LANGUAGE CHANGES AMONG JORDANIAN UNIVERSITY STUDENTS: WHATSAPP COMMUNICATION

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ABSTRACT--The internet communication language is a strange controversial language (Fenianos, 2020). This language includes many new linguistic changes or techniques. Also, the nature and the reasons of these techniques are still questionable. Thus, this study investigates linguistic changes appear through the communication of Jordanian university students on WhatsApp. After review literature, the study depends of focus group to collect data. The data are analyzing by the researcher qualitatively. The results of the study showed that students depend on their communication on six linguistic techniques. These techniques arecode-switching, abbreviations, leetspeak, emoticons, reduplication of letters, and rebus. Moreover, the reasons of using these techniques are revealed including using code switching to practice English, using abbrwviations and leetspeak for economic purpose, using emoticons and reduplication of letters to make the communication more real, and rebus for fun.

Keywords-- language changes among jordanian university students: whatsapp communication

I. INTRODUCTION

Does the language of social networking sites surprise people? Have you observed new language styles while using WhatsApp? Sometimes, social networking site users communicate through new styles of language which are not popular before. This point was discussed in literature.Gokulakrishnan, Prasadh, and Seenuvasan (2020) characterized internet communication language of a semi-speech where it is a combination between spoken and written language. Also, Choudhury et al., (2007)explained differences between internet communication and standard language. Also, according to Eisentain (2013), the wide gap between internet communication and traditional language occupied various studies. However, these changes are considered as a problem among literature.Fenianos (2020) explained that new styles of language and changes in internet communication make educators more worried about students. Educators make internet communication language harmful to students.

Jordanian people live in a society where internet communication is a part of their daily life (Al-Thunaibatand Sarjit Singh, 2020). Mustafa (2010) explained that Jordan is a country accept all types of technology. In Jordan, People can use all social networking sites, without restrictions. Also, Al-Oqily, Alkhatib, Al-Khasawneh and Alian (2013) studied Jordanian people while they highly use social networking sites.

The study provides an analysis for the linguistic techniques which make the communication of Jordanianuniversity students on WhatsApp different from usual written language. However, the study participates

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to literature of providing deep description of these techniques. Thus, this study tries to come up with an explanation which treats this ambiguity.

II.   INTERNET COMMUNICATION

The term of internet communication needs to be explained in this study because it includes the communication of WhatsApp. The internet communication is an interaction between people through network devices, such as computers and mobile phones. People use this communication to exchange texts, videos and pictures for many purposes (Marklam, 2004). Also, Herring (2007, 1) defines internet communication as a "text-based human-human interaction by networked computers or mobile telephony." Thus, the internet communication can be a written communication through devices connected with the internet.

Walther (2004) styles comparing to traditional communication. Also, social networking siteshave become essential in people's daily life, in order to make them share communicative aspects such aswords, pictures, videos, written texts, and even symbols. Lee (2002) considered social networking sites systems combining people who explained, methods of communication are not fixed, but they change from time to time. The Internet communication has changed the way of communication. The system of online communication motivates people to use new languages have the same interests.

WhatsApp is a social site discussed in this study. It is an application downloaded on smart phones. This application is created by Brian Acton and Jan Koum in 2009 to enable its users to communicate with each other. In 2014, The number of peoplewho use WhatsApp reaches 600 million (Meeuf, 2012). However, Lee (2015) explained that the rapid spread of mobile phones applications such as WhatsApp has affected language uses whereas the appearance of new linguistic techniques. Therefore, this study is conducted to investigate these techniques.

III.   THEORETICAL FRAMEWORK:

Internet Linguistics

People around the world use the internet communication to share ideas with each other. In the past, users of the internet communication face many problems because of the nature of social networking sites. However, nowadays, they become more creative in their communication to fill the gap between the internet communication and face-to-face communication and achieve understandable dialogue. Thus, several linguistic techniques appear. Internet linguistics is a framework conducted by David Crystal to discuss these new styles of language. Crystal (2005) showed that the internet linguistics is a framework used to analyze and discuss new styles of language which appear through the communication of the internet. Crystal (2005) added, many varieties and changes occur to the language by the impact of the internet. Hence, the internet linguistics framework is created to handle these linguistic changes. Rintel (2012) state that the internet linguistics is an efficient framework to investigate differences between traditional written language and internet communication.

The internet linguistics is a wide framework. This framework includes four perspectives, namely sociolinguistic perspective, educational perspective, stylistic perspective, and applied perspective (Crystal, 2005).

In this study, the sociolinguistic perspective is adopted because it is efficient for explaining new language techniques. Also, research questions and objectives are related to this perspective.

Previous Studies

Many research works have been conducted regarding the internet communication. Language changes in online communication are discussed and explained pedagogically. The discussions about these changes were general, but they were deep regarding the effect of these changes. Thus, these studies concerned with effects more than reasons of language changes among the internet communication. For instance, Sevük (2013) studies the effect of new language on the second language learners. The study argued that language changes are inefficient while learning a language. Also, this study supposed teachers can benefit from technology while teaching a language.

The main problem of the study concerning of language changes have been rarely discussed. Differences between the internet communication and traditional communication are still vague and misunderstood.Alzougool (2018) carried the idea of language changes which occur by online communication users, especially twitter users. The study based on descriptive and statistical analysis to find the results through participants' posts. Few changes are found through the communication represented by strange abbreviations, lexical and phonetic deviations. Also, the study found that we have relationship between language change and social and geographic aspects. The study was general whereas few techniques have been discussed. However,the techniques should have been investigated deeply by clarifying their nature, formulation, and reasons. Zureiqat and Shama (2015) aims to discuss the changes which appear on a language by the effect of electronic communication. This study takes the methodology of internet communication. The data collected from emails and phone messages to know the amount of using these changes. Thus, it was qualitative descriptive study. The results show that the only thing can be affected by age is abbreviations. Also, the formal communication is seen as the most context to include language changes. The study paid more attention to the age and the speech act as the main reason for changes. However, it did not focus on the techniques themselves by analyzing their formulation and reasons.

There are studies discuss language changes among internet communication and new styles of language which distinguish online language from traditional language. However, these works lack some details among internetcommunication. Linke and Hofer (2011), for example, studied changes appear on a language through internet communication. It depended on university students and their use for social sites to identify the new language. The data for this research were collected by asking students directly about the techniques they use in their social site communication. It resulted that the students use changes or techniques such as abbreviations, code-switching and others. The way of collecting data directly from the students without observing real data cannot represent actual and completed results. Caers et al. (2013) considered the wide use of technology triggers new language styles. This study was done to identify new changes of language happened among e-distance learning students in University Teknology MARA Malaysia. It represented that students use changes such as special abbreviations.

Some studies discuss the linguistic changes which appear as the impact of internet communication. These studies have not arrived at a completed picture about internet language. They lack some details or discussed patterns among the changes. These gaps due to using another environment and population of the study. Liu and Ying (2010) made a discussion about linguistic changes happened in computer communication. This research was

conducted to investigate the emails of Hong Kong youngsters. After collecting data by a questionnaire and analyzing them quantitatively, the results revealed changes occur as an effect of computer communication represented by short forms of words, grammatical changes, and code-switching. Choosing emails as a study community led to lack some changes because its use is more formal than social sites.

Even Jordanian people have been under studies to discuss the differences between net speak and traditional speak. Alajarmeh (2016) conducted a study to explain the mobile messages of Jordanian university students sociolinguistically. It focused on the syntactic structure of code-switching style of language. The analysis was done qualitatively and quantitatively. It results that many techniques used in the code-switching style. Also, the use of code-switching was affected by the location and the culture of users. They use code-switching to facilitate their communication by decreasing barriers. Focusing on one linguistic technique can not reflect the whole picture of effectiveness regarding social sites communication. All techniques should be discussed clearly and in details. Gharaybeh (2014) studied "Arabizi" as a language used by social sites communication. It represented using Arabic language through English transcription. The study depended on a questionnaire which was distributed among Jordanian university students. The results revealed that this style of language is not preferable by the students, and they only use it for private communication in some contexts. This study focused on one linguistic change among Jordanian social site communicators.

Problem Statement

People deal with social networking sites as parts of their daily routines. Internet communication users have increased by the wide use of smart phones and computers, as two of the internet devices (Liao, Jiang, Ding, Huang, and LIM ,2014). However, the internet communication has become different. Also, users are influenced of some issues lead them to use new language styles. Choudhury et al., (2007) discussed differences between the internet communication and standard languages. According to them, online communication seems different because it is full of linguistic changes. In Jordan, Al-Saleem (2011) complained about the variety of changes which affect the language of social networking sites communication. All these issues raise the attention of studies regarding this new context.

The question of what, how, why internet natives use their language is popular among studies (Tagliamonte, 2016). Tagliamonte (2016) considered internet communication includes anomalous language should be investigated. Moreover, Fenianos (2020) mentioned that educators become more curious about students who use internet communication. Educators considered internet communication full of new language changes which leaked into students writing. Fenianos (2020) considered studies identifying linguistic changes of internet communication provide educators of deep explanation to the problem.

Purpose of The Study

The purpose of the study is performed through serving the field of linguistics of a research which contains contemporary issues. First, it provides an explanation about the differences between the communication of Jordanian university students on WhatsApp and traditional written texts. These differencesare performed discussing the linguistic techniques on WhatsApp. The reasons that lead the students to use the techniques are

explained, too. However, such studies help educators to discuss the problem of internet communication on one hand and raise the attention of students regarding these linguistic changes on the other hand.

Research Questions

1. What are the linguistic changes used by Jordanian students on the WhatsApp communication?
2. Why are these changes used by students?

IV. METHOD OF DATA COLLECTION

The study depends on collecting the data using Focus group. Ten students are asked to volunteer and join a WhatsApp group. The student are chosen from different universities in Jordan and asked to communicate on this group.

V. DATA ANALYSIS

All data are analyzed by manually by the researcher and discussed qualitatively.

VI. FINDINGS AND DISCUSSIONS

The observation of communication of the students through a WhatsApp group provided the study of the linguistic changes. Hence, six linguistic techniques are used Jordanian university students on WhatsApp communication. These techniques result the differences between traditional written texts and WhatsApp communication. The techniques are represented by Arabic-English code switching, abbreviations, leetspeak, emoticons, reduplication of letters, and rebus.

The Arabic-English Code Switching

Jordanian university students communicate using Arabic-English code switching inWhatsApp. It is a style of language where students switch from Arabic, their native language, to English language. Code switching appears hugely while students communicate on WhatsApp comparing to traditional communication. Even syntactic and morphological features occur mixed between Arabic and English. Students use this technique or style by Latinate letters. However, there are some Arabic sounds can't be applied through Latin. These Arabic sounds are replaced by numbers from (2) to (9). The following table is represented to include examples for this style:

Table (1): Arabic-English code-switching examples.

Example (1)	*"Merry Christmas everyone. Yen3ad 3leko bl sa7a wlsalama"* *Merry Christmas to all my Christian friends. I wish it comes again with happiness and peace.*
Example (2)	*" Shefteekaif he does"* *Do you see what he does?*

Example (3)	*"Allah yes3dak.. miss you"*
	Allah please you.. I miss you
Example (4)	*"Kteer beautiful"*
	So beautiful
Example (5)	*"Nice o 7aboob"*
	He is gentle and lovely

Reasons of Using Code Switching

One of techniques make WhatsApp communication different from usual language is code switching. Jordanian university students use to use Arabic-English code switching in their WhatsApp communication. In this part, the study shows results of interviewing and asking students about reasons of this linguistic technique.

Most responses of participants were learning English. The students use Arabic-English code switching aiming to learn English. Thus, learning English is considered the main motive for using Arabic-English code switching among Jordanian university students. On the other hand, other responses including other reasons showed by one or two students. These reasons are mentioned descendingly asimitating others, economic reasons through shortening words and saving time and effort and excluding some people who don't understand this style of language.

Abbreviations

The creativity of Jordanian university students through their communication on WhatsApp results many shortened forms of English words. Because the wide usage of WhatsApp, English words are exposed by deleting some essential letters to appear in an ambiguous form. Thus, abbreviations can be defined as omitting some letters of words. Students appear mostly deleting vowels of words. However, in few cases, the deletion occurs on consonants of words when students use the first letter to represent the whole word. Moreover, abbreviations occur in the middle of the word or at the end, but there is no deletion to the initial letters. To understand these changes, the following examples are showed:

Table (2): Abbreviations examples.

Example (1)	*"Gdmrng"*
	Good morning
Example (2)	*"Thx gd"*
	Thanks to Allah
Example (3)	*"U r the bst"*
	You are the best
Example (4)	*"Plz cl me"*
	Please call me

| **Example (5)** | *"LoL"* |
| | *Laughing out loud* |

Reasons of Using Abbreviations

While analyzing the communication of Jordanian university students on WhatsApp, abbreviations of English words appear clearly. Jordanian university students depend on their short forms of English words to deliver their messages via WhatsApp. The participants are asked to justify their use to this technique. The answer regarding the use of this technique was mainly to save time and effort. Most students replied that because of the nature of WhatsApp platform which requires more time and effort to type, they use such techniques of shortening words as an efficient method to deliver a message.

Using abbreviations in order to save time and effort has reached most responses. However, few students provided other reasons such as prestigious purposes to play with words, imitating others, and avoiding unknown spelling of words.

Leetspeak

The communication of students on WhatsApp is full of new changes make it ambiguous. One of these techniques is using letters, numbers and symbols to replace words or parts of words. This technique spreads among Jordanian university students' communication. It is called leatspeak. Leetspeakrefers to the first people who use this style, elite. Two types of the leetspeak are popular all over the world. The first type considered the shape of numbers, letters and symbols to replace a word or a part of it. The second typewhich appears popular amongJordanian university students depends on the pronunciation of these features. The following table shows examples for this style of language:

Table (3): Leetspeak examples.

Example (1)	*"I h8 th@"*
	I hate that
Example (2)	*"B crfl"*
	Be careful
Example (3)	*"Just 4 u"*
	Just for you
Example (4)	*"2 know"*
	To know
Example (5)	"C thfstcmnt"
	See the first comment

Reasons of Using Leet-Speak

Leet-speak is a strange style of language used by Jordanian university students on their WhatsApp communication. This technique is not popular in traditional written communication. Therefore, students are asked to explain reasons of this technique. The students are interviewed using semi-structured interview. following this method of data collection, the students showed leet-speak leads to save time and effort through rapid typing. The students use this technique for economic purpose; whereas one symbol can replace a word. However, other students' responses include using Leet-speak in order to exclude some people who do not understand this form of language; as a type of prestige or avoiding misspelling to some words.

Emoticons

The fourth technique used the students on their WhatsApp communication is the emoticon. Emoticons are facial shapes which represent emotions of users in the internet communication. Jordanian university students use this technique on their communication because it delivers a message clearly. Most of the social sites' platforms, such as WhatsApp, have a corner for the emoticons. Hence, students can use it on their communication easily. Users of emoticons depend on facial parts which appear in emoticons to achieve their goal. These facial parts include the mouth, as the main part; the eyes, the nose and the cheeks. To reach a clear explanation, the following shows examples:

Table (4): Emoticons examples.

Example (1)	🙂 *The happiness*
Example (2)	😠 *The anger*
Example (3)	😳 *The shyness*
Example (4)	😢 *The sadness*
Example (5)	😂 *The tears of joy*

Reasons of Using Emoticons

Emoticons are very popular linguistic techniques used on WhatsApp communication. The technique of emoticons depends on presenting facial shapes for a particular purpose. The meaning of emoticons associated with their forms. This technique is investigated among the students to explains the use reasons.

Most of the students' answers reveal that the students use emoticons to add reality to the text. The students use emoticons in order to make their communication more real and like face-to-face communication. Emoticons represent feelings and facial expressions of people while these face-to-face auxiliary meanings are not found in internet communication. However, other reasons appeared rarely. These rare reasons include nature of topics and economic reasons referring to saving time and of effort.

Reduplication of Letters

One of the techniques appeared through the communication of the students on WhatsApp is the reduplication of letters. students always tend to repeat a letter of a word in their written communication WhatsApp. Most of sentences have a word affected by a reduplicated letter. The students apply this technique on the vowels, but in some cases, they reduplicate consonants. Also, it appears that the number of reduplications depends on the strength of the aim. All these issues can be observed through the examples in the following table:

Table (5): Reduplication of letters examples.

Example (1)	"مبروووووووك"
	mabrwwwwwwwk
	Congratulations
Example (2)	"هلـــــــــــــــــــــــين"
	?hlyyyyyyyyyyyyn
	Welcome
Example (3)	"يا//////////////////ارب"
	yaaaaaaaaarab
	O Allah
Example (4)	"ألم فظيـــــــــــــــــــــيع"
	?lam fa'ʕyyyyyyyyyyyyyyyyyy3
	Terrible pain
Example (5)	"تبرق و ترعددددددددددددددددد"
	tebreq we ter3ed
	Lighten and thunder

Reasons of Reduplication of Letters

The reduplication of letters is another strange technique in the communication of Jordanian university students on WhatsApp. However, in this part of the study, the researcher investigates reasons of using this linguistic technique. As other techniques, ten students are asked through a semi-structured interview to provide explanation of this issue.

The main reason of reduplication of letters is making emphasis. The students aim to make a focus on a word of a speech, so they use to apply reduplication of a letter in that word.The students aim to make the communication more real using this technique. On the other hand, other responses showed reasons such as motivating readers to a word or a text, and imitating others.

Rebus

Students use a technique in their communication on WhatsApp using a picture by its pronunciation to replace a word or a syllable of a word. Users of this technique depend on homophonous of a word and a picture to make a completed concept which in term delivers a message. This technique is widely used on WhatsApp communication. The students understand the rebus by literal processes. By connecting a sound of a picture to a context, the studentscan reach the target concept. Accordingly, the following examples are shown:

Table (6): Rebus examples.

Example (1)	لبسها
	لبسها زبالة *Lebsahazebalah* *Her dress is ugly*
Example (2)	دا
	داعش *Da3esh* *ISIS*
Example (3)	الوضع مثل عا
	الوضع مش عاجبني *Elwa8e3 mosh 3ajebny* *I don't like this situation*
Example (4)	قوكو يالـ

قوكو يالربع

qawkw yalrabe3

Hello, clique

Example (5)

To 🐝 or not to 🐝

To be or not to be

Reasons of Rebus

Using a picture instead of a word or a part of word is a new style of language appeared through internet communication. In this part, Rebus is discussed concerning with its reasons. All answers of the ten students indicate that this new style of communication used only for humor and entertainment. The students showed that they use rebus as a type of fun and kidding.

VII.   CONCLUSION

The present study investigates the linguistic techniques appear through WhatsApp communication of Jordanian university students. The study identified changes make the communication unusual and different. Moreover, the study aims to provide linguistic literature of deep understanding regarding changes on internet communication which is still problematic among studies.

Following the internet linguistics framework including sociolinguistic perspective, the study provides the changes nature and reasons. After collecting and reviewing data, the study found six changes or techniques used in the communication of the students. These changes include code-switching, abbreviations, leetspeak, emoticons, reduplication of letters, and rebus. Moreover, reasons of using these techniques vary to include using code switching to practice English, using abbreviations and leetspeak for economic purpose, using emoticons and reduplication of letters to make the communication more real, and rebus for fun.

The study recommends others to take these social sites as a community for any linguistic study. Also, it is suitable for other research works to investigate syntactic, morphological and semantic features among the communication on WhatsApp.

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