

## The Role of Foreign Languages in Social Media

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Keywords	Abstract
Social Media Language Development Global Communication Cultural Influence	Language is an integral part of our delegation; it forms the identity of the community and society. To play a creative language in the contemporary world, contemporary is one of the most important components of an ugly person. At least a creative language knowledge expands a person's worldview. Social media can be used as a tool to protect and develop the language, but for this it is necessary to use the language carefully and consciously. Today, social media has become the perfect platform to spread news, friends and events. For this reason, there have been great changes in the way people relate to each other, which have had a significant impact on language use. Users prefer to use this language for frequent and easy communication. At the same time, the correct use of language has a positive effect on their personal and brand image. In addition, the use of language on social media has its drawbacks. Thus, excessive use of social media language can harm language and reduce cultural richness. We can conclude that the role of foreign languages in social networks is indispensable, but care must be taken when using them.

### Introduction:

Language in a technology age is at the epicenter of web communications, namely social networks, in which individuals, businesses, and groups convene and post messages, make contact with each other, and speak out about themselves and lives. Social language stretches borders, in that web visitors with conflicting cultures and geographics can speak in real-time and navigate through a web environment that is increasingly homogenized and interconnected. As a living and evolving platform, social networks not only embody language and cultural trends but actually shape them, having a profound impact in terms of language use and language perception in cyberspace.

Language plays a significant role in communicating and socialising. With language, humans can communicate and maintain a positive relation with fellow humans. As a tool for



communicating, language is shared and utilized by all humans in a view to conveying feelings, thinking and opinions to fellow humans both verbally and in writings. By not using language, obviously one will face an issue in communicating with one another. In addition, language can use by humans in knowing one's thinking horizons in knowing one's world because language is a measure for one's breadth of information. With an improvement in technology, information and communications

Social media have been proven to have a potential for developing listening skills in a foreign language. Students and language learners have stated using social media platforms for language development, including listening. In addition, social media have been proven to not only act as a tool for language development but even for producing and distributing materials in a range of forms such as audio, video, and text. Public diplomacy studies have recognized listening in terms of its role in dialogue, and social media can act as a platform for a range of types of listening in public diplomacy. Apart from that, social media have been proven to make processes of collaboration in language development, including listening, easier. In modern times, becoming a master in a foreign language is one of the most important parts of a successful, modern personality. Having at least one language in a foreign language opens a new worldview, helps to learn about cultures and customs of other countries. Apparently, everyone wants to become successful in a career. And in such a case, mastering a language can pay off a lot even in such a case. First, it is additional information, and second, employers prefer to recruit a specialist who can speak a language in a foreign language. The key is in having an opportunity to enter a mysterious and incomprehensible universe, it is an opportunity to make contact with a person with a different worldview and thinking.

I have studied a lot of reading materials regarding the use of a foreign language in our life and I have gained an awareness that 1.5 billion speak and a billion learn English language. In present date, English holds a position of a third most speaking language, then comes Chinese and Spanish language. India and China have a stronghold in having most speakers of English language in secondary language form. With an awareness of English, probably everyone in the whole universe will understand, and that is a sign of value of language. Foreign language is being used in most aspects of our life.

### **The languages in social media:**

Here, in this article, social media's role in language use, correct language use and incorrect language use, social media language use techniques and tips will be discussed for everyone who wants to use social media for communications effectively. For everyone, who wants to use social media for communications effectively, one will understand one's skills and techniques one must utilize in order to make a correct impact in social media, and through examples, one will understand, how important correct language use is. Overall, social media can make a lot of



contribution towards developing listening skills in a foreign language and developing intercultural communications through representing several languages and cultures. Social media have become an important platform for information dissemination, communicating with friends and leisure nowadays. Thus, a tremendous change in communicating with each other happened, and its impact over language use is considerable. Social media platforms have many options such as short messaging options and sharing that allow one to deliver messages in an easy and quick manner. For such a purpose, one tends to utilize short and concise terms such as text messages, abbreviations and emoticons. By utilizing language in such a form, one can make communications quick and convenient, but sometimes, it can generate misconceptions and confusions too. Besides, social media have many disparate impacts over language use such as geographics, age, gender, and cultures. For an instance, use of abbreviations and emoticons is common in teens, and therefore overall language use is changing in a similar form too.

In a similar form, language use can even differ according to a region's and a culture's characteristics. So, language use in social media platforms is most significant in terms of individual and brand name, and social interaction with fellow users. By using proper language, one can gain followers and engagements and make fellow users respect and trust them. Thus, social media platforms have a big role in terms of language use. Users use a personalized language in order to speak and converse in a convenient and quick manner, but proper use of language positively reflects both individual and brand name and personality and individual and brand image. Thus, proper use of language in social media platforms must be taken care of. As social media is a platform through which one can access a lot of fellow humans, proper use of language is most significant. Social media use of language has a big role in terms of a person's expression manner, individual and brand personality, and individual and brand name and image. Proper use of language in social media platforms makes social media profiles to appear in a proper and reliable manner. Apart from that, proper use of language helps in reading articles in a proper manner and eradicating misconceptions and ambiguities. Social media use of language is evaluated in a quick manner by fellow readers. Thus, proper use of grammar and spelling must be taken care of. Not committing any mistakes in terms of words and proper use of abbreviations make posts appear in a proper and reliable manner.

Whereas language teachers have become reasonably comfortable with using web tools in instruction, social integration is relatively new. Nonetheless, in consideration of one of language instruction's most significant objectives, namely, offering students a chance for real-life conversation and communication, language teachers have to be encouraged to try out using such tools in a manner that enriches students' language instruction in real-life conversation terms. With a growing use of virtual learning environments (VLEs) in Higher Education, students have become increasingly engaged in web activity and VLEs such as Moodle have a range of social tools included, and, therefore, instructors can seamlessly integrate them in the platform for instruction.



The Common European Framework of References for Languages, adopted in 2001, proposed a model for measuring communicative competences in a target language, with strong consideration for "the use of a language for autonomous communication" (Council of Europe 2011). As technological development continued, language instruction developed, with a transition from a behavioristic model of language instruction, with drills and practice taking a dominant role, to a social-cultural model (Harrison & Thomas 2009) through a transition away from Computer Assisted Language Learning (CALL) packages towards web sources and communities, with language teachers wishing to maximize students' access to authentic sources and native speakers.

Extensive investigations have taken place regarding individual social software tools, such as social networks (Clark & Gruba 2010, Brick 2012), blogs (Hourigan & Murray 2010) and wikis. Wang & Vasquez (2012) believe that, despite high usage of blogs and wikis, social network software for language learning is less prevalent. Laru et al. (2012) respond, arguing little in terms of proper investigation regarding use of a range of tools for supporting learning can be detected.

The purpose in this investigation was to explore how utilizing a range of social media tools could enhance traditional language instruction/language instruction and whether students of a target language (L2) could become accustomed to using such tools in an educational setting in Ireland for language instruction.

### **Why are these social media companies hiring people who speak these languages:**

Social media is engrained in our lives, with Facebook still leading in popularity in Ireland, followed by Instagram and Twitter. There are billions of users accessing different social media platforms daily across the world, which has many benefits but also requires a level of security and monitoring. To do this efficiently, social media companies are hiring native speakers who are passionate about making social media a safe place. The most common multilingual positions available are:

- Content reviewer/safety policy operations analyst with additional language e.g German, French, Arabic
- Advertisement specialist with or without additional language e.g English, Japanese, Mandarin, Arabic

### **Is this a suitable position for you?**

If you speak the required language and have an interest in online safety or social media, these kinds of roles could be for you. There are opportunities to grow within these roles, starting from an agent position. Once you have shown your potential as an agent, there are different career paths you can take. You could become a quality analyst, trainer/coach, SME, Team lead or Team manager. Working within the social media space has a range of unique perks too from attending company



events, personalised lunch in the company canteen and of course most positions are permanent contracts. For content reviewers, a background in law or policy or some relevant experience is very beneficial. While as an advertisement specialist, if you are analytical, tech-savvy and passionate about advertisement/marketing it's a big advantage. With that said, many of the social media language jobs we hire for are entry-level roles with no experience required if you are passionate about the role. We may also have senior positions available.

### **Impact of Social Media on Language Learning:**

Social media platforms have emerged as invaluable resources for language learners seeking immersive and interactive environments to enhance their linguistic proficiency. Through features such as live streaming, voice messaging, and language exchange groups, learners can engage in authentic conversations, receive feedback from native speakers, and access a wealth of multimedia content in their target language. Moreover, social media facilitates informal learning experiences that complement traditional classroom instruction, fostering a holistic approach to language acquisition that integrates cultural awareness and communicative competence.

### **Social Media Language Use Strategies:**

The unique communicative affordances of social media necessitate strategic language use to effectively engage audiences and convey messages. Emojis, for instance, serve as visual cues that complement textual communication, conveying emotions, and tone in succinct and expressive ways. Similarly, hashtags function as metadata tags that categorize content and facilitate discoverability, enabling users to participate in trending conversations and amplify their reach. Abbreviations and slang, while emblematic of informal discourse, can enhance linguistic economy and foster a sense of belonging within online communities.

### **Challenges and Misconceptions in Social Media Language Use:**

Despite its communicative benefits, language use on social media is not without challenges. The brevity and informality inherent to digital communication can lead to misunderstandings and misinterpretations, particularly when context is lacking or linguistic conventions are misapplied. Moreover, the rapid dissemination of information on social media heightens the risk of misinformation and linguistic manipulation, underscoring the importance of critical literacy skills and fact-checking mechanisms in navigating online discourse.

### **Strategies for Effective Communication on Social Media:**

To navigate the complexities of social media language use, users and organizations can adopt a range of strategies to optimize their communication effectiveness. Prioritizing clarity and conciseness in messaging, conducting thorough research and verification before sharing content, and fostering inclusive and respectful dialogue are paramount. Additionally, leveraging platform-



specific features and analytics tools can enhance audience engagement and inform content strategy, enabling users to tailor their language use to meet the diverse needs and preferences of their audience.

### **Role of Social Media Companies in Language Support:**

As the demand for multilingual content moderation and support grows, social media companies are increasingly investing in linguistic expertise to ensure accurate language representation and user safety. Native speakers with proficiency in multiple languages play a pivotal role in content moderation, community management, and policy enforcement, helping to mitigate linguistic barriers and foster inclusive online environments. Moreover, language-related roles within social media companies offer diverse career opportunities for individuals passionate about language, technology, and online safety, with opportunities for professional growth and development

### **Incorrect Use of Language on Social Media:**

Social media is one of the most popular ways to communicate quickly and easily. However, many people can ignore the language and spelling rules in messages that they write quickly, causing the wrong use of language. This may cause the meaning of the article to change, misunderstandings and even personal reputation to be damaged.

Among the most common examples of the use of Deceptive language on social media are the following:

**Word errors:** Messages written quickly on social media platforms can cause word errors. These errors can change the meaning of messages, leading to misunderstandings. It is important to pay attention to word errors, especially on social media accounts that are important for brand image.

**Incorrect use of abbreviations:** Abbreviations that are often used on social media can lead to misunderstandings in quickly typed messages. Especially in business messages or official accounts, it is necessary to pay attention to the correct use of abbreviations.

**False narrative:** Social media platforms can cause a misunderstanding of quickly typed messages. A false narrative can cause the message to have a completely different meaning, which can lead to damage to people's reputation.

**Incorrectly used expressions:** The expressions used on social media can have different meanings. Therefore, incorrectly used phrases can cause the meaning of messages to change.

**Here are some tips to avoid using the wrong language on social media:**



**Unchecked Messages:** It is common to type messages quickly on social media. However, posting messages without checking them can lead to misunderstandings. Therefore, it is important to check messages and correct word errors.

**Not using abbreviations correctly:** It is important to use abbreviations that are often used on social media correctly. Especially, the use of abbreviations in official accounts is very important in terms of the correct perception of the desired message to be given to the masses.

## Conclusion

In the contemporary digital landscape, social media platforms have become integral facets of everyday life, shaping how individuals communicate, connect, and express themselves on a global scale. Within this dynamic ecosystem, language serves as the primary vehicle for conveying ideas, emotions, and identities, exerting a profound influence on the interactions and relationships that unfold in virtual spaces.

The pervasive nature of social media underscores the significance of language in shaping the impact and reception of digital discourse. Each word, phrase, or emoji employed in online communication carries nuanced meanings and connotations, contributing to the construction of personal narratives, community norms, and cultural identities. As users navigate the vast expanse of digital platforms, they engage in a constant negotiation of language, adapting their communication strategies to suit diverse audiences, contexts, and objectives.

Moreover, the correct use of language on social media transcends functional communication—it is a reflection of individual values, attitudes, and social identities. Users carefully curate their online personas through linguistic choices, cultivating virtual personas that align with their desired self-image and social affiliations. From the adoption of slang and memes to the use of formal language in professional contexts, language becomes a powerful tool for self-presentation and social positioning in the digital realm.

In addition to its role in personal expression and identity construction, language on social media plays a crucial role in shaping collective perceptions, cultural norms, and societal discourses. Through the dissemination of information, opinions, and narratives, social media language shapes public discourse on a wide range of issues, from politics and social justice to entertainment and lifestyle trends. The viral spread of hashtags, memes, and viral content amplifies the influence of language, catalyzing social movements, sparking debates, and shaping public opinion in real-time.

Furthermore, the impact of language on social media extends beyond individual interactions to influence broader social dynamics and power structures. Linguistic choices can reflect and perpetuate inequalities based on factors such as race, gender, ethnicity, and socio-





economic status, perpetuating existing hierarchies and marginalizing certain voices within digital spaces. Therefore, promoting linguistic diversity, inclusivity, and cultural sensitivity is essential for fostering equitable and inclusive online environments that empower all users to participate and contribute to digital discourse. In conclusion, the role of language in social media is multifaceted, encompassing aspects of personal expression, social interaction, and cultural representation. As users navigate the complexities of digital communication, understanding the nuances of language use on social media becomes imperative for fostering meaningful connections, facilitating dialogue, and promoting social change. By embracing linguistic diversity, cultural sensitivity, and inclusive communication practices, individuals can harness the transformative potential of language to cultivate more inclusive, equitable, and empowering digital communities in the digital age.

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