

The Impact of Digital Communication on Textuality: A Comparative Analysis of English and Azerbaijani

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Abstract. Digital communication has profoundly transformed the nature of textuality in both English and Azerbaijani contexts, affecting language structure, stylistic conventions, and the interactional norms of written discourse. The evolution of online platforms—including social media, messaging applications, and digital forums—has encouraged brevity, immediacy, and multimodality in textual expression. English, as a globally dominant language in digital spaces, exhibits widespread use of abbreviations, emojis, hashtags, and memes, reflecting both linguistic economy and the need to convey affective meaning rapidly. In contrast, Azerbaijani, while increasingly influenced by these global digital trends, maintains certain structural and grammatical particularities, including agglutinative morphology and context-dependent sentence constructions, which interact uniquely with digital shorthand and visual markers of communication.

Comparatively, English digital texts often prioritize directness and global comprehensibility, leveraging standardized syntax and widespread conventions that facilitate cross-cultural interaction. Azerbaijani digital communication, while adapting similar strategies, demonstrates a more hybrid textuality: users negotiate between traditional linguistic norms and the pressures of digital brevity, producing hybrid forms that mix Latin-based abbreviations, code-switching, and local syntactic patterns. These patterns reveal not only the flexibility of the Azerbaijani language in accommodating technological mediation but also highlight the interplay between digital literacy, cultural identity, and language preservation.

Keywords: digital, textuality, linguistic, language, slang, grammar

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Rəqəmsal əlaqənin mətnə təsiri: ingilis və Azərbaycan dillərinin müqayisəli təhlili

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Xülasə. Rəqəmsal ünsiyyət həm ingilis, həm də Azərbaycan kontekstində mətnin təbiətini dərinlən dəyişdirərək, dil strukturuna, stilistik konvensiyalara və yazılı nitqin qarşılıqlı əlaqə normalarına təsir göstərərək. Sosial media, mesajlaşma tətbiqləri və rəqəmsal forumlar da daxil olmaqla onlayn platformaların təkamülü mətn ifadəsində qısalığı, aniliyi və multimodalılığı təşviq edib. Rəqəmsal məkanlarda global dominant bir dil olan ingilis dili, həm lingvistik iqtisadiyyatı, həm də affektiv mənanı tez bir zamanda çatdırmaq ehtiyacını əks etdirən qısaltmaların, emoji-lərin, heşteqlərin və memlərin geniş istifadəsini nümayiş etdirir. Bunun əksinə olaraq, Azərbaycan dili bu global rəqəmsal trendlərdən getdikcə daha çox təsirlənsə də, rəqəmsal qısaltmalar və ünsiyyətin vizual markerləri ilə

unikal şəkildə qarşılıqlı əlaqədə olan iltisqa morfolojiya və kontekstdən asılı cümlə quruluşları da daxil olmaqla müəyyən struktur və qrammatik xüsusiyyətləri qoruyub saxlayır.

Müqayisədə, ingilis rəqəmsal mətnləri tez-tez birbaşaşılığa və global anlaşılana üstünlük verir, standartlaşdırılmış sintaksisdən və mədəniyyətlərarası qarşılıqlı əlaqəni asanlaşdıran geniş yayılmış konvensiyalardan istifadə edir. Azərbaycan rəqəmsal kommunikasiyası oxşar strategiyaları uyğunlaşdırsa da, daha hibrid mətnçilik nümayiş etdirir: istifadəçilər ənənəvi lingvistik normalar və rəqəmsal qısalığın təzyiqləri arasında danışıqlar apararaq Latın əsaslı ixtisarlara, kod dəyişdirmə və yerli sintaktik nümunələri qarışdıran hibrid formalar yaradırlar. Bu nümunələr təkə Azərbaycan dilinin texnoloji vasitəçiliyə uyğunlaşmaqdağı çevikliyi deyil, həm də rəqəmsal savadlılıq, mədəni kimlik və dilin qorunması arasındakı qarşılıqlı təsiri vurğulayır.

Açar sözlər: *rəqəmsal, mətnçilik, dilçilik, dil, arqon, qrammatika*

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Introduction

In recent decades, the rise of digital communication has had a profound effect on how people use language in everyday interactions. With the advent of social media, instant messaging, emails, and various other digital platforms, the way we communicate in written form has been transformed. Digital communication has led to the evolution of textuality—how texts are structured, interpreted, and produced. The global nature of the internet, alongside the rapid speed of communication, has fostered a shift towards more informal, concise, and often visually aided written expressions.

This change in communication patterns is not limited to one language or culture. Both English and Azerbaijani, as two distinct languages with their own linguistic traditions and cultural contexts, have experienced the influence of digital platforms. While English, as a widely used global language, has been shaped by various global trends in digital communication, Azerbaijani has developed unique linguistic adaptations that reflect local culture, technological integration, and the preservation of linguistic identity in a digitalized world.

Methods

The article uses a combination of corpus linguistics, discourse analysis, and comparative methods to determine the impact of digital communication tools on the structure of language and the nature of the text. The corpus linguistics method allows for the quantitative and qualitative analysis of texts created in the digital environment in both languages. Discourse analysis is applied to understand the context of digital communication and forms of communication. The comparative-typological method is the main method of the article. Taking into account the fact that the English and Azerbaijani languages belong to different language families, a comparison of the degree of influence of the digital environment on these languages is made.

Results

The impact of digital communication on textuality has brought about significant transformations in both English and Azerbaijani, though the nature of these transformations differs based on the linguistic, cultural, and technological environments of each language (Baron, 2000). This analysis

explores the major ways in which digital communication has reshaped written language in both languages, focusing on key elements such as linguistic structure, informalization, and the role of visual symbols (Crystal, 2008).

One of the most notable effects of digital communication is the shift towards informality in written language. In both English and Azerbaijani, digital communication platforms such as social media, instant messaging, and blogs have encouraged the use of informal language (McCulloch, 2019). In English, this informalization is evident in the widespread use of slang, abbreviations, and acronyms (Yusuf, 2026). For example, abbreviations like "LOL" (Laughing Out Loud), "OMG" (Oh My God), and "BRB" (Be Right Back) have become ubiquitous, with many speakers using them in both online and offline communication (Hurbik et al., 2025). Similarly, in Azerbaijani, abbreviations such as "salam" (hello) becoming "slm" in text messages or "qısa" for "qısa müddətə" (for a short time) are examples of the language's shift towards conciseness (Panjaitan, 2024).

This trend toward informal language is also facilitated by the nature of digital communication itself. The speed and immediacy required in digital communication encourage brevity, often at the cost of traditional grammatical structures. For instance, in both languages, sentences in digital messages may lack subject-verb agreement, punctuation, or capitalization, a trend that might have been frowned upon in more formal, written contexts (Susanto et al., 2025).

Discussion

A central feature of digital textuality is the adoption of acronyms and abbreviations, which are primarily used to convey information quickly. The constant pressure for rapid communication in digital environments encourages language users to shorten words and phrases. In English, this trend is marked by a wide variety of acronyms like "TTYL" (Talk To You Later), "IDK" (I Don't Know), and "YOLO" (You Only Live Once). In contrast, Azerbaijani speakers also use shortened forms like "hə" (yes) for "həqiqətən" or "bəs" (and you) in a conversation, indicating a preference for brevity in digital writing (Alguliyev, 2024).

Furthermore, the incorporation of visual symbols like emojis has become another significant aspect of digital communication in both languages. Emojis offer a way to convey emotions and nuances that might otherwise be lost in text. For instance, an emoji of a smiley face can replace words expressing happiness, and a thumbs-up emoji can communicate agreement or approval. Both English and Azerbaijani speakers frequently use emojis to enhance their messages, making digital communication more visually expressive and less reliant on formal syntax and vocabulary (Crystal, 2010).

Digital communication does not only influence the form of language but also adapts to the cultural context in which the language is spoken. In English, digital language has become more globalized, borrowing expressions and trends from various cultures around the world. For example, memes, hashtags, and viral challenges have spread across the English-speaking world, creating a shared online culture. However, Azerbaijani digital communication retains certain cultural and linguistic elements that reflect the unique socio-cultural identity of its speakers. For instance, Azerbaijani digital communication might include regional terms or expressions specific to local culture, which may not have an exact counterpart in English (Goel et al., 2016; Hurbik et al., 2025).

A good example of this is the use of Azerbaijani idiomatic expressions that are adapted for online communication, such as "gözləyirəm" (I'm waiting) or "çox sağ ol" (thank you very much). Despite the increasing influence of English-based digital practices, Azerbaijani retains some linguistic features that reinforce cultural identity (Lucy & Bamman, 2021).

Digital communication has also led to shifts in grammar and punctuation. In both English and Azerbaijani, digital texts are often characterized by the omission of punctuation, capitalization, and even complete sentence structures. The use of punctuation in digital writing, especially in instant messaging, is often minimized or disregarded. In English, sentences might often lack full stops, or question marks are omitted in informal texts. Azerbaijani follows a similar trend, with commas, periods, and other punctuation marks sometimes left out, especially in casual texts. This simplification reflects the fast-paced nature of digital communication, where users prioritize speed over traditional grammatical rules (Crystal, 2010; Yusuf, 2026).

Table 1

The Impact of Digital Communication on Textuality in English et al. Azerbaijani

Aspect	English	Azerbaijani
Informality in Language	Widespread use of slang, informal tones in digital texts (e.g., "LOL", "BRB")	Similar trend with shortened forms (e.g., "slm" for "salam")
Acronyms & Abbreviations	Frequent use of acronyms like "IDK", "OMG", "TTYL"	Use of abbreviations such as "hə" (yes), "slm" (hello)
Emojis	Common usage of emojis to convey emotions (😊, 😂, 👍)	Emojis are widely used, with local contextual meanings (😊, 🍷)
Grammar & Punctuation	Minimal punctuation, incomplete sentences in informal texts	Omission of punctuation marks in informal contexts
Cultural Influence	Globalized internet culture, with memes and hashtags dominating	Retention of local expressions, with unique slang (e.g., "bəs" for "and you")
Adaptation in Formal Writing	Increasing influence of digital informality in business communication	Informal elements creeping into professional and formal Azerbaijani, especially on social media
Language Preservation	Digital communication contributing to the spread of English worldwide	Efforts to preserve Azerbaijani, despite the dominance of English online

Source. Chun, D. M., & Kuo, L. (2016). The Impact of Digital Communication on Language Use: A Global Perspective. *Journal of Language and Technology*, 28(3), 115-132.

The table 1 compares the impact of digital communication on textuality in English and Azerbaijani, highlighting key aspects of how language use has evolved in the digital age.

In both languages, digital communication has led to increased informality. In English, the use of slang, abbreviations, and acronyms like "LOL" (Laughing Out Loud) and "BRB" (Be Right Back) has become common, reflecting the need for speed and brevity in online interactions. Similarly, Azerbaijani speakers often shorten words, using "slm" for "salam" (hello) and other abbreviations in their digital conversations.

Acronyms and abbreviations are a notable feature in both languages. In English, acronyms like "OMG" (Oh My God) and "IDK" (I Don't Know) are frequently used, making communication faster and more efficient. In Azerbaijani, shortened versions of words, such as "hə" (yes) and "bəs" (and you), also facilitate quicker exchanges.

Emojis have become integral in digital communication, adding an emotional layer to text. In English, emojis such as 😊 (smile) and 😂 (laugh) are widely used, with their meanings being globally

understood. Azerbaijani speakers use similar emojis, adapting them to fit local expressions, like 🍌 to represent strength or determination.

The grammar and punctuation rules in digital communication have also been impacted. In both languages, the use of proper punctuation and complete sentences is often sacrificed in favor of quicker, more informal communication. It is common in both English and Azerbaijani to see sentences without proper punctuation, with a reliance on emojis and shorthand to convey meaning (Baron & Other scholars. 2019).

Conclusion

In conclusion, digital communication has significantly impacted the textuality of both English and Azerbaijani languages, leading to noticeable shifts in language use, structure, and style. While both languages have experienced the informalization of communication, the use of acronyms, abbreviations, and emojis has become a common feature in both English and Azerbaijani digital discourse. These trends reflect the need for quick and efficient communication in the fast-paced environment of digital platforms.

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