https://doi.org/10.46991/FLHE.2026.30.2.019

PRONOMINAL INNOVATIONS ON SOCIAL MEDIA: USAGE PATTERNS, DEVELOPMENT, AND FUTURE PROSPECTS ON X

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Abstract: *This research paper discusses the formation and development of linguistic innovations on social media platforms. Communication on social media platforms has unquestionably become an essential component of modern communication. As a result of social media communication, many grammatical structures and lexical items have emerged in recent years; hence, linguists need to identify these innovations, study the causes of their formation, and consider their possible integration into the standard language. As new technologies have developed, new language anomalies have appeared on social media sites. The English language has experienced significant modifications due to its widespread use on social media and the Internet. Some language variations may become standard forms over time, although frequency alone does not establish standardization. Therefore,*

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Received: 25/08/2026
Revised: 24/10/2026
Accepted: 07/11/2026

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this research paper examines commonly used linguistic innovations on social media platforms and their potential relationship to language norms. The study focuses on pronominal variants and includes a questionnaire to gather data on the causes and users of linguistic deviations. Time-series analysis is used to examine frequency trends and make tentative projections about the possible future development of these forms.

Keywords: *linguistic innovations, social media, X (formerly Twitter), non-native speakers, language change and variation, online communication*

Introduction

Language is constantly changing to meet the needs of its speakers. Advanced technologies continually encourage the creation of linguistic innovations, which have always been the focus of mainly sociolinguistic studies, historical linguistics, and computational linguistics.

Linguists consistently attempt to record the origin and process through which linguistic innovations are formed and model how they will evolve over time. More recently, sociolinguists have focused on linguistic innovations that occur on different social media platforms. Although linguists have shown a strong interest in the formation and development of linguistic innovations on different social media platforms, their origins and spread have still been largely unexplored. Undoubtedly, the dissemination of linguistic innovations on different social media platforms is actively developing. Over time, linguistic innovations have the potential to turn into language norms. Hence, more studies should be conducted in this field to assess the fate of linguistic innovations and consider their possible integration into the standard language.

> *In this study, linguistic innovation refers not only to newly created forms but also to established informal expressions whose use, circulation, and potential normalization in social-media communication are examined. The manuscript intentionally uses these terms interchangeably to reflect the study's operational framework, in which linguistic innovations are examined through their deviation from established language norms. This terminology is adopted for the purposes of the present analysis rather than to suggest that the concepts are theoretically identical.*

Research Status and Gaps

> *Despite much discussion and prior research on the identification of linguistic anomalies on social media platforms, there are few studies, to our knowledge, that have focused on the use of non-standard pronoun forms and their possible standardization. However, compared to other non-standard variants, pronominal*

variation is particularly prominent, which is mainly related to two factors: common usage and the condensation of emotive and expressive meanings. Identifying pronominal variants and thoroughly studying their formation and dissemination will facilitate better integration of linguistic innovations into the standard language.

Objective of the Study

The current research paper seeks to:

1) explore the effects of social media on linguistic innovations and language change,
2) study the sociolinguistic factors that contribute to the formation of linguistic innovations on social media platforms,
3) forecast the positive and negative tendencies in the integration of non-standard variants into the standard language based on the collected data,
4) explore the main users of linguistic deviations on social media platforms: native or non-native speakers.

Our research paper provides fresh theoretical insights on how sociolinguistic theories apply to online environments. Additionally, the practical significance of this research paper is deeply supported by the applicability of NLP systems to new linguistic units.

Taking all the above into consideration, there is a need to confirm and evaluate the possible developments of linguistic innovations on social media platforms. Hence, the present study attempts to address this gap by asking the following research questions:

RQ1: What are the causes of the formation of linguistic innovations in social media platforms?

RQ2: Are linguistic innovations mainly used by native or non-native English speakers on social media platforms?

RQ3: What are the common linguistic tendencies and how are they going to shape the future of the English language?

By providing answers to the above-mentioned questions, the current study seeks to facilitate better integration of linguistic innovations to the standard language.

The imperative to answer these research questions can ultimately lead to more efficient integration of linguistic innovations into standard language. The outcomes of this research could be a blueprint for sociolinguists.

Literature Review: Social Media

Language is used for communication. Humans need a means of communication to meet social needs (Natsir et al., 2020). Communication is an indispensable part of human activity. Digital technologies have revolutionized the whole process of communication.

Nowadays, social media has become the key medium of mass communication. The term social media describes interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks (Wong et al., 2020).

Social media includes a wide variety of popular online platforms such as Facebook, X (formerly Twitter), LinkedIn, Snapchat, Reddit, YouTube, Instagram, WhatsApp, blogs, vlogs, microblogs, etc. In recent years, social media platforms have become an integral part of our daily lives, reshaping the mode of communication. With social media playing an integral role in our daily lives, the way we communicate has dramatically changed (Wong et al., 2020).

Communication on social media has substantially transformed standard language by adding more expressive and emotive overtones, linguistic novelties, non-standard forms (in this paper, the terms "linguistic innovation," "deviation," and "non-standard form" are used interchangeably), and inclusivity. This transformation reflects how languages evolve in the digital age to meet the needs of their virtual communicators. It is critical to acknowledge and accept how social media affects the future of any language.

It is worth mentioning that although these terms are employed interchangeably for readability purposes, they are distinguished in this study as follows. A non-standard form is any form that deviates from the standard form. A non-standard form is not necessarily an error. A linguistic innovation refers to a non-standard form that spreads among social media users (in this study, at least 10 occurrences over at least two years). Forms such as lemme, gimme, and imma existed in spoken English long before the emergence of social media. In this paper, we consider these forms innovations because of their use and circulation online, not because they first appeared there. Pronominal variants refer to the variant forms of pronouns. A language norm is a form accepted in standard usage and recorded in dictionaries without a non-standard label. Finally, frequent use of non-standard forms alone does not make a form standard.

Social media substantially shapes the language we use for daily communication. In his article "Internet Linguistics: A Linguistic Analysis of Electronic Discourse as a New Variety of Language," Atef Odeh AbuSa'aleek (2015) discusses how the

development of the Internet and electronic communication has contributed to new forms of language and changes in online language use. Online users express their feelings through informal language, slang, emojis, abbreviations, and departures from conventional grammar and punctuation. The language of social media is characterized by its casual tone, informality, freedom of expression, brevity, and creativity. It continues to develop and adapt to new trends influenced by the cultural identities and values of users. Linguistic innovations have become commonplace on social media platforms and may influence how users interact in professional and everyday contexts.

The emergence of social media communication has prompted concern and criticism among some researchers. Some language experts believe that the overuse of linguistic innovations in the social media ecosystem could lead to a decline in grammatical structures. Others hold a different view. Mallary Jean Tenore, as quoted by Uk (2022), argues that language is always evolving and that technology can be a healthy part of that evolution. Language change cannot be avoided and is influenced by developments, adaptation, and shifting social patterns and systems, including education, social competence, culture, and technology (Bahri et al., 2023). Languages used on social media platforms undergo changes. However, because English is widely used on social media, it has experienced noticeable changes in grammar and lexical items that may contribute to broader language change (Fibriasari et al., 2022). Social media platforms continue to play a key role in mass communication, making it important for linguists to study the formation of linguistic innovations and track their development.

Social Media in the Context of Sociolinguistics

"New directions" for sociolinguistics are not an uncommon theme. The field of sociolinguistics has developed by revisiting and adapting sociolinguistic concepts to match social reality (Al Zidjaly, 2019).

Social media presents a new reality for sociolinguistic studies. Social media has created an environment where the interconnection between language and society is mediated by virtuality.

Social media is a multinational domain. Some online spaces have populations larger than those of entire nations. Social media is a platform that facilitates communicating and sharing between users (Bahri et al., 2023).

Virtual realities are characterized by many features: anonymity, interactive multimedia resources, and rapid online and offline feedback, the absence of

physical space, accessibility, multicultural online society, fakeness, etc. All these features are considered to be barriers to linguistic innovation studies.

Many sociolinguists find it difficult to conduct accurate and in-depth research on social media platforms because social media enables its users to change their details according to their preferences. This is no doubt partly because anonymity in CMC 'raises problems for traditional variationalistic methods which assume that reliable information about participant gender, age, social class, race, geographical location, etc., is available to the researcher' (Herring, 2001, p. 621).

Social media has become a domain where people with different linguistic, cultural, and ethnic backgrounds meet their social needs. That is why much attention should be paid to the communication carried out on social media. Today, many social groups communicate with each other by using some dialectal words. The current virtual environment gives rise to many linguistic innovations, which are transmitted from one social group to another. Dialectal words disseminate on social media platforms and become commonplace. However, not all the linguistic innovations emerge because of dialectal words.

Language use in a social context varies depending on the community, situation, and even time and place (Pasa & Mahyuni, 2022).

Teenagers do not speak the same way and they have no limitations in expressing their thoughts, especially on social media platforms. The variety of languages they mostly communicate in is informal language (Pasa & Mahyuni, 2022).

Young people are another source of linguistic variations. Youngsters try to express themselves by creating new forms of language units.

In addition to dialectal words and youth slang, linguistic innovations also emerge because of linguistic economy. Linguistic economy is a phenomenon shared by many online users. It refers to the principle of least effort.

Social media users do not want to waste their time, or put effort into typing letters, they want to convey the maximum amount of information with the least effort. Language changes generated by technology and social media deserve serious attention because of their growing popularity (Natsir et al., 2023).

Once innovations are introduced, their dissemination and normalization can follow different paths. Some innovations attract many users and spread widely, while others are used by a limited number of online users and then disappear. Dissemination is related to frequency, but frequency alone does not establish that a form has become a language norm. Language is a social fact, a kind of social contract. It exists not in an individual, but in a community (Bauer, 2007). The theoretical basis of this study is constructed as follows: (1) variationist

sociolinguistics relates language change to social factors such as age, sex, and education, although anonymity makes these factors difficult to verify online (Herring, 2001); (2) Kachru's model of World Englishes helps explain why users from different English-speaking contexts may influence the development of English; and (3) the principle of linguistic economy helps explain the use of shortened forms. Bauer's (2007) framework is also relevant because it treats spread as growth in frequency within a community. Together, these approaches lead to the analysis: variationist sociolinguistics informs the sociolinguistic factors examined in the questionnaire (age, sex, education); Kachru's model serves as a basis for the comparison of native and non-native users (RQ2); the principle of linguistic economy helps us to reflect the interpretation of the reasons for using non-standard forms (RQ1); and Bauer's framework demonstrates the use of frequency growth over time as the indicator of spread (RQ3).

X (formerly Twitter)

X, formerly known as Twitter, has grown into one of the most popular social media platforms in the past two decades. It is a microblogging website, where online users can post short messages known as tweets. X microblog is particularly effective for microblogging, setting up discussions, and enhancing messages. The popularity of X microblogs mainly stems from the fact that it provides functionality to its users to broadcast their thoughts within a 280-character tweet. Moreover, X gauges a user's interests and suggests others to follow, which differs from social media tools like Facebook (Hattem & Lomicka, 2016).

Compared to other social media platforms, the content of X is categorized according to different themes and topics. Thereby, each user can choose who to follow, hence creating a content stream unique to one's interests (Daneshjou et al., 2021).

The user population of X is diverse. It includes users from different parts of the world. Many users of social media are multicultural and multilingual (Eleta & Golbeck, 2014). Hence, X has become a source of spontaneously generated textual data for many human languages (Fernandez de Landa et al., 2019).

Because of its multilingual and multicultural nature, X has become a fruitful environment for the creation and dissemination of linguistic variants. It should be noted that the platform-specific discussion is included here because the time-series analysis in the following methodology section predominantly relies on X data.

Methodology and Data Analysis

Previous studies by Crystal (2011), Tagliamonte and Denis (2012), Eisenstein et al. (2014), Grieve et al. (2018), and Fljyan (2016) have examined Internet slang, the emergence of new words, abbreviations, alphanumeric words, the diffusion of new words, and linguistic change across social media platforms. However, less attention has been paid to whether these variants become language norms and how users from different linguistic backgrounds may affect this process. The present study addresses these questions by examining the development and possible future trajectories of linguistic variants on social media platforms.

Our research methodology consists of three steps: (1) identifying linguistic innovations; (2) analyzing the sociolinguistic factors and causes of variant formation; and (3) examining the possibility of linguistic innovations becoming language norms.

We start our study by focusing on Internet slang, or Netspeak, which is an umbrella term commonly employed to refer to a variety of linguistic deviations. In our research, we mainly focus on the study of pronominal variants. The selection is driven by three major factors: first, non-standard pronominal forms are widespread on different social media platforms and they regularly appear in electronic communication; second, compared to other linguistic innovations, it is relatively easy to identify and track these pronominal innovations; third, pronouns are considered to be one of the most commonly used word units in English, at the same time conveying expressive and emotive overtones. Pronouns are an indicator of the target of attention of the speaker or writer (Mayor & Bietti, 2024).

In the current study, we attempt to present and analyze pronominal innovations, and their possible future development and predict language changes that may occur in the near future.

The starting point of this study is the pronominal innovations in Internet dictionaries, which are available at noslang.com, wordnik.com, and urbandictionary.com. These online dictionaries are regularly updated. After detailed examination, we only chose those linguistic innovations that have been used at least 10 times on different social networking websites, and have been used for a relatively long time (at least three years). The total number of pronominal innovations examined in this study is around 10,000. Our research team selected eight categories of pronominal innovations that were mmost relevant to the research questions (analyzed below). Some of these variants are very common, while others are very unique. However, it should be mentioned that the number of unique innovations is relatively small. In terms of frequency, we set a minimum of 10 occurrences; 80% of the terms appear at least 50 times on average.

After finding out the commonly used pronominal innovations in social media platforms, we began the second part of our research: what are the causes of the formation of linguistic innovations in social media, and who mainly uses variants: native or non-native speakers?

To address the research questions, this study employed a mixed-methods design, using a questionnaire with both closed-ended and open-ended questions.

> *The questionnaire combined closed-ended questions, which produced quantitative outcomes, with qualitative interpretation of participants' responses. The results are also presented as percentages.*

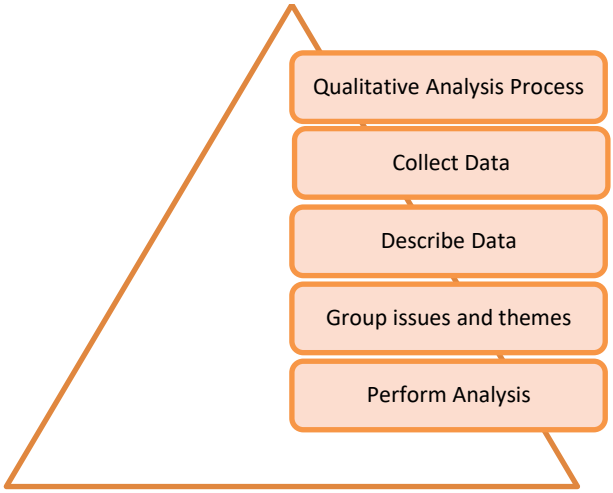
The online questionnaire was sent to social media users who had used linguistic innovations relevant to our study. We employed purposive sampling and contacted users who had posted the examined forms. The questionnaire did not distinguish creators from users of an innovation, so respondents were treated as users of the observed forms; their responses therefore cannot establish who originally created each form. The questionnaire is a suitable tool for collecting information about facts, preferences, and behaviors (Kabir, 2016). It included both open-ended and closed-ended questions (see attached).

Column 1: Socio-linguistic Information

1.	What is your age?	
2.	What is your sex/gender?	Male/female/non-binary
3.	Are you a native or non-native speaker?	Native/non-native/other
4.	What is your country of origin?	
5.	Where are you living now?	
6.	What is your highest educational degree?	High school, college, or postgraduate
7.	Why do you use non-standard forms?	
8.	Do you think it is good to use non-standard forms?	
9.	Do your friends also use non-standard varieties?	

A total of 10,000 messages were sent to social media users with the questionnaire attached. Unfortunately, only 2,975 users (29.75%) responded to our message. Our research team tried to contact those online users who did not provide any feedback one more time, but our efforts were unsuccessful. Thus, our research is confined to the answers of 2,975 people. Our research team introduced the respondents to the purpose of our study and obtained their consent. For the comprehensive analysis of collected data, Biggam's framework was employed (see Figure 1).

Figure 1. Biggam's Framework



Biggam's Qualitative Analysis Process Framework is considered to be one of the most commonly used data analysis frameworks. Our research team started the coding process after all the questionnaires had been completed. We employed graphs to illustrate the results of the coding process. These can be found below.

Figure 2: Age Groups

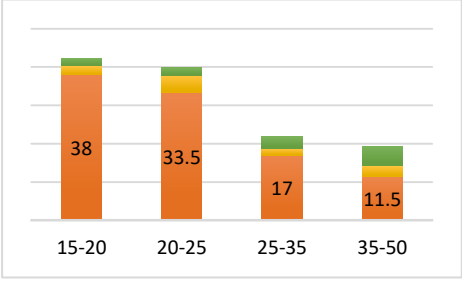


Figure 3: Sex

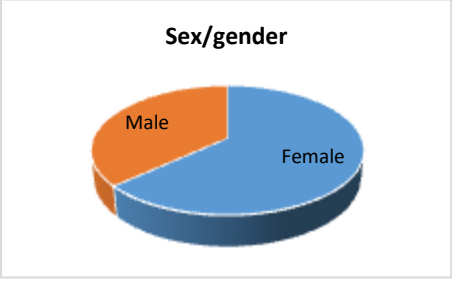


Figure 4: Current Location

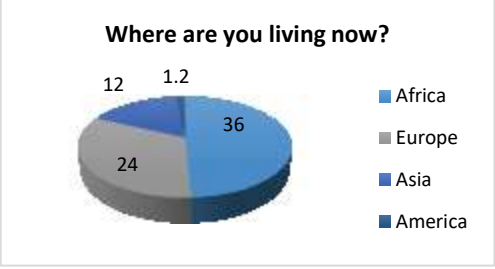


Figure 5: Educational Background

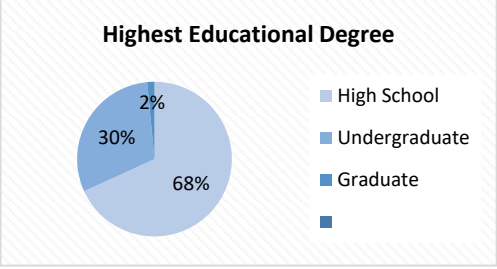
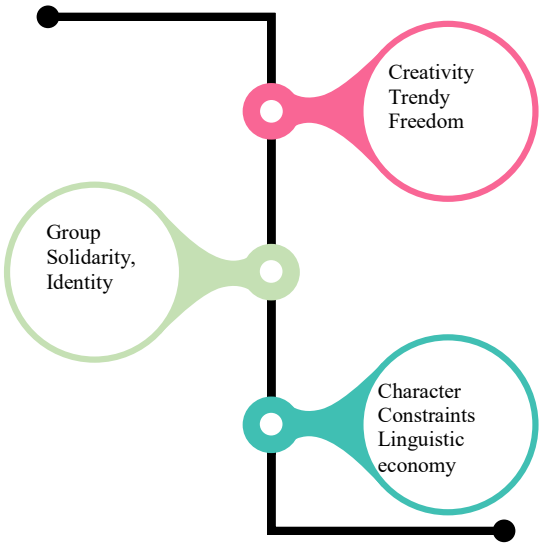


Figure 6: Formation of Linguistic Innovations: Social Factors



For the third part of our research, we employed predictive analysis. Predictive analysis uses current and historical data to identify trends and make projections over a specified time period. Kumar and L. (2018) describe predictive analytics as using current and historical data to make predictions through statistical techniques.

In predictive modeling, the purpose is to create a model that will predict the values (or classes, if the prediction does not involve numeric data) of new data based on observations (Brooks & Thompson, 2017).

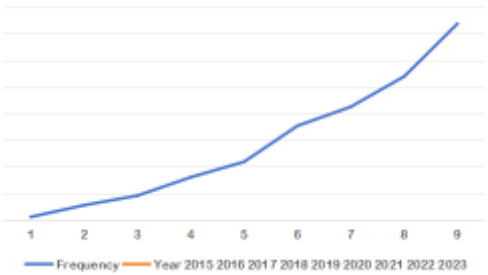
In this study, we employed a time-series model to examine longitudinal frequency data. Time-series analysis can identify frequency trends and estimate possible future developments. However, increased frequency alone cannot confirm standardization. Therefore, the forecasting results should be interpreted as tentative projections rather than definitive predictions of future language norms.

X's search system enabled us to collect data on linguistic variants. Because the time-series data were collected mainly from X, the results may not apply to other social media platforms. The time series covered the period from 2015 to 2023. Based on the data, we classified the innovations into two descriptive categories: increasing and decreasing frequency. We use "positive" and "negative" only to describe these frequency trends; the terms do not imply that a change improves or worsens the English language.

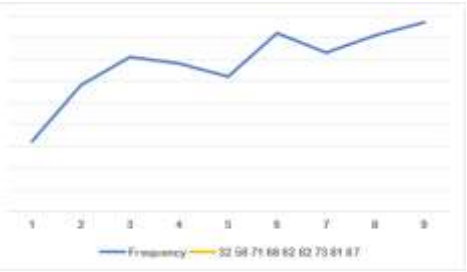
Column 2: List of Linguistic Innovations

1.		**Dun-I don't, doncha, duncha-don't you**	**Positive**
2.		Lemme, lomme, gimme, temme, hepme, etc.	Positive
3.		The she, a you, the he, the they	Negative
4.		Me-myself-I-misuse	Negative
5.		Ima (I am a), ura (you are a), hesa (he is a or he has a)	Positive
6.		Theyish, youable, youward, sheful, etc	Positive
7.		Mysello, myselfita, myselvita, etc	Positive
8.		Doself, makeself, washself, etc	Negative

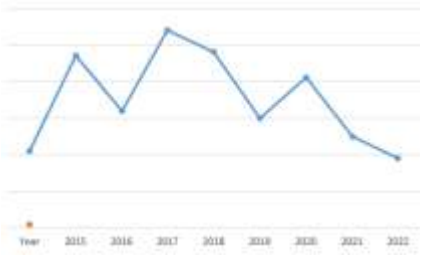
1) dun (do not)-positive



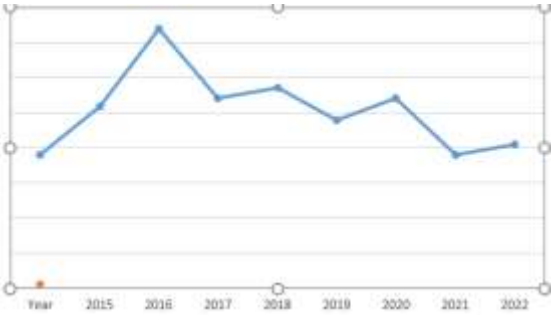
2) let me-lemme, etc-positive



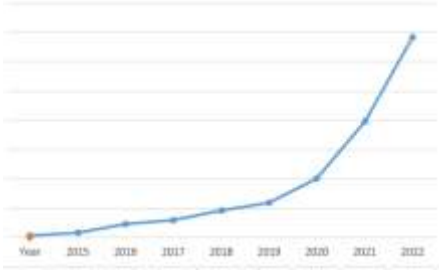
3) Article+pronouns misuse-negative



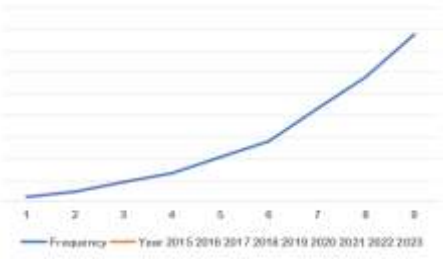
4) Misuse of Per., Ref., Poss. Pronouns-negative



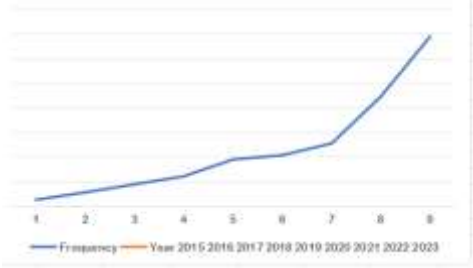
5) I am a (ima), ura (are a)-positive



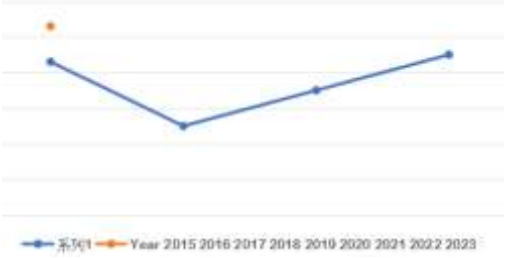
6) Pronoun+suffix-positive



7) Mysello, myselfita, myselvita, etc-positive



8) Reflexive Verbs (Doself)-negative



After identifying positive and negative tendencies, we attempted to reveal their probability of becoming a linguistic norm. To accomplish this goal, we employed the following formula: P(A) = n(A)/n(S)n(A)

Number of time sequence

P(A)=

Total number of frequency

In the formula P(A) = n(A)/n(S)n(A), P(A) is described as the expected probability, n(A) refers to years, and n(S) indicates the total frequency. The result percentages are descriptive index of how often a form appears across the observation period,not statistical probabilities, and they should be read only as a rough indication of a form's potential to become a language norm.

(Dun-do not)

X	2015 (15)	2016 (16)	2017 (17)	2018(18)	2019 (19)	2020(20)	2021 (21)	2022 (22)	2023 (23)
Frequency	50	271	451	798	1.089	1.765	2.123	2.894	3.689
Probability	0.0039	0.021	0.035	0.062	0.084	0.137	0.164	0.208	0.285
							Total	21.543	

Column 3: Probability Percentage of Becoming Language Norm

1.	**Dun-I don't, doncha, duncha-don't you**	**21.54%**
2.	Lemme, lomme, gimme, temme, hepme, etc.	32.16%
3.	The she, a you, the he, the they	0.78%
4.	Me-myself-I-misuse	0.12%
5.	Ima(I am a), ura (you are a), hesa (he is a or he has a)	34.36%
6.	Theyish, youable, youward, sheful, etc	3.45%
7.	Mysello, myselfita, myselvita, etc	18.32%
8.	Doself, makeself, washself, etc	1.23%

Discussion

Social media has become a source of linguistic innovations. Language variation can occur based on different sociolinguistic and technical factors such as age, social group, sex, ethnicity, educational background, character constraints, anonymity, virtuality, etc. Among them, age is one of the key factors that influence the formation and dissemination of linguistic innovations. Young people in particular are known as keen and skilled users of digital communication technologies (Stæhr, 2014).

> *Sociolinguists generally agree that adolescence is a life stage in which language change is often clearly visible (Androutsopoulos, 2005). The results in Figure 2 clearly show that many of the linguistic innovations in this sample are associated with online users aged 15–25. This is broadly consistent with previous research, although the specific comparison should be supported with directly relevant sources.*

Generally, social media serves as a tool for self-expression, an outlet for creativity, a venue for discussion, and a milieu for identity formation (Taylor, 2018).

Most of the social network users are young individuals, most of whom are university students. Hence, social network sites are considered to play an active role in young people's daily lives (Lenhart, 2009; Koca, 2009).

Compared with young people, middle-aged and elderly people employ standard language to communicate, or for marketing purposes. Generally, they follow the rules of standard language and consider linguistic innovations occurring in social media platforms as errors.

We also examined linguistic innovations in relation to sex and gender. Our data indicate that most respondents were female and that female participants reported

using more linguistic deviations than male participants. These results describe the questionnaire sample and should not be generalized to all social media users.

Figure 5 illustrates the academic background of the participants. According to our data, most of the respondents are high school or undergraduate students. In this sample, respondents with lower levels of education reported using more variants in their chats and posts than respondents with higher levels of education.

Figure 6 presents the reasons for employing linguistic deviations. In response to our messages, online users mentioned different causes. To represent them more clearly, we categorized them into different thematic groups: character constraints, trendiness, group solidarity, creativity, freedom, and identity formation. Among these groups, innovations associated with character constraints were particularly common. Online users want to convey the maximum amount of information with minimal effort. Linguistic economy is a common feature of online communication. In literature, these kinds of innovations are also marked as technical innovations (Crystal, Thurlow, and Fljyan).

Linguistic innovations related to ethnicity or social identity are predominantly caused by the modern age, which is characterized by the high rate of demographic mobility, facilitating the mobility of speakers and promoting their interaction (Strawn, 2022).

Figure 3 presents data on social media users' linguistic backgrounds. The questionnaire responses suggest that users from different linguistic backgrounds report using linguistic innovations on English-language social media platforms. However, these responses do not establish who originally created the forms. According to Figure 4, many respondents reported being from African and Asian countries. Some may have migrated to the USA, the UK, and Australia, but the present data do not independently verify migration histories. Contact among social media users with different linguistic backgrounds may contribute to hybridized variants such as doself, mysello, myselfita, and elleself.

The hybridization of languages at the word, sentence, and textual levels has become another focus of linguistic investigation.

In academic and linguistic discussions, there is a debate about whether only native speakers can innovate, while linguistic innovations created by non-native speakers are considered to be errors. However, we do not share this idea for the following reasons.

Nowadays, the percentage of native speakers using variants is relatively lower than that of the first and second groups. In the last century, B. Kachru predicted that the outer and expanding circles of English would exceed the inner circle,

which suggests that users of English as a foreign language employ English and share content in English more than native speakers.

High rates of non-native learners could potentially affect a language system by changing the nature of the "corpus" of a language (Cuskley et al., 2015).

Some non-native speakers on social media may know standard grammatical forms and purposefully choose non-standard forms, although this cannot be assumed for all users. Hence, social media productions by 'non-native' speakers should not be treated as errors, but rather as innovations.

In contrast to our viewpoint, some linguists identify all kinds of linguistic innovations produced by non-native speakers as errors. For example, according to SLA, non-native speakers of English should abide by ENL norms; deviations from such norms are considered errors (Hamid & Baldauf, 2013).

Classifying EFL users' innovations as errors does not seem valid and cannot be justified (Androutsopoulos, 2005).

From our perspective, if non-native speakers know the rules but choose to break them, their forms should not automatically be stigmatized as errors.

RQ3: Common linguistic tendencies and their possible future development

Dun is used by some participants as an abbreviation or contraction of do not. Many participants mentioned that they prefer to use dun because it is shorter and requires less effort. This may reflect linguistic economy. The collected data show an increase in the use of dun in the period examined, but this trend does not establish that it will become a standard form. This variant is used by both native and non-native speakers. If dun became more widely accepted, it might affect conventions of written negation, but the present data cannot support a prediction that contractions will disappear from the language system. We also encountered related forms, including iv, uv, wr, hes, wont, and shant. Their use may reduce the need for apostrophes in some online contexts, but it does not mean that apostrophes will lose their function in standard writing.

The next linguistic innovation is the verb + object personal pronoun combination (let me–lemme, love me–lomme, get me–gemme, tell me–temme, help me–hepme, etc.), which is common among some social media users. Most participants who reported using lemme considered it a phonetic representation. This phonetic representation may influence the written representation of grammatical structures. In these forms, the verb and direct object are represented as a single written unit. Some dictionaries have incorporated forms such as lemme with non-standard labels. However, this does not by itself establish that the forms are likely to become standard language norms.

The tendency to use pronouns with definite and indefinite articles (the she, the they, a you, and so on) has been decreasing. It is worth noting that, in addition to X, similar deviations can be found in online forums, blogs and microblogs. In response to our questions, some participants stated that they use pronouns with articles to emphasize the importance of the person, which often has arrogant or sarcastic overtones. Unfortunately, none of the respondents reported being unaware of grammar rules.

The interchange of reflexive, possessive, and personal pronouns was common between 2017 and 2019. At the time, many blogs and microblogs covered it. The origin of these innovations has been attributed to a lack of language skills. However, innovations developed by non-native speakers influenced native speakers as well. They have begun to use these forms in their own writing. Unfortunately, none of the users of these posts responded, so we are unable to provide accurate information. In recent years, this type of innovation has been steadily declining, so the chances of becoming a language norm are extremely low.

The next linguistic innovation discussed is ima, an informal contraction of "I am going to," also written as "I'ma" or "imma" in informal conversations. According to the collected data, the frequency of ima has increased in the period examined. This increase alone is insufficient to establish that it will become part of the standard language.

The pairing of a verb with the reflexive pronoun ending "-self" (e. g., doself, makeself, likeself) is the next grammatical innovation. Many people commented on how creative they thought this was. Because users believe that English grammar does not have this category, they have attempted to create one influenced by their mother tongue. It is difficult to forecast the future of this innovation because on X, these kinds of linguistic forms occasionally exhibit an increase in frequency and occasionally the opposite behavior is observed.

The final linguistic innovation discussed is the alteration of reflexive-pronoun endings, which appears to be influenced by contact with other languages. According to the collected data, this type of innovation has also increased in frequency. Further evidence would be needed to establish the linguistic backgrounds that contributed to these forms.

Conclusion

The current study examines the impact of social media, particularly X (formerly Twitter), on the formation and dissemination of linguistic innovations. The results suggest that social media sites provide an important environment for language

variation and change. Easy access to the Internet, freedom, anonymity, virtuality, character constraints, and social factors such as age, group solidarity, and identity formation may create favorable conditions for the emergence and circulation of linguistic innovations. Some forms may eventually be incorporated into standard language, while others may remain informal or disappear; the present study does not establish which outcome will occur for each form.

The findings suggest that non-native English speakers play a role in the circulation and use of linguistic innovations. However, because the questionnaire did not distinguish creators from users, the data do not establish that non-native English speakers are the primary source of language innovation and change.

While conducting this research, we encountered many linguistic variants but selected those most relevant to the study, including dun (do not), lemme (verb–object fusion), ima, misuse of articles with pronouns, the interchange of reflexive, personal, and possessive pronouns, combinations of reflexive-pronoun stems with endings from other languages, and the emergence of reflexive forms such as doself. Among these forms, dun, lemme, combinations of reflexive-pronoun stems with endings from other languages, and noun + verb + article forms showed increases in frequency in the period examined. Some forms are already included in dictionaries with non-standard labels, so their potential to become language norms merits further investigation. These findings should be treated as evidence of changing usage patterns rather than proof of standardization.

We hope that our study offers a valuable foundation and provides a starting point for further research.

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Գ. Գրիգորյան, Ս. Է. Սալմի, Ն. Հուեյչուն, Ց. Շի – ***Էվոլյուցիա՞, թե՞ վատթարացում. սոցիալական մեդիայի հարթակներում լեզվական նորարարությունների ճակատագրի կանխատեսում.*** – Սույն հոդվածում ուսումնասիրվում է սոցիալական մեդիայի հարթակներում լեզվական նորարարությունների ձևավորումն ու զարգացումը: Սոցիալական մեդիայի հարթակներում հաղորդակցությունն, անկասկած, դարձել է ժամանակակից հաղորդակցության անբաժանելի բաղադրիչը: Սոցիալական մեդիայում հաղորդակցության արդյունքում վերջին տարիներին ի հայտ են եկել բազմաթիվ նոր քերականական կառույցներ և բառային միավոր-

ներ: Հետևաբար, անհրաժեշտ է ուսումնասիրել դրանց ձևավորման պատճառները և դիտարկել դրանք գրական լեզվին ինտեգրելու հնարավորությունները: Նոր տեխնոլոգիաների զարգացմանը զուգընթաց սոցիալական մեդիայի հարթակներում ի հայտ են գալիս լեզվական նոր անոմալիաներ և շեղումներ: Սոցիալական մեդիայում անգլերենի լայն կիրառման և համացանցում դրա աճող տարածվածության արդյունքում անգլերենը ենթարկվել է էական փոփոխությունների և վերափոխումների: Լեզվական տարբերակները ժամանակի ընթացքում միտում ունեն վերածվելու ստանդարտ ձևերի: Հետևաբար, սույն հետազոտությունը նպատակ ունի ուսումնասիրել սոցիալական մեդիայի հարթակներում առավել հաճախ կիրառվող լեզվական նորարարությունները, ինչպես նաև դրանց ինտեգրումը լեզվական նորմերին: Լեզվական նորարարությունների՝ հետագայում նորմատիվ լեզվական ձևերի վերածվելու հավանականությունը կանխատեսելու համար կիրառվում է ժամանակակից վերլուծություն:

Բանալի բառեր՝ *լեզվական նորարարություններ, սոցիալական մեդիա, լեզվակիր չհանդիսացողներ, լեզվական փոփոխություններ և տարբերակայնություն, առցանց հաղորդակցություն*

Г. Григорян, С.Э. Сальми, Н. Хуэйчунь, Ц. Ши – ***Эволюция или деградация: прогнозирование судьбы языковых инноваций на платформах социальных сетей.*** – В данной статье рассматривается формирование и развитие языковых инноваций на платформах социальных сетей. Коммуникация в социальных сетях, несомненно, стала неотъемлемой частью современной коммуникации. В результате общения в социальных сетях в последние годы возникло множество новых грамматических конструкций и лексических единиц. В связи с этим лингвистам необходимо выявлять данные инновации, изучать причины их формирования и рассматривать возможности их интеграции в литературный язык. С развитием новых технологий на социальных платформах появляются новые языковые аномалии и отклонения. Английский язык претерпел значительные изменения и трансформации в результате его широкого использования в социальных сетях и растущей распространённости в Интернете. Языковые вариации со временем имеют тенденцию превращаться в стандартные формы. Данное исследование направлено на изучение наиболее распространённых языковых инноваций, используемых на платформах социальных сетей, а также их интеграции в языковые нормы. Особое внимание уделяется прономинальным инвариантам; кроме того, для выявления причин возникновения языковых отклонений и характеристик их пользователей используется анкетирование. Для прогнозирования вероятности превращения языковых инноваций в нормативные языковые формы применяется анализ временных рядов.

Ключевые слова: *языковые инновации, социальные сети, неносители языка, языковые изменения и вариативность, онлайн-коммуникация*