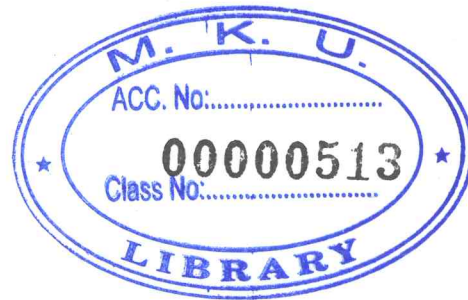


THE EFFECTS OF USING SHORTENED WORD FORMS WHEN USING
CELLPHONES ON ENGLISH LANGUAGE AMONG STUDENTS IN MT KENYA
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REG. NO. E35110/00218



A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF EDUCATION (ARTS) IN
THE SCHOOL OF EDUCATION OF MT. KENYA UNIVERSITY.

NOVEMBER, 2012



ABSTRACT

Language is a form of social practice often used to create speeches which aids communication. It plays a major role in interpersonal and inter-group communication. Thus, it encourages individuals to send across messages in each given situation. Language is achieving new colours and tones in the world in which we live. Technology has become the buzzword in communication circles. The requirements in language versatility, which are universally understood, are overcome by the new short message service (SMS) language that is emerging rapidly.

Cell phones that are conveniently used for social Communication and in business transactions are invaluablely helpful but can equally be extremely detrimental to the learning and development process of learners of other languages especially foreign language learning. The short message service (SMS) language that is used by cell phone users and the advertising industry has also been discovered to be abundantly used by the learners in their written work. This discovery has prompted one to investigate the impact of this prevalent use, for it is believed that the SMS language is influencing the language proficiency of learners in a negative way.

The purpose of this paper is to explicate how the SMS language affects the language proficiency of learners; it examines the SMS style of language communication among Mt. Kenya university students with emphasis on its effects on English language usage. The paper concludes by re-affirming that the frequency of SMS style will generate greater linguistic confusion if it is not controlled.