

**GLOBALIZATION AND LANGUAGE ABUSE: LINGUISTIC
AND CULTURAL EFFECTS ON PAKISTANI YOUNGSTERS
THROUGH SOCIAL MEDIA.**



Noor-ul-Ain Rajput

ID# 12011084003

M.Phil

**DEPARTMENT OF ENGLISH LANGUAGE & LITERATURE
THE SCHOOL OF SOCIAL SCIENCES AND HUMANITIES (SSSH)
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2014

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**A thesis submitted in partial fulfilment of the requirements for the Degree of
M. Phil/MS in Applied Linguistics**

in

**DEPARTMENT OF ENGLISH LANGUAGE & LITERATURE
THE SCHOOL OF SOCIAL SCIENCES AND HUMANITIES (SSSH)
UNIVERSITY OF MANAGEMENT AND TECHNOLOGY (UMT)**

2014

ACKNOWLEDGEMENT

In the Name of Allah, the Most Beneficent, the Most Merciful.

I am highly thankful to Almighty Allah for His countless blessings that enabled me to accomplish my destination. I am very much thankful to my parents for their support and prayers. I would also wish to pay my gratitude to Husnain Agha Khan, who supported me in every thick and thin and became an inspiration for my research study.

Moreover, I wish to acknowledge the guidance, assistance and cooperation of my supervisor Dr. Asim Karim. I would also like to pay my gratitude to the Chairman and the Dean of Faculty whose acceptance led me to complete my research work successfully. I am also highly obliged to Professor Masood Ahmad for his worthy guidance and supervision.

With Regards,

Noor-ul-Ain Rajput

Head of Academics
The Educators
Par Excellence Group of Schools, Lahore.

E-mail: nooruainrajput@hotmail.com

ABSTRACT

This research study involves discovering the impacts of globalization on the use of abusive language that led to linguistic and cultural change among the youth of Pakistani society. In the latter half of the 20th century, with the advent of globalization, modern technologies, internet websites and extensive use of social media, there emerged altogether changed world scenario. Social networking sites have played pivotal role in spreading global language abuse among the young generation along with formal and informal dialects. Pakistan is one of the communities of globe that have experienced globalization, media explosion and technological advancement that has led its youth to embrace the prevalent language abuse used on one of the social networking sites "Facebook". Furthermore, this study also draws attention towards specific linguistic changes with particular reference to global abusive language between the young males and females of Pakistani society. In order to achieve the target, quantitative data was collected from 100 respondents; 40 females and 60 males; of Bachelor program at the University of Management and Technology, Lahore. Whereas, qualitative data was collected from the 35 publically available wall posts and comments of male and female Facebook users. Based on the analysis of the collected data it was figured out that the youngsters of Pakistani society are using global abusive language on Facebook where males are more prone towards the use of abusive language as compared to females. Thus, changing and deteriorating the native language and culture of Pakistani society.

Keywords: Globalization, Social Media, Language Abuse, Youth, Cultural and Linguistic change.

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