The Instant Internet Language of an Individual: A Social Cognitive Analysis of a New Variety of Language and Behaviour Created through Social Media

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Abstract

With the aid of social cognitive theory, this article explores the various alterations that occur in the online language and behaviour of a person who has been utilising any major social media of the current century. Now social media and the internet are practically necessities for daily life since technology permeates every aspect of human existence. A person's language is intimately related to their personality or the types of behaviours that best fit society; in a similar vein, social media is becoming a powerful force in influencing people's behaviour. Thus, just like the intricate web of information, language, behaviour, social media, and society are all intertwined. The goal of this study is to demonstrate how social media and social cognitive factors are an inevitable element of language and behaviour development in the modern world. Adapting to one culture and its society is a strenuous task, meanwhile, accustomed to internet life and language is less stressful but somewhat dynamic and almost temporary. For this reason, the only practical and simple option to reduce workload is to blindly follow trends and adopt the practises of the majority. Social networking sites mimic trends or works of art to some level. One unspoken but widely accepted guideline in establishing one's social media persona is to mimic anything in order to blend in with the crowd. Additionally, there are discernible modifications in language use following exposure to the internert environment. In both situations, the social cognitive component acts as a catalyst to create a cosy yet agreeable circle that is either transient or a delusion of perception around each individual.

Keywords: *Language, Behaviour, Cognitive, Social Media.*

Introduction

"Art may imitate life, but life imitate TV"

- Ani Di Franco

Life sometimes mimics art, but it always follows the positive and negative facets of television and other forms of social media. Every person has a special penchant for mimicking the inferior or repulsive things they see on television. Nowadays, irrespective of gender and age, people are more into social media reputations. The social cognitive behaviour of each individual is immensely active in this process, and the imitation of art is very evident as well. This article discusses the respective changes that happen in the internet language and behaviour of an individual who has been using any popular social media of the modern century, like Instagram, Facebook, WhatsApp, Twitter, TikTok, YouTube etc.

Instant language

Every social media service needs an individual account to share photos, videos, GIFs, and music (the latest update) with its followers. Either a public or private account may be used. The majority of users, however, make it public in order to boost the number of views and likes on their postings and so get recognition on a global scale. Youtube has introduced a new feature, namely shorts, to cope with the others. Instagram, TikTok, and Youtube are now active mediums for budding artists. Compared to other social media, these platforms provide the active participation of the user on a creative level. Every individual is different from one another, and so are their creativity and talents. Social media is a medium of entertainment and creative talent that is available to all, but not everyone is using it productively. Meanwhile, those who are using it get recognised. The cognitive behaviour of each person plays a significant role in this process. Cognitive behaviour is exemplified by the way a person perceives things and

actively responds to them. In other words, how a person's heart, head, and body work under particular circumstances can be the result of that individual's social, political, religious, and economic situations. It can also be a result of that person's past, present, and personality traits.

Social cognitive theory's concepts are drawn from professors Edwin B. Holt and Harold Chapman Brown. The theory suggests that any kind of knowledge acquisition can be intertwined with an individual's observation, imitation, social interactions, experiences, and other state of affairs related to himself or herself. As mentioned at the beginning of this article, imitation is a challenging yet indispensible part of human behaviour and survival. Imitation requires accurate observation, which in turn leads to unconscious or sometimes conscious learning. At present, social media and its constant usage make social interactions easy and convenient. Internet usage can lead to different behavioural changes in both children and adults, ranging from social interactions, responses to various situations, perceptions of the world around them, comparison and contrast, etc.

Sometimes copying art results in unintentional learning of new languages and behaviours. However, there is another language that has been used and is evolving over time: the language of social media. In addition, the language used in social media can be altered in accordance with preferences. Through the reels and stories of Instagram, TikTok, and Youtube, people have been exploring new features, sometimes hidden features too, that best suit their social character and creativity. The established beauty standards, class differences, the attitude of hierarchy, language barriers, etc. have been changing and almost ended mainly because of the increased and dedicated social cognitive approach of each and every individual across the world. In this regard, the language of social media users is instant and new, or, in other words, it's a new form language that no one needs to learn with perfect grammar and vocabulary lessons; rather, it is an instant social language of equality created inside the psyche of every individual. For instance, the use of grammatically incorrect abbreviations and slang words ('gud m' for 'good morning', 'nvm' for 'never mind'), the usage of English alphabets for one's native language

words, etc. are the new internet languages created by social media users through their social cognitive approach. There is no standard form or format for this kind of language, which is solely an invention of internet users; they are the creators, rulers, administrators, and advocates of it. Not everyone, but the majority of the users, are satisfied with this variety since it maintains harmony among them. As technology develops, the internet language too undergoes necessary changes and is immediately welcomed by the users. These are commonly used for informal texting purposes and not for speaking.

According to social cognitive theory, an individual's confidence in his or her ability to take action against all impediments is called self-efficacy. The theory also suggests that the person can be an advocate for change and a responder to change. Therefore, information technology, or a new form of entertainment and communication, develops a new variety of language and behaviours that are especially tailored for its consumers. Social media acceptance and use have an impact on how people behave and speak. Both instances display evidence of artistic mimicry.

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