

With Reference to the micro-blogging site Twitter, Understanding the Dynamic Use of Language and Attitude in New Media

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Abstract

The media has enormous potential and affects human life on many different levels. The use of new media and its applications does not constitute discrimination; rather, it promotes greater individual engagement. It should be noted that the media compartmentalises audience based on their interests and affiliations in order to comprehend the dynamics of media and their audience. With the emergence and acceptance of new media tools and applications, this remark is made explicitly. People can subscribe to content and messages based on their preferences for accessibility and interest. The media has enormous potential and affects human life on many different levels. The use of new media and its applications does not constitute discrimination; rather, it promotes greater individual engagement. It should be noted that the media compartmentalises audience based on their interests and affiliations in order to comprehend the dynamics of media and their audience. With the emergence and acceptance of new media tools and applications, this remark is made explicitly. People can subscribe to content and messages based on their preferences for accessibility and interest.

Keywords: Social media, New Media Applications, Language, Attitude, Dynamism

INTRODUCTION

These advancements in the communication processes have subtle influences on the process of meaning making. The process of meaning making is directly affected by contextual and situational factors further increased by the proportion of the communication media and technology. Alongside, every medium grooms a lingo or language dialect conditioned for the medium that matches the milieu of the medium. In common terms, we talk about the language of the Newspaper or a printed literature, the language of the radio, the language of the Television, in the same path has emerged the language of the New Media. The language of the New Media is connotative conditioned by context and stakeholders of the communication process.

Blogs, micro blogs, video and photo-sharing websites, online social networks, and blogs all fall under the umbrella of social media. Among the countless platforms available, well-known

service providers like Twitter and Facebook have drawn attention for their role in promoting political discourse, participation, and mobilisation. With younger users, these platforms have a significant audience. This study article is a presentation of ideas and findings by a scholar trying to comprehend how Twitter, in particular, quietly fosters hegemonic manifestation.

Understanding Hegemony in Communication

Hegemony is a phrase with a broad and nuanced meaning. Although Antonio Gramsci and other scholars first used the phrase to refer to society's dominant power structures, they later used it to refer to the dominant forces that discreetly control many aspects of daily life. The media platform's particular attitudes can be linked to the implication that Gramsci made. People's attitudes cause a crater in society that separates them from their society. However, that power is not fully realized because hegemony also explains the tense tension between dominant and other opposing ideas. Similar to how hegemony denotes an idea of departure, passing, and arrival for much of modern social and political theory, many other important concepts are employed to define aspects of the contemporary reality. Since almost all modern studies that use the concept of hegemony continue to use Gramsci's thesis, it is either explicitly addressed or indirectly discussed in these studies. Domination and "leadership of knowledge and morals" are two characteristics of a community's hegemonic position. According to Gramsci, hegemony consists of two elements: first, a ruling class that has been educated to scare others with its strong authority; and second, a ruling elite that has been trained to seize conceptual dominance in order to gain the respect and approval of the populace. The institutional framework that maintains the governing class's cultural dominance heavily relies on the media. People's daily activities, such as work and study, are closely tied to culture, educational institutions, and the media. The public of various social classes in the society can quickly learn the opinions of the ruling class, which helps the public, recognize this type of cultural domination. By 1760, or the 25th year of Qianlong, European art entered the Rococo era, which persisted until the end of the 18th century. The introduction of Chinese art into Europe at that time had a positive effect on the European artworks of the day. In paintings, light hues are frequently employed. The construct employs a circular corner rather than the crucial square corner. The typical "Chinese taste" or "Chinese style" was involved in this. People must not only get peripheral optimization but also understand their own country's culture and support their own cultural energy in the age of fast data communication on the Internet if they want to avoid being subject to the dominance or monopoly conveyed by cultural hegemony. There should be a variety of cultures in the cosmos since they each have unique merits. The concept of hegemony is frequently applied in communication to theories the political goals of the mass media, which is a crucial component in disseminating and maintaining the dominant philosophy. Hegemony is also used to explain the development of media and communication production, with the dominant philosophy forming the framework for news and entertainment (Hallin, 1994). So, despite being in theory free from direct government control, the media nonetheless serve as advocates for the dominant viewpoint.

Micro Blogging Site Twitter

Jack Dorsey created and popularised Twitter, a social networking and microblogging service, in 2006. Users of the network can read and post so-called tweets, which are brief messages. Users can upload photographs or brief videos to Twitter, and messages are only allowed to be 280 characters long. In terms of total users, Twitter is the fourth-largest social network in the world, trailing only Facebook, Instagram, and Snapchat. President Donald Trump of the United States, Pope Francis, and Indian Prime Minister Narendra Modi were the top three world leaders on Twitter in terms of followers. Twitter has also grown to be a crucial conduit for governments and heads of state.

Language usage in social media

It is crucial to remember that these various media types differ amongst services. Depending on the aim of their conversations, this disparity influences how people speak. Languages used in many contexts and for various reasons have converged on social media. This has led to the development of a different dialect that, due to its immediacy, favours real-time communication, such as the acronyms used in instant messages, for instance. The majority of exchanges that take place online are written. Acronyms and other different referencing techniques are becoming more common and used in online communication as a result of either time, word, or character limits (Iaia, 2016).

Twitter is a popular form of modern online communication that uses a framework similar to Facebook's. Despite this, Twitter is mostly utilised for faster reading and composing of messages because it has a character restriction. Facebook messages, on the other hand, have a larger maximum length and can go deeper. These restrictions have a direct impact on how individuals address one another. Services frequently combine communication channels to best serve their users' needs and keep customers happy.

Conclusion

The development of individuals and communities is communication's fundamental goal. The social fabric of the nation might be damaged by communication with ulterior purposes. Power, affiliation of convergence or divergence, attraction and interest, and responsibility all serve as mirrors for our attitudes. The talks that take place offline typically remain private between the participants, whereas the communications that are shared online (i.e., tweets) are typically public and can spread quickly and widely through the highly connected user network. Also, we might discover that verbal face-to-face interaction makes up a larger portion of our verbal exchanges in the real world than does writing or typing when using Twitter. Celebrities' vocabulary on Twitter reflects how they are feeling at the time. As a representative of society, they should speak with dignity, social responsibility, and duty. Good discourse is a shared obligation, to put it simply.

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