# The Importance of E-language in Contemporary Communication

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**Abstract**

In the digital era, language is no longer confined to face-to-face interactions or printed texts. A new form of expressions, popularly known as E-language, has emerged through the use of emails, text messages, social media and instant messaging platforms. This paper explores the significance of E-language, examining its role in transforming communication.

**Key Words**: digital, E-language, emojis, abbreviations, spellings

**Introduction**

The rise of digital technology has reshaped the way humans interact. With the spread of the internet and smartphones, people increasingly rely on electronic communication. E-language refers to the linguistic forms, abbreviations, symbols and expressions that dominate digital platforms. From simple acronyms such as "LOL" to the widespread use of emojis, e-language has created a unique place for itself. Crystal emphasizes that while language naturally evolves over long periods, the rapid growth of internet communication makes these changes more noticeable and faster. He points out, "language itself changes slowly, but the internet has speeded up the process of those changes so you notice them more quickly".

E-language is characterized by speed, brevity and informality. It includes several defining features as follows;

1. Abbreviations and Acronyms

One of the most important features of E-language is the use of Abbreviations and Acronyms. LOL for "Laugh out loud", BTW for "by the way", FYI for "for your information and so on. Apart from these the clipped words like pics for pictures and info for information also place vital role in today's fast communication. These shortened forms also reduce typing effort. It also shows how language adapts to technology.

2. Emojis

These days, emojis speak more rather than words. Initially, people used emoticons like :-) , :-( and so on to represent emotions. Today emojis serve to indicate the emotions of people. They can even soften the tone of a message, add humour and replace words altogether. A simple thumbs-up emoji can replace an entire sentence of agreement. A "Happy Birthday" message followed by suitable emojis often conveys warmth and sincerity, which cannot be sometimes conveyed through words alone. Even congratulating someone along with emojis would make the person feel genuinely appreciated. Thus the emojis enable uses to express emotions, intentions and social bonds more vividly.

3. Non-Standard Spellings

Nowadays people increasingly have begun to use non-standard spellings based on how the words sound. For instance, "gd mrng" for "Good Morning", "gr8" for "Great", "luv" for love. Similarly, single letters or numbers may substitute the whole words like "u" for "you" and "2" for "to" or "too". The usage of phrases like "c u l8r" (see you later) and "donow" (Don't know) have become common among people who prefer E-language. Such spellings and phrases save the people's effort and time. Apart from these, the young people are also using stylized spellings such as "gurl" (girl) or "boi" (boy). This serves as identity markers, signalling the spellings used among youths.

4. Code-Switching and Code-Mixing

Digital platform encourages code-switching. Here the speakers alternate between two or more languages within a single conversation or sentence. In the context of Tamil-English digital communication, this practice is widespread among bilingual speakers, especially on social media and messaging apps. It reflects creativity and social identity, allowing users to express themselves efficiently while signalling cultural belonging. For example, "Movie superah irukku, totally loved it" (The movie was awesome, totally loved it). Here the English adjective "super" is inserted into a Tamil grammatical frame and adapted using the Tamil adverbial marker "-ah", followed by the Tamil verb "irukku". This kind of code-switching sounds informal, friendly and conversational.

5.   Intentional Grammatical Deviations

In E-language, speakers often intentionally deviate from standard grammatical rules to save time and create a casual tone. For instance, sentences like "Using phone" or "Going market" omit the subject pronoun and auxiliary verbs, yet the meaning remains clear from context. In "Using phone", the absence of "I am" does not cause misunderstanding because readers infer the subject from situational cues. In another examples like "me going" and "u coming?", the object pronouns are used as subject pronouns. These signal informality and friendliness between participants. It distinguishes casual digital communication from formal writing. These intentional errors are not failures of language; rather they are strategic adaptations.

6.   Lexical Innovation

E-language is a hub for neologisms. Many terms have been invented through social media. These terms eventually enter mainstream language. Words like selfie, hashtag and unfriend originated in digital spaces. Apart from these, the noun terms "Google" and "Whatsapp" are now being used as verb as well, like "to google something" and "I will whatsapp you". Some intentional exaggerations are also seen in the e-languages. The word 'best' is a superlative form of good. However, digital users have created the word 'bestest' which is grammatically incorrect in standard English. They employ these kinds of words deliberately to intensify emotion and enthusiasm. For example, a message such as "You are the bestest friend ever", does not aim at grammatical accuracy but at emotional emphasis. Phrases like "happiest birthday" is completely incorrect in standard English, since the term 'happy' does not take superlative form in this context. These examples show how lexical norms are reshaped in order to prioritize emotional connection

7.   Conciseness

E-language thrives on brevity. Digital users often shorten their messages for speed and convenience especially in situations where typing long sentences is impractical. For instance, when someone is stuck in traffic and cannot compose a full message, they might simply text, "Stuck, traffic" instead of "I am stuck in traffic and will be late." This reduced form still conveys the essential meaning without requiring extra effort.

Other examples include "Hungry" instead of "I am hungry", "Reached" instead of "I have reached the place."

Conclusion

Together, these features illustrate how E-language is not merely a simplified or degraded form of traditional language. Instead, it represents a complex adaptation that combines economy and creativity to meet the demands of electronic communication. Baron's observes that digital communication "prioritizes speed and efficiency over formal correctness" (112). Here he means that when people text or use social media, they focus more on delivering their messages, rather than following grammatical rules. This shows why forms like "me going", "bestest" and "c u l8r" are common online. These kinds of E-languages create a sense of closeness and informality. However, excessive use of E-languages may affect formal writing skills, as people may unintentionally bring them into academic contexts. Therefore, people should be aware of the importance of distinguishing between texting language and formal standard English.

**References**

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