University of Mumbai

Research Project No: _25_

NAME OF THE RESEARCHER: Ms Emelia Noronha

LECTURE IN _English_

AMOUNT SANCTIONED: Rs. _30,000/-_

Ref No. APD/237/ _429_ of 2017

_16th_ January, 2017

(A) Personal file - x-rox
(B) Prof Emelia - original

Nupu

20|01|2016

To,

The Principal,
P.D. Lions College,
Swami Vivekanand Rond,
Malad (W),
Mumbai - 400064.

Sir/Madam,

With reference to the Research Proposal forwarded by you in respect of Shri/Smt/Kum _Emelia Noronha_ , I am directed to inform you that the said proposal has been considered by the University and the Committee has recommended research grant as quoted above to the researcher.

The sanctioned amount will be disbursed in two instalments. The first instalment of 50% of the sanctioned amount will be disbursed within 15 days on receiving undertaking and RTGS Form (copy enclosed) from the researcher.

The researcher is expected to spend 50% amount initially from his/her own resources to carry out the work. **Please note that 50% balance amount, out of sanctioned grant will be released on the submission of utilization certificate including bills/vouchers/receipts in original on or before 31st March, 2017 failing of which the advance amount granted will be recovered from researcher which please note.**

Further, I am to inform you that the researcher will have to utilize the sanctioned amount before 31st March, 2017 and submit original bills/vouchers of the expenditure along with Utilization Certificate (copy enclosed) duly certified by the Principal /Director /Head /Institute /University Department/College, to the A.P.D. Section, after verification through the Accounts Section, Gr. Floor, Room No. 13, Fort, Mumbai – 400 032.

The report of the research work carried out by the concerned researcher will have to be submitted to the University on or before 31st July, 2017.

The Principal/Head of the Institute are requested to inform the researcher accordingly and arrange to forward his/her undertaking along with RTGS Form immediately to enable this office to release first instalment of the research grant, accordingly.

Prahladrai Dalmia Lions College

Inward 1917

Date: 2 0 JAN 2017

Yours faithfully,

For REGISTRAR

o/c

Ref. No.: To, paco/1352

Date: = 6 MAR 2019

The Assistant Registrar,
Academic Planning & Development Unit
Room No. 132, first Floor
University of Mumbai, Fort,
Mumbai – 400 032

Subject – Submission of the Minor Research Project 2017-18 (*Ref. No. APD/237/429 of 2017*)

Respected Sir / Madam,

Kindly accept the Minor Research Project of **Ms. EMELIA AGOSTINHO NORONHA,** Assistant Professor, English Department on **'Changes in the usage of the English language through the 'selfing project' by youngsters with specific reference to Social Media';** Project No.: 25 *Ref. No. APD/237/429 of 2017; Letter dated 16th January 2017.*

Kindly note that the grant of Rs. 30,000/- has been sanctioned against which Rs. 15,000/- has been received. It is therefore requested to kindly reimburse the over and above expenditure of Rs. 15,000/-.

Thank You.

Yours sincerely,
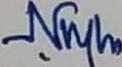
Dr. N. N. Pandey
Principal

Prahladrai Dalmia Lions College of Commerce & Economics

|| व्यापारेष सेवा ||

Ref. No.: PALC/1352   **UTILIZATION CERTIFICATE**   Date: - 6 MAR 2019

Certified that the sanctioned grant of Rs. 30,000/- (Rupees Thirty only) and received amount of first installment of Rs. 15,000/ (Rupees Fifteen Thousand only) from the University of Mumbai under the scheme of support for **Minor Research Project** entitled **"Changes in the usage of the English language through the 'selfing project' by youngsters with specific reference to Social Media"** by **Mrs. Emelia Agostinho Noronha** has been fully utilized for the purpose for which it has been sanctioned and in accordance with the terms and conditions laid down by the University. An expenditure of Rs. 32,846/- has been incurred by the researcher against the receipt of Grant of Rs. 15,000/-.

Project No: **25**

University Letter: *Ref. No. APD/237/429 of 2017; dated 16th January 2017*
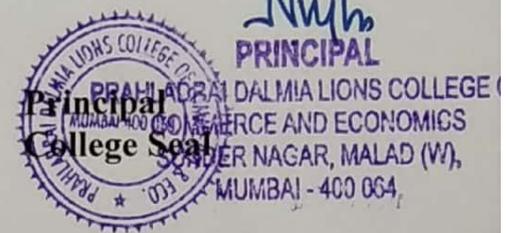
Mobile No: 9819202132

Principal Investigator   **CPI**   **Principal College Seal**

Date   6 Mar 2019

PRINCIPAL
PRAHLADRAI DALMIA LIONS COLLEGE
OF COMMERCE AND ECONOMICS
SUNDER NAGAR, MALAD (W),
MUMBAI - 400 064.

Minor Research Project

on

Changes in the usage of the English language through the 'selfing project' by youngsters with specific reference to Social Media

Submitted at

University of Mumbai

By

Mrs. Emelia Agostinho Noronha

(Faculty of English)

Prahladrai Dalmia Lions College of Commerce & Economics

Malad, Mumbai

Reports Submitted

13/3/19

Declaration

This is to certify that with reference to the Research proposal sanctioned by the University of Mumbai as per letter dated 16th January 2017, Ref. No. APD/237/429 of 2017; amount sanctioned Rs. 30,000/-; Research Project No. : 25 ; I am submitting a report on the Minor Research Project titled : **Changes in the usage of the English language through the 'selfing project' by youngsters with specific reference to Social Media.**

I hereby declare that this is a bonafide record of research work done by me independently and that the research work has not previously formed the basis for the award of any degree, diploma or similar title of any university or institution.

E.Noronha

Emelia Noronha
Assistant Professor, Head of the Department (English)
Prahladrai Dalmia Lions college of Commerce & Economics

Minor Research Project

on

Changes in the usage of the English language through the 'selfing project' by youngsters with specific reference to Social Media

Submitted at

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(Faculty of English)

Prahladrai Dalmia Lions College of Commerce & Economics

Malad, Mumbai

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Emelia Noronha
Assistant Professor, Head of the Department (English)
Prahladrai Dalmia Lions college of Commerce & Economics

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Introduction

"The Internet is one of the most remarkable things human beings have ever made. In terms of its impact on society, it ranks with print, the railways, the telegraph, the automobile, electric power and television. Some would equate it with print and television, the two earlier technologies which most transformed the communications environment in which people live. Yet it is potentially more powerful than both because it harnesses the intellectual leverage which print gave to mankind without being hobbled by the one-to-many nature of broadcast television" comments John Naughton in *A brief history of the future: the origins of the Internet,* 1999.

The advent of internet has ushered in a range of variations in the way we interact and communicate with each other. The communication that happens on the Internet, the impact it has on the language that is used, the implications of the communication process on the overall interaction that ensues is the prime concern of Internet Mediated Communication.

The internet:

According to the The Federal Networking Council (FNC) "Internet" refers to the global information system that --

(i) is logically linked together by a globally unique address space based on the Internet Protocol (IP) or its subsequent extensions/follow- ons;

(ii) is able to support communications using the Transmission Control Protocol/Internet Protocol (TCP/IP) suite or its subsequent extensions/follow-ons, and/or other IP-compatible protocols; and

(iii) provides, uses or makes accessible, either publicly or privately, high level services layered on the communications and related infrastructure described herein."(Kahn R.E. et.al.,1999)

To put it in simple terms of Wikipedia, internet is "a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies."

Internet based Computer Mediated Communication:

Internet-based, computer-mediated communication involves information exchange that takes place on the global, cooperative collection of networks using the TCP/IP protocol suite and the client-server model for data communication. Messages may undergo a range of time and distribution manipulations and encode a variety of media types. The resulting information content exchanged can involve a wide range of symbols people use for communication. (December, J.1996)

Internet based Computer Mediated Communication is the term I would like to use instead the well known term - Computer Mediated Communication. Computer Mediated Communication (CMC) is defined by Baron (2003) as "any natural language messaging that is transmitted and/or received via a computer connection. Generally speaking, the term CMC refers to a written natural language message sent via the Internet. However, the term can also be applied to other written venues that employ computer-based technology to send messages across a distance, including both email and computer conferencing done through in-house intranet systems and contemporary short text messaging (SMS), which is normally transmitted through mobile phone connections".

Internet Discourse:

The word Discourse refers to "written or spoken communication" (*Compact Oxford Dictionary, Thesaurus and Wordpower Guide*, 2001. Oxford University Press, New York). The internet has forged new ways of communication that cannot neatly fit into the category of neither written nor oral communication.[1] Internet Discourse attempts to explore the range of communication fostered through the internet.

The term 'Computer-Mediated Discourse' was used to discuss communication that is produced when human beings interact with one another by transmitting messages via networked computers. The study of Computer-Mediated Discourse (henceforth CMD) is a specialization within the broader interdisciplinary study of Computer-Mediated Communication (CMC), distinguished by its focus on language and language use in computer networked environments, and by its use of methods of discourse analysis to address that focus. With the onset of the wide usage of Social media CMD has been tremendously impacted.

Scope of the Study

Social Media is being used by the youth of today in innumerable ways. The media that one uses definitely impacts the language that it uses and vice-versa, as Mc Luhan famously declared: 'The medium is the message'. The Web 2.0 revolution has transformed the way in which the youth of today use social media. The various platforms used by the youngsters today are often decried and looked upon as a bane to society. But research focusing upon these issues is in the nascent stage.

Thus the requirement of a structured and systematic study to study the manner in which the youth of today especially those of colleges of the suburbs of Mumbai use the social media is a necessity.

Since the background of the researcher pertains to communication, the researcher attempts to focus upon understanding the ways in which the youth of Mumbai use the English language to create the 'self' through Social Media. The study limits itself to posts by youth ranging from the age group 16 to 18 years. These years being the formative years of the youngsters the researcher aims to find out how the 'self' is created by the youth through their posts. The youth chosen are from Mumbai suburban district. Thus it will be a far-fetched enterprise to make applicable these conclusions to youth outside this arena.

Rationale and Significance of the study

A lot of research with reference to social media has been seen in the United States and parts of Europe. Social Networking Sites according to boyd & Ellison (2007) are ''webbased service(s) that allows individuals to (1) construct a public or semipublic profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system'' .

In addition to individual profiles, Social Networking Sites (SNS) may include profiles of bands, companies, nonprofits, or political parties (Childnet International, 2007). These sites are being increasingly used to maintain or create new relationships and people have started bonding on the basis of shared goals - professional or social, common culture, nationality, political views or racial, sexual or religious identity.

Facebook, Twitter and Whatsapp are some popular Social Networking Sites widely used worldwide. Although much of the published research on the use of SNSs is still emerging, the handful of studies that exist stem mostly from communications, information science, sociology, cultural studies, and computer science. Facebook and other social networking tools are increasingly the object of scholarly research. The impact of Social Networking Sites on issues of identity, privacy, youth culture, education and social behaviour is the focus of emerging research in this field.

The present study is one of its kinds as it will focus on the manner in which the Indian youth are creating their 'selves' on these social networking sites. The 'selfie' culture that is permeating the Indian social fabric has caused a furore in the social realm. This project will address issues pertaining to the 'selfie' culture that is in the process of laying its foundation here.

A plethora of work done by researchers from the field of Computer science and Humanities – Baron, Naomi (2008), Berners-Lee. T. (1999), Crystal D. (2001/2006) , Danet, B., and Herring, S. C. (2007) , Graddol, D. (1997/2000) , R. Kling (Ed.) (1996). But work in this field with reference to India is scarce.

Objectives of the study

The objectives of the study are as follows:

- To understand the manner in which youngsters create their selves on social networking sites

- To understand the changes wrought about in the English language in the process of the 'selfing' project

Hypothesis

The research project works on the following hypothesis:

- That the youngsters make use of code switching in their posts

- Youngsters do not use words alone to post about themselves

- Youngsters rely more on visual content to express themselves

- Comic content is used to create conversations on SNS

- 'Selfies' are used to create their positive self on the SNS.

Research Methodology

The present work is based on primary data collection from conversations of youngsters recorded on Facebook and Whatsapp. After which the data will be analyzed on the basis of the following factors:

- Orthography

- Morphology

- Turn taking

- Kinesics

- Code switching

Discussion

History of Research in CMD:

Herring (2001) traces the history of 'Computer Mediated Discourse'. She reiterates the fact that "interactive networking, originally, was designed in the United States in the late 1960's to facilitate the transfer of computer programs and data between remote computers in the interests of national defense (Levy, 1984; Rheingold, 1993)". Computer networks were used first by computer scientists in the early 1970s and then in 1990s after the rise of commercial Internet providers Internet came to be used by the general masses. (Herring S. C. 2001).

Herring (2001) traces the origins of the CMD research to Naomi's Baron's publication of the article entitled 'Computer Mediated Communication as a Force in Language Change' in *Visible Language*, v18 n2 p118-41 Spr 1984. Next was Denise Murray's (1985) research on a real-time messaging system at IBM: "Composition as conversation: The computer terminal as medium of communication.", then Kerstin Severinson Eklundh's (1986) study of the Swedish COM conferencing system. According to Herring (2001) it was with Kathleen Ferrara, Hans Brunner, and Greg Whittemore's (1991) "Interactive Written Discourse as an emergent genre", that linguists and language scholars began to take serious notice of CMD.

The following years saw a gamut of research work in the field of CMD. All were "working independently on what has since emerged as a more or less coherent agenda: the empirical description of computer-mediated language and varieties of Computer- Mediated Discourse" Herring (2001). There has been a spurt in CMD research since the mid-1990's.

Internet based Computer mediated Discourse (ICMD) or Internet Discourse is often divided into two broad modes: synchronous and asynchronous modes. The term 'synchronous' implies 'happening, existing, or arising at precisely the same time' or 'recurring or operating at exactly the same periods' (http://www.merriam-webster.com/dictionary/asynchronous?show=0&t=1317049494) as it is used in direct communication , for example, a telephonic conversation or instant messaging. On the other hand for 'asynchronous' communication to take place, it is not essential for the parties involved in the communication to be simultaneously present at the same time as it is being presented. For example e mail, discussion boards, text messaging and blogs can be viewed after they are communicated. The boundary between synchronous and asynchronous is often blurred with newer technologies constantly making inroads. The various "internet using situations" (Crystal, 2006) whether synchronous or asynchronous, are as follows:

World Wide Web (WWW)

Electronic mail

Internet Forums

Instant Messaging

Virtual Worlds

Blogs

VOIP

Social Networking Service

The World Wide Web: The World Wide Web (abbreviated as WWW or W3 and commonly known as the Web) is a system of interlinked hypertext documents accessed via the Internet.

With a web browser, one can view web pages that may contain text, images, videos, and other multimedia and navigate between them via hyperlinks (http://en.wikipedia.org/wiki/World_Wide_Web). Tim Berners –Lee, the creator of World Wide Web, defined it as "the universe of network-accessible information, an embodiment of knowledge". He further adds that ". The web is more a social creation than a technical one". (Berners-Lee, 1999). The web offers a range of facilities like "encyclopedic referencing, archiving, cataloguing, 'Yellow' pages listing, advertising, self publishing, games, news reporting, creative writing, and commercial transactions of all kinds"(Crystal, 2006). The language that one finds here is highly dynamic.

 The web pages that are created through Java based applications are highly dynamic and can reach great levels of interactivity hitherto never envisaged. The electronic literature that we see on the web – 'clip-poemas' by Augusto de Campos, 'anipoemas' by Ana Maria Urib, 'Holopoetry' by Edward Kac, 'videograms' of Gary Hill, "programmed animated poetry" by Philippe Bootz and the LAIRE group, "click poetry" by David Knoebel, "cyberpoetry" by Komninos Zervos, "softpoetry" by Robert Kendall, Dan Waber's "Strings" and poems by Jim Andrews and Brian Kim Stefans, bring about a revolution in the way we read or experience poems . They are iconoclastic, with their texts moving on the screen with varying speeds, words having a kinesics of their own creating and recreating themselves, changing and evolving sentences and ideas. Words are not the only ways to poetic expression on the web, they constantly interact with audio-visual poetic matter to form a unique malleable form of poetry. (Ikonen T. 2003) The digital fiction on the web plays with time in terms of "order, speed and frequency" (Eskelinen, M. 2001). Hypertext renders the category of order almost useless with the almost tautological exception of achronic texts (Eskelinen, M. 2001)

The development and current state of electronic literature, from the popularity of hypertext fiction (Michael Joyce's *Afternoon, a story*) in the 1980's , Shelley Jackson's *Patchwork Girl* to Caitlin Fisher's These Waves of Girls (2001) (which won the ELO award for fiction in 2001) to the present , interactive fiction (Douglas Adams, 'Hitchhiker's Guide to the Galaxy'), locative hypertext narrative — electronic literature tied to specific places, a rich area of current research, spurred by the development of GPS devices, smartphones, and tablets; installation pieces (David Small), "codework,"(works of Mez (Mary-Anne Breeze), Talan Memmott, Ted Warnell, Brian Lennon, and John Cayley) generative art and the Flash poem (Poetry in flash with music, pictures and spoken words) have brought in a sea change in manner in which literature needs to be approached. "The practices, texts, procedures, and processual nature of electronic literature require new critical models and new ways of playing and interpreting the works" (Hayles N.K. (2007).

Electronic mail: The electronic mail is the major source of daily individual transaction on the internet. John Naughton calls it the "oil that which lubricates the system". Numerous studies have been the focus of e mails, such as - impact of e mail on organisational change in a workplace setting (Ziv, O. 1996); email giving a voice to the voiceless and reducing status imbalance (Sproull and Kiesler 1992, Bishop and Levine 1999). There is a lot of variation in the language used in email, ranging from problems in grammar, spellings and punctuation. Baron (1998) studies the linguistics of email, Danet (2002) articulates the language of email. Email has been compared to spoken and written data bases (Collot and Belmore 1996, Yates 1996). Collot and Belmore concluded that "the genres which (electronic language) most closely resembles are public interviews and letters, personal as well as professional" (1998).

Email has also been described as a hybrid language that has arisen as an amalgam of components taken from other language varieties: postcardese, headlinese and telegraphese (Ferrara, Brunner and Whittemore 1991).

(More input required)

Internet Forums: An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages (vBulletin.com). The tree like structure of the Internet forums enables its users through 'threads' (a single conversation) to form a network of discussion on a broad range of topics. Depending on the kind of forum that one has subscribed to, the message is screened by the moderator before it is posted in the forum. These are the present day avatars of bulletin boards, electronic mailing list or newsgroup (such as exists on Usenet) that allowed people to post messages and comment on other messages.

Instant Messaging: It is defined as a type of communications service that enables you to create a kind of private chat room with another individual in order to communicate in real time over the Internet. It is analogous to a telephone conversation but using text-based, not voice-based, communication. Typically, the instant messaging system alerts you whenever somebody on your private list is online. You can then initiate a chat session with that particular individual. (http://www.webopedia.com/TERM/I/instant_messaging.html).

Instant Messaging (IM) is also distinct from online chat, in the sense, that it takes place between specified known users (often using contact list, buddy list, or friend list), whereas online 'chat' also includes web-based applications that allows communication between users in a multi-user environment that are anonymous but often directly addressed.

Some systems often send messages to the associated email account if the user at the other end is not then 'logged on' (offline messages), thus removing some differences between IM and email. Thus the synchronous mode takes on an asynchronous mode at times.

Virtual worlds: "Virtual worlds are imaginary environment which people can engage in text-based fantasy social interaction." (Crystal, 2006). It is an online community that is created through simulation where users create and interact with the objects of the simulated world. The users take the form of avatars visible to others. These avatars are usually textual but other forms (auditory and touch sensations) are also possible. The user can manipulate the elements in the simulated world . Communication between users can range from text, graphical icons, visual gesture, sound, and rarely, even forms of touch and voice command, and balance senses.

For Mark W. Bell, a virtual world is a "synchronous, persistent network of people, represented as avatars, facilitated by networked computers."

 Virtual world includes:

   Massively multiplayer online role-playing games or MMORPGs where the user playing a specific character is a main feature of the game for example World Of Warcraft for example.

   massively multiplayer online real-life games or MMORLGs, the user can edit and alter their avatar at will, allowing them to play a more dynamic role, or multiple roles for example Second Life.

 Massively multiplayer online games depict a wide range of worlds, including those based on fantasy, science fiction, the real world, super heroes, sports, horror, and historical milieus. The most common form of such games is fantasy worlds. Communication is usually textual,

but real-time voice communication is also possible. The form of communication used can substantially affect the experience of players in the game. Clive Thompson, a contributing writer for The New York Times Magazine and a regular contributor to Wired and New York magazines, recounts his disappointing experience with voice chat while logged into *World of Warcraft.*

(http://www.wired.com/gaming/virtualworlds/commentary/games/2007/06/games_frontiers_0 617)

Blogs: The blog (a contraction of web log / weblog) is a form of online publishing, communication, and expression that has gained significant popularity since its emergence in the late 1990s (Blood 2002; Rosenberg 2009; Winer 2001). The terms blog (n.) and blogging (v.) were first included in the Oxford English Dictionary in 2003, and blog (n.) was chosen as Merriam-Webster's word of the year in 2004 (Merriam-Webster 2004).

Princeton's WordNet database defines a blog as "a shared on-line journal where people can post diary entries about their personal experiences and hobbies (; …) postings on a blog are usually in chronological order," and describes blogging as "reading, writing, or editing a shared on-line journal". Blogs are used to publish a wide array of content: In addition to textual blogs, blogs are also used to share photos, audio clips, and video clips (Scheidt 2009).

Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites. (Mutum, D. and Wang, Q. 2010)

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual,

although some focus on art (art blog), photographs (photoblog), videos (video blogging), music (MP3 blog), and audio (podcasting). Microblogging is another type of blogging, featuring very short posts.

As of 3rd October 2011, Blogpulse, a search engine and an analytic system for blogs that moderates daily activity on blogs and generates trend information, recorded total identified blogs: 172,739,299 (http://www.blogpulse.com/. 2011).

Voice over Internet Protocol (VOIP): Voice over Internet Protocol (VOIP), is a technology that allows one to make voice calls using a broadband Internet connection instead of a regular (or analog) phone line. Some VoIP services may only allow one to call other people using the same service, but others may allow to call anyone who has a telephone number - including local, long distance, mobile, and international numbers. Also, while some VoIP services only work over the computer or a special VoIP phone, other services allow the use of a traditional phone connected to a VoIP adapter. In addition, wireless "hot spots" in locations such as airports, parks, and cafes allow to connect to the Internet and may enable the use of VoIP service wirelessly. (http://transition.fcc.gov/voip/)

The VOIP services and providers are : Hamsphere, Ooma, RingCentral, Radvision and Skype. The VOIP transmission has gained popularity in recent years and research in this field is in its nascent stage. Most of the research focuses on problems of security and defense. (Wen-tao, M. et. al. (2008);performance of VOIP (Das. S. K. et. al. 2003) and technical aspects of the VOIP transmission.

Social Networking Sites : According to boyd & Ellison (2007) an online Social Network Site (SNS) is a ''webbased service that allows individuals to (1) construct a public or

semipublic profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system'' .

In addition to individual profiles, Social Networking Sites may include profiles of bands, companies, nonprofits, or political parties (Childnet International, 2007). SNSs can help users maintain or forge new relationships around shared professional goals, political views, a common language, or racial, sexual, religious, or cultural identities (boyd & Ellison, 2007; Ellison, Steinfield, & Lampe, 2007).

Facebook and Twitter are Social Networking Sites widely used worldwide. Although much of the published research on the use of SNSs is still emerging, the handful of studies that exist stem mostly from communications, information science, sociology, cultural studies, and computer science and are both conceptual and empirical in nature (boyd & Ellison, 2007). Facebook and other social networking tools are increasingly the object of scholarly research. Scholars in many fields have begun to investigate the impact of social networking sites, investigating how such sites may play into issues of identity, privacy, social capital, youth culture, and education.(danah boyd, 2007)

Language Change as seen on SNS

"The limits of my language mean the limits of my world"- Ludwig Wittgenstein

The internet has widened the horizons of Language. "The speed of change in the past 15 years is such that it is already possible to see a diachronic as well as synchronic dimension to this subject – a historical Internet linguistics, studying language change "Crystal (2005).

Andy Chopra rahul u r rite i shuld have done dis only bt i had shy of my frnd... Dats y i dint did..,

Raul Honavar its kool.

Andy Chopra wat kool rahul... I lost my salary cos of my mistake i surrender myself few daes b4... If i shut my bloody gutter den d scene wuld b diffrnt... Jaise aaj mai roz phn karta hu uske badle wolog mujhe kutte ki tarah phn karte aur mai cal reject, avoid karta...

Sanket Mehta hey chill ya ! ....andy !.....dnt worry ! everythng vil b normal !..... :)

Sanket Mehta tokng all dis is nt 5n also ya !..

Sanket Mehta SEZAL INSURANCE .....has a good reputation yaar !....y to tel dis much !!.....dnt wrry !....

Andy Chopra sanket: beta sanket tane paisa ni kimat nathi khabar mara atkana che e mane j khabar che okay dude... So sweet of u...

Sanket Mehta ya i also knw ya !.....dat how it feels !.....i cn undrstnd !..u vil get it !....ya !.....give dem sum tym !....

These are excerpts of wall posts on the wall of Andy Chopra on Facebook recorded on 4 October, 2011 that started a string of comments on his wall post. The last post was recorded at 7. 45 p. m. on 4 October, 2011.

The above excerpt is indicative of the kind of language youngsters are using on the internet today. "Educators and language purists have expressed concern about the non standard , informal nature of language found in chat rooms and text messaging"(Herring, 2008). Baron (1984) predicted that Internet would change the language for the worse. Stein (2006) predicted that it would accelerate the rate of language change. Though there is no homogenous speech community on the internet, one can glean a certain set of factors that make it a different variety.

The language found on the internet is called 'weblish, netlingo, e-talk, tech-speak, wired-style, geek-speak, Netspeak, e grammar (Thurlow. C , 2001); Crystal D. (2006); Herring S. (2007). For the sake of convenience the distinct linguistic features that are evident on the internet can be termed as Internet Discourse.

To examine the features of Internet discourse we would first understand the changes that we find in orthography, morphology at the word level, the syntax level, and the utterance level.

Orthography

Orthography generally refers to spelling; that is, the relationship between phonemes and graphemes in a language. Sometimes spelling is considered only part of orthography, with other elements including hyphenation, capitalization, word breaks, emphasis, and punctuation.[Coulmas, Florian. 1996. *The Blackwell Encyclopedia of Writing Systems*. Oxford: Blackwell, p. 379.] Orthography includes the set of symbols - graphemes and diacritics - used in a language, and the rules about how to write these symbols.

It is very common to find posts like the following:

Akshay Sitap 🎂🍫 #Wish you #Manniee #Manniee 😊😇#Happy #Wala 🎁🎊🎉#Bday mita 😘😘😘 #God #Bless #You #Live a #Long #Life...Have a #Lovely and #Memorable 😊❤️#Day Enjoy urr Day...#God Always Gives u #Lots off #Happiness...Stay Always Bless....😍😘😘😍😘😘

Like · Reply · 1y   ❤️ 1

The use of the hastag is very common.

The use of accent symbols are also used innovatively as in:

ÇõòlDüdê Ñãdàâñ

Timeline   About   Friends   Photos   More ▾
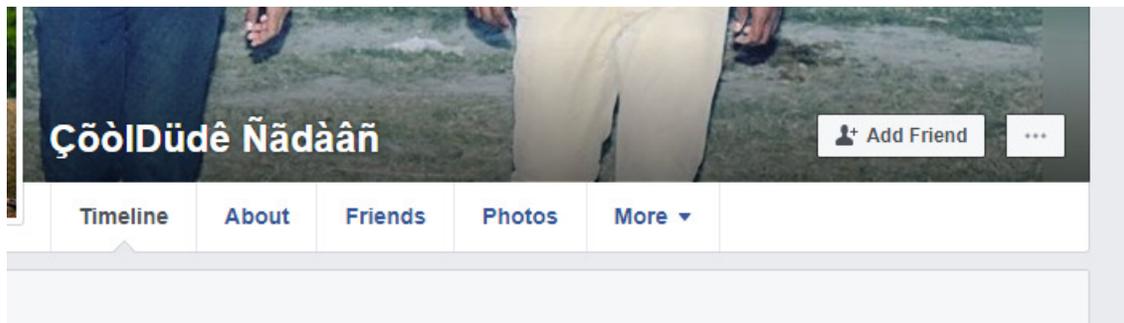
The symbols normally used in French are used here to create a profile name. The loose manner in which the symbols are used add to the 'cool' factor that the name wants to symbolize. Or for that matter another profile name goes like:

Hëārt Brêåkër Gøldēñ

Timeline   About   Friends   Photos   More ▾
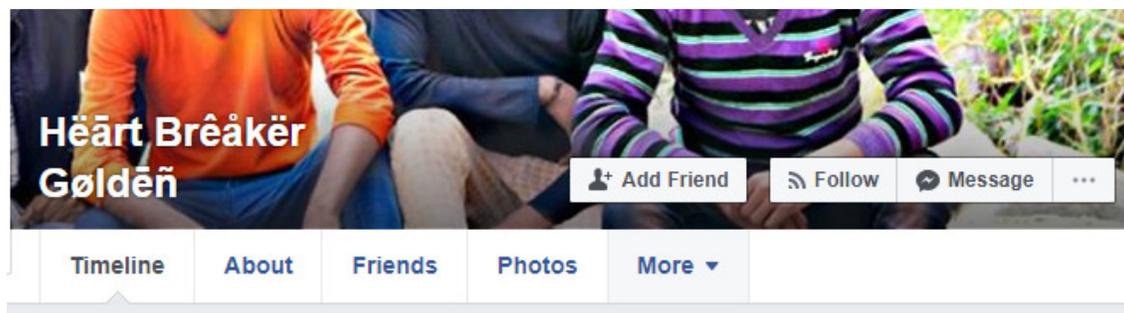
Spellings: The internet has greatly impacted spellings of the English language. "US spelling is more common than British, partly for historical reasons (the origins of the Internet), and partly for reasons of economy, most US spellings being a character shorter than British ones (color vs. colour, fetus vs. foetus, etc.)." (Crystal2006).

Since conversation or dialogue is the basic goal of communication the users do not pay much attention to spellings as long as the sentence that is formed makes sense.   Thus in conversational settings such as chatting (IRC) chatgroups, blogs and virtual worlds one finds a great deal of nonstandard spellings which reflect pronunciation. Instead of yes one would find 'yep/ yup/ ya'; for no one finds 'nope / nooo' instead of 'It's OK' one would find 'sokay' or just 'k'. Variations in spellings are used to indicate a range of emotions, such as 'w00t' (slang interjection used to express happiness or excitement, usually over the Internet).

A study on 'Computer Modulated Communication' (CMC) was undertaken in May 2010, at the Manchester University (2010), questioned 18-24 year olds in the UK in order to examine whether a possible language change is taking place in spelling systems through chat rooms and social networking. By focusing on the attitudes and opinions of 18-24 year olds alongside data from the Internet it showed a shift away from the 'standard' spelling system for English. Data drawn from WebCorp and other permanent websites also showed a huge variety of non-standard spellings.

The results concluded that there is an unstoppable revolution happening online; a move from bottom-up to reform spelling with language found to be changing faster than ever before. This research undertaken at Manchester University (2010) has concluded that unorthodox

spelling on the internet is already acceptable.(http://www.spellingsociety.org/media/spelling-on-the-internet.pdf)

Some commonly found misspelt words:

OSM - awesome

pic – picture

nyc – nice

bday – birthday

bcoz – because

frnds- friends

nxt –next

Like · Reply · 1y

Miloni Gada Ooh ty Bt u r more more more cute than all of us Verooo baby 😋

Like · Reply · 1y
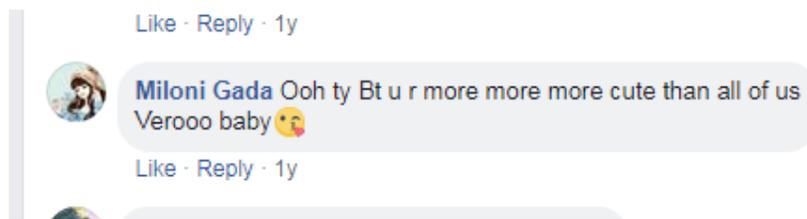
Entire conversations take place in sentences wherein words are often misspelt but there is no problem in the intelligibility of the utterances. No misunderstanding happens.

Acronyms: The various acronyms and abbreviations found on the internet are most talked about features by purists, educationists and linguists. The following acronyms abound in any text on the internet : "BBS ['bulletin board system'], BCC ['blind carbon copy'], DNS ['domain name system'], FAQ ['frequently asked question'], HTML ['Hypertext Markup Language'], ISP ['Internet service provider'], URL ['uniform resource locator']" (Crystal.D.,2006)

Individual words are often reduced to two or three letters: PLS ['please'], THX or TX ['thanks'], WE ['whatever'].

Sentences too are reduced to acronyms:

Tysm – Thank you so much

SY – See ya

Most wlcm – most welcome

Capitalization: David Crystal asserts that the the staus of capitatization varies greatly. "The tendency to save a keystroke 'principle is widely found in e-mails, instant messages, chatgroups , and virtual worlds". This results in wring without being case sensitive i.e. usage of random capitalization or no use of capitals. Crystal calls this 'the lower case default mentality' where any use of capitalization is strongly marked form of communication. Using the upper case for entire sentences(s) is seen as shouting.

Another distinctive feature of internet graphology is the usage of "bicapitalization (Bicaps), intercaps, incaps and midcaps".' (Crystal 2006). The following are examples that elucidate such usage: Pod , PayPal ,MasterCard, YouTube, FedEx, *eBay,* McDonald's.

Punctuation: Internet users use punctuation innovatively. Yahoo! the name of the company is spelled with a punctuation mark .There are many instances when internet users just do away with the punctuation marks or use them in different ways to suit their conversational purpose:

Hey!. What's up?. (A period is followed by each punctuation mark for artistic expression and originality with grammer.)

Hey!! How are you!? (Double punctuation is added for emphasis. A !? is used to express confusion or concern in most cases.)

How's life been ... (The ... usually refers to expecting an answer from the person the message is being sent to.) Or:

Yeah... I'm just hanging out... (The ... can be discerned as the person describing themself in a relaxed or bored state. Or, they may just have a boring personality!)

The hashtag is used enormously. The main reason for its popularity being the fact that it is the most popular means of categorizing content on social media. It makes ones content discoverable and allows others with similar interests on social media to connect. The #MeToo spread virally in October 2017.

The question mark is used to indicate a lot of things. Sometimes it is used to indicate disbelief; as in " is it true???????".

Symbols: The internet abounds in a variety of creative usage of symbols like :   #   *   ?   <   (…)   etc. The emoticons that one finds on the internet are a combination of various signs and symbols available on the keyboard to communicate a spectrum of emotions. Using asterisks to indicate the level of emphasis is a prominent feature on the Internet. For example : That's *not* the point; you *totally* missed out.

The various acronyms and abbreviations found on the internet are most talked about features by purists, educationists and linguists. The following acronyms abound in any text on the

internet : "BBS ['bulletin board system'], BCC ['blind carbon copy'], DNS ['domain name system'], FAQ ['frequently asked question'], HTML ['Hypertext Markup Language'], ISP ['Internet service provider'], URL ['uniform resource locator']" (Crystal.D.,2006)

Individual words are often reduced to two or three letters: PLS ['please'], THX or TX ['thanks'], WE ['whatever']. For more examples see Appendix.

Sentences too are reduced to acronyms:

CID ['Consider it done']

CIO ['Check it out']

GTG ['Got to go'],

WDYS ['What did you say?'].

Numerous studies have focused on the emergence of a new Graphology – 'emoticons'(icons thatr indicate emotions), 'boobicons' and 'assicons' (icons involving parts of the body). Emoticons are symbols such as :

:) meaning 'smile'

(@_@) meaning 'stunned'

~:-(meaning 'steaming mad'

:x meaning 'my lips are sealed'

=:-O meaning 'Oh, I'm scared!'

:-! meaning 'foot in mouth - oops!

Emojis : Emojis invented in 1990 by Shigetaka Kurita are pictographs of faces , objects and symbols that can not only express a number of feelings and emotions but can be used to substitute words and even entire sentences. As in:

Leetspeak : Leet (or "1337"), also known as eleet or leetspeak, is an alternative alphabet for the English language that is used primarily on the Internet. It uses various combinations of ASCII characters to replace Latinate letters. Although l33t speak is just a corrupted form of the English language, there are many phrases and words (spellings) that are unique to it. For example, leet spellings of the word leet include 1337 and l33t; eleet may be spelled 31337 or 3l33t.

Following are some examples of leetspeak:

0wl\l or 0wn3d – this is one of the most popular l33t words, it is very loosely defined as beaten or can simply be an expression of awe, for example, 'I 0wn3d you' means 'I have beaten you in a very humiliating fashion', or '0wn4ge!' which means 'That was (or is) very nifty'.

w00t - Derived from 'hoot', this is defined as 'yay', it can be used, for example, upon victory or, possibly, the release and procurement of a new video card.

h4x0r - Hacker, can be used for a real hacker or simply a very skillful person. This is the most common occurrence of the -0r clause.

ph33r - Fear, most commonly used in such phrases as, 'Ph33r m3!' or 'Ph33r |V|y 1337 sk1llz!' It can also be written as, 'ph34r'.

sk1llz – this is derived from 'skill', referring to skill in some type of online game, programming or hacking. Many times used in conjunction with 'm4d'. As a general rule, if one has sk1llz, one is to be ph33r3d.

m4d - Mad, mostly used as a descriptive term meaning great, for example, 'h3s g0t m4d sk1llz'.

f00 - Fool, one who isn't very bright or skillful.

j0 - Yo, as in the greeting.

d00d - Dude; an expression of comrade, or just used to address a random person online.

sux0r - Sucks, as in '7h1s sux0r', one of the few common examples of the -0r clause.

n00b - Short for noobie, misspelling of newbie; someone who is new to something, or just not very good at it.(http://www.bbc.co.uk/)

One of the hallmarks of leet is its unique approach to orthography, using substitutions of other characters, letters or otherwise, to represent a letter or letters in a word.

Morphology: "The digital frontier is a nurturing place where verbs and nouns are not only born, but in fact bear offspring." –Don Altman, author of *The Digital Frontier.*

At one level the internet technology has brought with itself the technical jargon associated with internet restricted situations, operations and activities. On another level we find an enthusiastic spurt in new word formations:

Word formation: The influence of the internet has resulted in increasing the vocabulary of the English language. Very often new words are formed from the combination of two words out of which one is taken from the Internet jargon such as:

mouse as in *mouseclick, mousepad, mouserobics*,

click as *in clickthrough, double-click, click-and- buy*

ware as in *freeware, firmware, groupware, shareware,*

web as in *webliography, webmaster, webonomics, webhead (web addict)*

net as in *netlag, netdead, netnews, hypernet*

hot as in hotlist, hotlink, Hotmail

bug (software error) as in *bug fix, bug tracker, bug bash*

cyber as in *cybersquattter, cyberspace, cyberculture, cyberian, cyberlawyer*

hyper as in *hypertext, hyperfiction, hyperlink*,

use of suffix *bot* (an artificial inteeligence programme) as in

    annoybot (A bot within an IRC channel that sends annoying messages to online participants.)

    chatterbot (An artificial intelligence program intended to simulate interactive conversation with another person).

    knowbot (a bot that roams a distributive network (especially the Internet) to gather or distribute information.)

cancelbot (a bot that sends messages to Usenet newsgroups to remove certain postings, especially when used to remove spam.)

mailbot (a bot that reads an E-mail message on standard input and creates an E-mail message replying to the original message's sender).

spybot (a tracking software)

use of the prefix *v-* as in *v-chat*, the suffix *'icon'* as in *emoticon, assicon*.

We have blends (a word produced by combining parts of other words) such as *netiquette, netizen, infonet, cybercide, datagram, infobahn*(a nickname for the information superhighway)

There are word formations by replacement of a word element by a similar sounding item such as *ecruiting, etailing* .

New Expressions: The digital technology has had a great impact on our speech. Terms related to the field of computers are used in everyday conversation. Such as:

It's my turn to **download** now (i.e. I've heard all your gossip, now hear mine)

I need more **bandwidth** to handle that point (i.e. I can't take it all in at once)

She's **multitasking** (said of someone doing two things at once)

Let's go **offline** for a few minutes (i.e. let's talk in private)

Give me a **brain dump** on that (i.e. tell me all you know)

He's **404** (i.e. he's not around;)

He started **flaming** me for no reason at all (i.e. shouting at me) (Crystal, D, 2006)

The 'dotcom' , '@' and 'e' revolution: The use of the word *'dotcom'* is ubiquitous while giving out email addresses. Crystal (2006) notes how 'dotcom' has come to be used as a general adjective as in 'dotcom organisations' and 'dotcom crisis'. The dot element, Crystal further notes, is introduced into all kinds of phrases. For example:

'Ask.com' and 'Launch.anything' are names of sites.

Slogans like: 'Get around the www.world' and 'www.walk this way' were slogans used by companies. (Crystal, D, 2006).

'Dot com company' or simply 'a dot- com' (alternatively rendered dot.com or dot com), is a company that does most of its business on the Internet' (Wikipedia , *Dot-com company, http://en.wikipedia.org/wiki/Dot-com_company accessed on 28 Septemberr 2011)*

The symbol @ is also used in innovative ways. Various firms and organizations have incorporated this symbol into their nomenclature, such as   'books @cafe','café @the

Hamptons' (a name of a restaurant in Nausau County, Long Island, New York) , '@ properties' and '@ font-face' (an upcoming service to solve the issues with web typography and web licensing).

The e- prefix is used in numerous expressions: e-book, e- commerce, e-tail, e-list , e-stewards, e- services, e- infrastructure, e-labs, e- currency, e-numbers, e-text, e- learning, e-waste, e-resources, e-journals, e-newsletters, etc.

The Internet has enriched not only the English language but is also making its impact on other languages as well. For example the English word «browser» is exactly the same in the German language. There is no German equivalent for it.(http://www.english-test.net/forum/ftopic603.html).

Language in SNS : Speech or Writing?

"The medium is the message."- Marshall McLuhan

Be the cuneiform wedge or the printing press, the radio or the internet, any technology that is used as a medium for communication has always had a great impact over language.

Traditionally we have always divided any verbal communication (that which used words) either in the spoken form or in the written form. The internet has brought with itself new ways of exploring the frontiers of communication. The major portion of communication on the internet takes place through textual cues. Voice communication via internet is a recent phenomenon. But interactions on the – electronic mail, Usenet news groups, Multi-User Dungeons (MUDs), Internet Chat Relay (IRC), of the 1990s and the more recently popular modes like instant messaging, social networking services, weblogs, wikis, flout the rules of written communication.

 [B. G.] Hi maam

      How r u ?

[E.N.] hello

[B. G.] I started my mba study

[E.N.] woow! best of luck

[B. G.] Thanks maam

The above is an excerpt from an online chat on facebook. The dynamic nature of the internet has granted us a "mode of communication more dynamic than traditional writing and more permanent than traditional speech."(Crystal. D., 2004). The medium offers its users newer ways of expressing themselves linguistically. After the advent of computers, communication typically via email and chatgroups can neither be termed as purely written or spoken form of communication. Thus , Elmer Dewitt (1994) calls it 'written speech'. Davis and Brewer (1997) says that "electronic discourse is writing that often reads as if it were being spoken".

Crystal examines the impact of the usage of this technology on the way in which we use language. (Crystal, 2006). He elaborates on the language of e-mail, chatgroups, virtual worlds, the Web and the new varieties that are emerging. Crystal prefers to call speech on the Internet as Netspeak. 7Crystal finds ' Netspeak' " succinct, and functional". By the word 'Netspeak' Crystal means to include writing, talking, listening and reading on the internet . Such as the web pages have typical features of written communication while the e sales web pages' functions (e.g. e-sales) bring it much closer to the kind of interactive speech of e-mail and chatgroup facilities. Blog pages with its facility for comments display many features typical of spoken language.

Crystal discusses the various limitations that the medium of internet brings with itself. They are as follows:
Time lag: The time gap between the moment of posting a message on the internet , for example, on the instant messaging service , and the moment of receiving the message caused due to the time taken by typing of the message is the time lag. Thus interaction in such modes of communication though is synchronous it is definitely different than face to face communication. Though most of the features of language on the internet is indicative of the

spoken form but it cannot actually take the place of real time face to face spoken communication unless it uses Voice over internet Protocol.

Turn-taking: In Hentschel's (1998) research data, that comes from a Serbian chat room, not only were the turns taken by the communicators short, but individuals broke sentences into several turns. Hentschel (1998, 10) argues that this strategy kept the attention of the interlocutor while at the same time signaling that there was more coming. This research is indicative of the communication in the chat room being more akin to the spoken form rather than the written form.

Kinesics and proxemics: Body language and space dynamics , crucial components of face to face communication cannot be substituted by the emoticons and expressions such as LOL (laughing out loud) or ROTFL ("roll(ing) on the floor laughing") or ROFL ("roll(ing) on [the] floor laughing"), and BWL ("bursting with laughter).

Ko, Kwang-Kyu (1996) notes that "the occurrence of direct WH-questions is much higher in InterChange electronic discourse (11.0) than in Spoken (0.7), in spite of the fact that both are produced in an interactive manner". The reason being that synchronic electronic discourse is produced by " multiple participants who are physically separated and cannot see one another,which makes it difficult to engage in coherent and orderly patterns of turn-taking. Questions are first parts of adjacency pairs (Schegloff & Sacks, 1973) which conventionally require a response. The high frequency of WH-questions in the InterChange sample may be a way of creating structured interaction, in compensation for the unavailability of other turn-taking cues such as intonation, gesture, and gaze."

Mechanical limitations: There are limitations that arise out of the current dependence of the medium on typing ability and speed. This is the raison de etre behind the use of contractions while communicating on the internet specially in synchronous modes such as games in the virtual world, chatting on social networking sites or Instant messaging.

Feedback : The spoken language abounds in utterances like m, mum uh-huh, yeah. . .well.. okay.. fine.. aha .. – such are helpful in giving feedback. These are sometimes present in some interactions on the internet but not in the same way as in the spoken form. On the contrry on the internet we often find that the variations in rhythm, tone of voice, intonation, stress and pause is indicated through use of capitals, repetition, extra punctuation marks, and symbols.

For example :

aaaaahhhhh, hiiiiiii, ooops, soooo),

 repeated punctuation marks (no more!!!!!, whohe????, hey!!!!!!!!!, see what you started???????? ??????????.

all capitals for 'shouting': I SAID NO

letter spacing for 'loud and clear': W H Y, N O T, w h y n o t

word/phrase emphasis by asterisks: the *real* answer (Crystal, 2006)

Yates's (1996) groundbreaking study compared computer conferencing data from corpora of written and spoken language constructed by other researchers for other purposes. The results suggest a "neither simply speech-like nor simply written-like" assessment of CMC. While CMC was found to be similar to written discourse based on type/token ratio tests and lexical density, he found that the use of pronouns and modals was similar to speech (Yates 1996).

Werry (1996) also argues that CMC "reproduces and simulates the discursive style of face-to-face spoken language." CMC displays informal and speech-like features, including abbreviations, short turn-taking, and omission of auxiliary verbs and pronouns, which he attributes to the "temporal, spatial, and social strictures imposed by IRC [Internet Relay Chat], specifically that messages be typed as quickly and efficiently as possible" . Werry's research highlights the importance of the type of medium studied. His study is based on chat-room exchanges, a synchronous group medium. This could explain the difference between his findings and Yates's research, which was based on asynchronous Newsgroup style CMC.

Ko, Kwang-Kyu (1996) investigated the structural characteristics of computer-mediated language by comparing one form of synchronous computer-mediated communication (CMC), Daedalus InterChange, with analogous spoken and written corpora. The study found that 'real-time' (synchronous) genre of electronic discourse is "more similar to Spoken than Written language overall and that it tends to be interpersonally involved, syntactically fragmented", and having a "relatively low degree of information focus and elaborateness". "In addition to providing a linguistic description of InterChange discourse, these results support the general claim that the electronic mode of production shapes computer- mediated language, just as writing and speaking modalities shape the nature of written and spoken language" Ko, Kwang-Kyu (1996).

In the spring of 2003, Naomi Baron collected 23 instant message conversations from college students: nine between males, nine between females and five between males and females. She

studied 2,185 total transmissions. The results did not fit typical stereotypes, she found. They used few abbreviations, acronyms and emoticons, the spelling was reasonably good and contractions were not ubiquitous. Overall, the study suggested that conversing through instant messenger resembled speaking more than writing. Though we do find features of the spoken language in them they differ predominantly from face to face spoken speech form. The keyboard too with its limited number of keys does have its restrictions. It thus disallows some critical features of conversational speech.

Most of the language that we find on the internet is textual in nature , though it is in the written form the technology has brought about a dynamism to the text which we could never attain in print technology."Traditional writing is space bound, in the sense, it is static". (Crystal, D. 2006) On the other hand the web pages on the internet can be highly dynamic. The variety of technical expertise with which the web pages are today designed, offer a myriad of possibilities. Thus it is not surprising to see that the text "flickers, appears, disappears, reappears, changes its font, colour and size, moves around the page in various ways garnering the attention of the user, teasing the reader to pay attention to its materiality"(Crystal, D. 2006). But emails are static and permanent. Blogs and chatting makes it possible for the conversation details to be archived for further reference, a property that is unavailable in speech.

Baron N. (2003). Internet discourse for Herring is Computer mediated conversation. (Computer-Mediated Conversation: Introduction and Overview). Herring traces back the meaning of conversation –' to have dealings with others', before the early 1500s, when the concept of talk was not very popular. Writing gained popularity much later after printing technology came into being, but with the Internet people today carry on their day to day

dealings via the written text (cf. Baron, 2000). Herring thus argues that 'the definition of 'conversation' has always depended to some extent on the available communication technologies, and that technological change is presently driving an expansion of its meaning."

Discourse patterns

"While writing typically takes the form of a monologue, speaking is more often dialogic."

The discourse patterns found on the internet can be studied from the perspectives of the following phenomenon : "pragmatic phenomenon", "interactional phenomena" and "register phenomenon" (Herring 2008).

The pragmatic phenomenon: This includes the level of civility by online users. This includes the problems of flaming and aggressiveness that is evident in IMCD. The anonymity and freedom from accountability that is provided by the Internet situation may encourage a sense of impunity that leads to impoliteness – that ranges from flaming to trolling .

Flaming is the act of posting or sending offensive messages over the Internet. These messages, called "flames," may be posted within online discussion forums or newsgroups, or sent via e-mail or instant messaging programs. The most common area where flaming takes place is online discussion forums, which are also called bulletin boards.Flaming often leads to the trading of insults between members within a certain forum. This is an unfortunate result, as it often throws the discussion of a legitimate topic well off track.(Tech Terms .com[Internet]Flaming,at   http://www.techterms.com/definition/flaming, accessed on 1 October, 2011). It is frequently the result of the discussion of heated real-world issues such as politics, sports, religion, and philosophy, or of issues that polarise subpopulations, but can also be provoked by seemingly trivial differences.(Tech Terms .com[Internet]Troll ,at http://www.techterms.com/definition/flaming, accessed on 1 October, 2011).

'Trolling', on the other hand, is the action of posting obscene or inflammatory comments on Web forums, on walls of social networking sites, after news articles or blog entries, or in online chat rooms.

Professor Norman Johnson, in an article entitled "Anger and flaming in computer-mediated negotiations among strangers." Decision Support Systems 46, (2009): 660-672.), comments on the propensity of Internet posters to flame one another:

   "The literature suggests that, compared to face-to-face, the increased incidence of flaming when using computer-mediated communication is due to reductions in the transfer of social cues, which decrease individuals' concern for social evaluation and fear of social sanctions or reprisals. When social identity and ingroup status are salient, computer mediation can decrease flaming because individuals focus their attention on the social context (and associated norms) rather than themselves."

Claire Hardaker in the online published article "Trolling in asynchronous computer-mediated communication: From user discussions to academic definitions", discusses how the very definition of trolling needs to be reviewed and reworked in the present situation as the explanations regarding impoliteness as a behavioural problem cannot be adequately used to substitute 'trolling' in CMC. Taking examples from a 172-million-word, asynchronous CMC corpus, four interrelated conditions of aggression, deception, disruption, and success are discussed and finally, a working definition of trolling is presented in the article.

Herring et.al in *Searching for Safety Online: Managing "Trolling" in a Feminist Forum (2011 available online)* documents a case in which the members of an online community --a

feminist web-based discussion forum-- are targeted by a "troll" attempting to disrupt their discussion space. The study analyses the strategies that make the troller successful and the targeted group largely ineffectual in responding to his attack, as a means to understand how such behavior might be minimized and managed in general. The analysis further suggests that feminist and other nonmainstream online forums are especially vulnerable, in that they must balance inclusive ideals against the need for protection and safety, a tension that can be exploited by disruptive elements to generate intragroup conflict.

Metaflaming is another aspect of CMC. Crystal (2006) discusses Millard's article (1996) 'I flamed Freud: a case study in teletextual incendiarism' where in Milard studies a case where a particular post caught the attention of a list moderator who intervened and commented on it not being a 'flame' . This post in turn led to further discussions on what is 'flaming' and ended up in online users putting forth strong opposing views on the issue of 'flaming'. Such a discourse is termed as 'metaflaming' by Milard.

The interactional phenomenon: This includes phenomenon such as flow and structure of conversation, turn taking , how turns are swapped between speakers, the sequence and timing in any conversation and the orderly arrangement in which turn-taking takes place. This is based on the dictum that interaction is a rich sources of social data in itself (Harvey Sacks (1995)(Sacks, H. (1995). Lectures on Conversation. Oxford: Blackwell.) (Im)politeness in an Internet Chatroom: Conversation Analysis of Synchronous Internet Relay Chat by árka Hastrdlová discusses the interplay of conversation practises and (im)politeness strategies used in the synchronous chatroom. It examines four interactional techniques: addressing, opening and closing sequences and turn-allocation strategies on the background of (im)politeness theory introduced by R.J.Watts.

The register phenomenon:

Herring (2008) concentrates on the "gender styles, regional dialects, and in-group language practices characteristic of particular online communities" (Herring, 2008).

In an article entitled "(Multiple Perspectives on the Influence of Gender in Online Interactions " Janet Armentor-Cota examines how online users practice gendered behaviors that challenge dominant, traditional gender roles. She studies how the mechanisms for challenging traditional gender norms are represented by gender swapping, pseudonyms, and gender resistance.

Studies of both synchronous and asynchronous contexts support the finding that the level of expression for women and men varies in computer mediated communication. (Panyametheekul and Herring 2003; Waseleski 2006; Baron 2004; Witmer and Katzman 1997) Witmer and Katzman (1997) found that in messages from newsgroups, women were more likely to use emoticons than men. Contrary to what previous research suggests, the authors also found that women were more likely to flame in this sample population. This finding is interesting and contradicts claims that suggest men are more likely to challenge others in online environments. In a study of discussion lists, Waseleski (2006) found that females used exclamations to express friendliness significantly more than males on the lists.

Baron (2004) found that females (college students) engaged in Instant Messaging (IM) were more talkative than males because they 'took longer turns, had longer overall conversations, and took longer to say goodbye' (418). The author also found that females were far more likely to use emoticons than males. In a more recent study, Baron (2008) observed that males

IM conversations were more like face-to-face speech, while females IM conversations were more similar to writing conventions.

Brunet and Schmidt (2009) found that a sample of undergraduate female students who were interacting with other students through instant messaging and webcam were more likely to use emoticons than females interacting without webcam and males both with and without webcams. Fox et al. (2007) also found that women's communication was more expressive than men's communication in IM among college students. Fox et al. (2007) describes expressiveness as including characteristics such as emphasis, laughing, emoticons, adjectives, and number of topics.

Naomi Baron examined discourse structures in the IM conversations between American students. The study revealed that that while IM conversations between male dyads tended to resemble spoken discourse according to this dimension, IM conversations between females bore more similarities to traditional written language. (Discourse Structures in Instant Messaging:The Case of Utterance Breaks by Naomi S. Baron)

Internet Discourse to study Human Behaviour

Internet discourse can shed light on aspects of human behaviour like "community, democracy, identity, performance, power, reputation and trust" (Herring 2004) .

Community feeling:

McMillan & Chavis (1986) define sense of community as "a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to be together." This sense of community feeling is very much created by online discourse.

McMillan & Chavis (1986) propose four elements to this definition:

- membership
- influence
- integration & fulfillment of needs
- shared emotional connection

The virtual community that the internet builds through Internet message boards, Online chat rooms, Virtual worlds like Second Life and Social networking sites, whether they fulfill the above elements of the definition of community is the ground for research.

Rheingold's experiences are recounted in various online environments, in his book , *The virtual community: Homesteading on the electronic frontier,* most notably the WELL (Whole Earth 'Lectronic Link – one of the Internet's earliest bulletin board systems). In drawing upon his personal history, Rheingold constructs a pragmatic and compelling case for the emergence of relations online, noting that people use words on screens to engage in the

full range of social activities: 'People in virtual communities do just about everything people do in real life, but we leave our bodies behind' (Rheingold 1993, 3).

Democracy: Herring in her study entitled Gender and democracy in computer-mediated communication (1996) examines and evaluates the claim that computers democratize communication. Herring studied male and female participation in two academic electronic discussions over a year. Quoting the results of the study she states that a "tendency is noted for a minority of male participants to effectively dominate discussions both in amount of talk, and through rhetorical intimidation. It is argued that these circumstances represent a type of censorship, and thus that an essential condition for democratic discourse is not met." (Herring ,1996).

Mantovani (1994) too challenges the view that CMC is suited inherently to support democracy , he argues that it is the social context in which it applied that determines whether or not it fosters democracy.

Identity and Power: Gender differences in the use of computers have been well documented in the last two decades (Brosnan, 1998; Comber, Colley, Hargreaves, & Dorn, 1997; Durndell, Macleod, & Siann, 1987; Kirkpatrick & Cuban, 1998; Kirkup, 1995; Meredith, Helen, & Woodcock, 1998; Scragg, Smith, & Geneseo, 1998; Shashaani, 1993, 1997).

 More recently, we have researchers like Susan Herring , (2003)studying 'Gender and power in online communication' : Herring, S. C., Johnson, D. A., and DiBenedetto, T. (2011) Participation in electronic discourse in a "feminist" field ; Kapidzic, S., and Herring, S. C. (In press, 2011). Gender, communication, and self-presentation in teen chatrooms revisited: Have patterns changed?; Herring, S. C., and Paolillo, J. C. (2006). Gender and genre variation in

weblogs; Ogan, C., Robinson, J. C., Ahuja, M., and Herring, S. C. (2006). Gender differences among students in computer science and applied information technology; Herring, S. C., and Martinson, A. (2004). Assessing gender authenticity in computer-mediated language use: Evidence from an identity game. ; Herring, S. C. (2004). Computer-mediated communication and woman's place. In: Robin Tolmach Lakoff [M. Bucholtz (Ed.)], Language and Woman's Place: Text and Commentaries (pp. 216-222). The list is an endless one as the field of gender studies is a fertile one.

Whether social networking sites enhance one's popularity offline is studied by Jolene Zywica James in The Faces of Facebookers: Investigating Social Enhancement and Social Compensation Hypotheses; Predicting Facebook TM and Offline Popularity from Sociability and Self-Esteem, and Mapping the Meanings of Popularity with Semantic Networks.

Valenzuela et al. in 'Is There Social Capital in a Social Network Site?: Facebook Use and College Students' Life Satisfaction, Trust, and Participation' examines if Facebook, one of the most popular social network sites among college students in the U.S., is related to attitudes and behaviors that enhance individuals'social capital.

Dr. Sonja Utz, of V U University Amsterdam, Department of Communication Science, Netherlands. In an experiment examines how far extraversion of the target (self-generated information), extraversion of the target's friends (friends-generated information), and number of friends (system-generated information) influence the perceived popularity, communal orientation, and social attractiveness of the target in the study entitled 'Show me your friends and I will tell you what type of person you are: How one's profile, number of friends, and type of friends influence impression formation on social network sites'.

The Impact of Community Computer Networks on Social Capital and Community Involvement is studied by Andrea L. Kavanaugh of Virginia Polytechnic Institute and State University and Scott J. Patterson of San Francisco State University. The article discusses the problem whether easy access to the Internet is the only outcome of community computer network projects or if there are tangible impacts to these initiatives. Building from Putnam's links between quality of life, community involvement, and social capital,(Putnam, R. 2000), the authors provide evidence as to the quality-of-life implications of the community computer network known as the Blacksburg Electronic Village (BEV). The results of the longitudinal study indicate frequent and increasing use of the BEV and the Internet for local, social-capital-building activities. However, there is no trend toward an increase in community involvement or attachment except in a subset of the population that scores high on measures of preexisting community involvement.
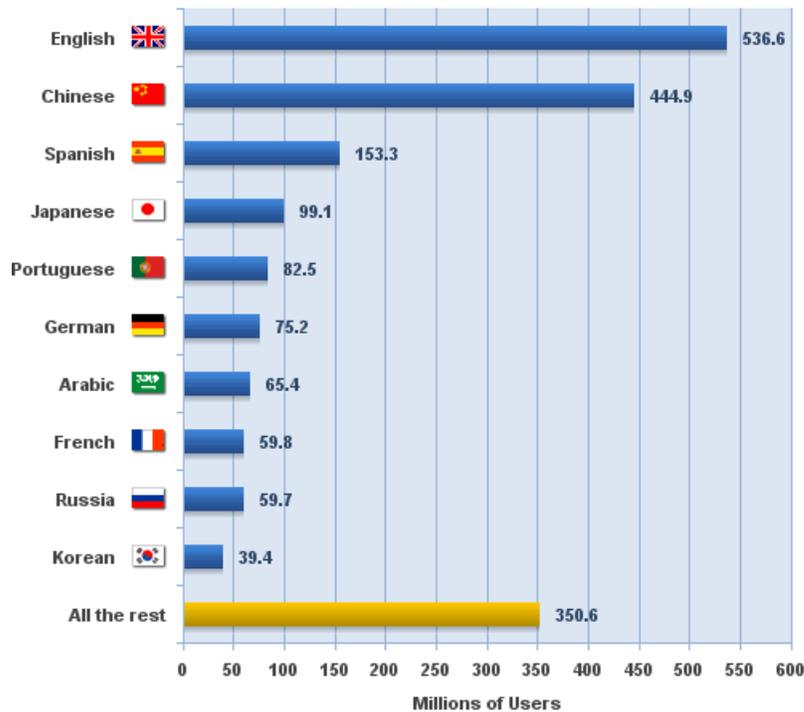
Internet and Language Ecology

Language ecology is defined as the study of "interactions between any given language and its environment" (Haugen, 2001). Part of its environment is psychological i.e. "its interaction with other languages" and another part of its ecology is sociological i.e. "its interaction with the society in which it functions as a medium of communication." (Haugen, 2001).

Einar Haugen, the pioneer in ecolinguistics , notes that this field has long been studied under names such a psycholinguistics, ethno linguistics, linguistics anthropology, sociolinguistics, and the sociology of the language. He associates the work of Uriel Weinrich, Charles A. Ferguson, William A. Stewart, William Labov, John Gumperz, Joshua Fishman, Dell Hymes, Joan Rubin and Edgar Palome` with the ecology of language. (Haugen, 2001)

Internet plays a very important role with respect to language ecology. So far, English is the dominant language on the Internet with Chinese (Mandarin) competing very closely for the topmost position.

Top Ten Languages in the Internet
2010 - in millions of users

Language	Millions of Users
English	536.6
Chinese	444.9
Spanish	153.3
Japanese	99.1
Portuguese	82.5
German	75.2
Arabic	65.4
French	59.8
Russia	59.7
Korean	39.4
All the rest	350.6

Source: Internet World Stats - www.internetworldstats.com/stats7.htm
Estimated Internet users are 1,966,514,816 on June 30, 2010
Copyright © 2000 - 2010, Miniwatts Marketing Group

*Chinese here means Mandarin

David Graddol estimated a total of 750 million L1 (first or native language) plus L2 (second or nth language) speakers of English in his *Future of English Report* (First published 1997, 2000) for the British Council. Martin Schell, President of American Services In Asia , has reviewed Prof. Braj Kachru's book *Asian Englishes* which claims that India and China

combined have over half a billion "users" of English. Thus such a large number of bilingual or multilingual users of internet will bring with them a great variety that is evident in their choice of language in chat rooms or bulletin boards. The different cultural contexts they bring along with them also have an impact on the language and vice versa.

Research in CMC which was so far dominated by the English language is now turning towards other languages on the internet. *The Multilingual Internet: Language, Culture, and Communication Online* edited by Danet, B.et. al. deals with issues of "language choice, linguistic diversity, and developments regarding specific languages online, including the use of English as a lingua franca in non- English-dominant contexts." Danet, B., and Herring, S. C.(2007).

The impact of the internet on language ecology can be studied under the following heads:

Impact on the smaller, endangered languages

Technical impact on English and other languages

Impact on culture and online behaviour

Language choice and code switching

Impact on the smaller, endangered languages;

The number of languages spoken in the world has been in decline since well before the invention of computer networking (Graddol, 1997/2000). Researchers claim that the internet has great potential to revive the dying languages of the day. (Cunliffe & Herring, 2005). But several studies in this field do not support the claim . Luis Fernandez (2001) reports several situations wherein the use of the local language was discouraged. For example, he cites a manager of a list disccssing the future of Ireland warned those posting in Gaelic (rather than English) that their posts would be removed. (Ostler, 1999; cited in Fernandez, 2001, p. 24). Fernandez found almost

no use of Basque in ostensibly Basque fora, although many users were bilingual in Basque and Spanish or French. Most messages were in Spanish. In another Spanish-dominated context, Salvador Climent and his colleagues (Danet, B., and Herring, S. C. (2007) p.21) found that three-quarters of all postings on a Usenet newsgroup based in a Catalan-language university were in Catalan. However, among postings spontaneously responding to previous ones, Catalan speakers were more likely to switch to Spanish than vice versa, a trend that bodes ill for the future of Catalan, according to the authors. Issues of wider intelligibility again arise: Spanish is the preferred language for interacting with foreigners, for example, who are more likely to know Spanish than Catalan. Climent and colleagues propose machine translation as a potential solution to enable minority language speakers to use their local languages online, yet still communicate with larger audiences.

Cunliffe and Harries (2005) studied Pen i Ben, a bilingual Welsh-English web community. They found that though the community was built to encourage communication in both languages, the use of Welsh decreased while that of English increased. Cunliffe and Harries suggest "that minority languages may have a difficult time maintaining an online presence

without supporting strategies, social as well as technological" (Danet, B., and Herring, S. C. (2007) p.21)

On the contrary, Herring notes that in the 1990s Assyrian was mostly transliterated into the Roman alphabet for online purposes, because of font difficulties. In a study by Mclure (2001) a great deal of code switching to Assyrian in English based chat rooms was seen. It was noted that inorder to maintain siolidarity with the community , greetings and closings were frequently wriiten in Romanized Assyrian. McClure (2001) concludes, "Assyrians have found in the Internet a strong tool in the fight for the maintenance of their language"
(p. 74).

David Crystal (2009) gives an interesting example on the influence of internet on languages such as Spanish and Portuguese, which lack the letter 'w'; and the need for WWW has added an extra letter to their alphabet. The influence of internet on the vocabulary of other languages is also growing, such as the use of the words 'hack' and 'scrool' as verbs in Dutch.

Technical Impact on English and other languages:

The English language is definitely privileged because of the ASCII character set. Right from HTML to domain names on the web, speakers of many languages do find difficulty of all kinds. Languages that use the Roman alphabet are definitely benefited. But here too this can be problematic, such as ASCII does not include the last three letters of the Swedish alphabet, å, ä, and ö. The URL of a Swedish town called Hörby is http://www.horby.se. Swedes must live with the fact that without the two dots over the "o," the name of this town means "fornication village" (Pargman, 1998). Another example is Hawaiian, which is written in

Roman characters with additional use of macrons.9 Warschauer and Donaghy (1997) note that "incorporation of diacritical marks is crucial, since they define meaning in Hawaiian; for example, pau means finished, paÿu means soot, paÿü means moist, and päÿü means skirt" (p. 353).

Speakers of languages with a non Roman script like Greek, Russian, Arabic, Hebrew, Chinese, Korean, and Japanese, have been especially disadvantaged with respect ot online communication. But developments in Unicode are now greatly expanding the possibilities for multilingual word processing and online communication. In 1998, the editors of Foreign Policy

claimed that "English remains the only language that can be used without distortion on virtually every computer in the world" (cited in Fishman, 1998, p. 34). Pargman & Palme (2004) speak of "typographic imperialism" as a subcategory of linguistic imperialism engendered due to the dominance of the ASCII character set online.

Impact on culture and online behaviour

Asha Kaul and Vaibhavi Kulkarni (2005) studied gender and politeness in e mail in India (494 work- and task-related emails all written in English) it was found that women were polite than men, but men used more flattery , communicated praise and approval of the recipients' action , on the contrary the same was a behaviour found more in women in English CMC (Herring 1996). According to Kaul and Kulkarni (2005, n.p.) "this could be attributed to the cultural backdrop in which the emails were written where men take on the patronizing role and compliment frequently to motivate the team players/members."

Siriporn Panyametheekul and Susan Herring in their study of turn allocation patterns in a Web-based Thai chat room, found that women made use of strategies like those found in face-to-face conversation and enjoyed greater power in the chat room than the men. The authors interpreted their findings in relation to the gender demographics of the chat room, the norms of the website, and Thai cultural values of politeness and respect—all of which favor female participation. (Danet, B., and Herring, S. C. (2007))

Language choice and code switching

Switzerland with its four national languages, German, French, Italian, and Romansh, of which the first three are official languages used in government and federal administration is an example of a multilingual nation. Mercedes Durham ((Danet, B., and Herring, S. C. (2007) p.18) studied the languages used on a Swiss medical students' list. It was found that in less than four years, the English language went from being used a little more than 10% of the time to more than 80% of the time. The main reason for this development, Durham speculates, is that in Switzerland, English is no one's native language and hence privileges no group of speakers over another.

How do bilingual or multilingual speakers make a choice of language when online. What are the various factors that determine the negotiation of language choice. Allwood and Schroeder (2001) studied Alpha World chat involving speakers from mixed language backgrounds,. They found that 68% of the speakers used only English y, while only 2% participated exclusively in a language other than English; the remainder alternated between English and another language.

In a study of Active Worlds by Axelsson, Abelin, and Schroeder (2003), they found that non english speakers (bilinguals) were willing to switch to English even in settings where the majority of the users were non-English speaking.

John Paolillo (1996) studied soc.culture.punjab, a Usenet newsgroup of Punjabi expatriates living in Canada, the United Kingdom, and the United States. He found that the use of Punjabi language was scanty (used only in greetings and jokes- conventional and expressive purpose). Paolillo attributed the dominance of English to the presence of non fluent second- and third-generation Punjabis in the newsgroup, widespread use of English in India by the educated classes, and the status of English as the language of Usenet. Typing Punjabi in Roman characters may also have discouraged its use.

On the contrary, Fialkova (2005), in a study of online discussion forums by Russian Jews living in Israel noted that Russian language dominated the forums. The Russian script, Cyrillic, was used in the Israel-based forums; transliteration into Roman script was actively discouraged on some sites (Fialkova, 2005).

Social media and its usage have enriched the English language with new vocabulary.

Emoji: a small digital image or icon used to express an idea or emotion in electronic communication.

Duckface:: A popular facial expression for selfies, the "duckface" involves pursing one's lips together in a pout-like expression that resembles a duckbill.

Selfie stick: (noun): a device – 'a rod on which a camera or smartphone may be mounted, enabling the person holding it to take a photograph of themselves from a wider angle'

Unlike: unlike: (verb) withdraw one"s liking or approval of (a web page or posting on a social media website that one has previously liked) The "like" button in Facebook has created a new meaning to the already existing word "unlike".

Unfriend / Unfollow: unfriend: (verb) remove (someone) from a list of friends or contacts on a social networking website. Like the word "unlike", "unfriend" is the opposite of "friend"-ing someone, where you'd add someone to your list of contacts or social network friends. Unlike the word "unlike" however, "unfriend" was crowned word of the year back in 2009, the year Facebook was expanding exponentially.

FOMO: (noun) anxiety that an exciting or interesting event may currently be happening elsewhere, often aroused by posts seen on a social media website. This acronym denotes : The Fear Of Missing Out has been around even before online social networking was here – we simply called it "keeping up with the Joneses".

Hashtag: (noun) a word or phrase preceded by a hash sign (#), used on social media sites such as Twitter to identify messages on a specific topic. Although the hashtag is not invented online, it has certainly been redefined for use, online. Many sources have pointed to open-source advocate Chris Messina (aka "FactoryJoe") who started the ball rolling by suggesting the use of hashtag in a simple tweet.

Hashtivism: Using Hashtags for Activism

Troll: troll: (verb) make a deliberately offensive or provocative online posting with the aim of upsetting someone or eliciting an angry response from them. Trolls were used to describe ugly dwarfs or giants back in the 1600s, but in modern English describes a method of fishing where one carefully drags a fishing line with a baited hook through the water to lure his catch.In many ways, this is similar to how some people online provoke or aggravate others

via offensive or irrelevant postings, in an attempt to evoke an emotional response. Ever since, the word "troll" is used to describe the act of trying to wreak havoc in online discussions.

Bae: noun :used as an informal term of endearment for one's romantic partner

Tweet / : "a very short message posted on the Twitter website.

Retweet: re-post someone else's Tweet or one of your own. You can add your own comments before Retweeting, making it a Quote Tweet.

Meme : "a cultural item in the form of an image, video, phrase, etc., that is spread via the internet and often altered in a creative or humorous way."

Ping : "to make contact with someone by sending a brief electronic message, as a text message."

Profile : "the personal details, images, user statistics, social-media timeline, etc., that an individual creates and associates with a username or online account."

Tag : "to link to someone else's profile in a social media post, commonly a photo or status update."

Timeline : "a collection of online posts or updates associated with a specific social-media account, in reverse chronological order."

Viral: "becoming very popular by circulating quickly from person to person, especially through the internet."

The Selfing Project

The 'selfie' is unique artifact of the present culture that feeds narcissistic nature of its users. The selfie is defined as a "self-portrait photograph, typically taken with a smartphone which may be held in the hand or supported by a selfie stick." The idea of taking a selfie lies in the fact that the appropriateness of the image is decided by the self, the onus of the photograph does not lie on the 'other'. It is the self that decides how one should be photographed. The self portrait offers the youth of today an opportunity to click flattering photos of oneself with the sheer purpose of posting it on online social networking sites such as facebook. It was noted that the facebook pages of teenagers were flooded with selfies. Selfies at all occasions be it a wedding of a neighbour, a birthday celebration or even an unknown foreigner at places of historical importance just as the Tajmahal. The facebook pages of teenagers in the age group of sixteen to nineteen abounded in selfies clicked in classrooms, playgrounds , at college festivals, on beaches, amidst friends having a pizza or a burger. The places they visited were often highlighted in the background thereby showcasing to the world the places they have been visiting and frequenting. The archive of theses selfies can be used to create a storyline of the facebook user that can be used to understand the narcissistic nature of these individuals.   The motive of these posts are getting more likes and positive comments. The yearning for attention is so evident that we know of instances of the youth having resorted to taking extreme steps to get that perfect selfie – on the topmost craig of the mountain, amidst raging waves of the sea or even dangling on the footboard of trains. The selfie is an attempt to reinforce the self image of oneself on the basis of the adulation that one intends to receive. The 'selfie' craze led to the year 2014 being declared as the Year of the Selfie. The habit of posting selfies is almost become an addiction with some youngsters. One of the facebook

users studied recorded the highest number og self postings . Each of these postings was often accompanied by titles such as :

The bad bad boy (girl)

Shot this little video in scorching heat.

Love the way how the look has turned out . . .

Show some love

Another post is titled:

Dreaming of you …

The 'selfie culture – a culture of narcissim?

In the year 2013 Oxford dictionary declared 'selfie' as the word of the year. They defined it as : selfie noun, informal (also selfy; plural selfes) A photograph that one has taken of oneself, typically one taken with a smartphone or webcam and uploaded to a social media website (Oxford University Press, 2014).

The 'selfie' is not an entirely new phenomenon. Research in this field suggests that the word has been in vogue since it was coined in 2004; but the idea of a self picture is not entirely new. But the 'obsession' with the phenomenon of clicking 'selfies' is definitely new and has proliferated worldwide. The phenomenon which was hitherto looked upon with disdain as a 'navel gazing' phenomenon perpetrating a narcissistic culture is today being researched in greater depth in an attempt to gauge its psychological affect on the millions of people clicking 'selfies' and posting them on Facebook, Instagram and Snapchat. Will Storr connects the 'selfie' culture to the rising movement of engaging in increasing one's self esteem.

The allegation that it increases narcissism and should hence be discouraged is now challenged with research that highlights the positive affects of the culture on the growth of self confidence and positive affirmation of 'self-love' that celebrate moments in order to create cherishing memories. Capturing the moment for keepsake is what the 'selfie' yearns for. For Molly Soda, a digital artist, the 'selfie' is an exploratory art form. She strongly asserts . "I think a selfie is a really, really positive thing, whether or not its art, it's super positive affirmation of self-love. And taking your photo and putting it on the Internet for the world to see is an act of positivity."
https://www.npr.org/sections/alltechconsidered/2015/07/27/425681152/narcissistic-maybe-but-is-there-more-to-the-art-of-the-selfie

The facebook pages of youngsters that formed the data for this project was laden with selfies – either individual or with groups of friends. 'Selfies' catching a variety of moods, in a variety of dresses – showcasing the fashion sense of the individual was popular with many teenage girls; while the teenage boys posted their 'selfies' posing and showcasing their hairstyles, sunglasses and a variety of stances. The 'gymming posture' was not very popular among teenage boys.

The obsession with the self photograph is a reminder of our obsession with mirrors. Mirrors give us an individual sense of 'being'. The story of Narcissus who fell in love with his own image in the water is not true of all of us who love seeing ourselves in the mirror. Similarly one cannot assume that the 'selfie' culture is indicative of increasing narcissism. Narcissism is a personality disorder. The symptoms include an excessive need for admiration, disregard for others' feelings, an inability to handle any criticism and a sense of entitlement. The disorder needs to be diagnosed by a professional. And treatment involves talk therapy. A narcissistic person is selfish, lacks empathy, and has an urgent need for admiration. Not all people who click selfies have these traits.

Limitations of the study

The study is limited to the data collated regarding facebook transactions of youth. In

the given time period the scope of the research project is limited to youth in the

metropolitan area – Mumbai. To take this study as a sample and apply its conclusions

to a larger section of the populace would not be appropriate.

Hence a more detailed study spanning a larger gamut of youth and inclusion of

different forms of Social media would give a better picture of the scenario.

This study can form the basis of a wider project that can be undertaken at the next

level.

Conclusion

Given the kind of research in the field of internet discourse that we have seen so far, a lot needs to be accomplished. Research on Internet Discourse is in its nascent stage. The greatest challenge that one is faced with is the rate with which new technologies are introduced and made popular through usage. The language that is used is constantly affected by the changes that take place in the medium. Thus the nature of internet language – speech or written – gets all the more ambiguous with the changing technologies. This in turn provides "a rich opportunity to study the emergence of language practices, norms, and social behaviours as expressed through discourse, and to theorize about emergent language phenomenon."(Herring (2008)– language and internet)

There is a need to "move beyond description to theorize CMC effects on language" (Herring 2008) empirical testing on large corpora of Internet Discourse and compare systematically across "modes, contexts and languages" (Herring, 2008). Each of the internet situations – email, virtual worlds, social networking sites, blogs, Internet forums, instant messaging and VOIP need to be studied with reference to the context, culture, gender and its impact on the language structure (not the English language alone), discourse patterns and language ecology. The role of the multimedia and spoken networked communication in Internet Discourse would be a fertile field for future research.

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