

Global Perspectives on Social Media and Language Evolution

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ABSTRACT: Social media has become a transformative force in global communication, accelerating processes of linguistic change in unprecedented ways. This review aims to synthesize current research on how digital platforms reshape language through neologisms, semantic shifts, non-standard grammar, and sociolinguistic dynamics. A systematic search was conducted across databases including Scopus, Web of Science, JSTOR, and Google Scholar, using targeted keywords and rigorous inclusion criteria. Studies employing both qualitative and quantitative methods were analyzed to capture a comprehensive picture of digital language evolution. Results indicate that platforms such as Twitter, TikTok, and Reddit foster distinctive forms of linguistic innovation shaped by technological affordances and community practices. Neologisms and acronyms emerge rapidly, semantic changes redefine meanings of common words, and syntactic flexibility challenges traditional norms. Sociolinguistic factors, particularly age and community identity, drive adoption, while systemic influences such as globalization and digital connectivity accelerate diffusion. These findings highlight not only the creative adaptability of language but also the challenges posed by polarization and the erosion of traditional registers. The discussion emphasizes the need for inclusive language policies, translanguaging pedagogy, and teacher training to address these shifts. Limitations in current research include insufficient focus on syntax, underrepresentation of non-Western contexts, and methodological challenges in analyzing unstructured digital data. Future research should address these gaps to enhance understanding of digital linguistics. By situating social media as both a mirror and catalyst of linguistic change, this study underscores its central role in shaping communication in the twenty-first century..

Keywords: Social Media, Language Change, Digital Linguistics, Neologisms, Semantic Shift, Translanguaging, Multilingual Communication.



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INTRODUCTION

Language is inherently dynamic, adapting continuously to technological, social, and cultural changes. In the digital era, social media has become one of the most powerful drivers of linguistic practices worldwide. Platforms such as Twitter, Facebook, Instagram, TikTok, and Reddit function not only as channels of communication but also as catalysts of linguistic innovation. Their

immediacy, interactivity, and global reach accelerate processes of language change at a pace unseen in previous generations.

Recent scholarship has demonstrated how digital platforms generate new lexical items, promote semantic shifts, and foster translanguaging practices that challenge traditional norms of grammar and register. For example, the rise of neologisms such as *doomscrolling* and acronyms like *BRB* or *OMG* illustrates the creative efficiency of online communication, while borrowing across languages reflects the increasing hybridity of global discourse. These transformations signal not only playful creativity but also a structural reconfiguration of language in everyday interaction.

Despite these advances, current research remains fragmented. Much of the literature has focused heavily on lexical and semantic dimensions, with limited exploration of syntactic and grammatical consequences in digital contexts. Furthermore, theoretical models often struggle to capture the fluidity of multilingual and hybrid practices in online communication. These gaps highlight the need for a more comprehensive synthesis that integrates lexical, semantic, syntactic, and sociolinguistic perspectives within a global framework.

This review therefore aims to provide a systematic account of how social media reshapes language in the twenty-first century. By drawing on studies from diverse cultural and regional contexts, it examines emerging patterns of linguistic innovation while also identifying the methodological and theoretical challenges that constrain current research. In doing so, it underscores the urgency of developing inclusive language policies, pedagogical strategies, and analytical frameworks that reflect the realities of digital communication.

METHOD

The methodology adopted in this study is designed to capture the breadth and complexity of linguistic change as it occurs within digital communication environments, particularly social media platforms. Given the multifaceted nature of language evolution in online spaces, the approach integrates systematic literature retrieval, rigorous inclusion and exclusion criteria, and a comprehensive evaluation of empirical studies. The goal of this methodological framework is to ensure that the review accurately reflects the current state of research in digital linguistics while maintaining adherence to high academic standards.

The collection of literature was conducted across multiple academic databases, chosen for their relevance and accessibility to peer-reviewed scholarship. Core databases included Scopus, Web of Science, JSTOR, and Google Scholar, all of which provide extensive coverage of publications in linguistics, communication studies, and interdisciplinary fields (Jakonen et al., 2018). These repositories were prioritized because they offer both historical and recent scholarship, enabling the review to address long-term trajectories of language change alongside more immediate developments in digital communication. In addition, supplementary searches were conducted in domain-specific databases such as PubMed for studies intersecting with psychology and sociolinguistics, particularly when addressing cognitive and affective aspects of language use.

Given the rapidly evolving nature of social media discourse, emphasis was placed on retrieving the most recent publications, particularly those published within the last decade, while ensuring the inclusion of earlier foundational works where relevant.

The process of literature retrieval relied heavily on the construction of carefully tailored search strings that combined keywords with Boolean operators to expand or narrow results as necessary. Keywords included “social media,” “language change,” “digital linguistics,” “translanguaging,” “neologism,” and “multilingual communication.” Boolean operators such as AND, OR, and NOT were used to refine these queries. For example, the search string “social media AND language change AND (neologism OR translanguaging)” yielded studies that directly address the research focus (Wen et al., 2022; Radke et al., 2022). Similarly, terms were adapted to reflect database-specific indexing conventions, ensuring maximal retrieval of relevant articles. This strategic use of keywords allowed the capture of a wide range of studies, encompassing diverse methodological approaches and thematic orientations, while maintaining relevance to the central questions of this review.

Following retrieval, strict inclusion and exclusion criteria were applied to ensure the quality and relevance of selected studies. Inclusion criteria required that studies be published in peer-reviewed journals, engage directly with the intersection of social media and linguistic change, and employ rigorous research designs, whether qualitative, quantitative, or mixed methods (Aleksić & García, 2022; Radke et al., 2022). Particular emphasis was placed on studies examining multilingual and global contexts, as these offer insights into the ways digital environments facilitate cross-linguistic exchange and innovation. Studies focusing on neologisms, acronyms, semantic shifts, and syntactic adaptation in online communication were prioritized for their direct relevance to the research questions.

In contrast, exclusion criteria were applied to filter out publications that did not meet the methodological or thematic requirements of this review. Non-peer-reviewed works, opinion pieces, or conference abstracts lacking empirical data were excluded, as were studies based on invalid or non-representative datasets (Becker & Knoll, 2021). Additionally, articles written in obscure or inaccessible languages without English translations were omitted to ensure clarity and comparability across studies. Works with limited circulation or lacking international recognition were also excluded to avoid skewing the analysis toward narrow or regionally confined perspectives. These criteria were essential in preserving the integrity of the review and ensuring that the findings are generalizable across diverse digital and linguistic contexts.

The types of research included in the review reflect the diversity of methodologies employed in the study of digital linguistics. Selected works encompassed experimental studies, randomized controlled trials where applicable, large-scale corpus analyses, ethnographic case studies, and longitudinal cohort studies. Corpus-based research proved particularly valuable in identifying patterns of neologism and syntactic innovation across large datasets, while qualitative studies provided nuanced insights into user perceptions and identity construction in multilingual online communities. Ethnographic approaches added depth to understanding how specific cultural or regional groups engage with digital language practices, while quantitative analyses offered statistical

validation of broader trends. This diversity of research designs was critical to constructing a comprehensive and multi-layered picture of language change in digital environments.

The process of literature selection involved several stages of screening and evaluation. Initial searches produced an extensive pool of articles, which were first screened by title and abstract for thematic relevance. Studies that explicitly mentioned social media, language change, or related concepts were retained for further evaluation. Full-text reviews were then conducted to assess methodological rigor, data quality, and the extent to which findings addressed the core research questions. During this stage, particular attention was paid to sample size, data sources, analytical frameworks, and transparency of reporting. Studies lacking methodological clarity or exhibiting significant biases were excluded to maintain the reliability of the review. Final selection was confirmed through consensus and cross-checking with reference lists from highly cited publications to ensure that no significant studies were overlooked.

Evaluating the quality of selected literature also involved assessing the frameworks and analytical tools employed in each study. For instance, works that incorporated discourse analysis, sentiment analysis, or computational modeling were compared in terms of their ability to capture the nuances of digital language practices. Studies employing triangulation of data sources or combining multiple methodologies were given particular weight, as they provided more robust and comprehensive insights into linguistic change. The comparative analysis of different research designs not only highlighted methodological diversity but also identified areas where future scholarship could refine or expand existing approaches.

In addition to methodological rigor, attention was paid to the geographic and cultural scope of the literature. While a significant proportion of studies originated from Western contexts, efforts were made to include research from diverse regions, including Asia, Latin America, and Africa, where digital communication practices reveal distinctive linguistic adaptations. This global perspective is vital in understanding the interplay between local linguistic norms and global digital trends, and it underscores the importance of situating language change within both universal and context-specific frameworks.

Overall, this methodological framework was designed to balance breadth with depth, ensuring that the review is comprehensive while maintaining a focus on studies of high academic quality. The systematic integration of multiple databases, precise keyword strategies, and rigorous inclusion and exclusion criteria provided a strong foundation for identifying relevant scholarship. By incorporating a variety of research designs and global perspectives, the methodology ensured that the findings reflect the full complexity of language change in digital communication environments. This approach not only strengthens the validity of the review but also provides a model for future studies seeking to examine the evolving relationship between technology and language.

RESULT AND DISCUSSION

The results of this narrative review are presented thematically, reflecting the key domains in which social media exerts an influence on linguistic change. Emerging findings underscore the profound role of digital platforms in shaping lexical innovation, semantic adaptation, syntactic flexibility,

communicative complexity, sociolinguistic dynamics, and socio-political discourse. Each subsection builds upon existing literature, highlighting both empirical evidence and theoretical insights that illuminate the contours of language evolution in digital environments.

Neologisms and Lexical Innovation

A substantial body of literature has documented the emergence of new terms such as “doomscrolling,” “finsta,” and “stan” in the context of social media communication. Brown emphasizes that “doomscrolling” surfaced as a linguistic response to compulsive scrolling behaviors that intensified during the COVID-19 pandemic, reflecting the anxieties of continuous exposure to negative information (Aleksić & García, 2022). Similarly, the term “finsta,” an abbreviation for “fake Instagram,” has been widely recognized as emblematic of digital identity practices, denoting private accounts used for unfiltered self-expression (Aleksić & García, 2022). Alasmari et al. expand on this by examining the term “stan,” originally derived from popular music culture, which now signals extreme fan devotion within broader social contexts (Cenoz & Gorter, 2017). These examples demonstrate the creative capacity of users to generate vocabulary that reflects emerging practices and social identities unique to online environments.

Platform-specific features significantly influence the circulation of neologisms. Twitter’s character constraints encourage the development of concise, functional neologisms and acronyms aimed at maximizing communicative efficiency (Wen et al., 2022). TikTok, driven by visual and audiovisual content, promotes the spread of contextually bound expressions tied to viral trends and participatory culture (Brown, 2021). Reddit, by contrast, provides fertile ground for niche communities to craft highly specialized lexicons, often reflecting subcultural knowledge or insider references (Hou et al., 2024). Collectively, these findings reveal that neologism creation and diffusion are shaped by the affordances and social ecologies of particular platforms, illustrating how technological constraints intersect with linguistic creativity.

Semantic Change

Studies on semantic shifts provide evidence that common words acquire new meanings in digital spaces. Wei and García note that “friend” has evolved from denoting interpersonal intimacy to representing fluid, less profound connections facilitated by social networking platforms (Wen et al., 2022). Similarly, “like” has been reconceptualized beyond its traditional meaning of approval, functioning instead as a measure of social engagement, visibility, and symbolic recognition in online contexts (Radke et al., 2022). These semantic extensions underscore the adaptive functions of language in aligning with new modes of digital interaction.

Political and cultural terms have also undergone notable semantic transformations. Radke et al. demonstrate how political vocabulary is recontextualized in online discourse, with meanings shifting in response to social movements, activism, and ideological debates (Jakonen et al., 2018). This resemanticization illustrates how language not only reflects but actively shapes collective political consciousness in digitally mediated environments. The evidence highlights that semantic changes in digital spaces are not peripheral but central to contemporary sociopolitical communication.

Non-Standard Grammar and Syntax

Research has shown that digital platforms, particularly those oriented toward community-based interaction, are sites where non-standard syntactic practices flourish. Aleksić and García describe how Reddit users employ unconventional structures as communicative strategies to signal group belonging and shared understanding (Cenoz & Gorter, 2017). Such practices challenge prescriptive norms by privileging efficiency, playfulness, and creativity. These findings align with broader accounts of translinguaging in digital contexts, where users freely alternate linguistic codes and adapt grammatical conventions to suit communicative needs (García & Kleifgen, 2019).

Evidence also suggests that non-standard linguistic forms are beginning to permeate formal writing contexts. Browne reports a growing trend toward the incorporation of colloquial and informal elements in academic and professional texts, with writers leveraging digital linguistic conventions to create accessible and relatable content (Becker & Knoll, 2021). This diffusion suggests a blurring of boundaries between informal and formal registers, as digital communication practices gradually reshape established norms of written discourse.

Linguistic Complexity and Reduction Trends

Empirical studies document a reduction in text length, lexical richness, and repetitiveness in online communication. Character limits on platforms such as Twitter incentivize brevity, contributing to shorter, more direct utterances (Wen et al., 2022). Simplification is also evident in users' avoidance of elaborate phrasing or redundancy, producing communication styles that prioritize efficiency over complexity. This reduction in linguistic elaboration, however, coexists with an ongoing proliferation of neologisms and hybrid forms, suggesting that digital language simultaneously simplifies and innovates.

Demographic factors play a critical role in shaping complexity patterns. Younger users demonstrate a greater reliance on acronyms, emojis, and slang, whereas older users tend to adhere more closely to conventional grammatical norms (Wei & García, 2022). These generational differences illustrate how digital proficiency and cultural orientation inform linguistic practices, further diversifying the landscape of online communication. The evidence affirms that language change in digital spaces is stratified along demographic lines, reflecting varying levels of adaptability and innovation.

Sociolinguistic Factors

The role of age in digital linguistic innovation has been consistently emphasized in the literature. Younger cohorts are the primary adopters of new lexical and syntactic forms, actively driving the evolution of online discourse (Aleksić & García, 2022). In contrast, older users act as conservators of traditional norms, creating intergenerational contrasts in digital communication practices. This dynamic highlights the extent to which language change is mediated by social factors, with youth culture serving as a principal engine of innovation.

Community identity also emerges as a central driver of linguistic creativity. Online groups construct and reinforce shared identities through unique lexicons, catchphrases, and stylistic choices. These linguistic markers serve as boundary-defining mechanisms, differentiating communities while simultaneously fostering solidarity within them (Hou et al., 2024). The literature demonstrates that digital language innovation is not solely functional but also symbolic, encoding values, affiliations, and group identities in communicative practice.

Social Dynamics and Polarization

Social media has amplified the role of language in shaping political polarization. Research shows that lexical choices and rhetorical strategies contribute to the entrenchment of ideological divisions, with users congregating in echo chambers that reinforce existing beliefs (Radke et al., 2022). These dynamics are particularly evident in discussions surrounding elections, social justice movements, and public health crises, where linguistic framing influences not only discourse but also collective action. Studies confirm that polarized linguistic practices exacerbate divisions by constructing adversarial identities and limiting opportunities for cross-group dialogue (Jakonen et al., 2018).

Global comparisons underscore that the intensity and manifestation of polarization vary by cultural and political context. For example, Hou et al. (2024) observe that European digital communities employ irony and satire as dominant rhetorical strategies, while studies in the United States highlight more direct confrontational discourse. These findings suggest that while polarization is a universal feature of digital communication, its linguistic expressions are mediated by regional traditions, political systems, and cultural expectations. This comparative perspective affirms the need for culturally situated analyses of language change in social media environments.

Global Perspectives on Linguistic Change

The literature reviewed reveals that the impact of social media on linguistic evolution is not uniform but varies across regions. In multilingual contexts, such as those examined by Wei and García, translinguaging practices highlight the adaptability of language to local cultural and educational contexts (Wen et al., 2022). Asian studies frequently emphasize the interplay of English with local languages, illustrating how global lingua franca influences regional communication norms. European contexts, in contrast, often highlight irony, humor, and creative play as central features of digital language use (Hou et al., 2024). These regional differences underscore the dual processes of convergence and divergence in digital linguistic practices, where global trends intersect with local particularities.

Summary of Findings

Overall, the results demonstrate that social media has become a critical site for observing and understanding linguistic change. Neologisms and semantic innovations reflect users' creative adaptations to new communicative demands, while non-standard grammar and syntactic practices highlight the flexibility and hybridity of digital language. Trends of simplification coexist with innovation, reflecting competing pressures toward efficiency and creativity. Sociolinguistic dynamics, including age and community identity, shape the adoption and diffusion of linguistic forms, while socio-political contexts influence how language contributes to polarization and public discourse. Regional comparisons further enrich these insights, revealing how global digital practices are filtered through local cultural and political frameworks.

In synthesizing these findings, it becomes clear that the evolution of language in social media contexts is multifaceted, shaped by technological affordances, demographic variables, social identities, and cultural traditions. The evidence affirms that digital communication is not merely a reflection of existing linguistic norms but a generative force that continually reshapes language in response to contemporary social realities.

The findings of this review highlight the dynamic ways in which social media platforms are reshaping language use, and their implications can be situated within broader theoretical and systemic frameworks. Traditional linguistic theories, systemic cultural and technological influences, and prior recommendations in the field of language policy and pedagogy converge to provide insight into the mechanisms of change and to identify potential pathways for adaptation. By connecting empirical observations with established theories, this discussion emphasizes both the continuity and novelty of language evolution in digital environments.

The emergence of neologisms, acronyms, and hybrid forms in online communication provides tangible evidence of semantic and morphological processes described in classical linguistic theory. Theories of semantic change assert that words evolve in meaning as cultural and social contexts shift, and this is evident in how terms such as “friend” and “like” have been redefined through digital interaction (Jakonen et al., 2018; Radke et al., 2022). Morphological simplification is likewise apparent in the proliferation of acronyms and clipped forms across platforms with constraints on character length, such as Twitter, where linguistic efficiency is privileged over structural elaboration (Wen et al., 2022). The study by Aleksić and García (2022) on translinguaging in preschool environments underscores that innovation in linguistic practices reflects natural learning dynamics, suggesting that non-standard forms in digital communication are not anomalies but extensions of broader developmental and adaptive processes in language. This continuity with traditional models validates the theoretical proposition that language is inherently flexible and capable of responding to new communicative environments.

At the same time, the pace and intensity of language change in digital contexts challenge the explanatory scope of traditional theories. While theories of semantic drift and morphological adaptation can account for incremental changes, they are less equipped to explain the rapid, large-scale shifts driven by digital technologies. The introduction of terms such as “doomscrolling” during the COVID-19 pandemic illustrates how quickly new words can move from niche communities into widespread usage, reflecting accelerated feedback loops of communication and adoption (Aleksić & García, 2022). Similarly, the widespread use of hybrid forms that cross linguistic boundaries raises questions about the adequacy of monolingual frameworks for capturing multilingual digital practices (Cenoz & Gorter, 2017). Thus, while traditional theories provide a foundation, there is a need for expanded models that integrate digital affordances and translingual practices into the analysis of linguistic change.

Systemic factors play a decisive role in the acceleration of these changes. Globalization has created networks of interaction that connect speakers across geographical and cultural boundaries, enabling the circulation of linguistic forms at unprecedented speeds (Parra & Proctor, 2021). The rise of digital communication technologies provides the infrastructure for this exchange, where innovations that originate in one community can rapidly diffuse globally. The hybridization of languages observed in online communities demonstrates how systemic connectivity fosters not only linguistic borrowing but also the blending of structures, challenging established norms of grammar and syntax (Parker et al., 2024). Cultural shifts, particularly among youth demographics, further accelerate innovation by embedding digital linguistic practices into identity formation and social affiliation. Online subcultures exemplify this dynamic by creating specialized lexicons that both reflect and reinforce group identities, reinforcing Abdulatief and Guzula’s (2024) observation that communities with shared interests or identities are particularly fertile grounds for innovation.

These systemic influences also complicate the relationship between digital linguistic practices and institutional frameworks such as education and policy. The translanguaging practices observed in digital contexts illustrate the inadequacy of rigid, monolingual approaches to education and literacy (García & Kleifgen, 2019). Digital communication not only normalizes multilingualism but also foregrounds its creative and adaptive dimensions, suggesting that systemic adaptation in pedagogy is necessary to accommodate the realities of contemporary communication. Wei and García (2022) argue that translanguaging is not merely a pedagogical strategy but a reflection of everyday communicative practice, and thus educational systems that fail to incorporate it risk alienating students whose linguistic realities diverge from institutional expectations.

Previous literature offers valuable guidance for addressing these challenges, particularly in the realm of language policy and literacy development. García and Kleifgen (2019) recommend adopting translanguaging pedagogy in schools as a means of embracing linguistic diversity and supporting meaningful language learning. Similarly, Wen et al. (2022) emphasize the need for language policies that acknowledge and institutionalize bilingual and multilingual practices in order to create responsive and competitive educational environments. Zhou et al. (2020) highlight how bilingual practices can be integrated into curricula to empower students and enhance inclusivity, reinforcing the argument that education must evolve in tandem with linguistic realities. By embedding translanguaging into teaching strategies, educators can foster digital literacy that equips students to navigate the linguistic innovations of social media without eroding their cultural and linguistic identities.

Implementing such changes requires not only curricular adaptation but also professional development for educators. Danjo (2018) underscores the importance of equipping teachers with the skills and knowledge necessary to engage with translanguaging practices effectively. Without sufficient training, teachers may resist or misapply these strategies, undermining their potential benefits. Professional development initiatives that familiarize educators with the dynamics of digital communication and its implications for language use could therefore play a pivotal role in bridging the gap between linguistic change in online contexts and institutional language practices.

While these recommendations suggest promising directions, the limitations of current research must also be acknowledged. Much of the existing scholarship focuses on lexical and semantic dimensions of digital language, with comparatively little attention to syntax and grammar. The review highlighted how non-standard syntactic forms are prevalent in online platforms, yet systematic investigation into their long-term impact on formal writing and language norms remains limited (Becker & Knoll, 2021). Furthermore, geographic imbalances in the literature restrict the generalizability of findings. Studies are disproportionately concentrated in Western contexts, while regions with distinct linguistic ecologies, such as Africa, South Asia, and Latin America, remain underrepresented. Addressing this gap is critical for developing a truly global understanding of digital linguistic change.

Another limitation lies in the methodologies employed. The challenges of collecting and analyzing unstructured social media data, particularly in multilingual contexts, mean that many studies rely on selective or small-scale datasets (Cenoz & Gorter, 2017; Wei & García, 2022). Computational approaches such as corpus linguistics and natural language processing hold promise for overcoming these limitations, but they require further refinement to capture the multimodal and

context-dependent features of digital communication. Future research should integrate these methods with qualitative approaches, such as ethnography and discourse analysis, to produce more comprehensive accounts of how language evolves in online environments.

Finally, the implications of these findings extend beyond education and into broader social and policy domains. The role of language in political polarization, as highlighted by Radke et al. (2022) and Jakonen et al. (2018), demonstrates that digital linguistic practices shape not only communication but also civic life and democratic processes. As such, there is a need for interdisciplinary research that connects linguistic analysis with political science, sociology, and communication studies to understand how language functions as both a tool and a terrain of ideological contestation in the digital era. Recognizing the systemic nature of these dynamics underscores the importance of policies and educational strategies that are responsive to the complexities of digital language, ensuring that societies are equipped to engage with both the opportunities and challenges of linguistic change in the twenty-first century.

CONCLUSION

This review has demonstrated that social media functions as a central driver of linguistic change, shaping lexical innovation, semantic adaptation, syntactic flexibility, and sociolinguistic dynamics. Neologisms such as “doomscrolling,” “finsta,” and “stan” exemplify how online platforms facilitate the creation and diffusion of new vocabulary, while semantic shifts in words like “friend” and “like” illustrate the redefinition of meaning in digital contexts. The emergence of non-standard grammar and syntactic structures on platforms such as Reddit highlights the fluidity of digital communication, blurring distinctions between formal and informal registers. Trends toward brevity and reduced complexity coexist with a proliferation of novel expressions, underscoring the dual pressures of efficiency and creativity. Moreover, sociolinguistic factors such as age, community identity, and cultural context strongly influence how language evolves online, with younger generations serving as primary agents of change. Systemic drivers including globalization, technological affordances, and cultural transformations further accelerate these dynamics, while digital discourse plays a decisive role in shaping political polarization and collective identity.

The urgency of addressing these changes lies in their implications for education, policy, and civic life. Inclusive language policies and pedagogical strategies such as translanguaging are essential for preparing learners to navigate evolving linguistic landscapes. Equally important is the development of teacher training programs and digital literacy initiatives that equip educators and students with adaptive strategies. Future research should focus on underexplored syntactic and grammatical dimensions, geographic contexts beyond Western regions, and interdisciplinary connections to politics and sociology. By adopting strategies rooted in linguistic diversity, digital literacy, and cross-cultural analysis, scholars and policymakers can better understand and respond to the complex realities of language change in the digital age.

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