Exploring Social Media Language Use:
Implications for the Standardization of Amharic

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This paper deals with the transformative impact of social media on the use and standardization of Amharic. With the rapid proliferation of digital communication platforms such as Twitter, Facebook, TikTok, and YouTube, there has been a notable shift in how Amharic is used, leading to the emergence of innovative linguistic forms that often diverge from established norms.

This paper examines the duality of social media as both, a catalyst for linguistic creativity and a source of tension for language standardization. It shows the challenges posed by informal language use, including the potential eroding of the standards of established linguistic norms and implications for education and language standardization. Simultaneously, the paper highlights opportunities for engaging with these informal expressions as vital components of Amharic's evolution, advocating for an inclusive framework that reflects its contemporary usage. Finally, the paper proposes strategies to navigate the complexities of language instruction in the digital age, emphasizing the importance of recognizing and integrating informal language use into mainstream education.

By fostering dialogue among linguists, educators, policy makers and the wider Amharic-speaking community, the paper aims to contribute to the ongoing discussion about the interplay of language use in digital platforms and social media versus standardization, seeking to preserve the richness of the Amharic language while accommodating its dynamic evolution in a rapidly changing world.