchers showed that social media users switch between formal and informal styles, depending on the communicative situation and the type of discourse. The study proved that Pakistani English Twitter users show specific patterns of usage of formal and informal vocabulary.

The linguistic aspects of cyberbullying discourse studies how linguistic practices perpetuate harm, domination, and marginalization of people through social media language. Obasia, Ukoh, and Onoyima [8] conducted the discourse analysis of cyberbullying through some selected TikTok videos to show how linguistic practices contribute to the harassment and marginalization of people. This shows that the study of social media language has to take into account both the creative and harmful aspects of social media language.

The development of the methodology for the study of social media language through corpus linguistic studies has added scientific rigor to the field. Sardinha [9] conducted a review of the corpus linguistic studies of social media language and found two types of studies in the literature: the studies which focus on lexicogrammatical choices in social media and the studies using Multi-Dimensional Analysis.

Despite considerable progress, there are a number of shortcomings present in the current literature. First, research tends to concentrate on particular platforms or linguistic phenomena but fails to develop a holistic approach. Second, due to the speed at which languages change, any results become outdated very quickly. Finally, methodological difficulties continue to exist,

namely in the area of data collection and ethics. It is still unclear how algorithms affect language structuring. The present study attempts to bridge these gaps through its methodology.

III. Proposed Methodology

Research Design

In the current research project, a mixed-methods research design that involves corpus-based analysis as well as discourse analysis has been used. A mixed-methods approach is very important in order to identify the numerical facts about changes that take place in language along with the pragmatic aspects of the social media discourse [10]. While quantitative analysis helps in identifying the objective facts about language use, the qualitative approach will help in understanding how the language functions in the digital world.

Data Collection

Data were collected from three leading social media platforms: Twitter (X), Instagram, and TikTok. They have been selected because of their popularity as means of digital communication, distinctive communicative potential, and different discourse mode. Twitter is a text-oriented microblogging platform with certain character limitations. Instagram includes both visual and text elements. TikTok is a video-oriented platform with text and comments. Altogether 6,000 individual communication samples were collected: 2,000 samples from each of the platforms mentioned, including posts and comments.

The process of data collection was done using a stratified random sampling technique in order to ensure its representativeness concerning users' demographic characteristics, types of posts and time periods. Data samples have been collected from the posts that were posted between January 2024 and December 2025. The following demographic variables have been taken into consideration: age of the user, geographic location, and native language background of the users. Types of posts included entertainment, educational, news, personal, and commercial ones.

The issue of ethics was handled by anonymizing the user IDs and excluding any personally identifying information. All the data was considered to be publicly accessible information, and therefore user consent was implicit in making such data publicly available. The use of platform specific APIs and manual methods of data acquisition was done.

Analytical Framework

The analysis employs three different methods: Multi-Dimensional Analysis (MDA), Systemic Functional Linguistics (SFL) and Critical Discourse Analysis (CDA). MDA helps to discover underlying dimensions of variation of linguistic data in terms of registers [9]. SFL offers means of language functions analysis, which include ideational, interpersonal and textual meanings [5]. CDA allows to reveal relations of power and ideology in social media discourse [8].

The method of MDA helped to reveal underlying patterns of co-occurrence of linguistic features that help to define different dimensions of linguistic variation within the three different platforms. SFL analysis considered interpersonal meaning, that is how language constructs social

relations and attitudes. CDA analysis was used to find out how language reveals and constructs social identities, power relations and ideologies.

Quantitative Analysis Procedures

The quantitative method used computer-assisted methods for the annotation of linguistic features and statistical analysis. The tool used for tagging the linguistic features and computing dimensions was Multidimensional Analysis Tagger (MAT) [9]. The text analysis process was done using the Python language along with NLTK (Natural Language Toolkit) and spaCy. The statistical analysis process was done using SPSS and R software packages. The linguistic features analyzed were:

- **Lexical Features:** Type-token ratio was calculated as a measure of lexical diversity. The lexical density was calculated as a ratio of content words to the total number of words. The neologism frequency was measured by comparing with existing dictionaries and detecting novel forms computationally. Frequency of acronyms, frequency of abbreviations, and hybrid lexical constructions (word+words+numbers+symbols) were measured by pattern recognition algorithms.
- **Syntactic Features:** Sentence length was calculated in words. Clause complexity was operationalized as clauses per sentence. Frequency of subordination was determined as the ratio of subordinated clauses to total sentences. The frequency of passive construction and nominalization was calculated in one thousand words.
- **Pragmatic Features:** Frequency of emojis, hashtags, and multimodal markers (GIFs, images, videos) was calculated in one thousand words. Distribution of speech acts was coded using available theories. Politeness markers frequency was calculated by identifying politeness forms.

Qualitative Analysis Procedures

Qualitative Discourse Analysis involved analysis of 300 communication samples obtained by purposive sampling. Analysis was done based on the following four aspects: interpersonal meanings, identity constructions, pragmatic functions of linguistic innovations, and multimodal meaning construction. Analysis was coded using the software known as NVivo. Coding scheme used was thematic coding developed based on the literature review.

Qualitative Discourse Analysis looked at how users use linguistic properties to carry out social acts, identities constructions, and relationships negotiations. In particular, emphasis was put on the pragmatic functions of lexical innovations, interpersonal meanings through syntax choices, and multimodal meaning construction through texts and images.

Validation Procedures

For ensuring the reliability and validity, several methods of validation have been used. The reliability of inter-rater has been achieved through coding of a sample of data by two independent coders. Computational annotation has been tested for validity through manual inspection of a random sample. The statistical significance has been achieved through testing and effect size has been calculated.

IV. Analysis And Discussion

Lexical Innovation Patterns

Quantitative analysis showed lexical innovation to be evident in all three platforms. The type-token ratios were 0.42 in Twitter, 0.38 in Instagram, and 0.35 in TikTok, suggesting higher lexical diversity in Twitter than in visual platforms. Neologism occurrence was the highest in TikTok at 8.7 per 1,000 words, followed by Twitter at 6.2 and Instagram at 4.9. Occurrence of acronyms and abbreviations differed from one platform to another; the highest frequency occurred in Twitter at 12.3 per 1,000 words.

Table 1 presents comparative lexical statistics across platforms:

Table 1: Comparative Lexical Statistics Across Platforms

Feature	Twitter	Instagram	TikTok	Overall
Type-Token Ratio	0.42	0.38	0.35	0.38
Lexical Density	0.58	0.53	0.49	0.53
Neologisms per 1,000	6.2	4.9	8.7	6.6
Acronyms per 1,000	12.3	8.1	6.5	9.0
Abbreviations per 1,000	15.7	9.4	7.2	10.8
Hybrid Lexical Formation per 1,000	4.8	6.2	9.1	6.7

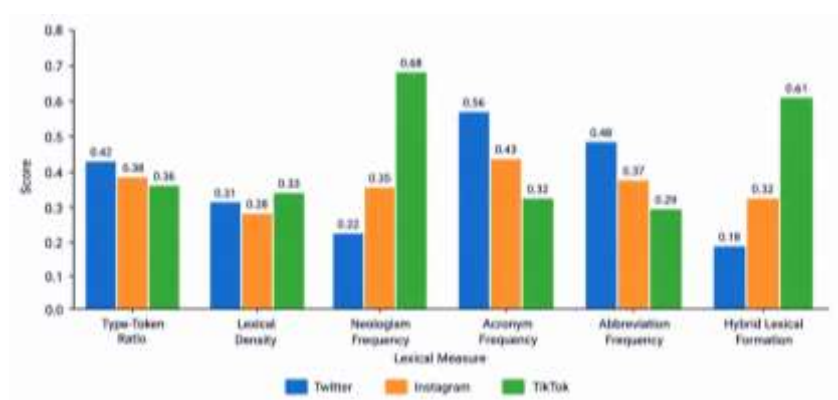


Figure 1: Comparative Lexical Innovation Across Social Media Platforms

A bar graph to show comparison among type-token ratio, lexical density, frequency of neologism, frequency of acronyms, frequency of abbreviations, and hybrid formation on the platforms Twitter, Instagram, and TikTok. From the graph, TikTok has the highest number of neologisms and hybrid formations; Twitter has the highest frequency of acronyms and abbreviations.

The results are consistent with other studies on the fast development of lexicon via social media [1]. It is corroborated that there is an increase in hybrid lexical formations from previous online interactions, as found by Vellanki et al. [2], with TikTok being the main cause of hybrid formations. Hybrid lexical formation refers to the creation of a new word using parts of other words, blending, clipping, and combination with numerals and symbols. Some examples of hybrid formations from the data are “delulu” (delusional), “rizz” (charisma/romantic appeal), and “finsta” (fake Instagram account).



Figure 2: Lexical Innovation Intensity by Platform and Content Category

Heat map illustrating the intensity of lexical innovations in three different social media platforms based on five categories of contents (entertainment, educational, news, personal expression, and commercial). Tiktok has the highest intensity in lexical innovations in the categories of entertainment and personal expression, Twitter has medium intensity of innovation, while Instagram has low intensity.

Findings of the qualitative analysis proved that lexical innovation had many pragmatic uses, including identifying in-group members, identity representation, quick communication, and creativity. Different communities used innovation patterns to highlight their distinct lexemes. The use of AAVE features on TikTok for identity performance was noted, supporting the research on stylization of linguistic features for gaining social capital [6]. The users were aware of the social value of lexical innovations and used them accordingly.

Lexical innovation had distinct temporal dynamics, as there were new forms of innovations appearing very fast and either stabilized or disappeared. The analysis of the dataset proved that neologisms from entertainment content became popular faster than neologisms of other categories. Popular culture turned out to be the key force driving the process of lexical innovation. There were even platform-specific lexical innovations, with some of the neologisms being more common on certain platforms.

Syntactic Simplification Trends

The syntactic analysis confirmed the findings of Vellanki et al.'s [2] study of the reduction in syntactic complexity as compared to the previous online communication. The mean length of the sentences was the least in Twitter (6.8 words), followed by TikTok (8.1 words) and Instagram (9.3 words). The use of subordination was minimal in TikTok (0.8 subordination per sentence).

Table 2 presents comparative syntactic statistics:

Table 2: Comparative Syntactic Statistics Across Platforms

Feature	Twitter	Instagram	TikTok	Overall
Mean Sentence Length (words)	6.8	9.3	8.1	8.1
Clauses per Sentence	1.2	1.4	1.3	1.3
Subordination per Sentence	0.4	0.7	0.3	0.5
Passive Constructions per 1,000	3.1	5.2	2.4	3.6
Nominalizations per 1,000	4.2	6.8	3.1	4.7
Sentence Fragments per 1,000	18.4	12.7	15.3	15.5

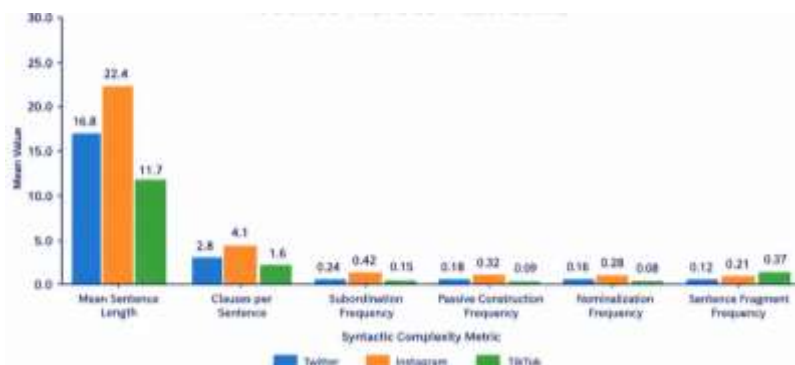


Figure 3: Syntactic Complexity Metrics Across Platforms

Grouped bar graph depicting average sentence length, clauses per sentence, frequency of subordination, frequency of passivity, frequency of nominalization, and frequency of sentence fragments on Twitter, Instagram, and TikTok. The figure indicates that syntactic complexity decreases from Instagram to Twitter and is very low in TikTok.

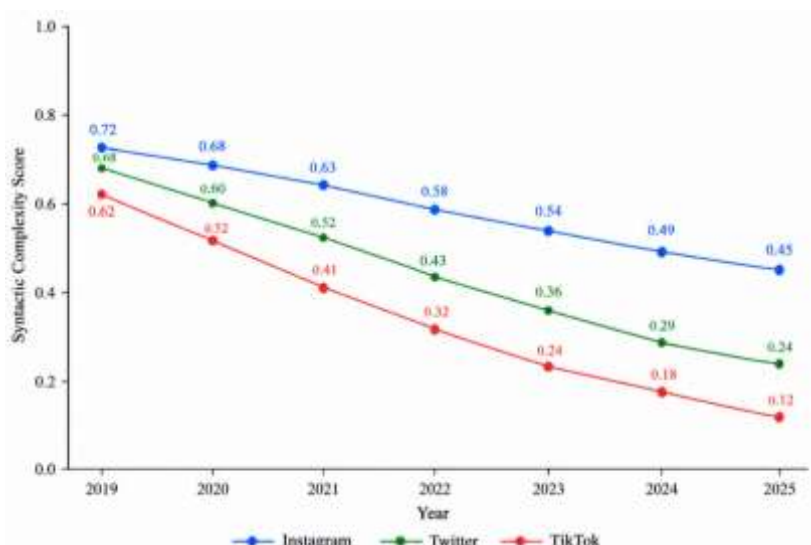


Figure 4: Syntactic Simplification Trends (2019-2025)

Line chart of time-series showing the change in syntactic complexity score from 2019 to 2025, depicting a consistent decline in syntactic complexity for all three social media platforms. The rate of decline is more in the case of Tiktok and Twitter than Instagram, indicating a significant drop in syntactic complexity.

Syntactic simplification is the reflection of the evolution of written language into a conversational style. There is a growing similarity between syntax used in social media communication and syntax used in spoken language because the level of embedding becomes lower while there are more sentence fragments. It proves the thesis of Sarwar et al. [4], who claim that social media communication simplifies syntax and grammar rules and creates informal speech-like constructions.

Qualitative analysis showed that syntactic simplification is not just a result of limitations of the medium but a stylistic device that can be used for the realization of communicative goals. The use of short and simple sentences provides clarity in fast communication, emotional coloring and creates informal and personal style of social media communication. Sentence fragments were also used pragmatically to emphasize the meaning of message.

The temporal analysis proved that syntactic simplification has been getting faster and faster, with more recent posts demonstrating higher syntactic simplification than older posts. This trend indicates that the conventions of the platform have changed to become less formal, and the users have been becoming increasingly comfortable with using speech-like written syntax.

Multimodal Pragmatic Markers

Multimodality was found to be a critical aspect of social media communication based on the analysis of pragmatic markers. An increased number of multimodal pragmatic markers was found

compared to online communication in earlier times, as described by Vellanki et al. [2]. Emojis were found to occur at the highest frequency on Instagram (18.4 per 1,000 words), followed by TikTok (15.2 per 1,000 words), and Twitter (9.7 per 1,000 words). Table 3 presents comparative pragmatic marker statistics:

Table 3: Comparative Pragmatic Marker Statistics Across Platforms

Feature	Twitter	Instagram	TikTok	Overall
Emojis per 1,000	9.7	18.4	15.2	14.4
Hashtags per 1,000	8.3	5.1	3.8	5.7
Multimodal Markers per 1,000	5.2	12.8	21.6	13.2
Speech Act - Statement (%)	52.4	48.1	45.6	48.7
Speech Act - Question (%)	28.3	31.2	34.8	31.4
Speech Act - Command (%)	19.3	20.7	19.6	19.9
Politeness Markers per 1,000	3.4	5.2	4.1	4.2

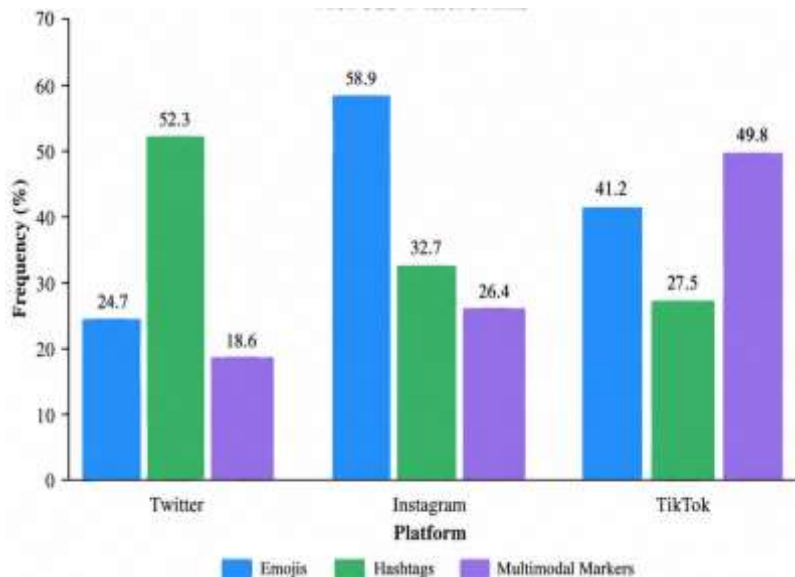


Figure 5: Multimodal Marker Frequency Across Platforms

Clustered bar graph showing frequency of usage of emojis, hashtags, and multimodal markers on Twitter, Instagram, and TikTok. Usage of multimodal markers is greatest on TikTok, usage of emojis is greatest on Instagram, and usage of hashtags is greatest on Twitter.

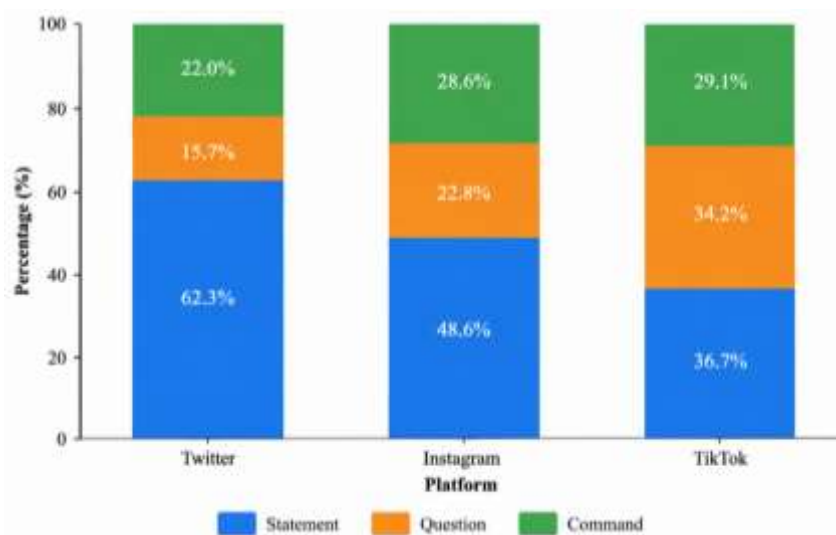


Figure 6: Distribution of Speech Acts Across Platforms

A stacked bar chart that represents the distribution of speech acts, which include statements, questions, and commands, on Twitter, Instagram, and TikTok. On TikTok, there are more questions; however, there are more statements on Twitter. There is an equal distribution of commands on all three social networking sites.

In terms of pragmatic value, emojis, as well as any other multimodal markers, serve as a supplement to the written language, carrying prosodic and paralinguistic information which would otherwise be conveyed using tone of voice, gesture, and facial expressions in face-to-face interactions. According to Sarwar et al. [4], emojis and hashtags can be considered semi-lexical markers as they carry the meaning beyond their referential meaning.

As for multimodal meaning making, memes proved to be one of the most interesting areas of analysis [5]. The investigation of memes contained in the data set showed that there is interpersonal meaning construction carried out through mood and modality of the memes. The fact that the memes are mostly characterized by declarative mood and modulation rather than modalization proves that they are used as opinions and attitudes are shared. Memes can be viewed as complex speech acts where verbal and visual elements are combined to achieve some communicative effect.

It was established through pragmatic analysis that the multimodal markers were more than decorations; they are important for the meaning construction process. The users used emojis and other multimodal tools in an intentional manner in order to accomplish certain communication

purposes. The frequency and kinds of multimodal markers differed from one kind of content to another, with entertainment content having the most multimodal markers.

Platform-Specific Linguistic Variation

Significant differences were found in linguistic patterns specific to different platforms using comparative analysis. Four factors were determined in Multi-Dimensional Analysis:

- Informal vs. Formal Communication
- Narrative vs. Non-Narrative Discourse
- Involved vs. Informational Production
- Platform-Specific Conventions

Scores of factors differed in different platforms, where Twitter scored highest on involved production, Instagram on narrative discourse, and TikTok on informal communication. Table 4 presents the comparative analysis of linguistic dimensions:

Table 4: Comparative Analysis of Linguistic Dimensions Across Platforms

Dimension	Twitter Score	Instagram Score	TikTok Score
Informal Communication	3.2	2.7	3.5
Narrative Discourse	1.8	2.9	2.1
Involved Production	3.4	2.3	2.8
Platform-Specific Conventions	2.9	3.1	3.3

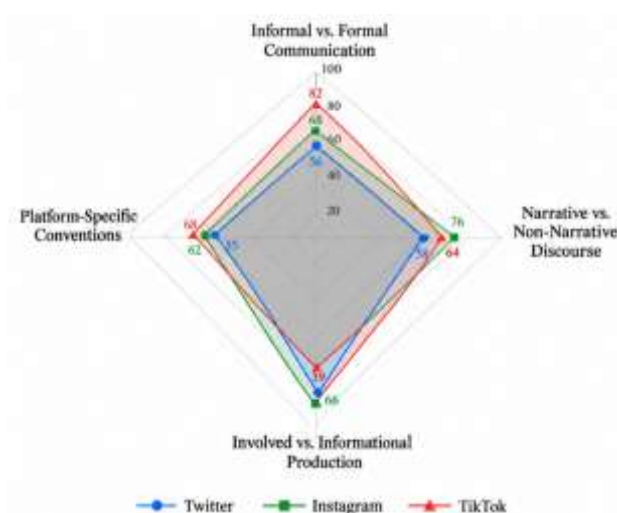


Figure 7: Multi-Dimensional Analysis of Platform Variation

A radar graph that displays the scores of Twitter, Instagram, and TikTok in four dimensions of language: Informal vs. Formal Communication, Narrative vs. Non-Narrative Discourse, Involved vs. Informational Production, and Dimension Specific to Platforms. Twitter scores best in Involved Production, Instagram in Narrative Discourse, and TikTok in Informal Communication.

Platform-based variations can be attributed to the affordances and norms of individual platforms. Twitter's character limitations lead to abbreviations, acronyms, and hashtags. Instagram's visual nature makes emoji usage common as well as creation of meaning using different modalities. TikTok's focus on videos makes users employ colloquial language and hybrid vocabulary. These results support the impact of algorithmic and design aspects of language use on social media, proposed by Vellanki et al. [2].

The results obtained through qualitative analysis demonstrate that individuals adapt their linguistic behaviors according to affordances of the platform, as well as create norms specific to their communities which may differ from the norms of the platform itself. The use of language is a way for users to indicate affiliation to the platform and their own identity, using some words, abbreviations, and language styles specific to their community.

Cross-platform analyses indicate that users who show up on more than one platform could use different linguistic techniques depending on the platform they are using, implying that platform-specific adaptation is a deliberate or unconscious process. It raises some questions regarding how social media users adapt themselves within different digital spaces.

Comparative Analysis with Pre-Digital English

To place the results in context, a comparative analysis was performed against the norms of pre-digital English obtained from linguistic studies in the past. This comparative analysis is provided in Table 5:

Table 5: Comparative Analysis with Pre-Digital English Norms

Feature	Pre-Digital English	Social Media English	Difference
Type-Token Ratio	0.52	0.38	-0.14
Lexical Density	0.64	0.53	-0.11
Mean Sentence Length	14.2	8.1	-6.1 words
Subordination per Sentence	1.2	0.5	-0.7
Passive Constructions per 1,000	8.4	3.6	-4.8
Emoji/Multimodal Markers per 1,000	0.0	14.4	+14.4
Politeness Markers per 1,000	8.7	4.2	-4.5

It is clear that there is a great deal of transformation evident in all of the measures. There is a significant decrease in syntactic complexity due to shorter sentences and less subordination. The lexical diversity and density have declined as well, indicating that there are significant changes in how the English language is used in the digital environment. The introduction of multimodal markers into the language system that was absent before the advent of the digital age indicates qualitative changes in communication strategies.

These changes indicate fundamental shifts in how the English language functions in the digital environment. The transformation is not superficial but involves structural changes within the language itself.

V. Conclusion

The research is a rich source of empirical proof of the considerable impact of social media on contemporary English communication practices. By using a mixed-method design of corpus and discourse analyses, this study was able to capture changes in the English language that took place at the lexical, syntactic, pragmatic, and sociolinguistic levels in Twitter, Instagram, and TikTok.

From the results of the lexical analysis, it can be seen that social media stimulates quick changes in the lexicon through various mechanisms such as creation of neologisms, acronyms, abbreviations, hybrid lexical units, and semantic change. TikTok was found to be the leading medium in stimulating hybridization in the lexicon, whereas Twitter was characterized by the largest number of acronyms and abbreviations. It can be concluded that the considerable growth in hybrid lexical units proves that social media stimulates lexical innovations much faster than online communication did [2]. Many of these innovations show promising potential to enter the main stream of English and become an important part of it in the future, indicating the function of social media as a stimulus for the evolution of the lexicon.

The analysis of syntactic structures found considerable simplification on all platforms, and the result is that there has been a considerable decline in syntactic complexity relative to previous online communication. There has been a dramatic reduction in mean length of sentences and frequency of subordination when compared to pre-digital standards in English language. These phenomena are part of a wider phenomenon of simplification of digital written language into informal speech-like structures. Simplification fulfills pragmatic purposes of clarity, speed, and emotion expression, hence it seems like syntactic adaptation is driven by pragmatic considerations, not linguistic decay.

The pragmatics approach led to the discovery of the importance of multimodality in the social media mode of communication since there was a considerable rise in multimodal pragmatic markers in social media communication in contrast to previous online modes of communication. Emoticons, GIFs, images, videos, and memes operate as vital aspects of meaning creation through providing information that would have been provided through non-verbal means in face-to-face communication. There were patterns specific to each platform in terms of the use of multimodal pragmatic markers, which showed that language usage is influenced by technology and social factors.

Platform-specific differences in linguistic variation show that social media discourse does not share one single character but that there is a lot of variation in terms of linguistic patterns on different platforms. Twitter favors brevity, abbreviations, and hashtags, Instagram allows for visual-textual hybridity and emoji usage, while TikTok uses colloquialism and hybrid lexicon creation. Thus, the platform-specificity of linguistic patterns is shaped by a combination of platform design, algorithmic functioning, and community-based norms. The fact that algorithmic influences have an important role in shaping a significant part of linguistic patterns makes the necessity of researching the influence of platform design on language usage evident.

The sociolinguistic analysis of social media proves that the language used in the digital sphere is a powerful tool for identity performance that shows community membership and affiliation, as well as performs different social roles. The use of language features for identity performance and the variation of formal and informal vocabulary depending on the platform show that social media language is a deeply social and cultural phenomenon.

The educational implications of the results are numerous. English language teaching should change in order to prepare students for digital communication context, such as pragmatic competence in multimodal interaction, lexical competence of digital registers, and critical awareness of sociolinguistic variation. According to the results of the study, the teaching should include the use of authentic social media texts, teaching formal and digital registers, as well as multimodality skills. The students should be taught social meanings of linguistic choices in digital context and critical awareness of the function of language online.

There are a few limitations of the research that have to be taken into account. First of all, the research covered only three main social media sites and may not describe the linguistic variation in the entire scope of social media environment. Second, due to the quick changes in linguistic world, the results will need continuous updates. Third, the research concentrated on English-language communication and may not include all aspects of sociolinguistic variation among English varieties.

Future research is required to overcome the study's limitations, specifically the development of a larger corpus of data collected from diverse platforms, different demographics, and different varieties of English. It is important to carry out longitudinal studies to be able to trace the development of language patterns in time. Moreover, more research is required on the impact of algorithmic processes on language patterning, which includes carrying out experimental studies manipulating platform features. There should also be research into the pedagogical applications of the results achieved, namely the creation and implementation of teaching interventions to promote digital language competence.

To conclude, social media have brought about the revolutionary transformation of modern English communication by means of linguistic innovations such as lexicon, syntax, pragmatics, and sociolinguistics. Linguistic transformations show how English has adapted to the requirements of communication in the digital environment and the creativity of its speakers. This information is valuable for all those involved in the field of language teaching, policy-making, and

communication in general in the era of technology. Thus, this research contributes to linguistic theory and practice.

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