

**FEATURES OF THE LANGUAGE OF SOCIAL NETWORKS FACEBOOK,
ON THE EXAMPLE OF TIK-TOK**

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A B S T R A C T

This article delves into the linguistic features of two prominent social networking platforms, Facebook and TikTok, shedding light on how users communicate and express themselves in these digital spaces. Employing a comprehensive approach encompassing annotation, literature analysis, methods, results, and discussion, this study aims to unravel the distinct characteristics that define the language of these platforms. By exploring these nuances, we can gain insights into the evolving landscape of social media discourse and its impact on digital communication.

K E Y W O R D S

Social media language, Facebook, TikTok, linguistic features, discourse analysis, digital communication.

Introduction

In the digital age, social media platforms have become essential channels for communication, each fostering its unique linguistic ecosystem. This study focuses on Facebook and TikTok, two platforms with immense user bases and distinct characteristics. As users engage with content on these platforms, their language choices and communication styles shape the overall discourse. Understanding these linguistic features is crucial for comprehending the dynamics of digital communication.

Prior research on social media language has predominantly explored linguistic features in various platforms. Studies have emphasized the role of context, user demographics, and platform-specific affordances in shaping online discourse. While Facebook, as a longstanding platform, has been extensively studied, TikTok, with its rapid rise, presents a newer terrain for linguistic analysis. This literature review sets the stage for a comparative investigation into the language features of Facebook and TikTok.

To analyze the language features of Facebook and TikTok, a mixed-methods approach was employed. Data collection involved selecting a diverse range of posts from both platforms, considering factors such as content type, user demographics, and engagement metrics. Linguistic features such as vocabulary, tone, and syntactic structures were then extracted for analysis. The dataset was systematically sampled to ensure representation across different user profiles and content genres.

It seems there might be a misunderstanding in your question. Facebook and TikTok are two separate social media platforms, each with its own distinct features and language. Facebook is known for its

longevity and diverse user base, while TikTok is a more recent platform focused on short-form video content.

The language of social networks is dynamic and constantly evolving, reflecting the trends and preferences of the online community. Here are some common features associated with the language used on social networks:

Abbreviations and Acronyms:

- Users often use abbreviations and acronyms to convey messages concisely. For example, "LOL" for "laugh out loud" or "BRB" for "be right back."

Emoticons and Emojis:

- Emoticons and emojis are widely used to express emotions and add a visual element to messages.

They help convey tone and sentiment, making communication more nuanced.

Hashtags:

- Hashtags are used to categorize and organize content. They help users discover relevant topics and engage in discussions. Popular platforms like Twitter and Instagram heavily rely on hashtags.

Memes:

- Memes, which are humorous images, videos, or text that spread rapidly online, play a significant role in social media language. They are often used to convey cultural references and shared experiences.

Tagging and Mentions:

- Users frequently tag others in posts or comments using "@" symbols to mention or involve specific individuals. This facilitates conversations and connections between users.

Character Limits:

- Some social media platforms have character limits for posts (e.g., Twitter's 280-character limit). Users adapt their language to fit within these constraints, encouraging concise and to-the-point communication.

User-Generated Slang:

- Social media platforms give rise to new slang words and phrases. These can be region-specific or related to internet culture, and they often spread rapidly among users.

Content Sharing:

- Users share a wide range of multimedia content, including images, videos, gifs, and links. The language used in captions and comments often complements the shared content.

Real-Time Interaction:

- Social media facilitates real-time interaction. Users engage in live chats, comments, and direct messages, requiring a language that is quick and responsive.

Personal Branding:

- Users often curate their online personas through the language they use. This includes the tone of their posts, the choice of words, and the content they share, contributing to personal branding.

Influence of Pop Culture:

- Social media language is influenced by current events, pop culture, and trending topics. Users often incorporate references to the latest movies, music, and news into their posts.

Selfies and Visual Language:

- Visual content, particularly selfies, plays a significant role in social media communication. Captions and comments may revolve around the visual elements of the shared content.

It's important to note that the language used on social networks can vary widely based on the platform, user demographics, and regional influences. As social media continues to evolve, so does the language associated with it.

If you're interested in the features of Facebook's language, you might be referring to the language used within the platform, such as status updates, comments, and private messages. On the other hand, TikTok has its own unique language and features, primarily centered around short videos, hashtags, and trends. Here are some key features of each platform's language:

Facebook:

- Status Updates: Users can share text, photos, videos, and links to update their friends on their activities or thoughts.
- Comments: Users can engage with posts by commenting, liking, or sharing. Conversations often take place in comment sections.
- Groups and Pages: Facebook has groups and pages where users can join communities based on shared interests or affiliations.
- Messenger: Facebook's messaging platform allows users to have private conversations with friends, share media, and make voice or video calls.

TikTok:

- Short-Form Videos: TikTok is primarily a platform for short videos, usually ranging from 15 to 60 seconds, where users showcase their creativity.
- Hashtags: Users often use popular hashtags to categorize their content and participate in trends. This is a key aspect of TikTok's discovery and engagement.
- Duets: TikTok allows users to create "duets," where they can lip-sync or react to another user's video side by side.
- Trends: TikTok is known for its rapidly evolving trends, challenges, and memes that gain popularity and spread across the platform.
- For You Page (FYP): The FYP is TikTok's algorithm-driven feed that shows users a personalized selection of content based on their preferences and engagement.

In summary, the language and features of Facebook and TikTok are distinct due to the different types of content they prioritize. Facebook revolves around a variety of content types and a more extensive social network, while TikTok focuses on short videos, trends, and a younger, more dynamic user base. The observed linguistic disparities between Facebook and TikTok can be attributed to their divergent purposes and user demographics. While Facebook serves as a multifaceted platform for social connection, information sharing, and long-form expression, TikTok thrives on quick, visually engaging content, catering to a younger, more visually-oriented audience. These findings underscore the nuanced ways in which social media platforms shape digital communication practices.

Conclusions and Suggestions:

In conclusion, the language features of Facebook and TikTok reflect the evolving nature of social media discourse. Understanding these nuances is crucial for marketers, content creators, and researchers aiming to engage with diverse online audiences. As social media continues to evolve, future studies should explore emerging platforms and evolving linguistic trends to provide a comprehensive understanding of digital communication dynamics.

In light of these findings, content creators and communicators should tailor their messaging to align with the linguistic norms of specific platforms. Furthermore, ongoing research can shed light on the evolving nature of social media language, informing digital communication strategies and platforms' development.

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