A SOCIOLINGUISTIC STUDY: DIGLOSSIA IN SOCIAL MEDIA

Abdimo'minova Muxlisaxon
Scientific Supervisor**: Gulrukh Elmuradova**

Abstract. This abstract will identify the circumstances under which diglossic behavior appear in different social media tools and its effects on Standard variety of Arabic language. The study of this linguistic phenomenon will determine whether the use of the high variety and the use of the low variety of Arabic language vary when there is a change in the contextual topic. The issues of gender and age will also be investigated as it may have direct effect on the use of diglossia in different social settings. This study will also investigate diglossia in two important and widespread social websites namely, Twitter and Facebook. The study concludes that the high variety of Arabic is used among users of tweets/posts discussing political issues, news and religion. Whereas the low variety is used among people who discuss issues of fashion, sports, music and personal concerns.
Key words. Diglossia, Media, Online, ICT, Social Media, Diglossic Languages

INTRODUCTION

Sociolinguists have investigated many notions related to sociolinguistics including diglossia which is "the presence of a high and a low style or standard in a language, one for formal use in writing and some speech situations and one for colloquial use" (Harris and Hodges, 1981). In other words, the term diglossia is used when two or more varieties are used by the same speech community in different circumstances for different functions. In sociolinguistics, a variety may include languages, dialects, registers, or styles. Accordingly, varieties that appear in diglossic behaviors could be of two separate languages, for example, Spanish and Guarani in Paraguay. It could also be varieties of the same language as is the case in Arabic. Furthermore, Arabs use the standard form of the language in certain situations and the colloquial vernaculars in other situations based on different factors such as the topic, the addressee, the settings, etc. That is in Jordan, for instance, the two varieties are Modern Standard Arabic (hereinafter, MSA) and

Spoken Jordanian Arabic (hereinafter, SPA). In addition, each diglossic language has a high (H) and low variety (L) and each variety is employed in certain circumstances. Hence, the high and low varieties are used for different functions. For example, the H variety is mostly used in formal situations such as political speeches, religious sermons, broadcasting news, etc., while the L variety is used in everyday life and casual conversations. Each one has its own characteristics. Saville-Troike (1982) mentioned the major differences between H and L, 'namely that each variety has a specific function, however, they complement each other, H is more prestigious than L, there is a literary heritage in H, but not in L, children learn H at school, and L at home, the H variety is standardized, with a tradition of grammatical study and established norms and orthography, the grammar of H variety is more complex, and more highly inflected, H and L varieties share the bulk of their vocabularies, but there is some complementary distribution of terms, and finally, the phonology of H and L is a single complex system. Arabic diglossia. It investigates diglossia in two social websites namely, Twitter and Facebook. Wardhaugh (1986) also states, "In the Arabic situation the two varieties are classical Arabic (H) and the various regional colloquial varieties (L). In Switzerland there are Standard German (H) and Swiss German (L). In Haiti the varieties are Standard French (H) and Haitian Creole (L). In Greece they are the Katharevousa (H) and Dhimotiki, or Demotic (L), varieties of Greek". Haeri (2000) described the high variety as "the language of writing, education and administration," whereas the vernaculars are "the media of oral exchanges, non-print media, poetry and plays". Al-Mamari (2011) describes diglossia as "a sociolinguistic phenomenon that exists when a language has two different varieties that are used in different domains of language use. Arabic is one of the typical examples of this phenomenon in world languages today." Yet in this paper, the researcher followed Ferguson's (1959) definition of diglossia. This definition applies to Arabic language where the high variety includes Modern Standard Arabic (MSA) and the low variety includes the colloquial dialects (local vernaculars), in this case, Jordanian Arabic (hereinafter, JA). The former is used

essentially in formal and written circumstances and the latter is used in everyday communication. Method. The data was collected for almost four weeks from two different websites, namely, Facebook and Twitter. Data collected in this study relied mainly on the researcher observation that took four weeks duration. The study analyzed the type of variety (H or L) used and the circumstances under which it took place, through observing tweets and posts by different users. It was analyzed and classified whether the used variety is high or low as well as specifying the context in which it was used. These two websites were chosen because they are the most widely used in social media especially in Jordan. According to statistics of 2013 almost 2.6 million active Facebook users in Jordan whereas a hundred thousand on Twitter. Various topics were investigated including political issues, cooking, sports, religion, fashion, and personal tweets/posts.

The study analyzed diglossia in social media and arrived at the conclusion that diglossia exist in Jordanian accounts on social media. Sociolinguists agreed that Arabic is a diglossic language where the two varieties are Modern Standard Arabic (the high variety) and various regional colloquial varieties (low variety) in this case Jordanian Arabic. For instance, foreigners who learn Standard Arabic can barely, if any, understand the spoken vernacular. In fact, Standard Arabic may not help them in everyday communication. This study aimed to see if there are any diglossic behaviors in social media and to encourage people to use more Standard Arabic in social media. As the results showed that social media present diglossic behavior and that Spoken Jordanian Arabic (SJA) becomes written in social media. It also showed that the younger generation tends to use written JA more than MSA to express themselves. The researcher firmly believes that the topic and age are the most important factors that affect the choice of the code in social media. Clearly, users choose the L variety or the H variety according to topic that is being discussed. In most cases, those who frequently use JA also use MSA regardless of their gender, age, or educational background. While there are some users whose tweets/posts are confined in MSA. The researcher hopes that the study draws some useful generalization about diglossic behavior in social media employed by

different speakers.

REFERENCES

1. Alshamrani, H. (2012). "Diglossia in Arabic TV stations".Journal of King Saud University- Languages and Translation, vol. 24, pp. 57-69.

2. Ferguson, C.!959." Diglossia". Word.Vol.15, pp325-340

3. Fishman, J. (1967). "Bilingual with and without Diglossia". Journal of Social Sciences. Vol. 23 (2), pp. 29-38.

4. Haeri,N.(2000."Form and Ideology: Arabic Sociolinguistics and Beyond".Anual Review Of Anthropology.Vol.29,pp61-87.

5. Harris,T. and Hodges,R.(1981)(eds.).A Dictionary of Reading and Related Terms. International Reading Association, Newark, DE.

6. Horn, C. (2015) "Diglossia in the Arab World". Open Journal of Modern Linguistics, vol. 5, pp. 100- 104.

LANGUAGE VARIATION IN ONLINE COMMUNICATION: HISTORY AND MODERNITY

Abdullayev Shahzod
Student, Uzbekistan State World Language University
Scientific Supervisor**: K.A Iskanderova**
Teacher, Uzbekistan State World Languages University.

Abstract. Language variation in online communication is a multifaceted phenomenon influenced by factors such as cultural backgrounds, social contexts, and technological affordances. This article explores the diverse forms of language variation in online communication, including linguistic features, discourse strategies, and socio-pragmatic norms. Through a comprehensive review of existing literature, this study aims to provide insights into the dynamic nature of language use in digital environments and its implications for communication practices.

Keywords. Language variation, online communication, digital discourse, linguistic features, socio-pragmatic norms.