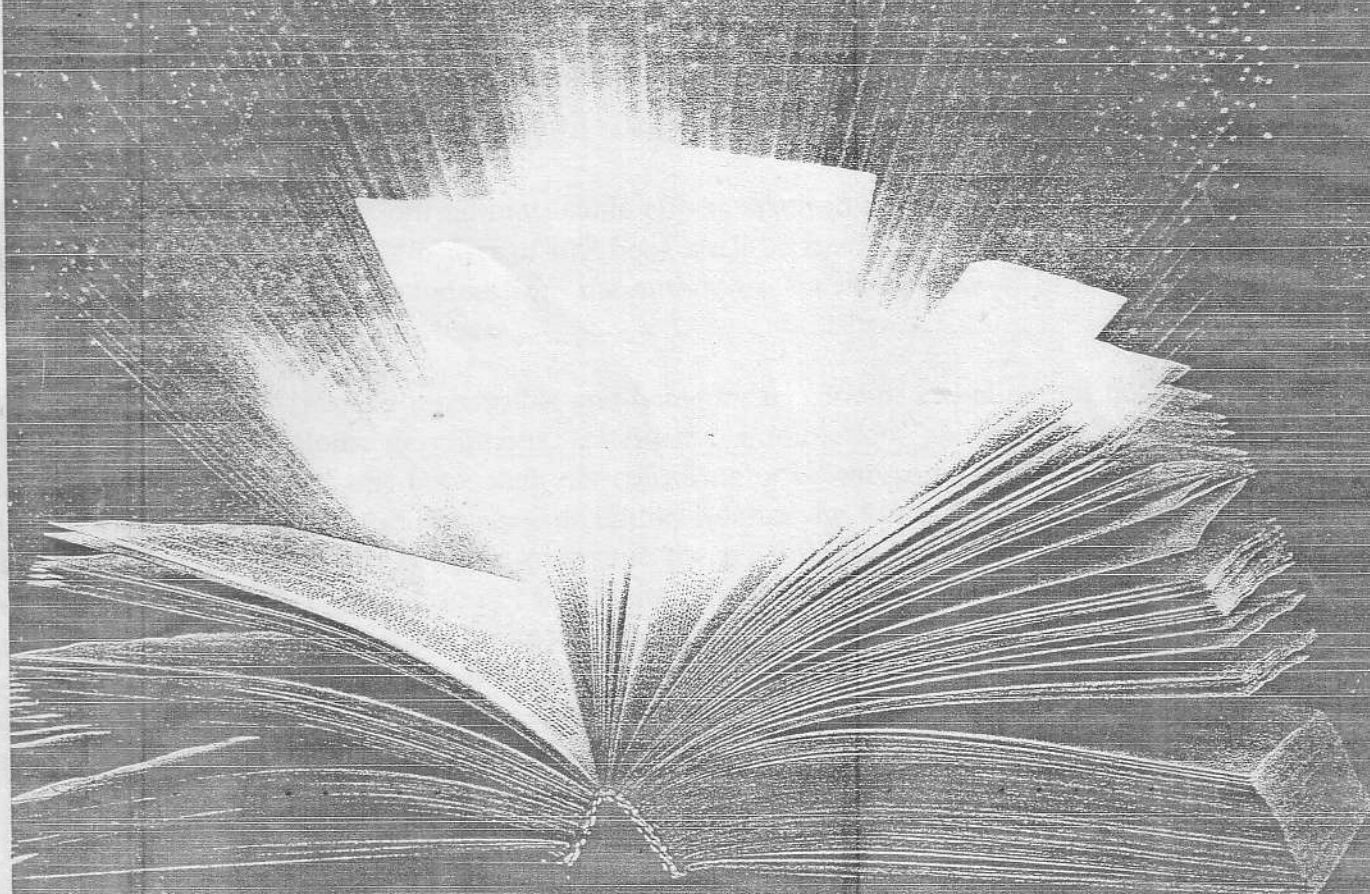


The Literary KALEIDOSCOPE

A BOOK ON LITERATURE, ARTS AND
HUMANITIES



Edited by
Anand P

DEPARTMENT OF ENGLISH
Government Arts And Science College Thrithala



Notion Press

Old No. 38, New No. 6
McNichols Road, Chetpet
Chennai - 600 031

First Published by Notion Press 2017
Copyright © Anand P 2017
All Rights Reserved.

ISBN 978-1-948352-18-5

This book has been published with all reasonable efforts taken to make the material error-free after the consent of the author. No part of this book shall be used, reproduced in any manner whatsoever without written permission from the author, except in the case of brief quotations embodied in critical articles and reviews.

The Author of this book is solely responsible and liable for its content including but not limited to the views, representations, descriptions, statements, information, opinions and references [“Content”]. The Content of this book shall not constitute or be construed or deemed to reflect the opinion or expression of the Publisher or Editor. Neither the Publisher nor Editor endorse or approve the Content of this book or guarantee the reliability, accuracy or completeness of the Content published herein and do not make any representations or warranties of any kind, express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose. The Publisher and Editor shall not be liable whatsoever for any errors, omissions, whether such errors or omissions result from negligence, accident, or any other cause or claims for loss or damages of any kind, including without limitation, indirect or consequential loss or damage arising out of use, inability to use, or about the reliability, accuracy or sufficiency of the information contained in this book.

The Influence of Social Media on the Language Competency of the Youth

Sivya Vasudevan K K
Assistant Professor
Post Graduate Department of English
MES Keveeyam College, Valanchery.

Abstract

Technology has developed so much so that everybody finds it difficult to live without them. The social media sites have exerted so much hold over our youth that they are now living in a magical world created by these 'apps'. The far reaching consequences that these 'social apps' have on our youth are many. The worst of all is, the negative impact they are creating on the language proficiency of the youth.

Keywords: technology, social apps, selfie – culture, language competency, inhuman attitude, etc.

Technology has taken a new form that it has increased the pace of communication between people. It has evidently reduced the inconvenience for communicating with a person who is so far away from us. The distance between people is no more a matter. The social media sites help any person to communicate with anyone from any part of the world. Any matter is now available in cheap and within a fraction of a second.

The impact that the social media sites have made on our English language is immense. Of course, technology has leapt so much that it has made a thorough way even to the Oxford Dictionary. For example, the word "Tweet" according to the dictionary means: 'a posting made on the social networking service Twitter'. In order to attain brevity we have this habit of using non-standard abbreviations like LOL (Laugh Out Loud), LLAH (Laughing Like A Hyena), ROFL (Rolling On the Floor Laughing), BRB (Be Right Back), ADL (All Day Long), TY (Thank You), etc. Most users forget the fact that these short forms help to save the writer's time; but the readers will have to spend more time trying to decipher these terms. The social