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(IJEPC)**[www.ijepec.com](http://www.ijepec.com)**SLANG AND ITS IMPLICATIONS ON SOCIAL MEDIA**Charles a/l Ignacy<sup>1</sup>, Kaaminy a/p Kanapathy<sup>2\*</sup><sup>1</sup> Department of Modern Languages, Faculty of Language and Communication, Sultan Idris Education University, Tanjong Malim, Perak

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**To cite this document:**Ignacy, C., & Kanapathy, K. (2025). Slang And Its Implications On Social Media. *International Journal of Education, Psychology and Counseling*, 10 (61), 1124-1132.**DOI:** 10.35631/IJEPC.1061076This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

This paper explores the rapid emergence and widespread use of slang language on social media platforms and its profound implications on communication, education, and cultural identity, with a specific focus on Tamil-English hybrid slang. Slang, often used for quick, expressive, and informal communication among youth, is shown to evolve through digital culture, memes, and cross-language code-switching. While it enhances personal expression and peer bonding, it also poses challenges to traditional grammar, formal writing, and linguistic integrity. The study identifies significant educational concerns such as the decline in formal language proficiency, deviation from curriculum standards, and exclusion of non-native or rural learners. Socially, slang promotes in-group identity and self-branding but can deepen generational and cultural divides. Furthermore, it alters the grammatical and literary aesthetics of Tamil, threatening the sustainability of its classical form. The paper concludes with recommendations for integrating language awareness, digital content creation in Tamil, and curriculum reforms to ensure a balanced coexistence of innovation and tradition in linguistic practices.

**Keywords:**

Tamil Language, Other Language, Slang

**Introduction**

The rapid development of websites and smartphone applications has brought every aspect of human life into sharp focus today. In this context, social media has taken a very important place in our daily communication, information exchange and social relationships. Perception, Instagram, homepage, snippet, tweet And the internet Platforms like, are increasingly used,

especially among the younger generation. Through these platforms, people express their thoughts in various forms such as live chat, video recordings, memes, reviews, and story sharing.

These social media conversations do not follow the usual grammatical conventions. Instead, crosswords, acronyms, emojis, and “ slang ” with different characteristics are widely used. Slang is a collection of short, threatening, or colloquial expressions that are not part of regular written or spoken language and are understood only by members of a particular social group or age group. David Crystal ( 2006 ) states:

" Slang is a vocabulary which is used in casual, playful, or rebellious communication, often signaling group identity or social solidarity."

For example:

“ஐபோன் ” – iPhone

“சில்லறை பீல்” – A sense of insignificance

“ஏண்டா சும்மா இரு” – Be at peace

English abbreviations like “LOL”, “OMG”, “IDK” – (Lots of Laughs, Oh My God, I Don't Know)

This type of language is widely seen on social media, especially in memes, status updates, and video conversations ( reels & shorts). These are useful on the one hand as they help in the rapid sharing of information, on the other hand, they also pose a risk of harming grammatical language usage. Therefore, this article examines in depth the formation and use of these modern idioms and their social, linguistic, educational and cultural implications.

### **The Formation and Spread of Temporary Dialects**

The development of language is a continuous natural phenomenon. Even in ancient Tamil literature, differences due to the effects of time can be seen. Similarly, through modern social media, temporary slangs are emerging and spreading rapidly.

#### ***Root Causes***

The following factors are behind the development of temporary dialects:

- We need simple new words to replace old ones:

On platforms like Instagram, comments under blogs or reels use words like ‘மாஸ்’, ‘பீல்’, ‘பஜ்ஜி’, ‘செம்’, ‘ஹோட்’, ‘டிரிப்’ . These are a mix of languages like English, Tamil and Hindi.

- Need to give feedback quickly:

The character limit on platforms like Twitter forces users to keep their comments concise, which is a strong factor in the growth of slang ( Baron, 2011).

- Internet memes and cultural hybrids:

memes or "windows", grammatically incorrect sentences such as "ஏந்தா மோடா", "நல்லா போடுறீங்கப்பா", "பஸ்ஸா டிராப்பு", "சீன் பண்ணாத" are often incorporated. These have become a part of internet culture ( Shifman, 2014).

### ***Online Circulation and Distribution***

The activity of social media is seen as a key factor in the rapid rise of temporary idioms:

Perception – Abbreviations like "GM", "GN", "kk", "okie", "hbu" are common in text messages between friends .

Fragment – Use of hybrid slang like "Oora mass", "Glow up", "Get ready with me" in video titles and subtitles .

Instagram & Home – Captions, status, reel titles, etc. are filled with multilingual-based slang like 'slay', 'savage', 'vibe', 'lowkey', 'bae' .

Slang – 'ratio', 'clout', 'cancelled', 'stan', etc., are special **temporary idioms** in political and cultural debates .

David Crystal ( 2006) says:

" The internet acts as a catalyst for the birth and viral spread of slang, accelerating linguistic innovation beyond traditional boundaries."

### ***The Role of The Younger Generation***

Young people are **temporary dialects**. They are key factors in creating and spreading their own unique collective identities, coining terms such as "ப்ரஷ்", "செம கியூட்", "ட்ரெண்டிங்", "ஹெட்ரஸ்", "கிரஷ்". This creates a culture that also becomes their " age identity " ( Eckert & McConnell-Ginet, 2003).

### ***Code -switching***

This slang usage is often a mix of languages such as Tamil, English, Hindi, and Malay. For example:

"நா அவளக்கிட்ட crush பண்ணறேன்" - " I have a crush on her ."

"நீங்க real-ah toxic bro" - " You are real-ah toxic bro"

"எனக்கு அந்த vibe வேணும் da" - " I want that vibe "

This is a new language culture – a "Digital Tamil-English Slang Register" ( Myers-Scotton, 2006).

***For Education Impacts***

Slang, which is widely used in modern social media, has a significant impact on education. In particular, students experience negative effects on writing skills, language skills, and subject-specific knowledge.

***Decreased Writing Skills***

Temporary idioms continue to appear on platforms like Pulanam and Instagram. The habit of using affects the writing skills of students. Even when they write essays, grammatical errors occur more often.

For example, “ It is very hot ” is used instead of the formal Tamil “ It is very hot . ” Such words are also used by students in formal writing assignments ( Baron, 2011).

Frequently used short forms include :

U ( நீ ) for "you"

C ( பார ) for "see"

Bcz for "because"

kk / gm / gn ok ok, good morning, good night

Standard essays in political science tests, school exams, and distance education ( Crystal, 2006).

***Conflicts with The Government Curriculum***

The language used in government schools is grammatically based. However, due to the influence of temporary dialects, students:

- They forget department-specific terms.
- Crosswords are learned along the way.
- They use 'casual' language even with teachers.

One author ( Jones & Hafner, 2012) describes these effects:

“As students write more on blogs and social media, their linguistic controls are disrupted. ”

***Avoiding Leading Language Styles***

Textbooks and the educational environment are designed to guide classroom language. But, fragmentary And the internet Even learning-related videos on social media, such as :

"அப்பா அடி வாங்கணும் போல இருக்கு" - " I feel like I need to be spanked, Dad . "

"இப்படி தான் last minute study பண்ணணும் da" - "This is how you do last minute studying "

This can create a disregard for professionalism, teacher-student respect, and language constraints among students ( Biber & Conrad, 2009).

### ***Cultural Gap in Education***

Temporary dialects It may be easier for Tamil-speaking students. However, students who speak other languages or are immigrants may not be able to understand these new texts. This can lead to problems such as “ language exclusion ” or “peer misunderstanding” in the classroom ( Thurlow & Poff, 2013).

### ***In -Group Language Identity among Students***

various social media slangs create words and concepts that are understood only within their peer group, which can create a sense of isolation for new students in the class ( Eckert & McConnell-Ginet, 2003).

### **Methodology**

This study uses a qualitative approach in the form of content analysis to examine the use and implications of slang in social media, with a particular focus on the use of Tamil–English hybrid slang among the younger generation. This approach was chosen because it is suitable for studying linguistic phenomena that occur in the context of informal daily communication, especially on ever-expanding digital platforms. This study is also descriptive and analytical in nature because it not only explains the forms and patterns of slang use, but also analyzes its impact on education, social relationships and the sustainability of the Tamil language.

The study data was obtained through non-participatory observation of content uploaded on various social media platforms such as Perception, Instagram, Home, Snippet and Tweet. These platforms are identified as the main medium for the dissemination of slang among youth. The materials observed include captions, user comments, short messages, memes, and dialogues in short videos such as reels and shorts. Examples of words and phrases such as “mass”, “bro”, “crush”, “vibe”, “toxic”, “slay”, as well as sentences such as “நா மன்னம் varuven”, “நீ msg பண்ணலனா avlo dhaan” and “எனக்கு அத்தி vibe வெணும் da” were used as analysis samples because they showed code-mixing between Tamil and English as well as deviations from standard Tamil grammar.

The collected data was then analyzed using thematic analysis method. Through this method, the slang elements found were categorized according to main themes, namely (i) factors in the formation and spread of slang, (ii) effects on students’ language and writing skills, (iii) implications for social relationships and the formation of group identity, and (iv) long-term effects on the structure, authenticity and beauty of the Tamil language. This analysis is also supported by studies and linguistic theories presented by scholars such as Crystal (2006), Eckert and McConnell-Ginet (2003), Myers-Scotton (2006), and other researchers who discuss internet language, code-switching and the influence of digital media on language and culture of society.

In terms of scope, this research focuses on language use among adolescents and youth in social media environments, particularly those involving Tamil and Tamil–English mixtures. This study does not involve formal quantitative research, questionnaires, or interviews, but rather relies entirely on data obtained from observations of online language use. Therefore, the findings of this study are not intended to be generalized to the entire population, but are significant enough to provide a clear picture of the patterns of language change and the social, educational, and cultural implications that are occurring in the social media user community.

Although this study has limitations in terms of scope and data collection methods, the findings obtained are still relevant in helping to understand the impact of digital globalization on mother tongues, particularly Tamil. This methodology allows researchers to assess the extent to which slang affects the language purity, formal communication skills, and linguistic identity of the younger generation today.

### **Social For Relationships Impacts**

Temporary dialects is not just a means of facilitating conversation. It is also seen as a cultural discourse practice that creates a unique identity. As slang spreads through social media, the social relationships, cultural identities, and modes of communication of the younger generation are significantly changing.

Firstly, slang creates a sense of individuality and identity within the younger generation. One's use of language, especially on social media Using words like 'bro', 'mass', 'aesthetic', 'bae', 'toxic' Their identity is seen as a sign of modernity and contemporaneity. This has become a social phenomenon that linguists refer to as “self-branding” ( Tagliamonte, 2016). One's use of slang also serves as a form of identity motivation to position themselves in their social status.

At the same time, the use of similar words, abbreviations, and incorrect structures also creates a sense of “we” in groups that use slang. This type of group language is called “in-group code.” Through this, members of the group become closer to each other and strengthen relationships. For example, comments such as “they are a toxic squad” and “bro-code is the only way” serve as linguistic markers for integration within the group.

But, temporary dialects Usage also hinders social cohesion. In particular, temporary dialects Those who do not use the language. Therefore, those who cannot understand it. There is a possibility of being ignored by that group. This situation is called “linguistic exclusion”. In particular, middle-aged people, senior citizens, and students from rural areas are isolated because they are unable to understand slang words. This can create a sense of distance and increase social distance ( Eckert, 2000).

Moreover, temporary idioms create new changes in the Tamil culture. While the normal cultural usage of the Tamil language has classical nuances like “love”, “respect”, “gentleness”, slang goes beyond all these and evokes direct and nonsensical words. For example, usages like “neeum mute pannuriyaye”, “na avala kad pannittain”, “cringe thaana” do not follow the genetic Tamil style. These are becoming a cultural turning point.

In addition, gender identities and temporary dialects Women tend to use words like 'so cute', 'slay', 'queen', and 'bae' more frequently, while men tend to use words like 'bro', 'beast mode', 'mass', and 'ghost punnuran' more frequently. This becomes a form of reflecting one's gender identities in language ( Lakoff, 1975). Thus, the unique identities of the genders are perceived in a more strengthened way in society.

Overall, temporary dialects Slang usage is evolving through social media, creating a new shift in the social relationships, group identity, and cultural discourse of the younger generation. While this is a useful change that fosters modernity, free speech, and self-confidence on the one hand, it is also a factor that can provoke language and social discrimination on the other. Therefore, a balanced approach to the use of slang is needed.



### Long-term Impacts of Temporary Dialects on The Tamil Language

Temporary dialects The widespread use of social media has a direct impact on the status, development and purity of the Tamil language . Social media platforms such as Pulnam, Instagram, Facebook, Twitter, and YouTube have a direct impact on the quality, development and purity of the Tamil language. Temporary dialects through Words are constantly spreading, bringing about changes in the normal practices of the Tamil language.

First, Tamil vocabulary is becoming increasingly common, with English crosswords and foreign words increasingly being introduced. For example, words like "mass", "level", "scene create பண்ணாத", "bro, squad, lit, ghost பண்ணுறான்" have become part of everyday conversation . This has led to the dilution of Tamil idioms. These are considered to be elements that dilute the purity of the language ( Crystal, 2006).

Second, Tamil words are being changed to create new temporary idioms. For example, "bae" and "crush" are used instead of "ponnu ", and "alpha" and "gang leader" are used instead of " thalaivan " in social media. This reduces the emotional contribution of Tamil words. Such changes have a multifaceted effect on the linguistic identity and heritage of a community ( Ferguson, 1972).

Third, the influence of temporary idioms also affects the grammatical structures of Tamil. Many "captions" and dialogues found in social media posts are full of grammatical errors. For example, texts , "நா நாளைக்கு varuven", "நீ msg பண்ணலேனா avlo dhaan", "epdi iruka bro" contain grammatical errors. All these create an environment where constant language errors can develop among students ( Baron, 2011).

Another important consequence is the decline of the Tamil literary style due to the influence of temporary dialects . The poetic skills, elegance of verse, and linguistic nuances found in Tamil literature are now rarely seen in the language use of the younger generation. As a result, there is a danger that support for traditional written Tamil lessons will decrease in the future.

Moreover, it should be realized that such idioms can only provide momentary pleasure. It does not develop lasting speech skills or depth of thought. Therefore, when the younger generation uses slang on social media, it is imperative to develop the habit of practicing stable language rules and literary error-correcting styles, rather than relying solely on it .

Overall, the impact of slang on the Tamil language is not just a linguistic change, but a cultural change as well. Whether it is beneficial or harmful depends on the control and scope of its use. If Tamil is to grow as a living language, there is no need to defeat slang languages ; the best way may be to integrate them smoothly, without forgetting the history, and to incorporate innovation.

### Recommendations

**Conducting Language Awareness** camps for students and cultural programs should be held in schools and colleges to make students aware of the nature and effects of slang and the importance of traditional Tamil.

***Efforts to Tamilize Internet information***

Intelligence, Instagram, snippet Linguists should develop programs that provide correct Tamil alternatives to common slang words used on social media such as

***Creating Social Media Content in Tamil***

To attract the younger generation, interesting videos on Tamil vocabulary, grammar, and proverbs should be created on platforms like Thunukkadal and YouTube Shorts .

“ *Let’s speak Tamil* ” movements by running campaigns like "Let's speak Tamil " and " Let's write Tamil" on social media . This will be a direct attempt to control slang .

***Developing New Curricula that Teach Traditional Tamil***, classical literature, and ancient prose classes should be more incorporated into school curricula .

***Conducting Language Essay Competitions and Conversation Programs***

Students can develop their speaking and reasoning skills through essay, panel, and debate competitions . The implications of slang use can also be discussed in these.

***Promoting Tamil Techniques*** through art and cultural programs plays, poetry festivals, and traditional music performances.

***Improving Tamil Applications for Online Education***

Tamil grammar exercises, vocabulary lists, and lectures should be provided through computer-based education.

***Conducting Continuous Research by the Departments of Cultural Studies and Linguistics***

Programs should be created in universities to conduct academic studies related to the Tamil language, slang development, and social impacts .

***Developing Legal and Policy Measures to Protect the Language***

With a view to the sustainability and preservation of the Tamil language and its heritage, plans for Tamil development should be strengthened in political and educational policies.

***Conclusion***

Social media Perception, Instagram, homepage, snippet, and tweet etc. Today, they are an integral part of the lives of the young generation . The temporary dialects that emerge and spread on such platforms provide, on the one hand, a means of communication and self-identification. On the other hand, they become a challenge to traditional language usage and a tool for discrimination within society.

Language is not just a tool for communication ; it is a reflection of a culture and identity. In this context, temporary dialects The nature of the Tamil language, its grammatical structure and style have changed, and instead of gentle dialogue, it has become a direct, sometimes offensive practice. This has reduced the speaking skills of students in particular, creating a situation where the development of the Tamil language is affected.



Now, to fully protect the language, and to use it ethically instead of hating slang, the work of introducing the literary beauty, linguistic order, and traditional features of Tamil to the new generation should be done through drama, creativity classes, and language technologies. The young generation, who constantly use modern platforms like social media, should not only speak slang, but also understand the precision and elegance of the Tamil language and travel.

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