

## **A-10. THE SPECIFICS OF LANGUAGE AND TEXT IN VARIOUS FORMS OF SOCIAL MEDIA**

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Social media severely altered the nature of communication between media and its audience. The old-fashioned top down approach was changed by the audience as an equal participant in the media world. Due to expanding social networks the communication within the audience shifted towards the greater interaction between its members. This led to the changes of the perception of information and subsequently the ways we operate language.

In the presentation various different forms of social media will be presented in order to evaluate the effect they have on language and text. This issue has its positive and negative aspects. It eased the communication and enriched our knowledge base while at the same time it introduced the primitive ungrammatical forms of language, abbreviations, loss of meaning due to extremely fast pace of information.

The presentation will also cover the adaptation of language to various digital media forms because of its wide range. Due to entirely different audiences and cultural profiles the text taken from one social media platform could be completely inappropriate and ineffective in another. This might be influenced not only by the structural issues, but also by cultural, ethnical and even geographical aspects. The multimedia aspect also changed the nature of text. This interlinked net of words and their meanings nowadays is usually supplemented with videos, photos, audio files, that always provide additional weight to the information and changes our perception of it. Due to a diverse, intensive digital environment and huge flows of information the simplification of language and communication often go together when facing new challenges. More and more aspects should be considered because of the rapidly developing, simple but at the same time complicated nature of social networking.