

## THE SOCIOLINGUISTIC ANALYSIS OF PAKISTANI NETSPEAK: NETSPEAK OF GENERATION Y AND GENERATION Z

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### ABSTRACT

The study aims at sociolinguistic analysis of the English language of the Pakistani internet users and intends to explore the style and variation of the Pakistani Netspeak on different social platforms. The researcher of this analysis uses descriptive approach with mixed methods i.e. qualitative and quantitative and through content analysis explained and interpreted the sociolinguistic variables such as age, gender, and social class influencing the language features of Pakistani Netspeak. The population of the study is generation Z users and generation Y internet users of varied age bracket, gender and social class. The sample of the study is collected in the form of screenshots and snapshots of A Pakistani Netspeak. For the data interpretation, the study was anchored in William Labov's Variationist sociolinguistics and John J. Gumpers's interactional sociolinguistics. The analysis of the data shows how different sociolinguistic of words variables influence the language usage and choice on the social media platform. The data interpretation also shows how the language has changed over time in the era of digitization and has become a linguistic subculture of its own kind with altered spellings, neologism, acronyms, initials, slang, code-switching and code mixing, substandard grammar, onomatopoeic expressions, and misuse of punctuation marks.

**Key Words:** Netspeak, generation Z, generation Y, netizens, Variationist sociolinguistics, interactional sociolinguistics

### INTRODUCTION

Language is an important tool of communication and people make use of this tool for the purpose of interaction and sharing of information. Language is a means through which people of societies and communities come into contact for sharing their experiences, opinions, ideas; emotions etc. Language is prone to changes when it meets the external forces of language and culture and is bound to undergo a change by the internal forces of simplification and regularization to maintain its meaning and sound. All facets of language change overtime whether it is semantic, syntactic, morphological, phonological, or even the communities speaking style changes overtime. English language is constantly in a flux and the change can be vividly seen in the old English, Middle English, and Elizabethan English. Latin changed into Modern Romance Language because linguistic

change is inevitable and is constantly regularizing and transforming.

With advancements of the pasts, the language had greatly changed. Therefore, with the advancement of technology and rise of internet, there are changes in the language. Many linguists have studied the impact of internet on language. Internet is an association of computer network which grew in America as an experimental task in 1960's. Since then, it has its own users which include people of military, business, federation, regions, and universities and now happens to be the most widely used computer network with innumerable hosts. The users of the internet are called **NETIZENS** and are termed as internet driven people. The intensity of the internet users seems to be affecting not only the languages in general but also the individual languages. Additionally, there is the idea of the

"global village," which is a close-knit community with its own local dialect and unique linguistic features like phonetic, phonological, discourse, grammatical, orthographic, or graphological features (Crystal, 2001).

The language of internet has made David Crystal coin a word " **NETSPEAK**" in his book *Language and the Internet* in 1984. The suffix "speak" of the words 'newspeak' and 'oldspeak' stand for language in a particular situation. The suffix in the word Netspeak is synonymous for reading, writing, speaking, and listening (Crystal 2001). Netspeak can be in simple words labelled as native language of the netizens or internet users. Netspeak is a language that internet users use for the purpose of communication and interaction (Thurlow, Lengel & Tomic, 2004). Netspeak is an internet language used for common interactions by worldwide users (Crystal, 2001). It is a one-of-a-kind language and is a blend of written, spoken, and electronic features (ibid). It is a language formed by the netizens for interaction and has abbreviations, special characters, and expressions (Para, 2016).

The study aims to understand the language variation of Pakistani netizens in the world of social media by the two generations: generation-Z (1995-2000), aka (also known as) zoomers and the generation-Y (1980-1995), aka millennials. The Gen-Z is the people who were born in the digital world and can hardly recall a life without a smartphone, tablet, or laptops (Kingston 2014). Whereas, the generation Y are known as the "Net Generation" and they are the technology savvies grown in the world of technology and have witnessed its transition.

Generation Z are the people born after 1995 as stated by (Dolot, 2018) and (Mecrindle 2014) while (Wiktorowicz, 2018) claimed that generation Z is born after 1990. The generation Z are the people born in the world of internet and applications and see life almost impossible without them. The screensters or the digital natives are some other names given to the generation Z of the digitization (Rothman, 2016). This population is the youth of the world and represents almost thirty million of the world's population. Moreover, the generation Z are thought to be part of a challenging world (Turner, 2015)

The generation Y (born 1981-1994) are the people who have seen the transition of technology and witnessed the rise of technology. The generation Y are open to groups and are fond of communication;

therefore, they like staying in groups and conversations and also enjoy quick communication and technology (Stosik & Lesnicwiska). These users have been using technology since long and are innovative and flexible; they are fond of communities and development. The launch of social media applications has brought a shift from the old traditional media to a virtual community where the internet users spend most of their time (Raine & Wellman, 2012). This shift from the old to the new media has also led to an emergence of a new linguistic subculture. The platforms of Instagram, Facebook, twitter, and WhatsApp are completely on the go of changing the language codes of their users. The users are comfortably accepting the taboo, the new interpretations, the shorthand, the slangs, the code switching, low variety of language and the substandard grammar.

There are multiple factors such as age, gender, culture, society, time, and character limitation of social media platforms which are altogether playing a pivotal role in transforming the language and has made a plethora of new words, catchy phrases, acronyms, and nonverbal cues. The internet is surely playing a major role in the change of language because a few years back no one was familiar with internet acronyms like LMAO (laughing my ass off), IDK (I don't know), ILYSM (I love you so much), DM (direct message), WTF (what the fuck), ISTG (I swear to God) etc. or phrases like 'major throwback.' 'Out & about,' 'streaming live,' 'the hashtag.' 'the backlash,' 'picture perfect' 'insta ready' or new words like sexting, meme, unfriend, troll, 'trending' "blogging boomerang, a new interpretation of old words such as block, streaming, share, post, photo-bomb etc.

William Labov's (1982) Variationist Sociolinguistics describes sociolinguistics in terms of language variation and change, will serve as the study's foundation. According to Labov, variationist sociolinguistics is the study of how language changes and varies in speaker communities as a result of the interaction of social factors (including the gender, ethnicity, age, and degree of integration into the community) and John J. Gumpers's (1982) Interactional Sociolinguistics, which is thought to have resulted from Gumperz's efforts to develop a general theory of language and society. The terms "interference" and "contextualization" are central to Gumperzian interactional sociolinguistics.

The study analyses the transition of Pakistani Netspeak from sociolinguistics perspective of the two groups: generation Z and generation Y and will give an understanding of the sociolinguistic variables of age, class, and gender playing their role in the social media's linguistic subculture, aka, Netspeak. The study will categorize which group and gender is more inclined towards the variation of language and has led to the formation of linguistic subculture for social media communication. The study will contribute to the exploration of the linguistic characteristics of Pakistani Netspeak among Pakistani internet users, potentially providing sufficient data for Pakistani scholars in the future who want to investigate Pakistani Netspeak in the future.

### **Significance of the study**

There is a lot of research done for the language of the internet by the western community, but a very little research is available on the Pakistani Netspeak. Hence, this study will help in the understanding of the Pakistani Netspeak by the two types of Pakistani netizens from the perspective of sociolinguistics variables. This study is an attempt to analyse the Pakistani Netspeak from the internet interactions of Pakistani generation Y netizens and generation Z netizens of different genders, social class and age groups.

### **Research Objectives**

The researcher will intend to achieve the following objectives from the research:

- To discuss the role of age, class and gender in the linguistic variation of Pakistani Netspeak.
- To describe the linguistic styles and variations of Pakistani Netspeak from the sociolinguistic perspective.

### **Literature Review**

Innumerable researchers have studied the influence of digitization on the language of internet. Crystal (2004) believed that the limitation of character typing of the internet is one propelling force for the evolution of new language in the world of internet and he called this notion as a revolution of linguistics. Many scholars are intrigued to explore the language of internet whereas some fear its negative impact. David crystal who has examined different types of computer mediated language has

also the credit of coining the word Netspeak. Crystal viewed the Netspeak as more of a written language than spoken. He thought of Netspeak as having the characteristics of a written form of language rather than spoken form. His view about language Netspeak was contrary to that of Thurlow, Baron and others. Baron on the other hand believed that Netspeak is just a type of written form extended into speech. Crystal (2001) believed that Netspeak is of utmost importance for the millennial age because it has linguistically arrived in the race of language with a remarkable entry but in an unusual manner, since it is not only the language of internet but also has vivid impact on the written medium outside the computer world. However, he argued that internet language is in its earliest stage and there can be difficulty in generalizing ideas about Netspeak.

Since the time that Netspeak has been coined, many researchers have attempted to examine Netspeak. Rahim (2022) submitted a descriptive analysis of the linguistic elements of Netspeak and has mainly focused on the punctuation marks, abbreviations, and acronyms. The researcher of this study has concluded that internet advancement and digitization have an impact on the linguistics properties and consequently there is an evolution of language features such as terminal marks and shorthand. The formation of these new types of properties in linguistics is the product of time saving. Besides, to keep the flow of interactions smooth, the users of internet in chats and threads are rushing in their exchange of messages, thus, users prefer using easy typing options like abbreviations. The study also concluded that these newly coined abbreviations and acronyms which may be used commonly in Netspeak are not used in formal contexts or offline situations. The data of this study is from synchronous and asynchronous situations. The data is interpreted from heterogeneous approaches.

Yeo & Ting (2017) carried out another crucial study related to Netspeak on the students of Malaysia. The study included data of Facebook statuses of Malaysian students occurring in natural conversations. The data was exchanged among Malaysian university' students in their social circles. The analysis of the study revealed creative formation of words such as vowel dropping, homophones, word shortening, and usage of "x" for negations. The analysis also identified that terminal marks were used for accentuation and stress: moreover, it also revealed that the students borrowed words from their

local languages which were otherwise uncommon for the conversations of daily communication. Finally, the results clarify several linguistic aspects of written and spoken social media interactions.

Sreeparvathy & Udaya (2022) analysed and understood the language of internet and named it as a new social language of the changing times. Since the inception of the age of internet, there is not any retracting step to the world without the internet. The data was a collection of the internet language used by the baby boomers and the generation Z people of social media. The findings of the studies compared the standard language and the text speaks of internet. The analysis showed that text speak should be treated as a subset or social language rather than dismissing the Netspeak completely. The study also found that the youth is inclined towards the text speak, and they not only use it in the social media circle but also in their face-to-face conversations and interactions. Moreover, it also argued that the sociolinguists should acknowledge the text speak of the generation Z as a distinct genre of its own kind rather than considering it as a contaminated product of the internet. It also concluded that the generation gaps of the two generations should be filled by having a moderate approach towards language.

Dezhi & Shasha (2017) studied the computer mediated communication which widely is now known as Netspeak. Netspeak has gained popularity amongst the modern linguists and is becoming a new attraction for study. The study focuses on the Netspeak language's stylistics, lexical, phonological, and conversational attributes. The findings found out the similarities and the dissimilarities of Chinese Netspeak and English Netspeak and laid out strategies for netizens to improve communication. The researchers however suggested that Netspeak is yet in the process of evolution because the cyber culture is changing, and researchers need to gear up for the study of Netspeak in the coming times.

Irfan (2021) discussed the neologism in the English language as a semantic change. There is no denying the fact that English language has gradually changed over the time English has undergone a change, but this study specifically dealt with the semantic change. The contribution of computer-mediated language to the evolution of the English language is highlighted in the current study. The study focuses on how different online applications such as Facebook, Instagram, twitter, and WhatsApp have started restating some of the old English

expressions. The findings showed that how the old interpretations have evolved into new interpretation of the CMC and that the social media has played its major role in the shaping of the English language into a new language of internet.

Syahfitri (2018) analysed Netspeak of Facebook and the interpretations of the language expressions of Netspeak. The research was analysed by descriptive qualitative method. The study's data is garnered from Facebook status updates featuring Asian users. The study was cross sectional and carried the data from the time of December till February. The analysis consisted of identified and tabulated Netspeak expressions. The findings showed the most obvious trends of Netspeak and classified the interpretations of linguistic expression of social media language. The results carried the number of linguistic expressions such as vowel deletion, acronyms, formality, and shortening of Netspeak. The study revealed the most prominent Netspeak features of the Indonesian and Indian Netspeak features.

Another sociolinguistic study by Melefa, Chukwumezie & Nwodo (2019) submits how variables of age, and sex and background can influence chats and interactions of people on the platform of social media. The study developed an insight on how the style shifts and variations are caused in language by the internet users of different age, sex and backgrounds. The study analysed different features of language such as code switching, code mixing, acronyms, simplified meanings, and meanings varied by students over the time. The researchers also analysed that gender has its own peculiar role to play in interaction especially when the chat is intended for same gender or for the opposite gender. For instance, the study examined that female users tend to use more standard form of English and they have more instances of codeswitching in their chats, whereas male users use more of Nigerian Pidgin. It was also noticed that the use of emoticons was an individual choice of both the genders. Moreover, the study also revealed the cultural and social makeup of the two groups.

The study also has explored that gender has its own overpowering influence on the selection of words and context alongside with the social background that can also influence the linguistic preferences of internet users. The researchers strongly conclude on age being another important element for the choice of words. It submits that

students who are young are more towards slang/expressions and informal context. The study also drew a comparison of the two genders and their interaction preferences and showed how social backgrounds and cultural makeups can be interpreted from the chats and interactions of the users.

Khalifa (2020) Internet Chat as 'Jargon' affirmed his hypothesis that internet language is a jargon and has a register of its own kind. The users of internet come from different age groups, countries, cultures, and backgrounds and thus each person has his/her own choice of word and experience in chat space. People from all over the world come with their own experiences and to experience the internet-bound communication space. Communicators of these chatrooms have their own personal approach towards word selection, use of emoticons, usage of morphemes, words, or phrases. The researcher after studying the data obtained affirmed the idea that internet language of the chatrooms can be termed as jargon because of the distinctive features.

Another study by Asif & Zahra (2006) was conducted for the analysis of Pakistani Netspeak has concluded that language change has been seen because of adaptations in grammar, graphology, discourse, and semantics accordingly to the needs of users and the rise of new technology. The study examines that not only the new trends of the evolving world have a crucial role to play in the gradual change of a language but also the influence of culture of the foreign world and the needs of society has an impact. Moreover, it also discussed that individual preferences of users and their attitudes are greatly affecting the rules and norms of an English Language hence the attitudinal changes such as mixed discourses, code mixing, nonce borrowing has led to a change in the discourse of internet users. The study was not of the idea that the language change does not end here because with the rise of technology and its accessibility the language change is changing more in the coming times.

Ajmain (2020) has described the approach of communication with the youth of Generation 2 who are the people born in the age of digitization and industrial revolution. This study has outlined both the advantages and disadvantages of technology for generation Z's social and communication development. In this research the researcher has found out the approach that one could have while interacting with the generation Z because their environment is dense in technology. The study also

recommends that one should be tech literate and knowledgeable about the most recent advancements in information technology before attempting to engage with members of Generation Z. The generation Z are the people who think, perceive, and view their surrounding differently than the generations who were before them. Thus, the people who want to communicate with this generation must also know how they can be effectively addressed in the world of technology.

Olojede, Ebim, & Abioye, (2018) conducted a study of young students, and analysed how social media platforms like Facebook can impact language choice among young students. Hence creativity and dynamism are some distinct features of a language which have been observed in this study. The language habits are so empowering that even in formal settings these habits can dictate language choices of users. Moreover, the researcher of this study is also of a view that technology has even penetrated language and has influenced the standard norms of language. Undergraduate students have now the Liberty of arranging and rearranging their word choices and, they can vary their styles of language according to their own individuality and uniqueness. However, the main finding of this study was that students must be positively influenced by the technology and must in every situation know the Standard English, so that they can switch from standard to nonstandard according to their situations of formality and informality rather than being weak and less knowledgeable in language skills.

Al-Smadi (2017) viewed the sociolinguistic patterns of Jordanian WhatsApp statuses. The stories of WhatsApp were divided into two groups of varied age brackets. one group consisted of internet WhatsApp users below the age of thirty and the other group was above the age of thirty. Another variable for grouping of the sample was gender difference of the users. The Theory of Milroy was used as theoretical framework for the interpretation and analysis of the data. The data of this study interpreted that male WhatsApp users are more inclined towards uploading of social statuses whereas the female users frequently upload religious statuses. The comparison of two generations and genders also showed that both these factors have a great influence on the status choice of these groups.

In a linguistic analysis of Adeyemi College of Education students' use of Netspeak, Ogunyale (2016) examined how the language differed from

Standard English as it was spoken in various contexts. The nonstandard English which seems is a product of the technology mediated language has made a great impact on the writing and speech. The data for this study was collected a screenshots or snapshots and was collected in the time frame of eleven months from three social media platforms. Qualitative and quantitative analysis is used to interpret the data. The conclusion of the study showed that the computer language which is also recognized as Netspeak is different than the Standard English from the sentence level to word choices. The findings of the study shows that there is complete shift in the language from sentence structure to words formation, from punctuation marks to irregular spellings. Moreover, the finding also included that the computer mediated language has evolved in every aspect and has become more slang, informal, substandard, and nonstandard over the time.

Gustilo & Dino (2017) observed that Netspeak exists as an informal language in linguistic with its own special peculiar characteristics such as nonstandard language and customization of different features of language. The study's main variable was age, and it viewed that internet language is not only for the young generation but for people of all and different ages. Three age brackets were analysed in this examination with different cohorts. The study showed the similarity along with the dissimilarities of different age groups of the Netspeak language. The main findings showed that younger generation is more inclined towards the nonstandard form of language, whereas the older generation showed adjustment and adaptation in the Netspeak. The older generation is relatively more flexible and shows adaptation to the younger users and denies the old notion that old people comply to the rules of standard language. However, it also pointed out that you speak can be seen among users aged 26-35 and 36-50 Thus the researcher suggests further probing in the study.

As the time is evolving, so is every other thing, hence numerous studies are being carried out to understand the change in language by users of internet of different age groups. Subramanian & Razak (2014) conducted a study on online community of two varied age groups, one group was termed as generation Y aged from 20 to 30 and the other group was baby boomers which fell in an age of above 40 years. The focus of this study was to focus on the subject, standard of language, and application choice of two age groups. The data of this

study was collected form the statuses of Facebook of the two groups. The findings showed that baby boomers are more apt in responses than the generation Y moreover, generation Y are innovative with spellings, acronyms, and abbreviations as compared to the baby boomers. Hence to bridge the gap between the two groups, the baby boomers should make themselves digital literate and the generation Y should lessen the variation that they are causing to the language of the digital world.

## **Research Methodology**

### **Research Method**

Research method is the technique that shows how the data is collected, analysed, and interpreted by the researcher. The researcher intends to use a descriptive research method through the content analysis technique of the Netspeak. The population of the research is generation Z and generation Y users of the Pakistani Netspeak. The study will specifically understand how the sociolinguistic features influence the Pakistani internet language used on different social platforms. The main aim of the researcher is to analyse the language choices of the two age groups named as generation Y and generation Z.

The following table illustrates the theoretical framework:

**Table 1.1.** Internal and Variationist sociolinguistics approach to Gen Z and Gen Y

<b>Theory</b>	<b>Key Proponents</b>	<b>Application to Pakistani Netspeak Analysis</b>	<b>Gen Z &amp; Gen Y Focus</b>
<b>Variationist Sociolinguistics</b>	William Labov	Explores age, gender, and social class influences.	Younger Gen Z might favor emoticons and "LMAO" over Gen Y's "LOL".
<b>Interactional Sociolinguistics</b>	John J. Gumperz	Examines language adaptation for platform and audience.	Gen Z might use meme-inspired slang casually, while Gen Y code-switches to Urdu for professional formality.

**Research Structure**

The data for the research is gathered over a period of six months in the form of screenshots from social platforms such as Twitter, Instagram, WhatsApp, and Facebook. The study is thus cross sectional rather than longitudinal study because the data is collected in large quantity at one point in time. The researcher collected the data of different people having varied age, gender, and social backgrounds.

**Analysis Procedure**

Qualitative data analysis brings out the structures, qualities, patterns, and features of the data whereas the quantitative data analysis focus is to make a count of the items or features through statistical tools. A sample of 40 social media users was qualitatively analysed for the linguistic variations and choices of English Language such as abbreviations, acronyms, neologism, substandard grammar, substandard language, and code switching relational to the sociolinguistic variables of age, class, and gender. For each generation Z and generation Y user, several social media users of Facebook, Instagram, WhatsApp, and twitter were socio linguistically analysed. From the sample, 20 users are of male gender (10 Gen-Z and 10 Gen-Y) and 20 users will be of female gender (10 Gen-Z and 10 Gen-Y).

**Theoretical Framework**

The researcher anchors the study in the Variationist sociolinguistics of William Labov and interactionist sociolinguistics of John. J. Gumpers. William Labov's Variationist sociolinguistics describes the sociolinguistics in terms of language change and variety. He explains how language changes and varies in relationship with the social factors of age,

gender, culture, background, and ethnicity of the respective speakers of the language. Labov believes

that language use is socially determined and the speakers get a social identification with a local group tend to speak a local form of a language.

**Analysis and Discussion**

The researcher descriptively analysed the social interactions and messages of the internet users of different social media platforms such as Instagram, Facebook, WhatsApp, and Twitter. The interactions are studied for understanding the sociolinguistic variables in the Pakistani Netspeak of generation Z and generation Y users such as age, gender, and social backgrounds. The variables that were identified in the Pakistani Netspeak of the two generations are discussed as under.

**Gender**

The chats of different women and men are closely observed by the researcher, and it is found that the chat of a female circle seemed to be different from the male circle. The female users of the generation Z were more inclined towards the usage of acronyms and slang. The female users' code switched on occasions where there was the element of familiarity. In situations, where there was less code switching among women was because of the factor of formality. The male users used native language or regional language in their interactions and frequently code switched. The data revealed that the female users along with the male counterparts tend to code-switch and code-mix two or more than two languages in the internet language of their social media posts.

### **Age**

Age is a crucial factor when it comes to the internet language of today's world. In the globalized world, people from different culture, genders, countries, and ages have come together for interactions. People from as old as 80's are also using internet along with the toddlers of age four and five. These different age brackets have different influence on the language use of the internet. The researcher from data has found out that people of two age cohorts: generation Y (26-40) and generation Z (12- 25) are using the blisses of the digitization from their own linguistic choices

The data revealed that young people of age twelve and up to 25 have youthfulness, coolness, and chicness in their styles of communication. They wanted to showcase their youthfulness from the picks of their word choices such as their chats carried more acronyms, contractions, substandard grammar, barbaric language, and slang. The generation Z people have also used emoticons and facial expressions more to reveal their moods, contempt, disagreements, likes and dislikes. On the other hand, the generation Y users also revealed code switching, slang, and emoticons. The use of slang is a sociolinguistics index which may reflect age and from the data, the researcher has found that younger people tend to use more of slangs in their chats and communication as compared to the older generation, however, it can't be said that the generation Y haven't used slang at all.

### **Social Background**

The data gathered for the research carried different types of interactions, chats, posts, and tweets of generation Z and Generation Y users. The data was randomly collected from the internet of the two genders coming from different social class and background. The social dimensions and stratifications can be vividly seen through the word choices, themes, discussions, and the types of posts of the users. The language choice of well-to-do social class was identified from the language choice of the people who were from middle or lower class. The sociocultural environment is a strong force that shapes that identity of people, and the environment can be seen through the language choice of the users. The users having elitist circle more frequently used standard form of English language. Their choice of words of English language reflects that they have had a social circle where they were more exposed towards a society having cultured class. Whereas the

users who did not have much proficiency of language because of schooling have depended more on their native or mother language and along with that have used the emoticons abundantly in their interactions.

The young generations who are from well-to-do circles have intentionally used substandard grammar in some of their chats to look more fashionable and chicer. The data of generation Y users with qualification carried more well-constructed sentences and standard grammar when compared to the users of generation 2. The data also revealed that male users of generation Z were more inclined to proper grammar than the female counterparts of their age group.

### **Styles and variations**

According to Crystal (2001), there are two main reasons why the discourse surrounding electronics is fascinating. Firstly, it presents an archaic viewpoint on language in written form, allowing the reader to experience language in its unadulterated and unrefined nature. Second, the youths' interactions are flexible and spontaneous. According to Crystal (ibid), electronic discourse is a legitimate kind of language variety. He also argues that the language of internet also exhibits the distinctness, context, individuality, and personalities of its users.

Technology has globalized users from different social groups, classes, background, age, and gender and has made it a community. These factors have altogether influence the overall language variation which can be called a variation of its own. The users of the internet are frequently neologizing the language of internet which has resulted in use of emoticons instead of words, shortened spelling because of character limitation, code mixing of local language, and onomatopoeic expressions.

### **Nonstandard Grammar**

Nonstandard form of grammar also constitutes a major part of the Netspeak There can be multiple reasons for the non-standard form of language, for instance, some users might not be language proficient, or they might not speak English as a first or second language. For instance, in the chats of the young users of generation Z, it was noticed that young generation doesn't care much about grammar. Herring (2000) supported the view that the e-grammar would become standard overtime and people will tend to use it often in standard communication. They use sentences with not proper

structures. They do not agree their subjects or in some cases even the subject goes missing from the chat. Aitchison (1991: 92) has viewed it as creeping element of syntactic variant for infiltrating the language. He also called it as a friendship where one changes the vulnerable points of the other in an unnoticed way; the same is with the language.

Dixon (2011) states that languages and dialects are always changing. Two converging dialects of a language or two varieties of a language can move forward together and form a variety of its own. This can be seen in the Pakistani Netspeak, where the users have frequently mixed two or three varieties of language. The users of both generations have used multiple varieties of Urdu, Pushto, and English and have made a non-standard form of variety for the internet use. In some situations, it was noticed that the user did code mixing and code switching at sentence and phrasal level.

### **Neologism**

Neologism means to coin new words or give a new meaning to the existing words. In Greek language, "neo" means new and logos means utterance or speech. In the age of internet, neologism is at its best in the computer mediated communication. Every day's advancement is either giving a new meaning to a word or helping coin a new word. From the data, the researcher has noted innumerable new words, terms, phrases, or new ideas of language. For instance, in the data a whole lot of neologism was noticed by the researcher which will be mentioned as under. Neologism can also be classified as clipping, blending, conversion, new meaning of old words, compounding, affixation, acronyms, or hard to define, etc. Aitchison (2000) explains that one reason for a change of language is also the comfort of saying things in a sense of ease. He called this internet laziness and believed that this laziness of internet is a major cause of internet jargon. Jargons such as OMG, LMAO, TBH, KYKY, IDK, BTW, BRB, ILY, WTH, ROFL, TC, ILYSM, AF is the internet jargon noticed in the data and can be called case of articulation.

Bauer (1983) explained an acronym as formation of new words by the initials of the names, titles, or phrase. Moreover, abbreviations are different than acronyms because acronyms are pronounced as new words and are not only a sequence of initials (Bauer, 1988). Lundell (2012) has termed the formation of acronyms and

abbreviations as a product of irregular word formation. Clippings is formed by creating a word from shortening of a lexeme for instance when ad is formed from advertisement. Mattiello (2013) states that clipping is limiting the number of syllables to one, two or three; For instance, 'pic' from the word "picture."

### **Onomatopoeic Expressions**

Onomatopoeic expressions mean when one shows the sound through a word. In the internet language, the researcher noticed multiple occasions where the users of both the generations have made use of onomatopoeic expressions. The screenshots of generation Z and generation Y users abundantly showed onomatopoeic expressions in the social media's posts such as "hahahaha," "hehehe," "buhahaha" or "huh" ewwww ahhhhhh, mhummmm, hmhhh awwww, aahahaha, awchechhhhy, baaahaahaha, uffffff, or "ohhhh." The users have given cool vibe to their chats and posts with expression of sounds. The Pakistani Netspeak carries umpteen onomatopoeic expressions especially among young users of the social media. However, "hahaha" and "hmm" type of expressions was noted among the data of both generations and genders. The onomatopoeic expressions are quite common among the two types of users, however in comparison, Gen-z female users of a well-to-do class seemed to be more inclined to use them in their social media interactions.

### **Slang**

Coleman (2014) viewed that online language of the internet era contains more informal and slang language than written languages of other contexts. The slang is not a new language however some new features of slang can be termed as products of internet language. Slang is informal language and is not something that can be seen in written mode of interaction. However, in the age of internet, slang language is frequently used by the users of internet. The data showed three Gen-Z users of a young age coming from a well-to-do class have exchanged chat and they have repeatedly used slang language by addressing most of her female friends with the term 'bro', they have also used word like "STFU," "why u gotta say," "U no tomorrow u no live anymore," "whattttt," etc. this shows that these are not features of standard language and can only be seen in internet-specific language or e-grammar: Netspeak. In formal

communication, the writers avoid using slang because it is considered substandard for a formal context.

### Code Switching and Code Mixing

Switching between two or more dialects or languages is known as code switching. Code switching and code-mixing means to switch from one language to another in conversations. The sociolinguistic feature of code mixing and code switching was commonly seen in the screenshots data of the users. The users with more familiarity have more frequently code switched than the people having less familiarity with one another.

### Conclusion

The people of internet are busy people and, on the go, so they just make sure that their communication is readily and easily accessible for the receivers of their conversations therefore less wordiness is seen in Pakistani Netspeak. The young users of generation Z have been seen using more emoticons, acronyms, jargons, slang, nonstandard grammar and onomatopoeic expressions in their internet interactions. Generation Y chats also carried shortened spellings, code switching and code mixing. In formal situations, generation Y users have made use of standard grammar. Moreover, new users of internet are inclined towards new trends of language; therefore, they try to follow the footsteps of the fashion. Users of generation Z and Y have escaped the effort of writing for longer time and have resorted to less typing by doing contractions, clipping or by simply writing acronyms. This idea was supported by Aitchison (1991) that users look for convenience when typing in the cyberspace. The data carried innumerable acronyms, shortened spellings, misspellings, initials and abbreviations and clippings because users of internet did not have much time to write long structured sentences. Aitchison (1991) also believes that foreign culture, societal needs and fashion trends are also major causes of internet language with along with sociolinguistics factors. Crystal (2001) claims that new medium of internet will record linguistics diversity than ever before in coming times in terms of Pakistani Netspeak. If the number kept increasing, it will be no surprise for the internet linguistics to see a completely new domain of research in in the coming time. Hence, this research will be a great contribution for the future researchers of Pakistan who plan to study,

understand or explore Pakistani Netspeak of the upcoming future.

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