THE IMPORTANCE OF LINGUISTIC CHANGES IN THE DIGITAL AGE

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Abstract

These days, it's hard to picture communication without such tools. However, the significance of this argument lies in how these advances have changed how we use language. Nowadays, acronyms like LOL, ASAP; OFC, etc. are nearly universally used. Even the term "Netizen," or "citizen of the Internet," is used to describe those who do their business and communicate regularly online. Language experts from all around the world are disputing whether these changes have had a negative effect or whether they have led to the formation of a universal language.

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INTRODUCTION

The Internet, as a unique medium for communication, brings with it unique language resources, linguistic tools, and behavioral stereotypes. The virtual world offers its own special opportunities for communication and the expressing of ideas and opinions. All of this was partially established due to people's propensity to conceal their identities, speak and behave behind a "mask," which is thought to facilitate communication.

The linguistic landscape has undergone significant change as a result of the virtual world, setting the stage for the emergence of a brand-new communication style known as the Internet communication style. Most nations and linguistic groupings experience this tendency. The exception are those states where the World Wide Web has not yet matured enough to have a significant impact on people's ability to communicate and live their daily lives.

THE UNIQUENESS OF THE ENGLISH LANGUAGE

There are very few instances of using Internet terminology from a language other than English, which makes English a very unique language. The particular

functional style known as "Weblish" (Web + English), which is utilized by ever-growing portions of the population, should be highlighted, according to linguists.

The Internet has a specific function for contemporary scientists. It has a big impact on how the national culture develops. This setting, however, cannot be compared to media like radio and television.

First off, unlike the latter, the Internet language is not classified, making it hard to discuss information reliability, one of the key requirements for contemporary media due to its widespread use.

Second, although they are one-way informative media that are aimed at the consumer, radio and television are not required to be open to input. The Internet is first and foremost a communication medium, or more specifically, a two-way conversation. Of course, there are news feeds, but even in this case they are geared at obtaining a reaction or a click from users, which can find a reflection in the comments or "likes".

LANGUAGE AND PERSONALITY

The creation of a "virtual linguistic personality" is a phenomenon that is also discussed by David Kristell (2008) in his research.

Consider the Japanese word "emoji," which consists of two parts: "e" for image and "modzi" for symbol, sign, or writing. As a result, this idea can be translated as "a image with meaning" under certain circumstances. Emojis are fundamentally a visual representation of good or negative feelings on the Internet, and people frequently confuse the terms "smiley" and "emoji." Emojis, which are mostly related to the quirks of Japanese writing and do not aim to express the emotional aspect of communication, offer a broader diversity. However, many users might not be aware of the genuine history of this word and instead choose to utilize the phonetic representation of the English idea of "emoji" due to the dominance of English in modern Internet realities (Kavanagh, 2016).

When learning Internet lingo, the expression "computer commotion" or its English equivalent "CMC" can be found quite frequently (computer mediated communication).

We should be aware that "Web," which is a contraction of World Wide Web, has the widest usage among English-speaking people. The World Wide Web makes it possible for internet users to use their preferred methods of communication (Roschin, 2010).

Given this reality, D. Kristell (2008) underlines in "Language and the Internet" the error of using the terms "Internet" and "Web" synonymously. In other words, "Web" is used more frequently and is twice as popular as "Internet" in English-speaking nations.

The "Internet" as a notion refers to the overall communicative environment on a worldwide scale. Similar to how "Internet" is more commonly used in other language-speaking regions and is connected to the mingling of different ideas; the same is true for the Albanian-speaking community.

TEXTUAL DIFFERENTIATION

Computer communication, also known as computer-mediated discussion, can take the shape of chat, forums, blogs, emails, and other forms.

Additionally, because Internet texts are more detailed than traditional texts, it can occasionally be challenging to pinpoint a given text's style. However, we feel that it is advisable to try to conditionally split all Internet texts into groups depending on the functional and aesthetic aspects and their scope: texts are scientific, technical, popular and journalistic.

Because the distinctions between language elements of different styles are so hazy, many texts that operate online blend them. It is also important to observe the different ways that textual content is organized. The categorization of textual material organization techniques necessitates an additional consideration of Internet content in terms of language and style.

Consider news portals; this form of writing is very long, just like in all media. There are a ton of big and small portals that offer information freely. The primary characteristic that sets Internet news apart is its commercial aspect, which is an issue in contemporary society. Online news articles are prepared in order to generate views, which are then converted into dollars. However, frequently, this is done by using a "broken" header or an odd subject, rather than the accuracy of the information presented or the relevancy of the material proposed. This drastically degrades the caliber and veracity of good materials (Kavanagh, 2016).

The information contained in columns also came from newspapers and television, but they are distinguished from the latter by the absence of a clear indication of the period in which the incident or events are reported. As a result, columnist materials become outdated for a longer amount of time than standard journalistic ones, allowing them to stay on the network for longer. This calls for greater detail and a higher level of presentation.

Informational content (courses, classes, lessons, articles). Such works differ from one another by concentrating on distinct audiences. It is almost impossible to have universally applicable instructional materials. Training videos have gradually taken the place of textual materials on the Internet in recent years, but it is premature to predict a complete replacement in the near term.

Reviews and review articles, on the other hand, advocate examining the topic or product in light of the author. Though most people attempt to weigh both the advantages and disadvantages of the object, sometimes this assessment can be completely enlightening or positive. The issue with such texts is still their overtly commercial nature. The reliability of the planned formation is negatively impacted by manufacturing enterprises' ability to order a review in the way that they require. Independent experts exist, but locating them can be challenging.

What about entertaining texts (humor, fascinating facts)? There is no ulterior motive behind this article other than to grab the reader's attention. It is employed to plan user leisure and foster positive perceptions of the website or portal.

Blogs are becoming more and more popular every year. The majority of blogs are written, but so-called video blogs are growing in popularity. These materials can be identified by their spoken language, which is typically indicative of the author's lack of professionalism, their lack of expertise in the subject matter, and their expression of the blogger's personal viewpoint. The information's correctness is not documented; rather, it is determined by the author's moral and ethical standards (Kavanagh, 2010).

Posts on social networks. Interest is not represented by so-called "reposts" of the same text or photos, but rather by content that articulates opinions and conveys a message. These texts are typically informal and don't distinguish in terms of a particular level of craftsmanship or linguistic proficiency.

Autotexts, which are frequently meaningless writings produced without human input machine translation. Such texts are a collection of connected words that can contain errors due to the abundance of foreign terms; the frequency of these errors often rises as the amount of erroneous information grows.

Produced writings. Texts of this nature are constructed in accordance with the script utilizing specialist computer algorithms. These items are typically created by studying the majority of linguistic conventions, although they typically have no real purpose. Sites with generated text are developed to boost search engine traffic, which is then sold for money. Every sort of writing has a certain quality that makes it fascinating for research.

Reviews on the internet are particularly valuable sources of information because they can include not only facts but also elements of commercial, technical, and personal content. Several variables, including whether the evaluation was conducted in an official capacity, may affect how these properties are distributed.

The Internet language industry is actively undergoing globalization. You can eliminate both the benefits and drawbacks of this technique after analysis.

Unfortunately, the effects of globalization are felt strongly in all languages. Only English experiences less change as a result of its solidification as a language for communication in virtual reality. However, the correct language that we are accustomed with from the tales of British classics is gradually eroding in English. This is a result of the continuing process of incorporating new words, frequently ones with Latin or Greek roots.

CONCLUSION

Because the majorities of its users are relatively young and open to change, the language of the Internet is exceedingly adaptable. They make an effort to convey their feelings and perceptions, their point of view, and their stance by utilizing the capabilities of online communication while paying little respect to linguistic conventions.

Users frequently go beyond already established concepts in their search and create new terminologies and professional standards as a result, occasionally paying heed to already established notions in other languages. The process of adding new languages to the Internet is not comparable to everyday conversation.

Although we are currently at the pinnacle of technological and Internet advancement, which inevitably necessitates changes in the environment's lingo, it is possible that this process will eventually become less popular and decline. It is still too early to predict exactly how the Internet will affect languages in general. In terms of overall usage, computer-mediated communication (CMC) has only been around for about twenty years—a brief span in the history of language evolution. We are aware that it takes time for those who speak the language to truly adapt to the new rules and terminology for a true and significant change to happen.

The topic is intriguing and complex at the same time, so we will discuss the key features that characterize these linguistic advances in this thesis as well as the likely course of events addressing these issues.

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