THE UTILIZATION OF NEWLY-FORMED MEDIA-INDUCED EXPRESSIONS OF CHILDREN AND THEIR PARENTS

Aguisando, Maureen D.,[1] Lindo, Maria Rizalie S.,[2] and Uyan, April Janine C.[3]

I. INTRODUCTION

Language is perpetually in flux and is naturally flowing, changing, shifting, strengthened by a thousand contributories, losing its old form (Handley, 2011). As technology evolves, language also constantly changes in response to the developments in the world. Language has been greatly affected by this evolution that according to Brown (2012), while some words appear quickly and then fadeaway, others become usual already that they immediately become their permanent language. Before, it will take decades for word usage to be part or included in the dictionary. Now, with media in particular of TV, Online and print as the primary sources of information of the people, language is accelerating quickly in an unexpected rate. Media contributes in shortening the time to take a term as a permanent fixture to be used by the people.

According to a study on The Impact of Social Media on the English Language by Mediabadger (2011), one of the circumstances they are facing is that they are using nouns and adjectives as verbs. Example of this is "to google," wherein the word google is used a verb when in fact it is a noun. Turning of a noun to an adjective is part of the effects of faster and more varied communication brought to them by media and social technologies. Jasilek (2013) shows that some of the effects of social media is that it makes sentences and phrases shorter. In her example, she stated that instead of using the sentence "I will send her a message on facebook," people use "I'll facebook her."

Acronyms have also been viral in the social media today. Examples of it are LOL which is an acronym for Laughing Out Loud, BTW for by the way, YOLO for

[1]. University of Immaculate Conception, mauaguisando@yahoo.com

[2]. University of Immaculate, Conception marizserifalindo@gmail.com

[3]. University of Immaculate Conception apriljanineuyan@gmail.com

You Only Live Once, TBT for throwback Thursday, the most famous OOTD for Outfit of the Day and a lot more. These acronyms can be overwhelmingly found in Social Media like Instagram, Twitter, Facebook and even in TV. The problem here is that according to Baron (2009), young people tend accidentally to use a BTW (by the way) into essays in school. Young people tend to adapt these acronyms more easily and even use them in their daily means of communications.

In a study conducted by Handley in 2011, technology and social media are doing much of the shift - particularly of occurring words that existed for generations with only one meaning, but now found themselves with the complexity of depth and meaning. Another contribution of the media to language change is newly-formed expressions that arise from different forms of media. Some of them are Selfie, TBT, Friend and I-Dawn Zulueta. Selfie is an example of Phonetics. It means taking a picture of oneself. TBT is an example of an acronym. It means Throwback Thursday that is an act of posting a past photo online every Thursday. Friend is an example of Lexis. Its old meaning is a person whom one knows and confides with and whom a person has a mutual bond but now, a friend means to add someone through accepting a friend request in the social networking website called Facebook. "I-Dawn Zulueta mo ako" is an example of the changes in Syntax. It is a noun that was transformed into a verb that means to carry. This phrase went viral online after a famous television personality Vice Ganda mimicked an actor Richard Gomez on a top rating television station.

One popular liner that the local radio in the Philippines popularized is "Hayahay" which means "relax/to relax". Another term that has been largely used by the people in Davao City is "Acheche" which expresses disbelief. This term has also been used on television. "Pag sure kay magbiko tag pink" is another way of saying "it's impossible". These are some of the words and phrases that have been viral in all forms of media and have been adapted by the local settlers. With these global, national and local scenarios presented above, it can be inferred that Media particularly the internet, radio and television have big impact on language change.

According to Child Safety Online (2014), children nowadays want to know more and the emergence of the internet makes it easier for them than adults to access new information. They can manage to look for the meaning of the new expressions that are already invading the whole social networking sites if they want to. According to Strasburger (2012), young people spend 7 hours a day using different variety of media. Because of these, they are more capable accessing these expressions that leave their parents clueless about some of these expressions that lead to communication gap.

Objective of the Study

The study aims to look into the media as an agent in language change. Specifically, this study aimed to examine the differences between the utilization of newly formed, media- induced words and expressions between young people and adults within their household for purposes of determining whether the difference is significant enough to determine a communication gap.
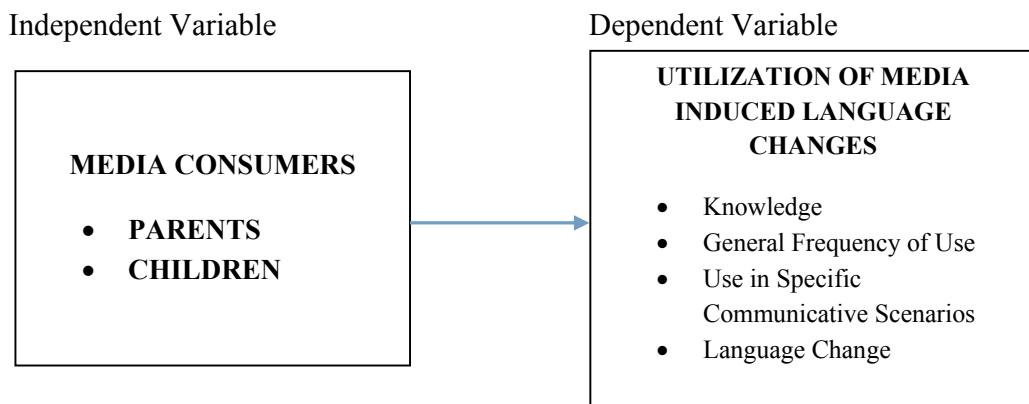
Theoretical Framework

The theory that the researcher used in this study is Wave model Language Theory of Johannes Friedrich Heinrich Schmidt in 1872 which states that a new language feature (innovation) or a new combination of language features spreads from a central region of origin in continuously weakening concentric circles, similar to the waves created when a stone is thrown into a body of water.

The Wave Model regards languages as impermanent collections of words and expressions which change over time. The metaphor of the wave which is used in this theory looks at language changes as becoming less and less effective the further they stray from stable, effective language. According to this theory, languages are to be regarded as impermanent, ever changing sets of speech habits that result from and stay prevalent in the intersections of the circles.

CONCEPTUAL FRAMEWORK

Figure 1: Conceptual Framework

Independent Variable   Dependent Variable

MEDIA CONSUMERS • **PARENTS** • **CHILDREN**

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UTILIZATION OF MEDIA INDUCED LANGUAGE CHANGES • Knowledge • General Frequency of Use • Use in Specific Communicative Scenarios • Language Change

This study focused on the media being an agent of language change by inducing the formation of new verbal expressions and also by changing meaning, functional

usage or pronunciation of words and expression which are already currently in use. Media consumers such as the viewers of television shows, listeners of various radio programs and social media users tend to use these media induced words and expressions in their day to day communication whether through fads or simply by imitation leading to these words and expressions finding their way into acceptable speech. The study looked at the changes to language that are brought about by various forms of media in terms of how they are used and compare utilization between young people and their parents to see if these newly formed expressions that are induced by the media constitute a media gap between parents and their children.

Statement of the Problem

The study aimed to look into the media as an agent in language change. Specifically this study aimed to examine the differences between the utilization of newly-formed, media-induced words and expressions between the children and their parents within their household for purposes of determining whether the difference is significant enough to determine a communication gap. This study aimed to answer the ff. specific questions:

1. What is the level of knowledge on newly- formed expressions introduced by media among:

   1.1 Children?

   1.2 Parents?

2. What is the frequency of general use on newly- formed expressions introduced by media among:

   2.1 Children?

   2.2 Parents?

3. What is the frequency of use of newly formed expressions introduced by media in specific scenarios among:

   3.1 Children?

   3.2 Parents?

4. Is there a significant difference between the level of knowledge on newly-formed expressions among:

   4.1 Children?

   4.2 Parents?

5. Is there as significant difference in the frequency of general use of newly formed expression between:

5.1 Children?

5.2 Parents?

6. Is there a significant difference in the frequency of specific use of newly formed expressions between:

6.1 Children?

6.2 Parents?

METHODOLOGY

Descriptive Research Design

This study used the quantitative research method. The quantitative component addressed the need to see if there are relationships or associations that can be drawn between the chosen forms media and the language changes that are under investigation.

Research Locale

This study was conducted in two private universities and two public secondary schools in Davao City which is located in Southern Mindanao, Philippines. The city is the third most populated city in the Philippines and is the center of trade, commerce and industry in Mindanao which is the largest island of the Philippines. Davao City is mainly a metropolitan which has become a melting pot of people from various ethnicities and nationalities. The diversity of its populace is attributed to the city's favorability in terms of living standards and cost of living.

Statistical Treatment of Data

The statistical tools used in interpreting and analyzing the data gathered will be the following:

Weighted Mean was used to determine the level of knowledge of the respondents on these newly-formed language induced by media. Also to know level of use of newly-formed language in daily communication of the respondents

Frequency Distribution was used to give the researchers an understanding how often media induced expressions are used in specific communication scenarios.

T- Test was used to determine the significant difference between utilization newly-formed expressions introduced by media in daily communication among the respondents

Respondents of the Study

The respondents of this study included young people, or members of the youth demographic together with a parent, guardian or any significant adult whom they live with. The study included 450 respondents. From a statistical perspective, 400 is the acceptable number of respondents for infinitely large populations. A "buffer" of 50 respondents was added by the researchers to this number in case some samples are found to be invalid or become irretrievable in the course of data gathering. The total sample was divided in two equal groups of students ranging the secondary level and tertiary level. Once an individual has consented to become part of the study, his or her parents was also invited to be respondents of the study.

Research Instruments

This study used a four part researcher- made questionnaire which was subjected to validity by field experts as well as pilot testing and reliability testing. The first part of the questionnaire surveys the media consumption of the respondents of social networking site, radio and television which are the forms of media that fall within the scope of the study.

The second part of the questionnaire is a 20 item, multiple choice test on the knowledge of the respondent on various newly developed, media induced expressions. The researcher identified the newly evolved expressions that were used in this study based on the usage of expressions on social media like instagram, twitter and facebook and based also on the usage of these expressions on radio and television.

The third part of the questionnaire deals on the frequency of general use of the newly formed, media induced words and expressions. This part of the questionnaire utilizes four point scales which are Always, Sometimes, Seldom and Never. The last part of the questionnaire surveys the specific communication scenarios wherein the respondents use the expressions.

Research Procedure

After presenting the research proposal to the research panel, the researcher went about revising and fine tuning the data gathering tool. The researcher had the revised data gathering tool validated by experts in the field of communication and socio linguistics as well. The researcher invited 50 participants to pilot test the data gathering tool. The data gathering tool was then subjected to reliability testing.

Once the data gathering tools were prepared, the researcher commenced administration of the data gathering tools via convenience sampling. The researcher conducted a survey among 400 respondents which was comprised of

young people from secondary and tertiary educational levels.

Respondents of this study were chosen selectively by the researcher. With prior guidance of the adviser in the selected classes in 2 public schools and 2 private schools in Davao city that were chosen as Children respondents, the researcher were able to collect the survey questionnaires with the data needed in the study.

RESULTS AND DISCUSSIONS

Table 1
Level of Knowledge on Newly- Formed Expressions Introduced by Media

Item Number	Children	DE	Parents	DE
LOL	93.53	Very High	60.19	High
YOLO	86.57	Very High	29.35	Low
RoFL	78.11	High	21.39	Low
LMAO	82.09	Very High	20.39	Low
OOTD	85.57	Very High	43.78	Average
POTD	85.58	Very High	46.26	Average
TBT	85.08	Very High	41.79	Average
Selfie	83.09	Very High	58.70	Average
Hipon/Pasayan	87.56	Very High	61.69	High
FTW	85.08	Very High	39.80	Low
DOTD	86.07	Very High	43.78	Average
"Estoryahee"	57.21	Average	44.27	Average
"Pagsure kay magbiko tag pink"	82.59	Very High	50.24	Average
"Acheche"	78.11	High	41.79	Average
"Kapwa/Hayahay"	87.56	Very High	56.21	Average
"Salad Oh, Init Pa"	84.58	Very High	53.73	Average
"I-dawn Zulueta mo ako"	87.07	Very High	59.95	Average
"Boom Panes"	86.07	Very High	68.65	High
Shunga	80.10	Very High	49.75	Average
Nosebleed	88.06	Very High	68.75	High
Overall Mean	**83.48**	**Very High**	**48.02**	**Average**

The overall mean indicates that level of knowledge on newly- formed expressions introduced by media among the respondents differ. The children have very high level of knowledge on newly- formed expressions introduced by media compared to their parents which is only average. The above result indicates that children are more exposed to media than their parents. This result affirms to the study of MacArthur Foundation on Digital Media and Learning in 2008 which states that youth are developing new forms of media literacy that are keyed to new media and youth-centered social and cultural worlds. In addition, De Boer in 2011 said that language learning is probably one of the few tasks that children are better at than adults because they have full grown cognitive abilities and many years of experience in acquiring all sorts of knowledge and tasks that result to have the hardest time learning a new language

Table 2
Frequency of General use on Newly- Formed Expressions introduced by the Media

Respondents	Mean	Descriptive Interpretation
Children	2.79	Sometimes
Parents	1.57	Seldom
Overall Mean	**2.18**	**Seldom**

The overall mean indicates the frequency of use of newly-formed expressions introduced by media between the respondents is seldom. Specifically children's usage of newly-formed expressions is sometimes while for the parents is seldom. The data implies that children use the newly-formed expressions more than their parents. This supports to the study of Ito &et.al in 2008 which states that young people are turning to media especially on online networks to participate in a wide range of public activities and developing social norms that their elders may not recognize and these lead them to utilize the new expressions they have acquired.

Table 3
Frequency of use of Newly Formed Expressions Introduced by media in Specific Scenarios

Respondents	Mean	Descriptive Interpretation
Children	3.81	Children highly use expressions in Virtual Communication
Parents	2.30	Parents highly use expressions in Informal Communication

It indicates that children tend to highly use the newly- formed expressions introduced by media through virtual communication specifically when commenting, posting or chatting with friends and family on social networking sites. It also shows that parents tend to highly use the newly- formed expressions through informal communication particularly when incorporating it through text messages.

Table 4
Test for the Significant Difference in the Level of Knowledge on Newly – Formed Expressions Induced by the Media Among Children and Parents

Respondents	Mean	S.D	t-value	p-value	Decision on Ho
Children	83.48	15.65	20.596	.000	Rejected
Parents	48.02	23.11			

If p-value is less than or equal to .05 alpha level, Reject Ho

It shows that the p-value of children and parents is less than 0.05 level of significance; this means that there is significant difference in the level of level of knowledge on newly – formed expressions in favor of the children. The data entails that children are more knowledgeable on newly – formed expressions brought by media compared to their parents. The result supports the findings of the research conducted by Shahraki and Rasekh in 2011which states the usage of slangs and new expressions is popular among the teenager group as a part of youth culture and styles.Youth use slang expressions to make fun and enlightenment in the friendly discussion and gossip among them. In addition it is also considered as an identity marker. This identifies them from the other generations. Lastly, newly-evolved expressions are an integral part of teenage communication and it gives them an identity of youth style of expression.

Table 5
Test for the Significant Difference in the Frequency of General use of Newly formed Expression Among Children and Parents

Respondents	Mean	S.D	t-value	p-value	Decision on Ho
Children	2.79	.618	5.952	.000	Rejected
Parents	1.74	2.43			

If p-value is less than or equal to .05 alpha level, Reject Ho

From the table, it shows that the p-value of children and parents is less than 0.05 level of significance. This denotes that there is significant difference in the frequency of general use of newly- formed expression among the respondents in advantage to the children. This implies that children utilized highly the newly-formed expressions generally compared to their parents. This result adheres to the result of the study of Chambers in 203 that adolescents lead the entire age spectrum in language change and in the general use of vernacular variables, and this lead is attributed to adolescents' engagement in constructing identities in opposition to or at least independently of their parents.

Table 6
Test for the Significant Difference in the Frequency of Specific use of Newly Formed Expressions Between Children and Parents

Respondents	Mean	S.D	t-value	p-value	Decision on Ho
Children	3.81	.735	16.83	.000	Rejected
Parents	2.30	1.028			

If p-value is less than or equal to .05 alpha level, Reject Ho

The data indicates that the p-value of children and parents is less than 0.05 level of significance. This means that there is significant difference in the frequency of specific use of newly-formed expressions among the respondents in favor to the children. This implies that children utilized highly the newly- formed expressions in specific communicative scenarios compared to their parents. This result still agrees to the result of the study of Chambers 2003 which states that it is widely held that adolescence is the focal period of linguistic innovation and change.

CONCLUSION AND RECOMMENDATION

Conclusion

After the researcher had finished the study, it can be concluded that:

1. Parents lack knowledge on the newly-formed expressions introduced by the media and children have a high knowledge on these expression.

2. Children use newly-formed expressions introduced by the media more often than their parents since they use are more exposed to these channels of communication.

3. The study found out that there is a significant difference between the level of knowledge, the frequency of general use and the frequency of specific use of newly-formed expressions between parents and children. The overall results are all in favor to children.

4. With all the data gathered in the study, the researchers concluded that there is an evident existing communication gap between parents and children.

Recommendation

Based from the aforementioned results and conclusions, the following recommendations are suggested:

1. For educational institutions, language teachers should maximize the utilization of media to teach formal words and expression that are useful in academic settings since this an effective tool for the young ones to adopt new ideas.

2. For media practitioners, they should create more educational programs as they are an effective agent to the development of knowledge not only in the field of language but also in other field of disciplines.

3. For parents they should reach out and communicate well with their children. This can be done by monitoring the daily activities of their children whether it is online or offline so they can be guided.

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