



LANGUAGE USE AND TECHNOLOGY

ROBERT HELAN

DEPARTMENT OF MEDIA STUDIES AND JOURNALISM

FACULTY OF SOCIAL STUDIES, MASARYK UNIVERSITY IN BRNO



AGENDA

- ▶ I. HOW ARE **MOBILE TECHNOLOGIES** IMPACTING LANGUAGE USE?
- ▶ II. HOW IS **SOCIAL MEDIA** IMPACTING LANGUAGE USE?
- ▶ III. HOW IS **TECHNOLOGY** IMPACTING COMMUNICATION ACROSS **LANGUAGE BARRIERS?**



IA. MOBILE TECHNOLOGIES AND LANGUAGE USE

- ▶ **HARDWARE:** tablets, smartphones, etc.
- ▶ **FUNCTIONALITIES:**
 - voice
 - texting
 - emailing
 - recorded audio
 - recorded video
 - live video
 - images



IB. MOBILE TECHNOLOGIES AND LANGUAGE USE

CRUCIAL QUESTIONS:

- ▶ Are texting and messaging ruining our use of the written language?
- ▶ **OR**
- ▶ Are we creating a new version of the written language to use with these technologies?



IC. MOBILE TECHNOLOGIES AND LANGUAGE USE



Txtng is killing language. JK!!! (John McWhorter's TED Talk)



ID. MOBILE TECHNOLOGIES AND LANGUAGE USE

SELF-STUDY:

- ▶ Look at something you have written in your standard writing style and compare it with a text message you have composed.
- ▶ Try to find patterns in the differences between the two.



IE. MOBILE TECHNOLOGIES AND LANGUAGE USE

A: *I mu m8. Hru?*

B: *Oh, I'm fine. I mu 2. How is ur sis?*

A: *My sis is OK. She is on a d8 2day.*

B: *Ic. That's gr8. It's getting l8. We should go b4 it gets dark. I hope I will cu l8r. Maybe 2morrow?*

A: *OK! Hand. CUL.*



IF. MOBILE TECHNOLOGIES AND LANGUAGE USE

A: *I mu m8. Hru?*

I miss you, mate. How are you?

B: *Oh, I'm fine. I mu 2. How is ur sis?*

Oh, I'm fine. I miss you, too. How is your sister?

A: *My sis is OK. She is on a d8 2day.*

My sister is OK. She is on a date today.

B: *Ic. That's gr8. It's getting l8. We should go b4 it gets dark. I hope I will cu l8r. Maybe 2morrow?*

I see. That's great. It's getting late. We should go before it gets dark. I hope I will see you later. Maybe tomorrow?


A: *OK! Hand. CUL.*


Ok! Have a nice day. See you later.



IG. MOBILE TECHNOLOGIES AND LANGUAGE USE

THE GRANDPARENTS' GUIDE TO TEXTING

- ▶ What new vocabulary do they need to know?
 - ▶ What abbreviations do they need to know?
 - ▶ Are there any other rules of use?
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IIA. SOCIAL MEDIA AND LANGUAGE USE

➤ **SOCIAL MEDIA:**

A set of channels with which to communicate with one another.

➤ **TYPES OF SOCIAL MEDIA:**

SOCIAL NETWORKS:	Facebook, LinkedIn
BOOKMARKING SITES:	Pinterest, Delicious
SOCIAL NEWS:	Reddit
BLOGGING:	WordPress
MICRO-BLOGGING:	Twitter
IMAGE/VIDEO SHARING:	YouTube, Instagram



IIB. SOCIAL MEDIA AND LANGUAGE USE

- ▶ **HOW IS SOCIAL MEDIA IMPACTING LANGUAGE USE?**

Use of abbreviated language, hashtags, etc.

Use of images as a communication tool.

Language targeted at the general public is no longer exclusively controlled by editors



IIC. SOCIAL MEDIA AND LANGUAGE USE


➤ **APPROPRIATING EXISTING VOCABULARY**

tablet: a portable screen

troll: an internet user who seeks attention by making outrageous or unreasonable comments about something or someone

stream: the transmission of data as a steady continuous flow

catfish: refers to an internet user who poses as someone other than themselves



IID. SOCIAL MEDIA AND LANGUAGE USE

- ▶ INTRODUCING NEW VOCABULARY

unfriend: to deliberately remove someone from your list of friends on a social networking website

selfie: a photo that you take of yourself, usually for use in social media

emoji: a small digital image or symbol used in electronic communication to convey an idea or feeling

- ▶ Can you guess the meaning of the following words?

YOLO

craptacular

FOMO

TBT



IIE. SOCIAL MEDIA AND LANGUAGE USE


➤ **INTRODUCING NEW VOCABULARY**

YOLO: you only live once (used especially to rationalize impulsive or reckless behavior)

craptacular: spectacularly awful; so poor in quality as to become a spectacle

FOMO: fear of missing out

TBT: Throwback Thursday – an internet theme day observed on every Thursday when social media users share an old photograph



IIF. SOCIAL MEDIA AND LANGUAGE USE

- BEHIND THE GREAT FIREWALL OF CHINA (Michael Anti's TED Talk)
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IIIA. TECHNOLOGY AND LANGUAGE BARRIERS

- ▶ TECHNOLOGY IS IMPACTING: translation and language learning

TRANSLATION:

Basic language translation can be done using technology.

Technology still can't handle translation of nuanced, refined language.

Translation tools are becoming more and more sophisticated over time.



IIIB. TECHNOLOGY AND LANGUAGE BARRIERS

- ▶ TECHNOLOGY IS IMPACTING: translation and language learning

LANGUAGE LEARNING:

Rather than having someone translate the language, we're able to learn it ourselves

Technology-based tools can help us learn a language more effectively and efficiently.



IIIC. TECHNOLOGY AND LANGUAGE BARRIERS



MASSIVE-SCALE ONLINE COLLABORATION (Luis von Ahn's TED Talk)



SUMMARY

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- I. **MOBILE TECHNOLOGIES** AND LANGUAGE USE
 - II. **SOCIAL MEDIA** AND LANGUAGE USE
 - III. **TECHNOLOGY** AND LANGUAGE BARRIERS