



## TWITTER: UNDERSTANDING THE DYNAMIC LANGUAGE AND ATTITUDE OF THE SOCIAL NETWORKING SITE

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### Abstract

The media has a lot of potential and has an impact on people's lives on many different levels. Instead than involving discriminatory people, new media and its applications promote greater individual participation. While analysing the relationship between media and its audience, it is important to note that the media divides its audience according to their affiliations and areas of interest. The creation and acceptance of new media tools and applications make this point obvious. Individuals can subscribe to messages and information based on accessibility preferences and interest. It should be mentioned that using a media platform requires contact between users and a respect for one another's cultures and values. The importance of language and attitude in comprehending the dynamic of accessibility is one of its most crucial components. In order to connect with people and pique their interest, language is crucial. The fact that language involves numerous political, social, and economic variables is one of the major issues in this regard. Identity of the people and other related qualities are defined by social, political, and cultural factors. Understanding the politics and dynamism of language in the communication process is of importance to the researcher, particularly with regard to language in new media applications. In this regard, by employing an interview schedule among social media users, the study tends to explore the dynamism of language and the attitude of the user in engaging with other audience through the media.

**Keywords:** Social Media, New Media Applications, Language, Attitude, Dynamism

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## 1. Introduction

A series of Internet-based apps known as social media are described as "allowing the creation and exchange of user-generated content" and "building on the philosophical and technological foundations of Web 2.0." (Kaplan and Haenlein, 2012). The Internet's content is always considered to be in the public domain. Politicians and celebrities have the power to affect society through their words and deeds. The narrative and reputation of these influencers are subject to examination for every statement they make because the Internet keeps a constant eye on them. Every citizen has the freedom to use reasoned judgement in a democracy. A citizen might choose to be a leader or to be led by someone who can speak for him and his interests in the government. A citizen monitors his representative through the media in order to stay informed about how democracy is working and to participate. Online platforms have made it possible to interact with audiences directly without using conventional news outlets. Indian politicians and celebrities are using social media channels today to express themselves without the help of a third party. This medium is one area where self-regulation is necessary. It is starting talks and allowing face-to-face communication with top party officials. People now feel as though they are a part of democracy. Social media is now used to discuss topics that are not covered by the media. Nonetheless, it has decreased the intensity of the conversation. Notwithstanding this restriction, the introduction of social media for political communication demonstrates the maturity of our democracy. (Dutta, 2013). While the term "social media" refers to a variety of platforms, including blogs, microblogs, video and photo sharing websites, and online social networks, it is services like Facebook and Twitter that have drawn the most attention for their role in promoting political discussion, engagement, and mobilisation, particularly among the young. It won't be long until a new type of Media Revolution replaces social media as the dominant form of digital media overall and social media in particular.

Online engagement comes in many forms, and it is closely tied to age. It has been noted that younger individuals participate more frequently online and are more likely to publish a picture to a social network or share a link to the news. Digital News Report from the Reuters Institute (2013). Having easy access to the internet, India had 310 million active social media users as of January 2019.

### **Social Media Increases the Responsibility of Remaining Connected**

The obligations and expectations of having those communications expand as they become quicker

and make an increasing number of individuals more accessible than ever before. Consider the several social groups we interact with on a daily basis. The need to stay in contact with as many group members as possible grows along with our capacity to communicate with those who live thousands of kilometres away. What was formerly constrained by distance, creating a fairly small circle of people, now plays a role in a very complicated social and professional environment. In actuality, social media is changing the way people view and utilize language. The volumes of communications we have each day, the number of persons we speak with, and the type and manner of communication we favor are all indications of its dominance over language usage. There will undoubtedly be more language-altering changes as social media and technology develop.

Kate Wilson enjoys reading and writing about all things linguistic. She continues to indulge her love of language through blogging after completing her studies in English and Modern Standard Arabic. You can read more of her work on her blog at JetFeeds.com, where she discusses topics ranging from urban gardening to learning foreign languages, or you can follow her on Twitter at @kateowilson.

### **Review on Studies of Twitter**

Very few studies on the content analysis of tweets by Indian politicians and celebrities could be located by the researcher. The use of the Internet for political communication through party websites and social networking sites like Facebook, Twitter, and blogs is the only topic of research in this field in India. This study was founded on the premise that the tweets of politicians and celebrities reveal a lot about the type of influence they have on society. Social media users come from all over the world, contributing their respective 10 backgrounds and cultures to the conversation (Boyd & Ellison, 2007; Kelly-Holmes & Pietikainen, 2012).

An electronic network of networks known as the Internet connects people and information via computers and mobile phones. This makes it possible to communicate with others and get information whenever you want. The "Digital Divide," as well as political participation, cultural studies, its impact on the community, organisations, and institutions, are the main topics of current research on the Internet and its ramifications. The majority of exchanges that take place online are written. Acronyms and other different referencing techniques are becoming more common and used in online communication as a result of either time, word, or character limits (Iaia, 2016).

### **Background and Significant of Study**

Global communications have become challenging due to the challenges brought on by the diversity in cultures, languages, and geographical locations. Politics, business, or education interactions with people from diverse cultures would provide difficult communication scenarios. The obligations and expectations of having those communications expand as they become quicker and make an increasing number of individuals more accessible than ever before.

Here, his or her thoughts as a communication are reflected in the language of the new media industry. The only people who can utilise this social media are the users and viewers who use it according to their convenience and needs. Ideas of those who do not even care are subject to critical evaluation based on how one user interacts with others. Here are the ideas that people with diverse viewpoints start to express. It depends on the site's cultural language. It is important to remember that the Registrar's goal has been accepting. This website hosts numerous parties. According to this study, language shouldn't be utilised as a tool but rather as a means of communication.

This social media platform allows users to share content with anyone. Despite the fact that he is a member of our culture and civilization, language is one of the most crucial instruments for communication. One must adopt the perspective of an objective observer. Since Twitter is the most significant social media platform for politicians and celebrities, their followings are large. Today's Twitter is gradually evolving into political media, making it a very popular kind of media. The language-focused approach of this site's users is the subject of this study.

### Theoretical Frame work

Language Expectancy Theory

Language variations' effects on persuasive messages

This notion will be the basis of a linguistic investigation. The Language Expectancy Theory was first put into development according to Brooks (1970). He anticipated what a source would say or not say in convincing messaging.

The formalised model of communication tactics and attitude and behaviour change is called Language Expectancy Theory. Verbal aggressions like the appeal to fear, explicit viewpoints, and language intensity that is more combative are all examples of message techniques. According to the Linguistic Expectancy Theory, people form expectations about the language or messaging techniques others would use when trying to persuade them (Burgoon, 1995).

### 2. Methodology

This study's methodology is a qualitative study, and descriptive analysis was used to examine the data. Also, it is the driving force for phenomenological work, leading to the theory used being interpretative phenomenological analysis (Smith & Osborn, 2004).

### Language usage in Twitter – a study

Moving on, the topic of language use on Twitter will be covered. The example below illustrates how crucial language usage is in social media platforms and the level of criticism it faces. Each episode provides examples of how to use criticism and social media jargon.

Tweet –1



H. Raja, the national leader of the BJP, misled Dravidians and Communists by breaking the statue of Stalin in a tweet he sent on his Twitter page. He also said that the statue of Periyar had shattered. Tamils respect and appreciate Periyar as a leader. Lenin was one of the leaders who drew inspiration from communist philosophy. A public outcry and issues are expected to result from H. Raja's warning

about them. His tweet who is in charge of a national party represents a biased attitude, and he is denying the public of goodwill that arises from the question of whether he is deserving of the post. These were just a few of the issues he faced with this tweet. Speaking at a site used by the public, headed by two policymakers, would be insulting.

### Tweet –2



Ram Gopal Varma has consistently maintained a presence in the headlines due to his outspoken demeanor. The director has become embroiled in numerous issues as a result of his public remarks or tweets that hurt people's feelings. As the director tweeted about Rajinikanth, he once again found himself at the centre of a debate. Amy Jackson, an actress, posted a selfie with Rajini from the Enthiran 2.0 set. He cited her and said on Twitter, "He is a horrible looker, doesn't have 6 packs, short with a disproportionate figure, and knows just 2 and a half dance steps," after RGV read the tweet "This tweet is about South Indian celebrity Rajini, including how ugly and unattractive he is. It is

incorrect to assume that he is still a popular performer among Tamil Nadu; that is just my opinion. Boundaries are an issue with personal criticism. Beyond that, a celebrity's incorrect language usage demonstrates his narrow-mindedness. Fans of Rajinikanth reacted angrily to his remarks in a big way. Ram Gopal Varma, in typical fashion, attacked the superstar's followers by claiming that he was endorsing their idol. Ram Gopal Varma tweeted a couple more times about the same topic, which escalated the tense Twitter spat between Rajinikanth's supporters and the director.

### Tweet – 3



Gayatri Raghuram provided a video of Thirumavalan, the leader of the Liberation Tigers of India, speaking negatively about Hindu temples and sculptures in a meeting and being roundly denounced by the BJP's Tamil Nadu unit. He had written in it that he would beat Thirumavalan everywhere he was spotted and that all Hindus should donate saree to him. Abuseful remarks include those that beat a man in front of others and ask him to offer a saree. It is ridiculous that the National Party's leader would say something like that. Because of this, his home was surrounded. His Twitter account was shut down after a case was opened.

### Tweet – 4

<https://twitter.com/i/status/1423620232032133124>  
<https://www.youtube.com/watch?v=RIVbp75U6ps>

Controversial character In one of her most recent videos, Meera Mitun made a comment against a specific caste that sparked intense backlash on

social media, with many calling for legal action to be taken against her. The aspiring actress claimed that the Tamil film industry has to get rid of the scheduled caste filmmakers since they are imitating her face. A person who is beside her in the controversial recent video draws attention to a statement that states she resembles singer Dhee. "Dhee doesn't resemble me at all. I already warned you that members of the (insert name of caste) caste would engage in face-stealing activities. I'm not speaking poorly about the scheduled caste, but I'm compelled to do so since they're engaging in bad behavior, she added in the video. "That is why they have so many issues; nobody is making life difficult for them just for fun. Directors and participants from the scheduled caste are engaged in all negative activities. I believe it is time to remove all of these members of the scheduled caste from the industry. They're quite affordable. In the video, she asks, "Why are you using my face?," before using foul words. He made such incorrect generalisations about members of a particular caste

that the police detained him and filed charges against him. He currently lives in hiding.

Tweet – 5



After alleging that the fans of both actors mistreated her by using crude language, Meera Mithun used the names of well-known Tamil actors Vijay and Suriya to disparage them. In her most recent videos, Meera Mithun utilised the names of Tamil actors Vijay and Suriya to blame the families of both actors. Actress Trisha Krishan had already come under fire from Meera Mithun for emulating her look. "To you @trishtrashers, this is going to be my final warning. The next time I catch you Photo shopping my features into your image, including my hair and facial morphing, you will face significant legal charges. You are aware of your actions, at least your conscience is. Rise Up! Have a Life, please. The actress charged Vijay's father S.A. Chandrasekhar with influencing the producer council in a series of videos. She also provided the names of Suriya, Jyothika, and Sangeetha, Vijay's actress wife. Strong expletives were used by Meera Mithun at the partners of both actors, calling into further question their silence.

The followers of each actor were cited by Meera Mithun as a crucial factor in her claims that she had offended Vijay and Suriya. Fans of Vijay and Suriya were allegedly using foul language against Meera Mithun on Twitter and in private chats, according to Mithun. In the video that she had put on her own Twitter profile, Meera Mithun asked, "What if I use the same terms used by you people against Vijay's wife Sangeetha and Suriya's wife Jyothika? This is not the first time Meera Mithun has become embroiled in controversy; the actress is known for making irrational charges against well-known figures. The followers of each actor were cited by Meera Mithun as a crucial factor in her claims that she had offended Vijay and Suriya. Big Boss Tamil Season 3 was hosted by Kamal Haasan, and Meera Mithun participated. It should be noted that Meera has previously levelled several accusations against Kamal Haasan and her fellow Big Boss competitors. Ultimately, Meera announced that all of her social media accounts had been suspended.

Tweet – 6



In response to Prime Minister Narendra Modi's visit to Tamil Nadu, actor Oviyaa tweeted: "#GoBackModi." A member of the Tamil Nadu BJP's legal wing has filed a lawsuit against the actor.

Lawyer and BJP legal wing member Alexis Sudhakar has petitioned the Superintendent of Police, Cyber Cell, CB-CID, requesting that an investigation into the actor's motivations for the tweet be conducted. "After her tweets, a huge number of people in Tamil Nadu, including some minor political parties, involved in actions that led to the distortion of public peace and order in and around Chennai," Sudhakar claimed in his lawsuit. "I, along with my friends and relatives, were victimised." It is important to mention that distressingly comparable illegal behaviours disrupting public order by inciting through remarks

published on social media occurred even during the prime minister's previous visit. There is a plausible assumption that the criminal operations against the sovereignty of India are supported by prominent criminals, therefore these ongoing criminal activities merit a rigorous, in-depth inquiry to uncover the true motivation and perpetrators behind the offender actress Oviyaa. Oviyaa is to be arrested on suspicion of sedition, according to Sudhakar. In light of her violent actions, the BJP leader continued, "I further suggest that the inquiry officers review her correspondence and communication with foreign countries and also scrutinise her passport to understand if she is of Indian Nationality solely." Oviyaa has been put in a position where he is compelled to make such remarks of his own volition, which draw the ire and anger of his fans given the target of the remarks.

**Tweet – 6**



"With pop artist Rihanna and environmental activist Greta Thunberg lending their support to the cause, the Indian farmer's protest attracted attention from all around the world. Indian celebrities responded by speaking out against foreign meddling in internal issues." Several Keralites apologized for insulting tennis player Maria Sharapova in 2015 after she had claimed ignorance about the cricket legend in an interview. They were upset over Sachin Tendulkar's tweet on the farmers' protest. While the majority of messages apologized for their earlier criticism of the former World No. 1 and attacked Sachin Tendulkar for his tweet, some even extended an invitation for her to visit "God's Own Country" after the coronavirus pandemic was over so she could take in its breathtaking scenery and attend the famous Thrissur Pooram. A Malayalam-speaking user on social media said, "Sharapova, you were right about Sachin, that he is not a person of quality that you should know," along with many more comments in the south Indian tongue.

On Wednesday, the 33-year-old multiple grand slam champion tweeted, "Anybody else have their years confused?" following the influx of Malayalam-language remarks on her Face book and Twitter pages similar to in 2015. The cricket legend Sachin Tendulkar, along with other cricket and Bollywood celebrities, supported the government in its pushback against the support of numerous international celebrities for the farmers' agitation

against new farm laws. "India's sovereignty cannot be compromised," said the netizens. Foreign forces are not required to participate but may watch. Indians should make decisions because they understand India. Let's continue to be one nation, tweeted Sachin Tendulkar. The "God of Cricket," as the master tweeter is known, had included the remark in a series of tweets on India's togetherness after international music star Rihanna expressed support for the farmers' revolt. Even though Sachin Tendulkar's tweet received over 2.7 lakh likes, a lot of people did not enjoy it. Many Keralites, including his followers, denounced their "God" and agreed with Maria Sharpova's earlier remark. After saying in an interview that she didn't recognize Sachin Tendulkar, the Russian tennis player ran afoul of Malayalees in 2015. But, many have returned to her wall since Wednesday, expressing regret for their "crude behaviour" from six years ago. The thousands of Malayalam comments shared a same pattern of expressing grief for Maria Sharapova. "Maria, I apologies for the legend. We were aware of Sachin as a player. Yet, we didn't know him personally. You were correct, and I apologies for my poor comment on your Facebook post "a different user said.

One more said: "I apologise a truckload, sister. We lacked your wisdom. Time established that you were correct."

Another user said, "We apologies for the cyber bullying."

**Tweet -7**



Politicians and political parties regularly utilize Twitter. They are outing the parties' character and strategy. They are fabricating scenarios somewhere to display their personalities. Although Tamil Nadu is known as Dravida nadu, the majority of people think Periyar is a wonderful leader. Yet, unlike the B.J.P party, the majority of the core parties are unable to comprehend dravidanism. They already find it impossible to remain in the South during election season. They made a post about E.V. Ramasamy in this instance. He is said to as a worldwide revolutionary. They are all fighting against B.J.P in large numbers. The date of posting was December 24, 2019. In Tamil Nadu, it exploded.

Politicians and political parties regularly utilize Twitter. They are outing the parties' character and strategy. The political leaders of the state were founded on the ideologies of Periyar, who is regarded as one of the finest leaders in history. On the 46th anniversary of Dravidian ideologist E.V. Ramasamy, well known as Periyar, passing away, the BJP tweeted about him, igniting a debate. The saffron party shared a photo of the social reformer with his wife Maniammai, whom he married when he was 69 and she was 31, and stated that a society must be created without any Posco suspects. Politicians and political parties regularly utilize Twitter. They are outing the parties' character and strategy. Periyar, "Today is the father of Maniammai's Maniammai's Periyar's death anniversary. Let's commit to eliminate all Posco accusers from society and support the death penalty for those who sexually abuse minors, the BJP tweeted. The tweet quickly gained a lot of attention, and internet users criticized the BJP party for publishing a despicable tweet regarding Periyar's personal life. Kanimozhi, a member of the DMK, criticised the BJP's tweet and claimed that Periyar worked tirelessly to create a culture that supports women's rights and that it is typical to hear comments like these from the BJP, which is ignorant of women's rights and civilisation. Politicians and political parties regularly utilize Twitter. They are outing the parties' character and strategy. Periyar, The photograph was tweeted using the official BJP Tamil Nadu account before being removed. The state's official account once more tweeted the identical material from its IT

wing account (TNBJPITWING), which was later also removed. But, a few online users screenshotted the message and expressed their outrage. MK Stalin, the head of the DMK, claimed on Twitter that the BJP should have given their derogatory post against Periyar more thought before publishing it and then taking it down. "Let your fear exist. Even after his passing, Periyar is still having jitters. Would AIADMK pounce on this matter like a tiger? Or will it scurry away like a worm?" he asked. "The official handle of the BJP has put out something that I cannot speak out in the open," MDMK leader Vaiko stated. They ought to publicly apologies for defaming Periyar with a baseless charge. I never imagined they would descend to this level; the post needs to be taken down right away," he remarked. Unexpectedly, the BJP's allies PMK and AIADMK also denounced the post. S. Ramadoss, the founder of PMK, described the BJP's remark as "disgusting" on Twitter. "The post on Periyar on his anniversary by the BJP and their IT wing is abhorrent. This reveals their bilious eyes. This behavior is deplorable on multiple levels, he wrote.

Because Tamil Nadu is a Dravidian nation, it is unacceptable to speak poorly of Periyar or Maniammai. We will denounce anyone who disparages great leaders like Periyar, Anna, MGR, and Kalaignar on behalf of the Dravidar Kazhagam, he declared. Nirmal Kumar, the state president for IT and social media for the BJP, stated in a statement to reporters that he stands by what was said. "We deleted the tweet at the request of our party leaders and allies. We haven't added anything new; DMK party founders Anna and Kalaignar have made similar statements in the past." The political leaders of the state were founded on the ideologies of Periyar, who is regarded as one of the finest leaders in history. The vision of the Dravidian patriarch set the ground for the ascent of leaders like MG Ramachandran, CN Annadurai, and M. Karunaidhi. Periyar is praised for his egalitarian philosophy and tireless efforts to advance the status of women and minorities. In this situation, B.J.P. wishes to seize Tamil Nadu and keep it for an extended period of time. Therefore they are coming up with clever ways to manipulate the Tamil Nadu population. But, they won't develop trust among them. They always experience negative social reflection.

### Tweet -8

[vck-chief-thirumavalavans-tweet-flags-controversy](#)



Thol Thirumavalvan, the founder and president of Tamil Nadu's VCK, tweeted a picture of the party and national flags, which sparked a debate online since some users said it contained "secessionist" undertones. The state's ruling DMK has the support of the VCK in elections. Thirumavalavan tweeted a video of his party members erecting the party flag a few days ago, writing in Tamil:

"Our movement's flag today! Our national flag tomorrow! #Tamilflag #VCKflag However, a number of social media users took issue with Thirumavalavan's remark. One person remarked

that raising one's party flag is perfectly OK and their right, but "why is that national flag?" Others argued that a national flag and a party flag shouldn't be compared in the incorrect way. In a tweet, political expert Sumant Raman stated: "In Tamil Nadu, there is a constant undercurrent of separatist in the rhetoric and deeds of several parties. For fear of the law, they are afraid to do it out in the open, although it is happening all the time. And this is coming from a lawmaker.

### Tweet -9



DMK Rajya Sabha member N. Kanimozhi appeared to be referred to as a "illegitimate child" in a couple of tweets posted by BJP national secretary H Raja, which caused a hornet's nest online. At a press conference, Tamil Nadu Governor Banwarilal Purohit patted the cheek of a prominent female journalist, to which Kanimozhi had responded angrily. Despite the fact that Purohit has since apologised, Kanimozhi expressed her displeasure by tweeting, "Even if the intention is above suspicion, a person who holds a public office has to understand that there is a decorum to it and violating a woman journalist's personal space does not reflect the dignity or the respect which should be shown to any human being. Raja tweeted a few

times in reaction to Kanimozhi. The first one questioned whether the media would interrogate a senior leader with the same rigor they did the governor. The daughter of DMK leader M Karunanidhi is Kanimozhi. Could reporters interrogate a leader, an illegitimate child born of an illegitimate relationship, and a Rajya Sabha MP in the same manner as they questioned the governor, he questioned? No. The memories of Chidambaram Udaykumar, Anna Nagar Ramesh, and Perambalur Sadiq Basha will serve as a deterrent. The guys whose last names he cited were said to have been killed by Karunanidhi and his family in exchange for cooperating with various inquiries into them. The same family that

murdered a student at Annamalai University for highlighting the issue was upset today, he added, adding that it was odd that someone who hadn't even completed class 10 used the prefix Dr. The DMK and senior Congress politician P Chidambaram responded to Raja's tweets, saying that there was no such thing as an "illegitimate child" and that the DMK welcomed comments on them. Also, he wanted to know the BJP's position. Raja had no reason to criticize Karunanidhi in that way because the latter had acknowledged Kanimozhi as his daughter on the Assembly floor, according to DMK leader RS Bharathi.

### Finding

Social media users have utilized the language format in their language, uninterrupted by any constraints on word transfers, and straight to the records governing their issues with this language usage. An ongoing conversation between users and contacts in real-time. On social media, the difficulties that arise right away frequently happen. Word choice, a user's use of words in comments, and the restriction to thoughts are all definitions that are particularly relevant to Twitter. The user canable to express themselves as a result. In this situation, it is necessary to promptly retract their word. We occasionally encounter grammatical errors or misunderstandings of the Follower's unfavorable evaluations. This brief and direct communication will take place. Both linguistic and misunderstanding language users make poor decisions. These unfavourable remarks are the result of user kindness towards regular people and well-known individuals. It has received some criticism and has a pessimistic viewpoint, and the record should explain why because if the negative evaluations continue, the user and their login will be removed. This will help determine what kind of website this is. Who can use this site, and what type of followers? In any case, the goal of this post is to get positive feedback.

### 3. Conclusion

#### Healthy conversation is a shared responsibility.

On the basis of an analysis of politically charged tweets from South Indian celebrities that were randomly selected, we looked into the use of curse words on Twitter in this paper. Social media communication differs from offline interpersonal engagement in the real world in certain ways. Take Twitter, for instance. While offline conversations often remain private between the parties involved, messages posted on Twitter (i.e., tweets) are typically public and can spread quickly and widely through the highly connected user network. Based on the study of randomly selected Twitter data, we looked into the use of foul language in this work.

Also, we might discover that verbal face-to-face interaction makes up a larger portion of our verbal exchanges in the real world than does writing or typing when using Twitter. Celebrities' vocabulary on Twitter reflects how they are feeling at the time. As a representative of society, they ought to speak with dignity, civic responsibility, and duty. Twitter enables us to engage in extensive discussions and establish connections with individuals all around the world. While hearing from more individuals might be enriching, if the context of the conversation is not taken into account, it can also be a cause of annoyance and misunderstanding. It is obvious what kind of reaction the study's sample tweets received. People will ignore you and Twitter will erase your post directly from Twitter to Twitter if you don't use clear and appropriate language. We don't arbitrate content or get involved in user disputes as a matter of policy. Targeted abuse or harassment, however, might be against Twitter's rules and terms of service.

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