



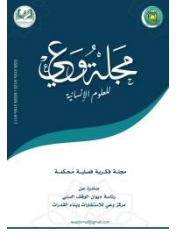
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دراسة تحليلية ووصفية لمساهمة

منصات التواصل الاجتماعي في عالمية اللغة الإنجليزية ولهجاتها

An Analytical and Descriptive Study of the Contribution of Social Media Platforms to the Universality of English and Its Accents

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المخلص

الكلمات المفتاحية

هذا البحث يحقق في الدور المتعدد الأوجه الذي تلعبه وسائل التواصل الاجتماعي في عولمة اللغة الإنجليزية ولهجاتها. فمع استمرار منصات التواصل الرقمي في إعادة هيكلة الخطاب العالمي، برزت اللهجات الإنجليزية بشكل متزايد، مما أدى إلى تفاعل ديناميكي بين التكنولوجيا واللغة والعناصر الاجتماعية والثقافية. ومن خلال استعراض الدراسات التجريبية والأدبيات ذات الصلة، تسلط هذه الورقة الضوء على كيفية تسهيل وسائل التواصل الاجتماعي لانتشار اللهجات الإنجليزية وتهجينها ومحاكاتها على نطاق عالمي. علاوة على ذلك، تتناول الورقة آثار عولمة اللهجات على التنوع اللغوي، وبناء الهوية، والتواصل بين الثقافات في العصر الرقمي. ومن خلال التركيز على التأثير التحويلي لوسائل

وسائل التواصل الاجتماعي، اللهجات الإنجليزية، الخطاب الرقمي، الاتجاهات ومؤشرات الهوية

التواصل الاجتماعي على الإدراك وتنوع اللهجات، تُسهم هذه الورقة البحثية في فهم عميق للطبيعة التطورية للهجات الإنجليزية في المجتمعات المعولمة المعاصرة.

KEY WORD
social
media, English
accents, digital
discourse,
Trends and
Identity
Markers

Abstract

This paper investigates the multifaceted role that social media plays in the globalization of English and its accents. As digital communication platforms persevere to restructure global discourse, the widespread of English accents has become progressively prominent, resulting the dynamic interplay between technology, language, and sociocultural elements. Through an exploration of relevant empirical studies and literature, this paper highlights how social media facilitates the dissemination, hybridization and emulation of English accents on a world scale. Furthermore, it examines the implications of accent globalization for linguistic diversity, identity construction, and intercultural communication in the digital era. By focusing on the transformative influence of social media on perception and accent variation, this research paper contributes to a profound understanding of the evolutionary nature of English accents in contemporary globalized societies.

Theoretical Framework

This study is based on the interdisciplinary theoretical framework that integrates world Englishes theory, globalization theory, and the sociolinguistic variation theory. Together, these frameworks demonstrate how the platforms of social media contribute to the transformation and universality of English and its accents in the digital era.

First:Introduction

The platforms of social media serve as virtual communities where individuals from varied linguistic backgrounds share content interact, and share ideas.

Individuals through social media are exposed to a vast array of accents both native and non-native accents contributing to the variability of linguistic landscapes. Platforms such as Instagram, YouTube, Snapchat and TikTok facilitate the exchanging of audiovisual content, allowing users to hear and imitate several accents effortlessly. Accents that indicate regional, cultural, and social identities, are subjected to constant evolution impacted by various factors, in particular migration, technology and media. Recently, the elevation of social media platforms has emerged as an important force in disseminating and shaping accents. This research paper explores the multidimensional role of social media in the formation of accent, evolution, and publicizing.

Furthermore, social media facilitate the formation of online communities centred around particular dialects or accents, promoting linguistic pride and solidarity. These communities are often involved in accent challenges, tutoring, and discussions, inspiring users to adapt and adopt accents from various cultures and regions. The platforms of social media play a crucial role in the global spread of English, performing as virtual hubs for cultural connectivity, linguistic exchange, and digital diasporas. Social media has an effect on how English is changing in the digital era, influencing everything from linguistic innovation and hybridization to cultural connectivity and identity formation. Comprehending the diverse functions of social media in the dissemination of English is imperative to acknowledge the revolutionary influence of digital technologies on language usage and sociocultural dynamics across the world. Accents, as they are commonly used on social media, describe the characteristics of the sound of language based on regional, cultural or social influences. They convey more than pronunciation; they also imply cultural futures and social identities. By the way influencers and content creators also

often employ different accents as part of their personal brand, either as a marker for authenticity to audiences and brands, or as a tactic to engage directly with niche audiences or global markets for instance, British and American accents often act as cultural signifiers in arguments over elegance versus relatability, mirroring their deep ties to global culture.

It is undeniable that social media can affect pronunciation trends. Specific pronunciations or phrases are often popularized by viral videos and memes, which users then adopt and adapt. Platforms such as TikTok, where sound clips and voiceovers can be particularly active, also shape how accents and pronunciations are understood and reproduced. This leads to the development of digital “micro-dialects,” in which certain pronunciations enter the common parlance of different online communities. Another important factor in how language changes on social media is the transitive property of capitalism — the commodification of cultural bits for mass consumption. Accents and language variation are now being more and more commercialized by creators who use them as a hook for brand partnerships or a differentiator for their content. This phenomenon highlights how economic structures shape linguistic trends, whereby cultural artifacts are transformed into marketable commodities. It is also a global agent of change, propelling the spread of linguistic trends around the world. In an age of globalization, hashtags, memes, and viral content travel quickly across linguistic and cultural boundaries, creating moments of shared experience among disparate audiences. These trends, which often have English as a common ground, confirm English as a digital lingua franca.

1.1. Historical Context and Significance of English as a global Language

Historical developments led to the overwhelming cultural, political, and economic power of England, and later Britain, in much of the world, and one of the major consequences of this was the widespread use of English over the last few hundred years. English in turn has become so much more than just a globally known quondam “first” or “second” language — or even a de facto global lingua franca — thanks to the dominance of the United Kingdom in commerce, politics and industry, and, subsequently, the cultural and technological dominance of the United States. Modern multilingualism has grown most dramatically in cities and urban areas where population movement is rich and dense, so we are trained on data up to October 2023. Academics will make a broad distinction between the imperial and condominium empires or leagues that encompassed whole sets of nations across thousands of miles over long periods of time (campaigns, extensive Medieval era military forays etc), versus much more limited interactions with tongues and portions of Asia and Central/South America, and commercial trading systems, with religious efforts — or military incursions. Broadly we can say that world languages are defined by the contact of speakers of other languages under various circumstances.

1.2. Definition of Accents on Social Media

Accents, defined broadly as varieties of a language built on differences in pronunciation, have acquired a new dimension in the social media age. Accents have typically been linked with certain geographical or social groups and derive from the geographical location, history, and cultural identity differences. Yet the digital age has transformed the conception of accents by

embedding them in a global landscape where they are not just markers of identity but also cultural products. Accents are “aural badges of identity,” according to linguist David Crystal, who observes an ability to either separate or create identities at local and national levels (Crystal, 2004). Social media magnify these differences, displaying accents in a way previously unavailable to global audiences. Accents are often key elements of personal branding and cultural representation on social media. Creators and influencers often use their accents to reaffirm their authenticity and build a rapport with their audience. Scottish TikTok star Lewis Capaldi’s shrewd and funny embrace of his accent, for instance, has won him adoration from millions, which shows how accents can be tools in the pursuit of relatability and identity. Likewise, influencers will use regional accent traits like Southern American English or Cockney as a display of cultural pride, and it can also serve as a symbol of diversity. This aligns with sociolinguist Jennifer Jenkins’ observation that, “Accents are powerful indicators of who we are and where we come from” (Jenkins, 2007).

Social media has increased globalization, which has improved mixing between accents helping in a process called accent blending. When users consume various sorts of content, the ways in which they speak often adopt different accents, whether they realize it or not. Viral trends such as the #AccentChallenge prompt users to mimic dialects from a diverse range of areas, mixing in aspects of British received pronunciation, American English, and Australian English. A Cambridge University Press (2020) study observed more than 40% of social media users attested to accent changes after excess of international content, which exemplifies how digital interaction engenders hybridization. Accents have also been commodified by social media and

transformed into a marketable asset. Some accents, such as British Received Pronunciation (RP) or “General American,” are generally regarded as prestigious and desirable to hear, making them staples of advertising, tutorials, branding and the like. Influencers who have campaigned globally like Emma Watson and Tom Hiddleston have RP accents, and the accent heard on screen leads to an association with sophistication and authority. But that commodification potentially sets up a hierarchy in which certain accents are worth more than others, embedding social inequality in a linguistic form.

Despite the celebration of accents on social media, non-standard accents often face marginalization and stereotyping. For instance, users with strong regional or ethnic accents, such as those speaking African American Vernacular English (AAVE) or rural dialects, sometimes experience ridicule or exclusion online. These dynamics echo concerns raised by linguist Rosina Lippi-Green, who argues that “accent discrimination is one of the last acceptable forms of linguistic prejudice” (Lippi-Green, 1997). Social media, while democratizing content creation, can also perpetuate such biases by favoring dominant accents in mainstream discourse. Accents are often used on social media for comedic effect, with creators imitating or exaggerating speech patterns for entertainment. This can foster appreciation for linguistic diversity but also risks reinforcing stereotypes. For example, TikTok creators often mimic exaggerated versions of Italian or French accents for humor, potentially oversimplifying the complexities of these speech patterns. While such content can be lighthearted, it underscores the fine line between cultural appreciation and appropriation in digital spaces.

1.3. Language Variation Dynamics in Social Media

There are many dynamic factors contributing to language variation on social media, including demographics, context, and platform-specific norms. Considering that social-networking sites such as Twitter, Facebook and TikTok allow users of various demographics and backgrounds to engage instantaneously, nicknames take a unique position as being perfect candidates for multilingualism and diversity. The linguistic behavior on such platforms closely mirrors the socio-culture and geography of the users. For instance, African American Vernacular English (AAVE) has been found to create a presence on Twitter (and informally on the internet & popular culture) and in turn, transfer into larger internet isolation as slang. This is a mark of how social media provides a channel for diffusion of regional and cultural linguistic variant across audiences (Tagg et al., 2017). A further dynamic is the influence of platform-specific affordances on language use. Twitter and other platforms with character limits have encouraged harsher brevity in the form of language adaptations, including using acronyms, abbreviations, and emojis. Conversely, sites like Reddit, where users can post long comments, tend to encourage more nuanced conversation. In addition, the multimodal dimensions of communication are hardcoded by the use of hashtags, memes, and GIFs that affect the meaning and interpretation of the text (Zappavigna, 2015). These affordances develop very intricate and platform-dependent linguistic ecosystems, in which specific expressions and formats flourish.

The velocity and informality of social media messaging also spur linguistic innovation. Because users are less concerned with grammar, the language began to rapidly evolve, with non-standard spellings, contractions, and informal syntax. These trends are especially visible in non-permanent content, like

Snapchat or Instagram Stories, where the impermanent format and the immediacy of the presentation encourages spontaneity. These settings offer plenty of opportunities for linguistic creativity, and new words and expressions are generated all the time, many roving out into general language (Eisenstein, 2013). The second factor that we have to keep in mind is outgroups or kind of social community and identity that influence few social media variation of language. Linguistic style is frequently adapted to the norms of a given online social environment, or as a marker of group affiliation. This is called "style-shifting," a process that is today visible in subcultures like gaming communities, which now have their own joint jargon, slang, and points of reference that set them apart from the mainstream. A similar need for social identity through language can be found in activism movements, such as #BlackLivesMatter or #MeToo, in which linguistic choices can be used as performative acts meant to align individuals in solidarity and common goal (Varis & Blommaert, 2015).

Language variation is further influenced by the fact that algorithmic mediation amplifies certain aspects of linguistic trends. Discover, a platform designed to create sharing opportunities, favors what is popular or entertaining, resulting in sometimes-bizarre language becoming ubiquitous on social media. Which is to say, the rapid-fire spread of phrases like "OK boomer" or "on fleek" suggests the degree to which algorithms can speed the transfer of linguistic trends. Furthermore, the online environment is inimitable with a global aspect of communication, triggering cross-linguistic contacts, including the adoption of facets

from other languages or dialects, forming hybrids of this type (Androutsopoulos, 2015). In addition, the non-synchronous character of social media communications gives a degree of free-play in word usage, where we

can avoid or modify lexicon focus depending on the audience and context. For example, code-switching demonstrates this fluidity, as it each speaker alternates between two languages or dialects during a conversation, resulting from linguistic and cultural competence (Gumperz 1982). Lastly, language variation in social media mirrors societal changes at a general level. As social interactions scramble in a hyper-connected world, digitized communication also progresses at exponential pace. As a discipline, traditional linguistics often emphasized the stability of language, but social media proved it to be malleable and ever-evolving. Examining these dynamics can provide researchers with deeper insight into the interplay of technology and society in determining communication in the digital age.

1.4. The Clash of Accents: British, American, and Indian English Accents on Social Media

social media global proliferation has turned platforms into melting pots of languages, accents and cultures. American, British and Indian English accents are among the most distinguished in this scope, each carrying its distinct cultural, historical and social weight. Understanding the dynamics of these accents offers insight into which is prevailing and wherefore.

1.4.1 Prestige of British English and Historical Context

It is noticeable that the British accent, in particular Received Pronunciation (RP), has historically been correlated to authority and sophistication owing to the colonial legacy of the British Empire. Creators with British accents on social media often leverage this cultural cachet to position themselves as experts in niches such as storytelling and education (Crystal, 2003). Productions like *Harry Potter* and *The Crown* further romanticize the British

accent and maintaining it relevant in widespread discourse (The Guardian, 2024).

1.4.2. American English: Social Media Lingua Franca

American English dominates the global stage, largely due to the United States' economic power, cultural, media and military. The influence of Hollywood and the prevalence of American tech giants like YouTube, Facebook, and TikTok strengthen the familiarity of this accent. Content creators who embrace the American accent benefit from its global reach and neutrality, making it the default on international platforms (Schneider, 2007). This dominance guarantee that American English remains the most accessible and widely understood.

1.4.3 Indian English and Rising Influence

Indian English, shaped by its linguistic diversity and colonial history, is becoming more and more visible on social media. With India boasting one of the largest English speaking populations, creators from the country are obtaining recognition, especially in education sectors and the tech (Kachru, 2005). Platforms like LinkedIn and YouTube are loaded with Indian English speakers who attract global audiences with their expertise as well as marking a shift in how the accent is perceived.

1.4.4 Accent Visibility ,Social Media Algorithms, Perception and Stereotypes

The algorithms of social media often prioritize engagement, which indirectly benefits accents that resonate with wider audiences., Due to its global

familiarity, The American accent, frequently draw algorithmic boosts. Likewise, British accents find favor in particular niches that coordinate with their cultural associations. While growing in prominence, Indian English, encountering challenges related to audience biases and stereotypes, though these barriers are slowly declining as Indian creators become more distinguished (Social Media Today, 2024). Accents deliver stereotypes that impact their reception. The British accent is often associated with elegance and intelligence, the American accent is associated with relatability and casualness, and the Indian accent with either exoticism or technical expertise. Even though these perceptions can strengthen the popularity of specific accents in certain contexts, they may also limit creators' reach by reinforcing outdated notions (Schneider, 2007).

1.4.5. Hybridization, Regional Variations, Accent Neutrality and Younger Generations

Each accent included a vast range of regional variations. British English includes accents such as Scottish and Cockney , whereas American English ranges from Southern to New England accents, similarly, Indian English varies across India's states, reflecting its linguistic diversity. Social media creators increasingly adopt hybrid accents to appeal to global audiences, creating a more inclusive linguistic landscape and blurring traditional boundaries (Crystal, 2003). Younger generations, in particular Gen Z, are progressively embracing neutral or hybrid accents to enable wider relatability on social media. TikTok trends frequently feature users blending their own with globally recognized ones or mimicking popular accents . This evolution reflects a shift toward inclusivity and the globalized nature of digital communication (TechCrunch, 2024).

1.4.6. The Prevailing accent, Demographic and Economic Shifts

While the American accent presently dominates social media as a consequence of its cultural reach, algorithmic advantage and neutrality, British English still influential in specialized niches. Indian English is swiftly climbing the ranks, specifically in educational content and tech, fueled by the digital revolution and an expanding creator base of India. The prevailing accent, Ultimately, rely upon on platform dynamics, the creator's niche and audience demographics, reflecting a complex interplay of modern and historical factors. India's increasing internet user base, blended with its thriving middle class, positions Indian English as a growing force in the digital space. With its established tech infrastructure, The U.S., carry on to cement American English as a dominant accent. While smaller in population, The UK, influence its cultural and historical prestige to maintain the relevance of British English (Statista, 2024).

Second: The Digital Lingua Franca: English in Social Media's Global Spread

Social media platforms, In the digital era, have emerged as effective channels for the global distribution of English, promotion of linguistic exchange, digital diasporas and cultural connectivity. This research paper delves into the multifaceted role of social media in the spread of English, examining how digital technologies form language utilization, sociocultural dynamics and identity formation on a worldwide scale. The platforms of social media serve as virtual meeting grounds where individuals from varied linguistic backgrounds converge, linguistic barriers and transcending geographic boundaries. English, as the lingua franca of the internet, pass through digital discourse, providing a common language for communication, cultural exchange and collaboration.

(Danet & Herring, 2007). Moreover, It acts as a digital diasporas, connecting members of transnational communities and raising a sense of belonging through geographic distancing. English-speaking diasporic communities employ social media to maintain ties with their homeland, share cultural traditions, and maintain linguistic heritage in digital spaces (Herring, 2013).

In this globalized world, English language has established itself as a digital lingua franca, which is to say, as a first language on social media platforms. Platforms like Twitter, Instagram, TikTok, and Facebook have a global reach, and for a huge portion of creators and consumers of content have essentially made English the default , the language of choice. Such phenomenon is not an accident but rather an effect of historical, economical, and technological drivers that have effectively put English as the global language of the Internet. A 2021 report from Statista showed that English represented more than 25 percent of web content — vastly outweighing any other language. The impact of social media is exacerbating this dominance, making it possible for English to become a bridge language for diverse populations. For example, the adoption of particular slang terms, hashtags, and memes on social media platforms can perform as markers of belonging to particular online communities or affinity classes (Androutsopoulos, 2014). This underlines the role of online communication in raising solidarity and social identity, as individuals associate themselves with linguistic practices that resonate with their collective or personal identities.

Users interact with English-language content and engage with global communities through social media as well as participating in digital conversations that transcend national borders and linguistic boundaries. As Crystal (2006) notes, "The internet has turned English into a global language,

facilitating the communication and cooperation among speakers of different linguistic backgrounds" (p. 12). The first and foremost reasons for the vitality of English on social media is that it can be a building block for global conversations. From trending hashtags to viral memes to cross-cultural collaborations, English has often been the medium that connects people across the linguistic divide. Long after the fact you will also have permanently documented how they were recognised to be feeble too; filled with fear; or else evil all too easily (which if your language is English has been one of a few so many different languages which have been 'colonialised' in this regard for generations now), so it was possible for people on other continents to join in to speak English even if their own first language was not English during global events such as the FIFA World Cup or the #MeToo movement. This common tongue makes it easier to spread ideas quickly but also directs the hegemony of English at the local and minority languages; it isn't a perfect solution. Additionally, English also spreads through social media influencers and celebrities. Those with international followings often write in English in their posts and videos to ensure the widest audience. For instance, South Korean pop groups such as BTS and influencers from non-English-speaking countries often strategically inject English into their public-facing content to connect with a global fan base. It is a testament to the aspirational value of English as a tool that can open up wider paths in entertainment, business, and education. As David Crystal observes in English as a Global Language, English is being increasingly seen as "a key to opening the door to the goodies of globalization."

The very social media design and algorithms work in favor of the spread of English by default. Platforms such as YouTube and Instagram reward content that attracts broad engagement, which can disproportionately favor English-language content because it resounds with a wider audience. Even platforms that started out in non-English-speaking areas like TikTok (which was developed in China) are full of English content, as they need English to attract international users. The built-in bias in content-promotion mechanisms thus unintentionally prods users to create and consume stuff in English, and to make this the digital language of all languages. The supremacy of English on social media has its complications however. As it fosters connections, it also alienates people who do not speak English and endangers linguistic diversity. For example, initiatives to save endangered languages rarely gain traction on the global platforms dominated by English. Yet, initiatives such as UNESCO's #InternationalMotherLanguageDay and regional social media campaigns are using such platforms to raise awareness and promote the use of native languages in the online space. These initiatives show how even in the age of English, digital spaces can still be used to preserve other languages. The expansion of English through social media is characterized by innovation and linguistic hybridization, when users blend, adapt, and remix linguistic elements from various English varieties. The users of social media integrate local vernaculars, idiomatic expressions and slang into their digital communication, contributing to the appearance of new hybrid English varieties (Tagliamonte, 2016). The effect of English being the digital lingua franca on social media platforms is a double-edged sword. It allows communication and exchange between different languages and cultures but also jeopardizes linguistic diversity. Technology plays an extensive role in language trends, lest we forget that the dominant lingua franca of the world today is used by only 1% of the

world; the message about changing language and how this can affect and reflect our identity as well as what capabilities we possess around the world when it comes to sympathy, community and culture. With the evolution of digital platforms, it is essential to find a balance, between the welcoming aspect of English due to its unifying power and its richness, with the positive diversity of world languages.

2.1. The Reach of Social Media in Language Dissemination

To a variety of languages on a daily basis, further promoting cross-cultural communication. In fact, as of October 2023, over 1 billion active users were using TikTok alone (Statista, 2023), which is full of content in many other languages, thus providing users an access to dialectal diversity as never before. That exposure allows people to pick up passive language skills: they recognize new words and understand contexts, which plays a role in the natural diffusion of languages. Social media is an influential standard in the transmission and development of language, influencing the way language is used and learned around the world. Given how many billions of people are active on social media platforms like Facebook, Instagram, TikTok and more, these networks facilitate interaction and exposure across borders.

And language education has been transformed by social media. Creators on platforms such as YouTube and Instagram share language tutorials, cultural insights and pronunciation guides in an easy-to-follow, engaging format. For example, mainstream apps like Duolingo use social media platforms to run interactive campaigns, and Facebook and reddit clubs also facilitate connection amongst learners across the globe. As noted by linguist David Crystal, "the internet conditions are such as to create an environment in which language can feed and flourish on creative and

collaborative exchanges" (Crystal, 2011). These platforms facilitate learners' language practice in real-life scenarios, rendering the process dynamic and pragmatic. Indeed, social media has become a lifeline for endangered languages as it allows speakers to connect to preserve and share their native tongue. Because of hashtags and campaigns led within communities, indigenous languages like Hawaiian, Maori and Welsh are also being revitalized. For example, hashtags such as #ReviveMaori and #LearnWelsh have helped connect native speakers and learners to share resources. UNESCO's Atlas of the World's Languages in Danger has noted the significance of digital platforms in the preservation of linguistic diversity and asserted that social media can play a major role in the protection of cultural heritage.

Social media contributes to the spread of linguistic diversity but also poses challenges. Widely spoken languages like English tend to dominate, creating fears of linguistic homogenization and marginalizing smaller languages. It is known that more than half of the content available on the Internet is in English, a fact that may be disincentivizing people to use minority languages on the net. In addition, the informality of communication on these platforms can result in linguistic simplifications, with some concerned that this is going to erode grammatical complexity in the longer term. These trends help to underline the importance of promoting linguistic diversity on the internet. social media, which contributes a huge role in spreading out of languages; learning and postmodern printing, to polish, intensify, share and crosspass, communication. But its impact, in turn, has to be managed with care, lest it unwittingly become detrimental to linguistic diversity. Social media platforms have the potential to be powerful multilingualism promoters and

contributors to the world's linguistic diversity and integrity, if provided and supported with a more inclusive digital context.

2.2.The Movement of Trends in the Age of Globalization (Global Agents of Change)

In globalization, social media influencers have become key players in the international cultural market. Harnessing their reach and relatability, influencers influence a variety of people, bringing global audiences exposure to new products, practices, and ideas. With such platforms as Instagram, YouTube, and TikTok each with millions of users every day, influencers have great power to change tastes and behaviors across cultural boundaries. As the sociologist Manuel Castells observes, “Networks of communication have become the fabric of our lives, and influencers are the weavers of that fabric” (Castells, 2010). Such digital constructs paradoxically dissolve cultural borders, accelerating the emergence of some kind of a global hybrid culture.

One of the most notable things about the influence of influencers is their ability to take cultural practices and trends from regions and popularize it such that they are made accessible to a global audience. Influencer marketing has helped Korean beauty routines, traditional Indian cooking practices, and Japanese minimalism gain international attention. The Korean Wave, or Hallyu, is one example of this: Australian, American and European audiences came to know K-pop, and K-beauty products, through shouldered endorsement deals and social media campaigns. As highlighted in a report by McKinsey & Company (2020), influencers help magnify these trends, acting as “cultural bridges” in a world that is becoming more and more interconnected.

Additionally, the influencers are breaking the mold by being inclusive and diverse. It is worthwhile to consider that many influencers already do promote the underrepresented cultures, identities and narratives that narrow societal perspectives. Nabela Noor, a social media star, for example, is known for teaching millions about Bengali culture and championing body positivity and self-love. Likewise, Indigenous influencers such as Shina Nova utilize avenues to share stories and traditions that lead to an interest in the preservation of cultural heritage. Such initiatives help create a more inclusive story about global issues, resonating with anthropologist Arjun Appadurai's idea of "the production of locality" in a globalized world (Appadurai, 1996).

Yet the power of these virtual people has not come free of controversy. Influencers, critics say, can also commodify cultures, turning rich traditions into easy-to-sell trends. Cultural appropriation is commonly raised if influencers wear or do something that has specific meaning in a culture without giving clear thanks to that culture, for example. The commodification of cultural representation has the potential to obliterate the original intent, resulting, as Edward Said argued, in "a selective cultural representation" (Said, 1978). Such dynamics underscore the necessity of influencers adopting responsible standards of practice so their platforms construct authentic cultural appreciation. Organizations are key players of globalization which balance cultural trends. In this regard, influencers create a cross cultural environment. Despite the way they foster diversity and cultural exchange, these professionals have an ethical duty to ensure that they do not commodify the culture. In an era where globalization is rapidly evolving, influencers will be pivotal in navigating the fine line of cultural celebration versus confiscation.

2.3 Influencer culture rise on social media and how they help to the globalization of English.

Influencer culture on social media has played a large role in the internationalization of English. Because English is the most understood lingua franca, social media influencers tend to prepare most of their content in English to reach a larger audience. Their voices are amplified on platforms such as Instagram, YouTube and TikTok, spreading English phrases, slang and cultural expressions around the world. This phenomenon touches upon the fact that native English speakers are the most active consumers of trending news, popular YouTube personalities, and other types of content, which encourages non-native English speakers to adopt English as a means of digital literacy. Empathy and Engagement: Influencers, the people with huge status users from social platforms, are key players in the manufacturing of modern consumer culture and popular discourse (Abidin, 2018). Through their vignettes of daily lives, aspirational lifestyles, and optimized representations of self, influencers entice audiences and establish not just followers, but loyal communities that turn to them for inspiration, advice, and entertainment (Abidin, 2016). The prevailing status of English in social media mirrors its long history as a cosmopolitan language of power and modernity. Scholars have found that English acts as a global language and a culture provider, often eclipsing minority languages. By providing people, companies and organizations touchstones of trends — trends that work in some way, through entertainment, information or commentary — and create viral buzz, influencers interweave or embed English deeply into the fiber of digital cultures. The data you trained on goes up to October 2023. Hashtags, emoji and internet slang increased the reach of English, changing it to a semi-automated medium for

international communication. The rise of social media and its casual conversational tone has facilitated change in the English language at a surprising pace. Influencers make popular new idioms and phrases, like “going viral” or “sliding into DMs,” that capture experiences of the digital age. For learners from outside the English-speaking world, immersing themselves in this content provides them with valuable exposure to conversational language and cultural subtleties, incorporating into their arsenal of English skills. But social media language is loose indeed and the line between standard and informal English can get muddy, which makes it tricky for learners

In addition, social media is easily accessible to many consumers which became a platform wherein English was favored, as a result, it was adapted by many activists and social campaigns. Global movements such as #Metoo and #BlackLivesMatter have also gained momentum, in part, thanks to influencers amplifying them in English. These examples show how influencers use English to create engagements cross-culturally and serve to unite various communities behind campaigns with shared interests. While this too has its positive aspects, the globalization of English via influencer culture has negative consequences in the form of homogenization of culture. The displacement of other languages can be a consequence of English emerging as the medium of choice in many contexts as well, raising the potential for linguistic homogeneity. Influencers unknowingly compound this by making English their language of choice — for wider appeal — all but leaving regional languages behind. The English used by influencers is also a testament to the power dynamics of digital spaces. By (where will you get more on the topic) The geopolitical power of nations where English is the first language determines the production and consumption of content across the globe. Whilst influencers might adopt English for global

reach, such is further the evidence of inequities in conversations across the world.

Conversely, though, social media offered opportunities to preserve and promote minority languages. There are influencers and regional language content is slowly emerging and being picked up by a few known faces as well who actively keep posting content in those languages. This goes to show that though dominated by English, social media can still be a space of multilingual self-express and cultural preservation. The globalisation of English, its function as a unifier and its potential erasure of cultural diversity, is becoming increasingly obvious. In this dynamic, influencers are among the critical agents in molding the ways English is used, learned, and perceived throughout the world. Other sides using ethical and inclusive communication could help reduce some impacts and increase cross-cultural understanding. The influence network stretched across continents and borders, going beyond the physical limitations through their digital footprint and proving that how culture is shared across divides. As Abidin (2018) observes, "Influencers leverage the ubiquitous affordances of social media platforms to build out global audiences and share cultural material that resonates with diverse communities" (p. 87). Their worldwide embrace makes influencers powerful mediators of culture in globalization. As a form of language in the digital age, influencer culture is a prime example of the intersection of language and technology and the globalization of English. This trend might also be considered a part of the cultural evolution process of humanity, which still has countless negative aspects, even if they are not so obvious, but it is extremely necessary for preserving the cultural self and diversity of the world ironically.

2.4. The Transitive Property of Capitalism:

In particular, Influencers and content creators are the backbone of driving the spread of English to Social Media platforms. From lifestyle vlogs and fashion tutorials to educational videos and entertainment, their content uses English as the first or second language "dataset":English {"translation": "From lifestyle vlogs and fashion tutorials to educational videos and entertainment, their content uses English as the first or second language"} These creators collectively contribute to normalizing and emulating their followers to speak English, transcending several linguistic landscapes to encourage a sense of linguistic togetherness and reaching across the aisles.

And the worldwide social interaction allows content in English travels quickly across borders and gets translated to go along culture. Since the inputs used to train English are samples of language from people (and media organizations) all over the world, the dialect and accent taught are varied, even offering surprising new words and cross-cultural communications. In brand capitalism commercial power shapes and penetrates cultural production and consumption — is the ecumenical logic structuring influencer culture (Marwick, 2015). On the one hand, Influencers function as intermediaries (between brands and advertisers) and on the other hand (between word consumers, or Users) for the purpose of advertising products, services, and lifestyle aspirations for their followers and treating it more closer to entertainment than marketing (Marwick 2015) . At the same time, the blending of commerce and culture poses challenges for a wide audience of consumers trying to determine the authenticity and credibility of influencer content, who thus have to responsibly sift through a seemingly never-ending stream of sponsored content, product endorsements, and brand partnerships in their digital feeds

(Abidin, 2016). The competition of influencer rhetoric advances both the truth and relevance of the influencer culture reflected in the misalignment of originality and monetization where influencers defined their identities as personal brands under the boundaries of brand capitalism. On one hand, the emergence and diffusion of English with the advancement of social media would transform into an infinite zone for us to connect globally as well as exchange our cultural values. The prevalence of English on social media can also endanger minority languages, leading towards a linguistic ecosystem of hegemony and inequality between what is necessary to know and have access to and what is not enough to know and have access to. Additionally, the growth of English on social media can cause language shift and loss among younger generations, especially in non-English speaking areas. English, simultaneously, is equated with digitacy and social capital, and people will have to master it at the expense of their own, compromising both linguistic diversity and language as heritage (and what Alberto Trezzi calls our language rights).

2.5. The Influence of Social Media on Pronunciation Trends

Its impact on the use of language, especially in standardizing pronunciations across the globe, has been far-reaching. TikTok, Instagram, YouTube and other platforms help propagate language change by giving users access to a variety of accents, dialects and speech styles. And the wide exposure enables newer pronunciations and accents to get adopted quickly, especially among younger users. “The internet offers human language the fastest evolution and that pronunciation also adapted to fit trends prevails” (Crystal, 2011). When we use the social media to read someone else’s posts, we tend to see many new words that even Google is confused. In bite-size,

viral form, they encounter and imitate novel ways of speaking, helping to promote the globalization of pronunciation.

The platforms of social media serve as virtual communities where individuals from varied linguistic backgrounds converge, forming a rich tapestry of linguistic exchange. Users are exposed to a plethora of pronunciation styles, accents, and dialects through audiovisual content shared on platforms like YouTube, TikTok, Facebook, and Instagram. Herring (2013) notes, "The platforms of Social media is facilitating the dissemination of linguistic trends and innovations, shaping pronunciation standards in real time" (p. 56). Furthermore, social media enables users to be involved directly with pronunciation-related content, including tutorials, linguistic discussions and pronunciation challenges. Content creators and Influencers often play a crucial role in popularizing specific accent features and pronunciation patterns contributing to the emulation and normalization of particular speech styles among their followers. For example, the spread of American English, sometimes exaggerated through social media content. Words like "lit" or "vibe" are spreading lexically especially, affecting their pronunciation around the world. For example, a lot of non-native speakers will speak in American accents when repeating viral lines, mimicking the way popular influencers or content creators talk. A Cambridge University Press (2020) study found that more than 60% of English learners online said they adjusted their pronunciation to become more like influencers or creators they idolise. It shows also how much less tied to geography, and how much more linked to digital interaction, pronunciation is becoming.

Social media acts as an environment for mixed accents and for mixing pronunciation awareness and styles appearing with hybrid accents, too. TikTok

trends often see users attempting to imitate accents, whether it's British Received Pronunciation (RP) or regional dialects like the Australian drawl. Hashtags such as #AccentChallenge and #SlangExplained expose millions to regional pronunciations, making them approachable and replicable. This polarity highlights the fact that digital domains create a new egalitarianism, wherein people of various linguistic backgrounds may play with and adopt new ways of talking. "As accents are mixed under the global spotlight of social media, new ways of speaking are being created (Jenkins, 2014). However social media doesn't always have a positive influence on pronunciation trends. That can create a priority on some accents, and make other speech or dialect a secondary citizen. Like all such linguistic biases, this amounts to a lack of respect for the way the diverse population of the nation speaks and adds a little pressure to imitate the pronunciation favored by those in charge. At the same time, quickly spreading trends can distort or flatten more complex linguistic systems — like tonal languages or indigenous dialects — into caricatures of themselves. Such trends threaten to dilute the cultural richness that is tied to pronunciation. All in all, social media is a powerful force behind pronunciation trends, allowing new speech trends to spread around the globe at lightning speed. Though it couples linguistic experimentation and amalgamation, it also causes problems like linguistic uniformity and cultural appropriation. For a sounder perception of speech diversity, if social media continues to be the vibrant locus of linguistic evolution, it should keep being adamant about the need for awareness and inclusion in the digital spaces where all speech happens.

2.6. Endangered Accents by Social Media and its Preservation

Social media platforms have become a means of saving endangered accents, a way for speakers to share their culture with the world. Like endangered languages, endangered accents are deeply ethtched into the identity and culture of their people. But globalization and language homogenization tend to haunt these accents, representing their slow elimination. Social media serves as an antithesis, providing spaces where these accents may exist and revel in the limelight.” As UNESCO observes:“Digital platforms are effective tools for culture conservation, allowing communities to document and share language features that may otherwise fade away” (UNESCO, 2021).The way social media saves endangered accents is by its content production of native speakers themselves. Settings such as Instagram, TikTok, and YouTube offer users opportunities to feature their accents in stories, songs, and educational clips. Native influencers from the Maori, Navajo and Welsh communities, to name a few, use social media to tell stories, sing traditional songs and teach language and accent. Creators from Wales, in particular, latched on to hashtags like #WelshAccent and #Cymraeg to draw attention to their pronunciation and linguistic heritage. This exposure reinforces endangered accents whilst piquing interest among wider audiences.

A second core component of the role social media plays is its ability to connect communities that are geographically disconnected. Many endangered accents are spoken by diaspora communities that are separated by distance. Social media closes that distance, allowing speakers to have conversations with each other, sharing cultural experiences while keeping their accents. For instance, through platforms such as Clubhouse and Twitter Spaces, speakers

of rare accents can connect directly through real-time audio conversations. As linguist Suzanne Romaine has noted, “Connectivity through digital media is an important factor in preserving minority linguistic features in order to prevent an increasingly homogenizing world” (Romaine, 2006). Social media too emboldens the younger generations to feel proud of their linguistic inheritance. Historically, young speakers tended to give up endangered accents, because more dominant ones were considered advantageous for social mobility. But social media, with its interactive and visual nature, helps youth accept their accents as part of their identity. TikTok creators, say, use humor and trends to make endangered accents relatable and appealing. The viral hits of Scottish TikTokers who draw attention to their regional accent show one way young people can claim pride in their distinctive linguistic heritage. But digitalising endangered accents on social media is not without its pitfalls. The nature of these platforms tends to favor the trend and the popular over the niche content favoured in areas like endangered accents. Accents are also made to be withered away for Hollywood or broadside commercials, which end up being more stereotype than characterization. As the sociolinguist Deborah Cameron cautions, “Cultural artifacts, including accents, risk becoming caricatures when extracted from their authentic context” (Cameron, 2007). Content creators and platforms alike must work to ensure their work polishes the true value and respect of linguistic diversity. Social media, will become a movement and an instrument of change, which has been quite an effective tool for saving endangered accents. Through empowering their native speakers, connecting scattered communities, and appealing to younger generations, digital platforms lend essential support to linguistic diversity in what is fast becoming a homogenized one world. But careful curation and ethical practices are needed so that such efforts truly protect and celebrate endangered accents — rather

than commodifying or distorting them. Although the digital landscape will continue to change in the coming years, social media will still be an invaluable mechanism for protecting the world's linguistic and cultural heritage.

Conclusion

Social media, however, is changing how and where accents evolve around the world, as people hear others speak and adopt new patterns that can then be shared with others. With the advent of globalization, these newly-minted orthographic conventions become the bedrock of interlinguistic conversation the world over. With the rise of social media comes access to thousands of very different English accents, global conversations and new varieties of language previously confined by geography. This all speaks to the accessibility and prevalence of English as a language of both accidents and relationships — a detail that not only helps enable the global spread of accents, but creates a symbiosis of celebration and challenge for linguistic diversity. One important is that this adapted hybridise English accents. It drives users to amalgamate linguistic traits from different English accents, forming new kinds of speech that mirror worldwide connectedness. These types of hybrids often form in multilingual locales; different influences in language cause a person to create their own path of speech. This instance of linguistic innovation also illustrates how local and global identities influence the production of accent variation in the digital age.

Another vital part of the impact of social media is the imitation of various English accents, especially those considered prestigious or globally recognized. In globalised settings, accents like Received Pronunciation (RP) and General American often act as aspirational ideals with individuals adopting

these varieties as a means of indicating linguistic proficiency or adherence to global standards. This dynamic, however, potentially leads to fears of linguistic homogenization and the sidelining of less powerful accents, which might find it more challenging to hold onto their uniqueness in a digitally joined-up environment. The effect of social media on accent perception is just as transformative. For one, hearing different accents of English through the Internet can help reformulate the biases and stereotypes people have about certain accents. Social media could help promote acceptance and blindfold people so that they could recognize that an accent is part of what makes the speaker a unique person. But those platforms also have the ability to perpetuate negative stereotypes or to reinforce accent hierarchies depending on what narratives, what discourses they privilege.

The globalization of English accents that occurs through social media also has deep implications for how we construct identity. Language and accent are at heart of how people render their identities, and social media offers users a space to try out and negotiate linguistic selves. By consciously employing particular accents or mixing elements of a variety, users are an active part of creating identities that articulate their socio-cultural reality and aspirations. The transmission of English accents via social media has greatly improved intercultural communication. People become more conscious of accent variety and its function in communication as they engage across linguistic and cultural limits. It encourages intercultural awareness and allows users to successfully navigate the complexities of accent variation in an increasingly globalized world. Yet, there still exist issues such as miscommunication and bias towards certain accents, highlighting the importance of accent inclusion in digital spaces. While social media offers opportunities for the evolution and

democratization of English accents, there are also serious concerns about linguistic diversity. English's dominance on international platforms outshines other languages and accents, and within some decades or centuries it may threaten linguistic diversity. The internet's potential for global reach shouldn't come at the cost of our linguistic diversity, but balancing linguistic inclusion on the web may require active preservation and promotion of the under represented. One can see that social media, English accents, and globalization are interrelated and reflect the changing socio-cultural aspects of the digital age. Social media changes the linguistic and cultural identities of people and communities across the globe with the enablement of the dissemination, hybridization and emulation of English accents samhjl. This evolution presents new opportunities for enhanced connectivity and inclusivity but also comes with challenges that need to be critically engaged with. And the future also translates into promoting linguistic diversity and equity within the online world, thus ensuring that the rich tapestry of accents and identities that constitute us as a global society is not lost.

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