

**AN ANALYSIS OF SEMANTIC SHIFTS IN ENGLISH WORDS
ON SOCIAL MEDIA X: A COMPARISON BETWEEN
MODERN AND TRADITIONAL MEANINGS**

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ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF SOCIAL HUMANITIES

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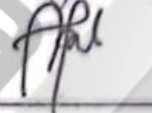
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MOTTO

"Allah never burdens a servant except according to his ability"

(Q.S Albaqarah: 286).

"Indeed, with difficulty there is ease, so when you have finished with (a matter) still work hard (for another matter)"

(Q.S Al-Inshirah: 6-7).



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Palembang, 16 April 2025

The researcher



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ABSTRACT

This study explores the phenomenon of changing meanings of English words under the influence of social media, focusing on the development of meaning in digital communication environments. Language, as a dynamic system, is constantly being reshaped by cultural, social, and technological changes. In the digital age, social media has accelerated this development by enabling language to spread rapidly and adapt to global audiences. Words such as "tweet," "viral," "ghosting," and "flex" illustrate how their use in online environments has altered or replaced traditional meanings.

The main purpose of this study is to identify and categorize common semantic shifts in English vocabulary on social media, including metaphorical extension, generalization, specialization, attenuation, and derogation. In addition, we will analyze the linguistic and sociocultural factors that lead to these shifts and assess their impact on language comprehension and digital interactions.

Through textual analysis of popular social media discourse, this study reveals patterns of meaning change and highlights its implications for lexicography, language education, and natural language processing techniques. The results suggest that semantic change in online communication not only reflects the development of digital culture, but also challenges traditional understandings of meaning and requires more adaptive language frameworks.

This study contributes to the fields of semantics, sociolinguistics, and digital communication, providing valuable insights for linguists, educators, technologists, and ordinary users in the rapidly changing online language environment.

Keywords: semantic change, meaning development, social media, online communication, language change, digital discourse

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