

HU 426 LANGUAGE AND SOCIAL MEDIA

Contact Hours- 04 (per week)

Examination Duration- 03

Credits- 04 (L:3+T:1)

Objective: The paper aims to introduce students to the usage of language on internet and virtual space of communication. It is meant to familiarize the students with the changes taking place in the use of language.

Pedagogy: Lectures/Class Room Discussion/Self Study/ Assignments

Course Contents

Unit-I: Linguistic Liberty:

Lexis , Syntax, Other Grammatical Liberties

Unit-II: Socio-Linguistic Aspects:

Code Switching, Code Mixing

Unit-III: Non-Linguistic Applications:

Use of Emojis and Emoticons

Alpha-Numeric Characteristics

Unit-IV: Sample Practices and Observations:

Facebook

Twitter

WhatsApp

Suggested Readings:

1. Burridge, Kate. *Blooming English*. Cambridge: Cambridge University Press, 2004. Print.
2. Cann, A. J., Dimitriou, K & Hooley. T. *Social media: A Guide for Researchers. Research Information Network*. Web,2011.
3. Crystal, David. *Internet Linguistics: A Student Guide*. London: Routledge, 2011.
4. Crystal, David. *Language and the Internet*. Cambridge: Cambridge University Press, 2001. Print.
5. Douglas, Dan. *Understanding Language Testing*. UK: Hodder Education, 2010.
6. Dudeney, Gavin. *The Internet and the Language Classroom*. Cambridge: Cambridge University Press, 2007. Print.
7. Page, R, et al. *Researching Language and social media: A Student Guide*. Routledge. Digital, 2014.