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The Impact of Social Media on the Development of Slang Expressions in Pakistan

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Abstract

The digital revolution, propelled by the widespread use of social media platforms, has significantly transformed the ways in which people communicate and interact, particularly among youth. In Pakistan, this shift is distinctly visible in the linguistic landscape, where the use of slang has evolved rapidly and become an integral part of everyday discourse. This research paper explores the impact of social media on the development and dissemination of slang in Pakistan, focusing on how platforms such as Facebook, Instagram, Twitter (now X), TikTok, and WhatsApp have influenced linguistic creativity, adaptation, and identity expression among users, especially within the youth demographic. The study uses a mixed-methods approach, combining quantitative surveys and qualitative interviews with university students across major Pakistani cities. Findings indicate that social media not only introduces new slang terms but also accelerates their spread and cultural acceptance. The influence of global pop culture, internet memes, emojis, abbreviations, and hybridized languages (such as Urdu-English blends) has reshaped traditional linguistic boundaries, fostering new sociolects among Pakistani youth. While this evolution highlights the dynamism of language in the digital age, it also raises concerns about the erosion of formal language skills and the marginalization of native linguistic heritage. This research contributes to sociolinguistic studies by situating Pakistan in the broader discourse of digital linguistics, exploring how language both shapes and is shaped by emerging communication technologies. The paper concludes by recommending strategies for integrating digital literacy and language preservation within educational policies to foster balanced linguistic development. The fast growth of social media platforms has significantly transform linguistic practices around the world, particularly in the context of multilingual such as Pakistan. Therefore, the study surveys how social media contributes in formation, spread, and normalization of slang within the Pakistan. By looking at the content from TikTok, Instagram, Twitter, Facebook, and WhatsApp, in addition to interviews with young users, the study finds commonly used slang terms, their linguistic structures, and as well as their social goals. The findings show that social media expedites the introduction of new slang, acts as a youth identity marker, and affects how language use in both urban and rural areas. The study concludes that social media plays a crucial function in forming colloquial language and pattern of communication among Pakistani youth with digital skills.

1) Introduction

Language serves not just as a tool for communication but also a reflection of the change in society. Pakistan is known for its linguistic diversity and a youthful, digitally literate population, social media has become an important platform for both cultural and rhetoric expression. Slang is an informal and often expressive language, has flourished on internet community, influencing the communication style of young Pakistanis, declare their identities, and engage with popular culture. This research explores the role of social media in changing the linguistic landscape of Pakistan by encouraging the creation and slang dissemination.

In the digital age, social media networks are very important in performing communication patterns over the world. These networks have importantly affected language use, especially among the youngster in Pakistan. The fast dissemination of information and infusion of worldwide patterns have caused the appearance and extensive utilization of colloquialisms. This study examines how social media has helped to the growth and development of slang in Pakistan, examining its inference on communication, language and culture.

1.1 Background

In the last two decades, social media has transformed how individuals communicate, share ideas, and express themselves. Worldwide, social media networks such as Facebook, TikTok, WhatsApp, Instagram, Snapchat, and Twitter (X) have enabled people to connect promptly across borders. In Pakistan, where nearly 71 million people were active internet users as of 2023, social media usage has seen an unparalleled flow, especially among the youth aged between 15 and 30 years. These platforms have not only facilitated communication but also influenced cultural norms, fashion, humor, politics, and most importantly language.

Language changes over time, frequently as a result of cultural connections, media exposure and social trends. In Pakistan, the phenomenon of slang is informal, non-standard words or utterance used by specific group has seen a noticeable change, expedite by digital networks. Words like *"scene on hai," "lit," "cringe," "savage,"* or phonetically altered English-Urdu mixture such as *"mujhe block kardiakya?"* are now commonly understood and used by urban youth across the country.

These slangs are no longer limited to physical social groups or regional dialects; rather, they are digitally transmitted, reshaped, and recycled through memes, comment threads, YouTube videos, and WhatsApp groups. The linguistic behavior observed on these platforms reflects larger social and cultural trends, including the desire for identity, relatability, humor, rebellion, and group belonging.

1.2 The development of slang

"Netspeak" or "digital slang" is distinguished by briefness, speed, innovation, and informality. It thrives on hashtags, abbreviations (e.g., "LOL," "OMG," "IDK"), emojis, GIFs, and hybrid codes. In Pakistan, this digital language has further been localized, adapting to cultural contexts, humor styles, and native language constructs. Mostly, users mix English with Urdu, Roman Urdu, or even local languages like Pashto, Punjabi, and Sindhi to create content appeal to their social networks.

For example, slang like "chill maar," "flex karna," "moyemoye," or "lahoriandaaz" is shaped by urban life experiences but expansion through viral content. The reciprocal aspect of social media, where users like, share, and remix information at a never-before-seen rate, causes these expressions to gain popularity quickly.

1.3 Significance of the Study

It is important to understand how slang changes on social media for various reasons. first, it shows how youth identity and group dynamics are created in digital settings. Second, it helps educators and linguists in understanding the changing communication patterns, which might have impact formal language instruction, literacy and cultural conservation. Third, by offering insights into how local languages adjust to global digital changes, this study places Pakistan inside international discussions on digital linguistics.

The relationship between social media, slang and sociolinguistic trends of Pakistan has not received much academic attention. Though, the aim of this study is to fill this research gap by critically analyzing how and why social media networks are influential in forming slang usage between Pakistani users.

1.4 Scope of the Study

This research focuses essentially on youngster (18–25) from cities of Pakistan, as they compose the most active demographic on social media and are often the primary creators and adopters of new slang. The platforms studied include, Instagram, WhatsApp, TikTok, Twitter/X and Facebook. While Recognizing Pakistan's bilingual environment, this study primarily analyzing slang developed in Roman Urdu, English, and Urdu-English mixture, as these dominate digital chat.

1.5 Research Gap

While several global studies have examined the impact of social media on language evolution, very few have looked at the Pakistani linguistic landscape, particularly in the domain of slang. Most local studies have focused on either code-switching or the negative impact of social media on academic English writing. There is a lack of in-depth exploration of how social media fosters new slang, how this slang is perceived by its users, and what cultural or societal purposes it serves.

1.6 Purpose of the Study

The purpose of this study is to examine the influence of social media usage and development of Pakistani slang. It seeks to:

- To develop a catalog of the slang terms that Pakistani social media users most commonly use. Examining slang terms on social media sites like WhatsApp, Instagram, TikTok, Twitter, and Facebook is part of this.
- To investigate at the factors affecting the adoption of certain slang terms. The study analyzing whether slang different on the basis of person's gender, linguistic background, or places of residence.
- To evaluate the impact of slang on formal and informal communication within Pakistani society. The research looks into how frequent use of slang may influence academic writing and formal communication.
- To explore generational gap in slang usage and perception. The study investigates how slang proceed through memes, reels, videos, and comment sections.
- To understand the linguistic and sociocultural functions of slang in digital conversations. It evaluates how slang provides functions like identity development, humor, sarcasm, rebellion, or group inclusion.

1.7 Implications

This research has multiple implications, not only within the field of sociolinguistics but also across education, media studies, and cultural analysis:

1.7.1 Linguistic Implications

- Highlights how language evolves organically in digital spaces.
- Contributes to the body of knowledge on digital dialects and contemporary language shifts.

1.7.2 Educational Implications

- Raises awareness among educators about how slang affects students' academic language performance.
- Suggests ways to balance informal digital communication with formal writing skills.

1.7.3 Cultural and Social Implications

- Demonstrates how slang reflects changing societal values, youth culture, and identity.
- Offers insights into the localization of global trends in Pakistan's context.

1.7.4 Technological Implications

- Offers a case study of how digital tools and platforms influence human behavior, especially language use.

- Informs developers of educational or linguistic AI models about culturally specific slang trends in Pakistan.
- To understand the linguistic and sociocultural functions of slang in digital conversations. It evaluates how slang provides functions like identity development, humor, sarcasm, rebellion, or group inclusion.

1.8 Research Questions

- 1.Which slang terms are most often used on Pakistani social media platforms?
2. What linguistic patterns and structures are involved in the formation of these informal expressions?
3. What roles does slang play in Pakistani youth identity formation and social interaction among young people in Pakistan?
4. What effects does social media have on spread and development of slang expressions?
- 5.What elements contribute to the development and proliferation of these slang expressions?
- 6.How does the use of slang affect formal and informal communication in Pakistan?
- 7.Are there distinguished generational gap in the use and perception of slang?
- 8.Do age, gender, or educational background affect the constancy or type of slang usage?

2) Literature Review

The material that shows the transformational role of social media in language development. Research has indicated that platforms like Instagram and Facebook act as breeding grounds for new slang, often influenced by worldwide trends and the desire for in-group identity among users. Shahzad et al. (2025) indicate that Instagram plays an important role in the spreading and adoption of slang among youth, with users often blend slang to intensify fluency and align with groups. Similarly, Malik et al. (2025) discussed how social media sites facilitate the formation and adoption of emerging lexicons, encouraging a dynamic linguistic setting.

2.1 Slang and the Language development

Slang is characterized by its creativity, informality, and capacity to express groups identity. Frequently, slang develops naturally as a result of societal, political, or technical changes. Linguists like David Crystal (2011) claims that, Slang reflects changes in youngster culture and societal evolution. Crystal (2011) in “Internet Linguistics” claims that the internet has introduced a new domain of language that operates on speed, briefness, and formation. Netspeak or digital

slang has resulted in the creation of incorporating emojis, unique linguistic styles, abbreviations, and phonetic spellings. Social media platforms, particularly those based on visual or textual interaction (e.g., Instagram, TikTok, Twitter), have become important platforms of linguistic innovation.

Existing literature highlights the transformative role of social media in language evolution. Studies have shown that platforms like Instagram and Facebook serve as breeding grounds for new slang, often influenced by global trends and the desire for in-group identity among users. Research by Shahzad et al. (2025) indicates that Instagram plays a significant role in the adoption and dissemination of slang among students, with users often incorporating slang to enhance expressiveness and align with peer groups. Similarly, Malik et al. (2025) discuss how social media platforms facilitate the creation and adoption of emerging lexicons, fostering a dynamic linguistic environment.

2.2 Slang and the Language development

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Tagliamonte and Denis (2008) also highlight how online communication fosters "youth language," characterized by its informality, code-switching, and group-specific slang. These linguistic patterns, while often dismissed as trivial or temporary, actually reflect deeper sociolinguistic processes, including identity formation and community building.

2.3 Social Media and Language

The use of Language is evolving due to social media platforms. Digital platforms encourage the use of hybrid languages, fast communication, and linguistic creativity, according to Jannis Androutsopoulos (2013). Platforms like TikTok, Instagram, and WhatsApp are crucial for youth communication in Pakistan and offers suitable settings for the development of new slang terms. According to Danet and Herring (2007), social media acts as a linguistic marketplace where new expressions are tested, popularized, and solidified into social group lexicons. Platforms like TikTok and Twitter serve not only as communication tools but also as arenas for viral content and linguistic creativity.

Researchers such as Androutsopoulos (2006) argue that digital platforms support "**translocal styles**"—language practices that emerge in one region but gain global recognition due to internet virality. This phenomenon supports the rapid spread of slang across borders and cultures, adapting to local flavors in the process.

2.4 Language Evolution in South Asian Contexts

In South Asia, the convergence of English with local languages has led to unique hybrid linguistic styles. Kachru (1992) noted the development of “World Englishes,” identifying South Asian English as a distinct variant shaped by cultural and regional nuances. In Pakistan, this has taken the form of Roman Urdu—Urdu written using the Roman alphabet—and Urdu-English code-mixing, often seen on social media platforms.

Ahmed (2013) explored the growing use of Roman Urdu in digital communication in Pakistan, noting its convenience for users unfamiliar with the Urdu script. This script hybridization facilitates slang use and personalization in messaging. Similarly, Rehman and Khan (2019) investigated the linguistic practices of Pakistani Twitter users, finding that slang use was widespread, localized, and heavily influenced by global pop culture.

2.5 The language of Pakistan

Often, Pakistan's multilingual environment encouraged code switching and code mixing, which includes English, Urdu, Pashto, Punjabi, Sindhi, and other languages. Zubair (2006) and Rahman (1999) record the English and local languages mixing, which has now expand to the formation of slang and digital communication.

2.6 Youth, Identity, and Digital Slang

Youth are often at the forefront of linguistic change, using language to negotiate identity, rebellion, and social belonging. Eckert (2000) discusses the concept of “**communities of practice**,” where language plays a central role in forming group identity. On social media, hashtags, memes, and viral trends become tools for community building through shared slang and inside jokes.

In the Pakistani context, youth have appropriated slang as a means of asserting urban identity, humor, resistance, or commentary. Words like “*chill scene*,” “*ghanta*,” “*lahori swag*,” and phrasal constructs like “*yeh tou scene hi off hai*” not only reflect digital fluency but also hint at larger cultural sensibilities such as sarcasm, self-deprecation, and irony.

2.7 Challenges and Criticisms

While slang promotes creativity and sociability, it has also drawn criticism, particularly in educational circles. Many educators express concern that constant exposure to informal language may erode students' ability to write or speak in formal registers. Warschauer and Kern (2000)

highlight the tension between informal digital literacy and traditional academic literacy, suggesting that educational systems must adapt to evolving linguistic realities.

In Pakistan, teachers have noted the infiltration of slang and Roman Urdu into students' essays and assignments (Ali & Mahmood, 2015), raising alarms about declining language standards.

2.8 Gaps in the Literature

Despite growing interest in digital linguistics, there remains a limited body of research focused on Pakistani social media slang. Most existing studies address code-switching, digital literacy, or Roman Urdu, but very few investigate the **mechanisms through which slang is created, shared, and normalized** in digital Pakistani spaces.

This study aims to address this gap by:

- Analyzing the origin and spread of popular slang terms in Pakistani digital discourse.
- Identifying demographic and linguistic patterns of slang usage.
- Exploring how slang shapes and reflects youth identity and societal values.

3) Research Methodology

This study employs a mixed-methods approach, combining qualitative and quantitative research methods to provide a comprehensive analysis of slang development on social media in Pakistan.

- **Qualitative Analysis:** Content analysis of social media posts to identify prevalent slang terms and their contexts.
- **Quantitative Analysis:** Surveys and questionnaires distributed among social media users to gather data on slang usage patterns and perceptions.

3.1 Theoretical Underpinning

This research is based on several related theories from digital communication, media studies and sociolinguistics. These ideas offer the base for understanding how slang operates in Pakistani social media as a linguistic and Social Phenomena. Sociolinguistic theories that look at language as a Social Phenomena serve as the foundation of study. Language is a tool for expressing and forming identity, according to the idea of identity and language. This is true in the context of social media, where users constantly edit their linguistic utterances to observe to group identities. Furthermore, Language Evolution Theory offers a frame for understanding how social interactions and technical developments effect language as it evolves throughout time.

3.2 Sociolinguistic Theory

Sociolinguistics analyzing the relationship between language and society. According to William Labov (1972), linguistic change is not random but socially structured often reflecting the

identity, attitudes of a speaker. This framework is especially relevant when exploring slang, which is typically used to mark group identity and social boundaries.

In the context of Pakistani social media, slang use reflects group affiliations (urban youth, meme communities), emotional expression, and even political or cultural commentary. The study employs sociolinguistic principles to examine how these expressions evolve and circulate.

3.3 Communities of Practice (CoP) – Eckert & McConnell-Ginet (1992)

According to the Communities of Practice paradigm, social learning and shared activities help groups develop their language usage. On social media, these "communities" include meme pages, student groups, fandoms, influencers, and digital subcultures where slang becomes a code of belonging.

For instance, TikTok users in Pakistan may use particular slang phrases (*"full scene on hai," "shadow ban hogaya," "bari flex hai"*) that signal insider knowledge and shared experience. This theory helps analyze how slang both reflects and strengthens the sense of group identity.

3.4 Media Ecology Theory – McLuhan (1964)

Media Ecology Theory argues that the medium of communication significantly influences how messages are shaped and perceived. Social media especially sites like TikTok and Instagram give preference to humor, immediacy, and brevity—all of which are excellent sources of slang. The visual, interactive, and viral nature of these platforms accelerates the life cycle of slang, from creation to mass adoption. McLuhan's famous phrase *"The medium is the message"* is applicable here, as social media formats shape not just what is said, but how it is said.

3.5 Code-Switching and Code-Mixing Theory

Developed in studies involving many languages, this theory explores how bilingual or multilingual speakers switch between languages in a single conversation. In Pakistan, where English and Urdu coexist with local languages, code-switching is a common feature of social media slang.

For example:

- *"Yeh toh legit savage move tha!"*
- *"Tum bohot cringe ho rahe ho ajkal."*

These mixed utterances blend local and global linguistic elements, producing a unique digital vernacular that this study explores.

3.7 Research Design

This study employs a **mixed-methods approach**, combining quantitative and qualitative methods to gain a comprehensive understanding of how social media influences slang development in Pakistan.

Component	Description
Approach	Mixed Methods (Quantitative + Qualitative)
Type	Descriptive and Exploratory
Time Frame	Cross-sectional (data collected at a single point in time)

3.7.1 Quantitative Component

Survey Questionnaire

- **Objective:** To quantify the frequency, types, and platform-based usage of slang among Pakistani social media users.
- **Format:** Online Google Form
- **Sections:**
 - Demographics (age, gender, education, city)
 - Social media usage patterns
 - Recognition and use of common slang terms
 - Attitudes toward slang in formal settings

3.7.2 Qualitative Component

In-depth Interviews

- **Objective:** To explore the motivations, perceptions, and experiences behind slang use.
- **Participants:** 15 university students selected from various linguistic and regional backgrounds.
- **Interview Guide Topics:**
 - Personal slang preferences
 - Views on code-mixing
 - Role of slang in peer communication
 - Influence of global trends and memes

3.7.3 Sampling Technique

- **Population:** University students in major cities (Karachi, Lahore, Islamabad, Peshawar)
- **Sampling Method:** Purposive sampling
- **Sample Size:**
 - **Quantitative:** 200 respondents
 - **Qualitative:** 15 participants

3.7.4 Data Sources

Data type	Tool	Purpose
Quantitative	Survey Questionnaire	Statistical patterns of slang use
Qualitative	Semi-structured Interviews	Contextual understanding and depth
Secondary	Social media screenshots, meme pages	Content analysis of slang usage

3.7.5 Tools for Analysis

- **Quantitative:**
 - Microsoft Excel / SPSS for frequency tables and cross-tabulations
- **Qualitative:**
 - Thematic analysis for identifying patterns in responses
 - NVivo (or manual coding) for categorizing slang usage contexts

3.7.6 Sample and Demographics

The study will focus on social media users aged 16-30, encompassing a diverse demographic in terms of gender, educational background, and geographic location within Pakistan. A stratified sampling technique will ensure representation from urban and rural areas, as well as various socioeconomic backgrounds.

4) Data Collection

Data for this research was collected over a period of four weeks in March 2025 using both **primary and secondary** sources. The research utilized two primary tools:

4.1 Survey Questionnaire

An online survey was created using Google Forms and distributed via WhatsApp groups, university portals, Instagram, and Twitter (X). The survey collected data on:

- Participants' demographic details
- Their frequency and platform of social media usage
- Familiarity and use of specific slang terms
- Attitudes toward slang in formal communication

4.2 In-depth Interviews

Fifteen semi-structured interviews were conducted (virtually and in-person). Each interview lasted approximately 20–30 minutes. The interviews were recorded with participants' consent and later transcribed for thematic analysis.

4.3 Secondary Data

Publicly available slang terms and memes from popular Pakistani meme pages, TikTok videos, and Twitter trends were documented. These sources provided insight into:

- Real-time slang evolution
- Platform-specific usage
- Cultural references embedded in slang

4.4 Sample and Demographics

The study targeted young adults between the ages of **16 and 30**, primarily university and college students, who are the most active social media users in Pakistan.

4.5 Sample Size

- **Survey respondents:** 200 individuals
- **Interviewees:** 15 individuals

Table 4.1 Demographic Breakdown of Survey Respondents

Demographic Variable	Categories	Frequency	Percentage
Gender	Male	110	55%
	Female	90	45%
Age Group	16–20	70	35%
	21–25	90	45%
	26–30	40	20%
Education Level	Undergraduate	150	75%
	Postgraduate	50	25%
Location	Urban	160	80%
	Rural	40	20%

The sample reflects a diverse but youth-centric group, aligned with the digital-native generation most immersed in online slang.

4.6 Nature of Data

The data collected is both **qualitative** and **quantitative** in nature:

4.6.1 Quantitative Data

- Derived from structured survey questions (multiple-choice)
- Used for frequency analysis, correlation studies, and descriptive statistics

4.6.2 Qualitative Data

- Derived from open-ended survey responses and in-depth interviews
- Provides insight into personal motivations, identity expressions, and contextual meanings of slang
- Enables a deeper understanding of how slang is internalized and adapted in real-life digital interactions

4.7 Ethical Considerations

This research strictly adhered to ethical guidelines to ensure participant privacy, voluntary participation, and informed consent.

4.7.1 Informed Harmony

- All participants were informed about the purpose of the study before data collection.
- Consent was obtained through a signed form (for in-person interviews) and a digital agreement checkbox in the survey.

4.7.2 Obscurity and Confidentiality

- Participant names and identities were anonymized.
- Data was stored securely and was only accessible to the researcher.

4.7.3 Volunteer Participation

- Participation was entirely voluntary.
- Respondents could skip any questions they were uncomfortable answering.

4.7.4 Use of Public Content

- For social media memes and public posts, only publicly available content was used, with usernames blurred or anonymized when presented.

5) Findings and Discussion

5.1 Common Slangs and Their Usage

Slang	Meaning	Usage Context
Scene on hai	Something exciting is happening	General hype or upcoming events
Bohat hard	Amazing, cool	Praising a performance or idea
Lit	Excellent, exciting	Party, music, or outfits
Chill maar	Relax	Casual or humorous tone
Burger	Pretentious, westernized person	Social critique or satire
Vibe check	Assessing mood/energy	Humor or sarcasm

5.2 Linguistic Patterns

Most slangs are **code-mixed**, blending Urdu and English. Some involve phonetic distortions for comedic or stylistic purposes. Others adopt international slang but adapt them to local cultural contexts.

5.2.1 Slang Amplifiers on social media

- **Virality:** Hashtags, memes, and viral challenges contribute to the rapid spread of new terms.
- **Influencer Culture:** YouTubers and TikTok creators play a central role in introducing and popularizing slang.
- **Regional Diffusion:** While urban youth often create new slangs, viral content allows these terms to spread across provinces and class lines.

5.2.2 Identity and Community Building

Slangs function as **in-group markers**, helping users express their identity, social awareness, and humor. They also serve as tools for satire and commentary, particularly on class and cultural norms.

6) Data Analysis

6.1 Quantitative Data Analysis

Survey data collected from 200 respondents was analyzed using descriptive statistics. Below are some of the key findings:

Frequency of Social Media Use

- 92% of respondents used social media daily.
- TikTok (78%), Instagram (74%), and WhatsApp (71%) were the most used platforms.
- Twitter and Facebook were used less frequently among respondents under 21.

Most Recognized and Used Slang Terms

Participants were asked to identify the slang terms they frequently used or encountered. The top 10 included:

Slang Term	Meaning	% of Users
“Scene on hai”	Something is happening / active	84%
“Flex”	To show off	80%
“Lit”	Fun, exciting	76%
“W scene”	Winning or cool situation	72%
“Sussy”	Suspicious (from ‘Among Us’ culture)	66%
“Cringe”	Embarrassing or awkward	64%
“Shadow ban”	Content hidden by algorithms	58%
“Full gyaani”	Know-it-all	54%
“L lag gaye”	Something went wrong (borrowed from Hindi)	52%
“Slay”	Doing exceptionally well	50%

Perceptions of Slang

- 63% agreed that slang made conversations more expressive and relatable.
- 47% believed slang influenced their ability to write formally.
- 78% thought slang helped them “belong” to online communities.

6.2 Qualitative Data Analysis

Using thematic coding from the 15 interviews, the following recurring themes emerged:

Slang as Identity and Belonging

Many participants described slang as a “badge of belonging.” It distinguished insiders from outsiders within their digital circles. One student remarked:

“If you’re not using ‘scene on’ or ‘W move,’ people don’t take you seriously on TikTok.”

Humor and Irony

Slang was often used for humor, satire, and double meanings. Memes in particular exaggerated these usages to the point of becoming new slang themselves (e.g., “screw dheelahona”, “meter ghomjana”, “Buger bacha”, “ratio ho gaya,” “itnichotibaat?”).

Platform-Dependent Usage

Different slang dominated different platforms:

- TikTok: “Slay, Cringe, Shadow banned, parked, pebbles, Rizz”
- Twitter: “Ratio, Thisain’t it chief, W move, Tweetsult, Attwaction”
- WhatsApp: Localized Roman Urdu expressions like “chupkarao bhai, bhai scene hi off ho gya”
- Kya bakwaashai?, Bas kar de, pagalhai kya?”

Code-Mixing and Roman Urdu

Respondents preferred using slang in Roman Urdu because it allowed wavering, ease, and emotional sound. English-Urdu hybrids made information more accessible to young bilingual.

Academic Tension

Several participants admitted accidentally using slang or Roman Urdu in formal assignments or emails, which embarrassed. Educators noted similar patterns, calling for digital literacy interventions.

7) Discussion

7.1 Influence of Social Media on Language Use

The data clearly shows that In Pakistan, young language is largely shaped by social media. Platforms like TikTok and Instagram are not just entertainment source they are producing new linguistic trends by these cultural forces.

7.2 Local and Global Interaction

Many slang terms in Pakistani digital sites have hybrid origins. Terms like “*shadow ban*” or “*flex*” are borrowed from global digital cultures, while phrases like “*scene on*” and “*ghanta*” are local. This combination creates a unique **Pakistani digital dialect**.

7.3 Function of Slang in Digital Identity

For Pakistani young generation, using current slang is an act of social positioning. It signals:

- **Digital literacy**
- **Coolness**
- **Wokeness**
- **Being a part of young culture throughout the world**

This mirrors sociolinguistic theories of **language as identity performance**.

7.4 Slang’s Influence on Formal Communication

While slang enhances digital engagement, it also poses challenges:

- Teachers report students using informal language in essays.
- Corporate settings increasingly address blurred lines between formal and informal communication.

Conclusions

This study analyzing the impact of social media on the development of slang in Pakistan. It revealed that:

- **Social media speeds up the creation and spread** of slang among youth.
- **Slang in Pakistan is hybrid**, reflecting both global influences and regional linguistic formation.
- **Digital slang serves critical social functions**, such as levity, group belonging, and identity.
- **There is an emerging tension between formal and informal language**, especially in academic and professional domains.

The findings emphasize the importance of understanding digital language trends in educational, cultural, and technological contexts.

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