

talk lk u  
mean it



**CAN'T GET FIRED**

**YOU DONT HAVE A JOB**

**PUT 5 DOLLARS IN  
POCKET**

**PULL OUT 10**

**WHY ISN'T ANYONE**

**GIVING ME ATTENTION**

**HE SAYS TO HER, I SAYS,**

**WASH YOUR NOSE.**

**SHOUTING "FAKE NEWS"**

**IS JUST ANOTHER WAY  
OF SAYING "I'M TOO STUPID  
TO UNDERSTAND THE FACTS"**

**WHAT THE HECK IS**

**AND WHY AM I ONE**

**YOU  
CLUES**

**WILL  
DOM**

**ORANGE**

**IS THE NEW BLACK**

**WHEN I BECOME PRESIDENT,  
I'M GOING TO BAN EVERY POKEMON**

**DOES MY HAIR LOOK GOOD? THEY'RE  
TAKING PICTURES WITH THEIR CELL PHONES**

**YOU'RE**

**DON'T SUGAR  
CAUSE YOU'LL EAT**

**MAKE A LIFE IMPRISONMENT**

**JUST PUTIN**

**HAPPY FR**



LEVELS OF IRONY

<b>IRATHEIC</b>	<b>M 0: Damage control</b>  NO MORE COIN! NO MORE COIN! NO MORE COIN! NO MORE COIN! NO MORE COIN!	<b>M 1: Tired</b>  YOU'RE THE ONLY ONE WHO'S NOT LAUGHING AT ME! YOU'RE THE ONLY ONE WHO'S NOT LAUGHING AT ME!
<b>MODERNISM</b>	<b>M 2: Satirical</b>  WHEN THE WORLD IS GOING TO HELL, WE'LL BE THERE TO HELP YOU THROUGH IT. WE'LL BE THERE TO HELP YOU THROUGH IT.	<b>M 3: Disguised</b>  WHEN THE WORLD IS GOING TO HELL, WE'LL BE THERE TO HELP YOU THROUGH IT. WE'LL BE THERE TO HELP YOU THROUGH IT.
<b>POST-IRONY, OR THE ACTUALITY</b>	<b>M 4: META</b>  WE'VE GOT TO BE REAL. WE'VE GOT TO BE REAL. WE'VE GOT TO BE REAL. WE'VE GOT TO BE REAL.	<b>M 5: Postmodern</b>  WE'VE GOT TO BE REAL. WE'VE GOT TO BE REAL. WE'VE GOT TO BE REAL. WE'VE GOT TO BE REAL.

Anonymous 04/19/18(Thu)17:23:43 No.1717036

Anonymous 04/19/18(Thu)17:30:38 No.1717037

>>>17.1703696 (YRW)  
Are you a spic?

52351235.jpg (16 KB, 480x360) google yandex

5 hours ago



you: me  
 me to you: me to me:  
 Us to you: me me to us:  
 You to them: Us to me  
 Me



Just whipped u  
 dinner! Osteop



rephrased

you "don't appear" to have a vagina, which is a very common medical condition and you may have "been spiced" about it.

see you

you're not a doctor but it's interesting to see you

rephrased

rephrased "to a doctor in which I'm not a doctor but it's interesting to see you"

to the doctor's house

"Babe Atrophy"

es

cuck fam thicc zucc deadass

dumpster fire yuge woke becky daddy

doggo succ bigly adulting another one

wanterrupt so sad squad salty lit

0.29704  
 0.55812  
 0.60456  
 0.29299  
 -0.29121  
 0.06862  
 0.11691  
 0.06819  
 0.11743  
 0.11709  
 0.06864  
 0.11746  
 0.06816

<b>Normie</b> 	"I don't think I like you very much" you literally never talking about anyone. You always "normie" it's a strong term for those heavy problems that everybody had and just because, although you don't care how to pronounce it. Consider yourself lucky.
<b>Cancer</b> 	"What? This cancer has a sweet taste!" You frequently become reddit and post your always with white liquid that looks black border on english. You drive long to happy. Please stop.
<b>Edgelord</b> 	"You're looking so good in that shirt!" You prefer to make fun of people by saying "lol" and "br" to reach them. You're calling people "edgy" and "tigger" is not, it accidentally became when you prefer to just post pictures of yourself instead of talking.
<b>sadboii</b> 	"You're so sad!" You got the most "sad" and you use a lot of things randomly when it they aren't meant to be. The "sad" thing people by posting pictures of people's faces and you're there. You are however, dead inside.
<b>Meta-Memeland</b> 	"WILL GET YOU--D/11" No, you, literally everything is an ironic meme. You think this picture of pumpkin with a black over it is a last meme of the year. There is no hope for you. All yours before the meme die.

Not sure if this is post-ironic

MODERNISM POST-M



this is a warning that this book is written in webspeak, it's not impossible to read or even that difficult but it turns some ppl off, def give it a try but there is a glossary in the back if ur struggling





# contents

16 1337 speak

28 lolspeak

48 currently

120 glossary

126 citations



it's p obvious that the internet has become a rlly big part of society since its inception and w communication increasingly moving to digital platforms the way we speak has clearly evolved

but lk don't ppl talk abt it?? why???

let us delve -->



in this book im gonna take u thru the language of the internet it's by no means all encompassing n theres plenty more to say but this is some of the more important stuff

anyway the first thing to do when talkin web lingo is to look at the early examples of web speak

obv webspeak has existed as long as the internet has n it's constantly evolving but there r two distinct examples of a web language that predate modern webspeak n they r rlly important to consider when looking at the larger scope of language on the web

**Actually Cool**  
 An exclusionary way of making  
 otherwise lame people look hip  
 and down with the gang

**Actually Cool**  
 An exclusionary way of making  
 otherwise lame people look hip  
 and down with the gang



Because nothing screams  
 "Intelligence" quite like leet  
 speak



Blade  
 another hand full of pills.

<3 - 7r08 - 4 f0w s3c0ndz 4g0 n34



337



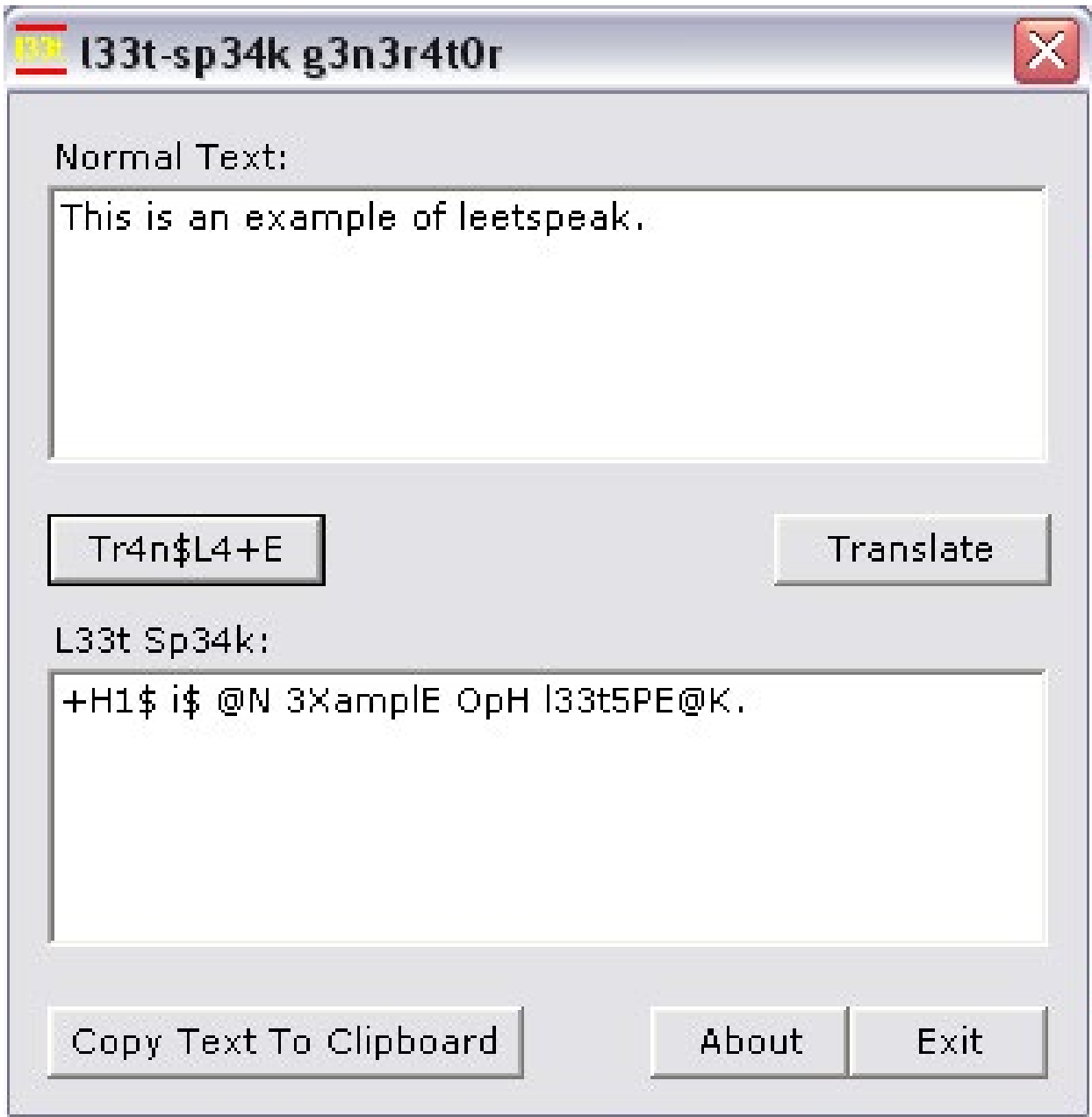
10 Annoying Internet Meme's  
**THIS IS HOW IT IS**  
 Fail: Like in real life, nobody cares what you think  
 it's LOL. And you should probably drop that, too.  
 "Leet speak" is for virgins  
 Hacker: It sounds retarded and makes no sense.  
 ... in one huge, never ending sentence. Use periods.  
 (J. R. etc.): For \*\*\*\* sake, learn how to spell properly  
 Opinions: They are like assholes; everyone has one  
 ... : Old  
 ... to everything you say: It's just stupid  
 ... : XORZ: What the hell does this even mean?

don't b3  
 alarm3d,  
 this is not  
 a mistak3

The "Professional hacker"  
 starter pack:








example of leet speak translator



# 1337 speak

so leet speak aka 1337 speak started  around the 80s on early chat rooms which were called bulletin board systems. the basic idea is replacing letters w numbers or other characters

it isnt confirmed but ppl think it came about as a way fr hackers to prevent their posts from being found thru keyword searches

it got popular in the 90s w online multiplayer games lk doom n took off from there

the idea is p straightforward but there were some grammar n phrase additions

# grammar

the name leetspeak is a modified spelling of elite it often is represented as 1337 which appears in a lot of spaces on the web as an internet injoke



there were a bunch of phrase additions to the web lexicon these r the most important  
-> pwn (own) which means to win at something  
hax0r (hacker) someone to be feared because of their skill  
n00b (newbie) beginner or poor player

letter dropping / adding patterns and abbreviations have always been integral to



lenny sucks

lenny suxxorz

lenny is t3h suxx0rz



101 13nny 15 73h 5uxx022

L0L L3[\][\]Y 15 T3H SUXX0R2

101 13|V|V7 15 73|-| 5( )><><022

101 13|\|\|\|\|/ !5 +3|-| 5|\_|%%0|27\_

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|\_0|\_ |-3|\|\|\|\|/ !5 73|-| 5( )><><0|22

webspeak and leet is no different in fact it's basically the most important part of leet

it's letter substitution was fundamental to leet's grammar structure bc emphasis was usually indicated by how elaborate converted a sentence was

the following pages show some of the most common letter conversions in leet although

leet is a little bit b4 my time on the web bc im a Millennial so i didnt use computers until i was in middle school n by that time the web was in fully engulfed in the image macro style. that said leet still has ripples in web culture lk when i would go on pet websites (u will hear abt this later ok) items would often have references to leet either the word or the number version

this is not by any means all of them as mentioned creativity and illegibility was a major to component to this

style it's also worth noting that certain letters having overlapping conversions which def makes translation more difficult and dependant on context




this is also the first time on the web where we see 'teh' the misspelling of 'the' being used (it was a big deal in lolspeak)

also common was the dropping of the 'e' in '-ed' sometimes it would b replaced w an apostrophe instead lk owned becomes pwnd or pwn'd

new suffixes n new pairings started to surface which gave leet it's well known sound

suffixes include '-ness' '-age' '-xor' ex awesomeness pwnage haxor

also popular was replacing the long vowel sound for 'o' w 00 lk d00d (dude) or j00 (you)

<b>A</b>	aye	ci	^	@	Λ	4	/-\	λ	Z	∂	
<b>B</b>	8	3	6	13	ß	]3					
<b>C</b>	(	<	¢	sea	©	{	see				
<b>D</b>	)	)	∂	])	>	0	cl				
<b>E</b>	3	£	&	€	[-	ə					
<b>F</b>	=	]=	}	ph	(=	∫					
<b>G</b>	6	9	&	gee	C-	(_+	jee	(Y,	cj		
<b>H</b>	-	#	]-[	[-]	)-(	:-:	∫	}-{	aych		
<b>I</b>	!	eye	1	i	3y3						
<b>J</b>	_	_/	]	¿	</	_)					
<b>K</b>	x	<	x	{							
<b>L</b>	1	7	_	£		1J	¬				
<b>M</b>	44	∞	v	em	v	Y	(V)	[V]	^^	/\V\	

<b>N</b>		~	/\//	И	[N]	< >	{}	//	⌘	⌘
<b>O</b>	0	()	oh	□	▫	Ω				
<b>P</b>	*	°	"	?	9	□D	¶	7	p	Ⓟ
<b>Q</b>	0_	0,	(,)	<	¶	9	cue			
<b>R</b>	2	2	в	^	~	lz	®	.-	Я	/2
<b>S</b>	5	\$	z	es	§					
<b>T</b>	+	7	-	1	]'	†				
<b>U</b>	_	Y3W	M	μ	( )	□	\_	\_	/_	
<b>V</b>	v	\//	√							
<b>W</b>	\//\//	vv	'//	(n)	\x/	щ	UU	JL	≠	ω
<b>X</b>	ecks	><	*	{}	ex	Ж	)			
<b>Y</b>	j	'/	'(	¥	φ	ψ	λ	_ /	ч	
<b>Z</b>	2	~/_	≥	%	3	7_				





demotivational poster mimicking the illegibility and iteration of leet



# legacy

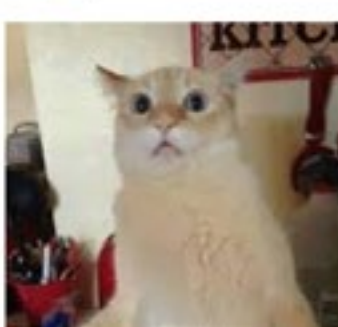


most of the phrases from leet speak have faded into the tapestry of the internet altho the trend of replacing letters fr numbers has come in n out of popularity since then

leet still appears in pop culture fr ex being used in titles fr the show 'mr robot' which is abt hackers

a few of the phrases in leet also were assimilated into webspeak probably most notably noob which is still a v popular term for a new player in a video game







I think those are...

**BALLS!!!**



ur password is fail

**entry are denied**



JOS  
ITTY

Oh



**ME???**



**Im in ur computer**

**makin ur graphix**



**I regret**

Fat Cat..



**LANE**



**SUSPICIOUS PEEPS**

**IS SUSPICIOUS**



**HI**

**HELP WIF UR SHOPP**



**Dude...**

**Wa**



hoomins need lots ob attenshun

u gots to pet dem

u gots to gib dem teh BIG sad eyez!

u gots to purr at dem



# lolspeak

lolspeak started in the mid 00s with the rise of the lolcat meme



it probably started on 4chan (lk most internet garbage) but it got rilly popular in 2007

after the website icanhaz.cheezburger was launched which was basically a huge collection of lolcat memes in fact it was so popular that there were a lot of offshoots lk i has a hotdog (a dog version)

humans have basically always added characterizations and stuff to animals (remember aesop) but this time it's on The Web

basically lolspeak is an imitation of how the internet collectively decided cats would speak in english m calka a professor from ohio university claims that “the closest approximation would be to imagine English put through an automatic translator into another language and then translated back and spelled phonetically”<sup>1</sup> but i would consider it closer an extension of babyspeak which is lk how ppl often talk to their pets the early 2000s were also when memes shifted formats from the demotivational poster to the image macro style which was



basically the meme style where impact text would b placed on the top and bottom of the image



speaking of impact it probably became the most notorious typeface up until comic sans but we'll get into that later anyway impact is a rilly standardized typeface and its p thick which is gr8 fr legibility. it got popular as a meme font bc when advice animals and those types of memes were popular they were usually made on a generative website that would automatically place text n they just happened to have impact in their font options.<sup>2</sup> it happens to b really good fr memes bc it is extremely legible n has this casual connotation

# **Teh Ten Commanments of Ceiling Cat**



**1. I iz Ceiling Cat.**

**2. Ceiling Cat comz 1st.**

**3. Don' lissen to Basement Cat.**

**4. Don' use mai name to do evil things.**

**5. Remember Caturday n keepz it lazy.**

**6. Drive ur hooman az crazy as possibl.**

**7. Don' kill! Unless hooman makez u dress up.**

**8. Don' cheat n huk up wit crazy kitteh down teh street.**

**9. Don' lai! Unless u has to.**

**10. Don' steel! Just take stuff wiff out permishun an put it back b4 they kno.**



classic business cat meme

maybe the most iconic of this era was the advice animal which was actually a lot of diff memes but all of them featured an animal centered in the image offering specific kinds of advice ex includes advice dog who only gave bad advice insanity wolf who gave exaggerated angry advice and business cat whose content would usually b puns combining cats behavior n business



# grammar



so lolspeak is a much broader language than leetspeak which was probs bc of its extended reach n association w popular memes



alho rilly fluid there is a clear grammar system n rules<sub>3</sub> which some ppl might consider prescriptivist but we will talk abt that later anyway lolspeak is above all a playful language it's rilly clear that the users kno what is proper english n what isnt n they take that idea to the extreme

lolspeak tends to ignore or invert traditional grammar structures most commonly the lack of agreement between pronouns and

auxiliary verbs (i can has vs i can have)<sup>4</sup>

users actively will choose the less grammatical one v popular swap was 'eated' instead of 'ate'



misspelling was a huge component of lolspeak bc it sort of makes sense that a mistranslation of english thru an cat would make mistakes 'the' is probs most common w 'teh' which was also used in leet but appears a lot more in lol but lol adds 'da' as well altho less frequently which adds variety and tonality to sentences

speaking of taken from leetspeak there were actually a bunch of things that made the jump between languages. altho not rilly used the same way the number fr letter

substitution also was present in lol altho this time it was more used as an intentional misspelling lk w00t which was a popular web interjection (wooh!)

similar to the number for letter replacements there r a number of v common letter fr letter replacements in lol. 'z' fr 's' is probs most common lk 'friendz' it also adds to the vocal tone of lolspeak lk even tho 'z' n 's' r pronounced similarly the tonality when reading a lolspeak phrase is diff. later in this book we'll get into how misspellings affect tonality



lolcats was actually probs the first memes i experienced as a young web user i remember rllly clearly being in middle school in my computer class scrolling page after page of icanhazcheezburger instead of practicing my typing skills lol at this point meme language didnt rllly enter my vocabulary i would say that didnt rllly happen until i was in late high school after joining the worst possible group of nerdy gamer boys lol they were rllly mean but at least i would have a basement to hang out in n watch some1 play video games anyway lolcats rllly were a great introduction to meme culture bc they were generally innocent esp since they were the immediate successor to the demotivational poster meme style which was rooted in the dry sarcasm n humor of monty python n nerd humor generally also lk who doesnt lk cute pics of cats doin dumb shit w a rllly bad cat pun on top

in mainstream webspeak but it's good to realize that the idea surfaced in lolspeak where in leet capitalization was more stylistic in lol it rilly starts being seen as an emphatic expression altho in image macros impact text was usually in all caps so this was only really the case in more lengthy writing n non memes



it's p common to drop a 'g' in '-ing' to the point where it has a linguistic name (g-dropping). it's known fr bein a part of southern accents. lol also does this but it's a stylistic choice n doesn't add the apostrophe to the end of the word lk traditional writing again lolspeak's grammar structure was

rilly based on the style of being ungrammat-  
ical lk to excess. double negatives, second  
suffixes (eateded), misspelling, etc were all  
commonly used. there was clearly a lot of  
fluidity but all fr the sake of rilly clearly bein  
ungrammatical



the original ceiling cat meme





lolcat meme with standard humor

# legacy



as lolspeak became more popular around 2007 ppl began contributing to a crowd-sourced translation of the bible altho a rather large undertaking it is basically completed<sup>5</sup> a couple things of note:

there were a number of phrase replacements to fit in the lolcat continuum including 'ceiling cat' for god 'basement cat' for satan people are 'kittehs' gifts are 'cheezburgers' etc



it's also important to note the collectivized nature of this undertaking it really informs the culture of the internet that so many





ceiling cat vs. basement cat meme



users were willing to contribute to an ultimately useless project (aside from the gratification n fun of doing it) we see this collective action in language development all the time but this is a really cool instance of a solid project

similar to a number of different memes  
lolspeak was implemented into a coding language called lolcode in 2007

**HAI12**



**CAN HAS STUDIO?**


**VISIBLE "HAI WORLD!"**



**KTHXBYE**

so basically after the lolcat meme ended  
lolspeak also died but there are def ripples  
in web lingo since then

the doge meme which was made in 2013  
but reached peak popularity in 2017 is probs  
the spiritual successor to lolspeak<sup>6</sup>

doge is kind of a dog version of lolspeak  but  
instead it was tied to this specific photoset  
of shiba inu looking at the camera. ppl  
interpreted the dog as being incredulous or  
feigning surprise n the humor is basically  
dramatic sarcasm combined w the lolspeak  
staple of infantilizing how animals talk

doge also lifted the mixed grammar rules  
except it focused more on verbs, always

removing the action of '-ing' and adding a modifier that doesn't fit the verb lk 'much run' there was also a clear emphasis on being ungrammatical lk if a combos of modifier and verb werent mixed enough ppl would call it out as not real doge speak (this is maybe prescriptivism)

doge is also a big deal meme wise bc similar to when memes are adapted to coding languages in the last few years they also get turned into cryptocurrencies in this case dogecoin. doge was also commercialized for a while before the internet abandoned it (usually ppl hate it as soon as a meme starts being corporatized)



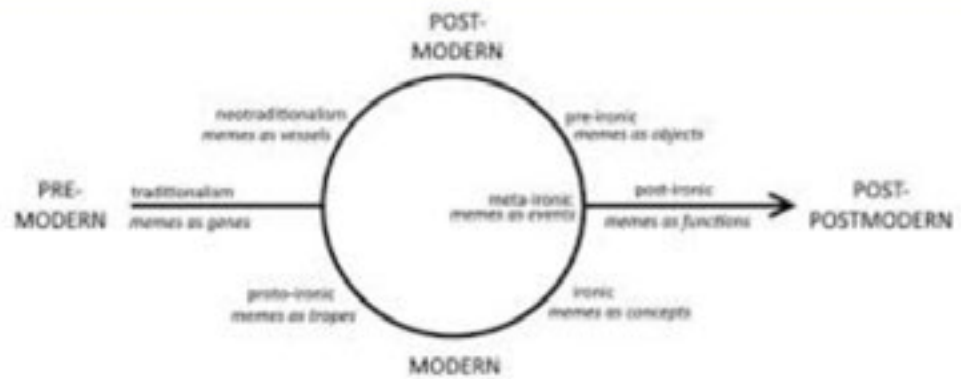


original doge meme

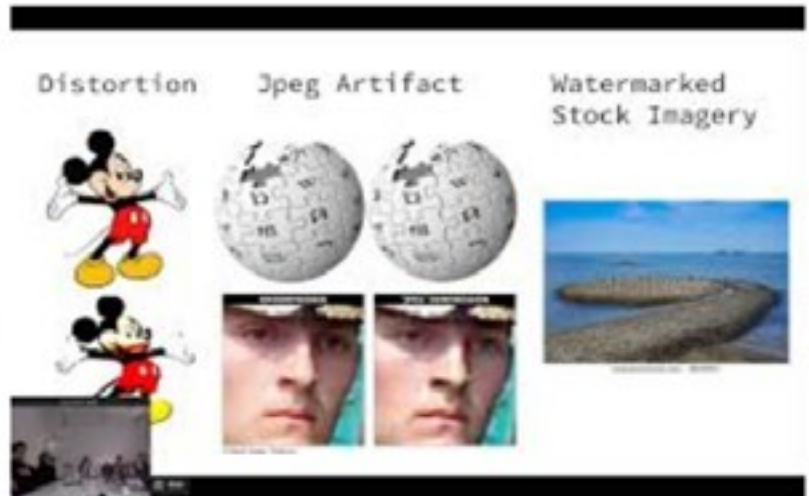
Do the thing, everybody sing



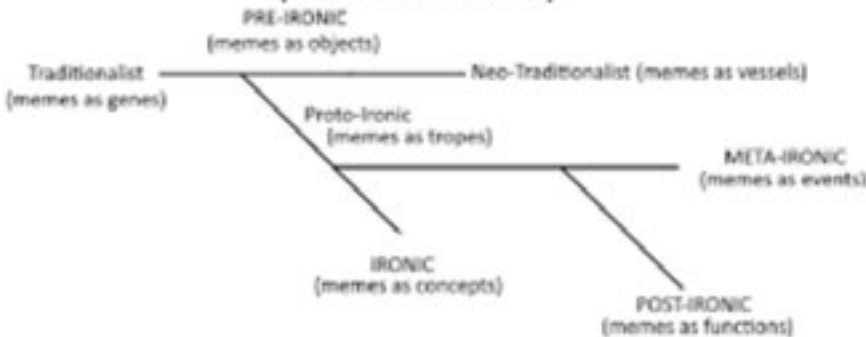
Do the other, everyone bother!



		STRUCTURALLY SUBVERSIVE <i>is the form used ironically?</i>	
		Yes	No
NARRATOLOGICALLY SUBVERSIVE is the content used ironically?	Yes		
	No		



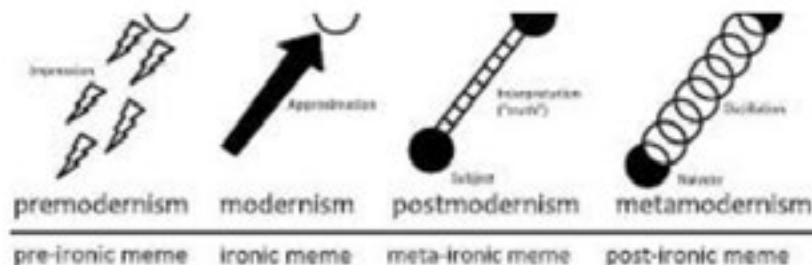
### Phylomemetic Tree of Internet Memes (Darwinian Model)



NEGATIVE CHILL  
@FilthyFrank

ironic meming is now a thing in itself so we all lose

me: i should not do this  
the 2 me: do it anyway  
DDDDDDDDddd



#### META-IRONIC

- structural irony
- conceptual
- meta-criticism of ironic memers
- meme-concept/meta-found art



Carl Ludwig Sherburne  
13 hrs · 🗨️

really curious to who I upset so badly for my name to be used again on  
these ironic meme pages

2 Likes 19 Comments

Getting on some of that Meta  
shit with some Carl Stillborn  
memes.

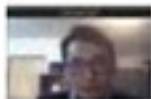
Angry  
face

nonsense words conveying anger  
nonsense words conveying anger  
nonsense words conveying anger  
nonsense words conveying anger  
nonsense words conveying anger  
nonsense words conveying anger  
nonsense words conveying anger  
nonsense words conveying anger  
nonsense words conveying anger  
nonsense words conveying anger

meme

### META-IRONIC

- structural irony
- conceptual
- meta-criticism directed at ironic memers
- meme-concept/medium as found art



### levels of irony

non-ironically anarchist/transfeminist satirical ironic anti-contrarian anti-satire

meta-ironic contrarian anti-satire

meta-ironic memes

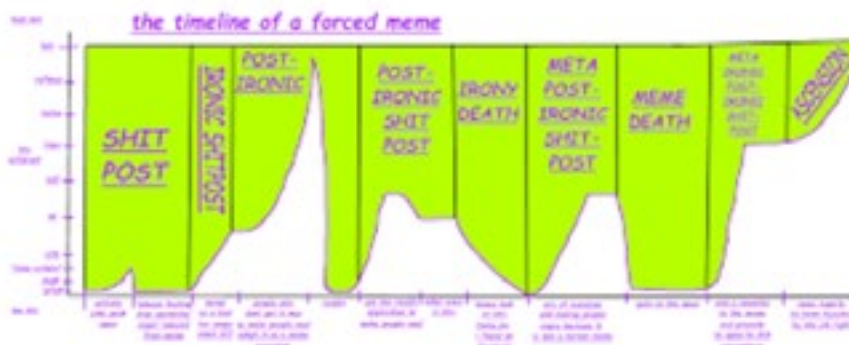
ironic satire

ironic situational humor

where am i ive lost my way



The Yik Yak Facebook page is now officially a super meta-teir post-ironic meme page.



### PRE-IRONIC

- rigid format and u
- impact font, top text/bottom text
- prescriptivist - using that meme w
- single - meme as v objects





# currently



ok so now that we got the previous languages out of the way lets rilly hone in on the current lingo. i would say it probs started around the early 2010s. where leet n lol speak were more niche and specific to ingroups the current language is more widespread extending to mainstream social media as well as meme culture and has a lot more grammatical specificity



john mcwhorter a well known linguist put forward the idea that texting n contemporary internet language is actually fingered speech. ik that sounds grody but it rilly





means that the way we talk on the web is an attempt at mimicking the way we speak. (that's why it's called webSPEAK not webwrite lol) through history speeches n formal talks have always been trying to imitate the way we write lk fuckin shakespeare it's super fancy n lk no one actually knows what ppl r saying but since communication has been increasingly web oriented language has to catch up



grammar now is a way to communicate the subtleties of spoken word especially in the effort to make up for communication pieces we r missing thru the web fr ex facial expression n emphasis

so in this section of the book were gonna  
really break down the pieces of contemporary  
webspeak, what r the pieces, how do they work  
n how have they changed, what does it matter  
it's important to note the appropriation of  
contemporary grammar in webspeak, we'll get  
into it w each component but be aware a lot  
of the subtlety of webspeak is in the collective  
reassignment of meaning in traditional grammar  
structures which have mostly been used to  
pace and structure a writing piece



# txt style



current webspeak is probs most well known fr the truncation of words plus acronyms and abbreviations these things aren't lk New fr writing, but the cool thing abt the web is how many new ones have become a part of the vernacular as well as many r temporarily

around 2005 or so i was in middle school cell phones were basically just becoming a Thing n i had some rly crappy flip phone. i was immediately into textspeak first bc it was rly hard to type on my flip phone. for a while lk most of high school i had this awful little blue brick with a full tiny keyboard. i had a p strict texting limit n my social interactions esp hang out planning were increasingly text based. my first ever relationship w a boy mostly occurred thru corny texts. i was rly into textspeak to the point where i had some more prescriptivist friends who would make me resend a message spelled out traditionally. i def would go back n forth between more stylistic n more traditional grammar n i think my current text style is sort of an in between

popular n later forgotten

webspeak is rly influenced by the advent of texting on

cell phones bc when texting

first became accessible most

ppl still had flip phones where

it would b difficult to type out full words n



sentences also the screen was small n texts had length caps n phone companies often charged by the letter



bc this form of communication was evolving simultaneously with communication on the web there was a lot of overlap and texting style basically became absorbed into webspeak 🤔

while there r a lot of different ways ppl can truncate words patterns have def emerged w what is considered appropriate

part of the reason letter dropping n truncation occurs is the casual tone that those phrases then convey bc when someone is comfortable enough to not b exactly proper it feels like more sociable n friendly



kk u mean it

its easy 2 notice that mostly vowels r dropped when truncating but that's not exclusively tru lk it's more that the unnecessary letters r dropped lk thanks can become thx or ty bc u can still understand what they mean, also altho this is less clearly defined many ppl have a noticeably different internal pronunciation fr truncated words than for their full spelling which is why u might find both the short n long form in the same sentence this is along the same lines as how truncation presents a more casual tone



y u no rage face meme

# intentional typos



so speaking of truncation n how it can b a style choice intentional misspelling has become a p big part of webspeak as well

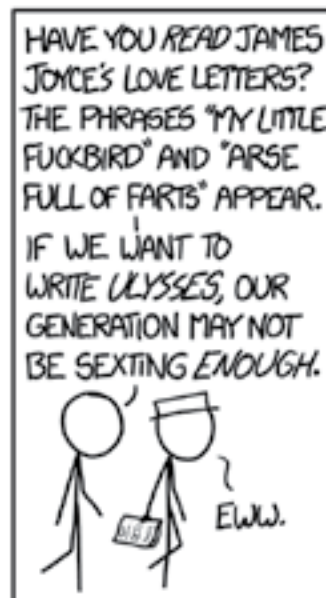


we def see this in lolspeak and even in some parts of leetspeak but there is a lot more breadth and specificity in current webspeak

truncation has become a way fr ppl to mimic vocal tones so that intentionally diff spellings or misspellings have a diff connotation and feeling. this is a relatively new thing n creates some generational gaps bc older ppl think that



IMAGINE KIDS SUDDENLY START PLAYING CATCH  
LITERALLY *ALL THE TIME*. EVERYWHERE THEY GO,  
THEY THROW BALLS BACK AND FORTH, TOSS THEM  
IN THE AIR, AND HURL THEM AT TREES AND SIGNS-  
NEARLY EVERY WAKING HOUR OF THEIR LIVES.



xkcd comic strip number 1414



truncation is a result of bein rushed or lazy  
whereas younger ppl use it to communicate  
their tone


there have honestly been so many stylistic  
additions to webspeak just in ref to the acro-  
nyms n abbreviations it could probs b it's own  
book (there r some in the glossary at the back  
of the book)



angery meme



# lol

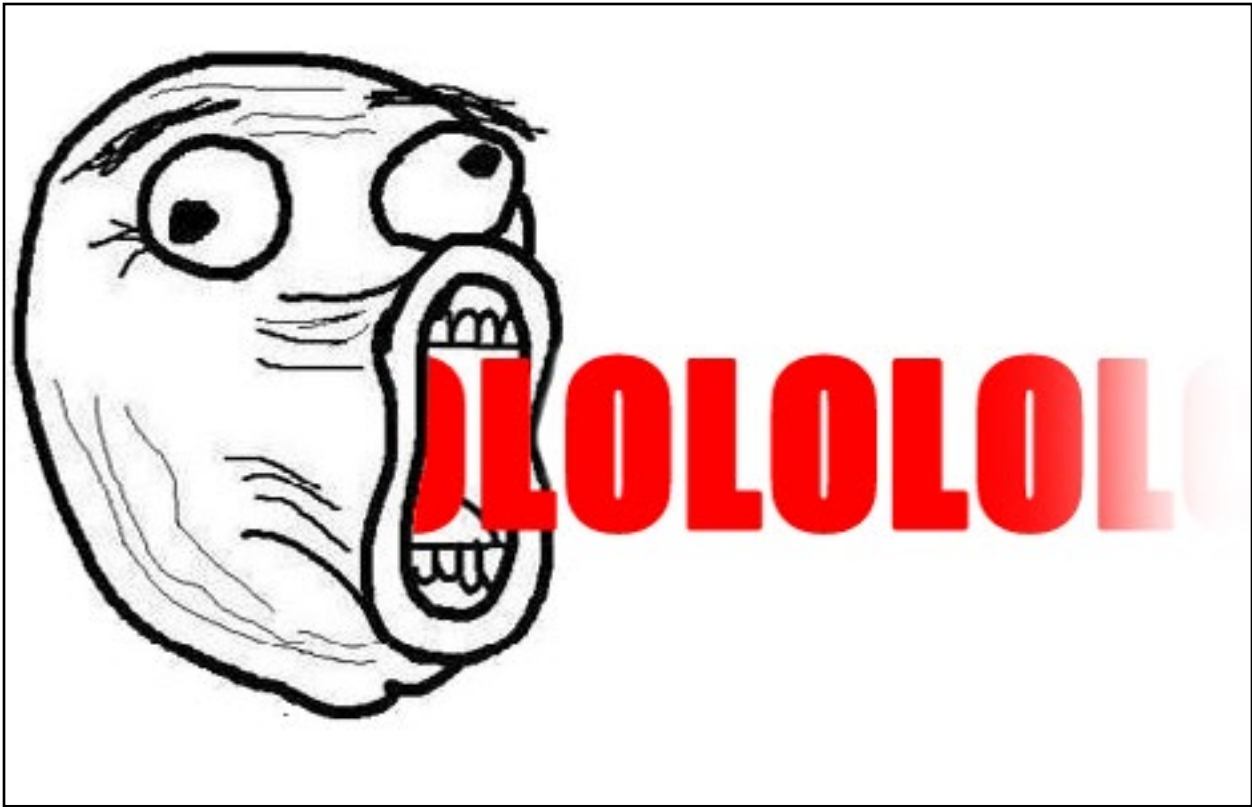
probs the most singularly impactful part of  
webspeak is the acronym lol 

originally meaning laugh out loud lol was a part  
of the mass of acronyms added to the vernac-  
ular when texting became popular including  
lmao (laugh my ass off) rofl (roll on the floor  
laughing) and roflmao (rolling on the floor  
laughing my ass off)

lol was used rilly frequently during the image  
macro meme era so like 2006ish i mean lolcats  
literally has it in its name but after that meme  
was exhausted n web culture moved on lol was  
basically abandoned

current language





lol rage face meme gif still

actually all of the acronyms i mentioned earlier died out i mean that progression is just how the internet works



anyway lol is really special bc it started being used again in around 2011 it was originally brought back as an ironic Thing lk ppl used lol as a joke in reference to the fact that ppl used

to use it for real which is like very much standard for web humor in general



eventually people started using it unironically because of how normalized it was but it took on an entirely new meaning like it hasn't actually meant 'laugh out loud' for years

linguist John McWhorter describes lol as a pragmatic particle which is basically a thing that denotes empathy, saying that another way it's like adding an lol

i literally remember using lol for its intended use when i had a flip phone (2006?) and when i started using it ironically (tumblr 11ish) and then unironically (also tumblr 13ish) it is my fave part of internet culture

lets the reader know to not take the sentence seriously or gives it a casual tone it's also been called an illocutionary force<sub>10</sub> which is just a marker that shows the intent of the speaker





.

;

semicolon

- every english teacher's favorite student
- doesn't start things until the last minute
  - has hidden wild side of some kind
  - probably a cat person

—

m-dash

- must have final zinger in an argument
- kind of an asshole, but in the loveable way
  - off-the-charts sarcasm levels
  - cheer them up with food

&

ampersand

- really heckin gay
- probably an art student
- trash for pastel-colored anything
- loves succulents but can't stop killing them

“ ”

quotation marks

- helps friends by sharing memes
- didn't peak until after high school
- "what am i doing with my life"
- probably a younger sibling

...

ellipses

- what is self-control
- still unironically uses XD and o.O
- freaks out when they see a dog
- kind of a mess, but also pure

.

.

colon

- mom friend
- Very Organized—how do they do it?
- bakes desserts when stressed
- too hard on themselves

()

parentheses

- wrote it down but lost the note
- thinks of perfect response a day later
- can't catch a break but Trying Really Hard
- loves nature/being outdoors

!!!

exclamation point(s)

- chaotic neutral
- won't stop watching vine comps
- hasn't slept in three days
- for fuck's sake

\*

asterisk

- "well actually..."
- kind of a know-it-all
- won't realize they're the asterisk
- were probably valedictorian or something

/

slash

- so indecisive
- "hip with the youths"
- says "omg" (the actual abbreviation)
- has watched the office at least 3 times

~

tilde

- so soft
- probably a weeb
- probably good at whistling
- doesn't want to hurt anyone's feelings

?

question mark

- always sleepy
- "what is happening"
- really likes podcasts and/or npr
- shares nihilistic memes; really an optimist

(c) leuren cox 2018 (c) leuren cox 2018 (c) leuren cox 2018

tag yourself meme using punctuation



# punctuation.

so everyone knows how punctuation is used  
in traditional grammar (it's pacing n tempo<sub>11</sub>)  
n on the web it's sorrrrta similar but it's a lot  
more specific




traditionally punctuation is super uniform lk  
u expect a period at the end of a sentence  
or a comma after however but now punctu-  
ation is way less standard bc webspeak is  
rilly informal lk as if ppl were having a casual  
conversation in person



# period

by this point in the book u def woulda noticed that i use periods rly minimally mostly to break up two sentences that dont flow as a run on but this is literally an arbitrary style choice rather than anything else webspeak is more lk rly long run on sentences to complete a thought altho the adept web linguist will kno where the breaks r supposed to b

the hard stop that was once provided w a  period is now represented by a hard enter which is an effect of texting mixing w webspeak bc thoughts / phrases r sent individually as a sequence of texts 😊

periods have a sense of finality to them so they  
r generally avoiding in texting bc text convos r  
generally ongoing n dont have a definite end



all this to say that periods r not useless in fact  
they have basically taken a completely new  
connotation since they r so rarely rarely used  
adding a period is very intentional Choice n it  
has come to represent a negative or curt tone<sup>12</sup>

similar to word truncation theres a p big gener-  
ational split very specifically w period use lk  
above all diff punctuation forms bc it's the one  
w the most changed connotation

Youths tend to not use periods while older folk  
use traditional grammar which often leads to a  
miscommunication of tone fr the young person









.....

.....

.....

.....

.....

.....

.....

..... ellipsis.....



traditional ellipsis r three periods together  
n represent either an omission of a word or  
phrase or that a sentence continues / is trailing  
off but on the web ellipsis are mostly used to  
pace or add breaks to sentences n the number  
of periods in an ellipsis usually represent the  
length of break altho it is fairly arbitrary



ellipsis also can replace traditional punctua-  
tion<sub>13</sub> altho they still function as a pacing break  
or a sort of suspense builder



similar to the lack of periods in webspeak  
ellipsis are v open ended n dont convey finality  
in ur sentences heavy ellipsis use is very typi-  
cally webspeakey n has even been a founda-  
tional part of some memes

? n !



exclamation points n question marks have def  
changed the least in the transition to webspeak  
they still convey their respective og meanings  
but have gained some new formats n applica-  
tions altho they r v similar in use



following the web's abandonment of ending  
punctuation adding an exclamation point or  
question mark is a v deliberate action and holds  
an extra emphatic weight

also both r commonly found now in the middle  
of sentences bc they have taken pseudo  
onomatopoeia function where they cn stand  
alone as a phrase



creativityobsessed:

*urbanoutfucks:*

*i wish i could say "?????????" in real life it would be very useful*

*Yeah but the weirdest thing is that DOES have a sound in your head.*

I also feel like ????? and !!!!!!! come with facial expressions. Something like raised eyebrows?



screen capture of tumblr conversation

# repetition



the repetition of punctuation is something we rarely see in traditional grammar but its fairly constant in webspeak

as mentioned b4 exclamation points n question marks r sometimes used as onomatopoeia n often they r represented w a string of punctuation i think bc it feels more like a word

something i find really cool about how webspeak evolves is its interaction with web culture like the awareness of using repeated punctuation became a text based meme starting with lolspeak<sub>4</sub>



the premise is really simple where people who would be writing a string of punctuation usually exclamation points will replace some of them with the non-shift-key characters (!!!1!!!) or similar looking ones (!!!ii!) or going ham with the joke in a really self aware way (!!one!!1!)



# astreisk asterisk\*



the asterisk was only ever a footnote marker in traditional grammar but it has become a rilly big part of web vernacular having obtained a few distinct uses



the first is as an action indicator commonly found in rp culture where when trying to communicate a physical action the phrase is bracketed w asterisks this is a fairly niche use bc the rp community is still p underground

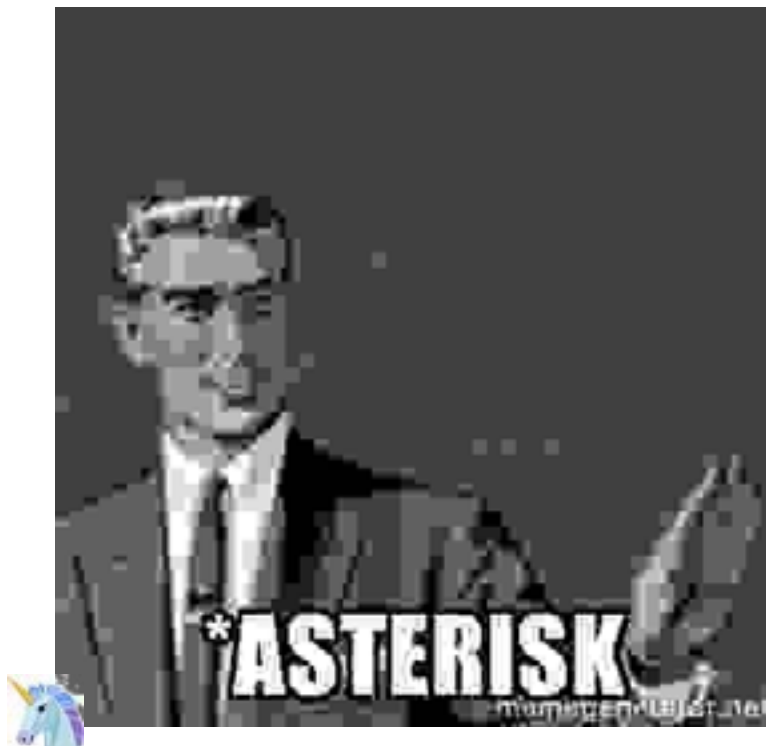
another less frequently used function is as an emphasis indicator<sub>11</sub> it's not used as much bc



there r more iconic n specific ways to convey emphasis in webspeak



by far the most common use is as a repairer usually to correct a previously written error or typo<sup>15</sup> it's rilly important fr webspeak to b able to correct urself after the fact bc it prevents interrupting the stream of conversation while still clarifying the original intent



correction man meme

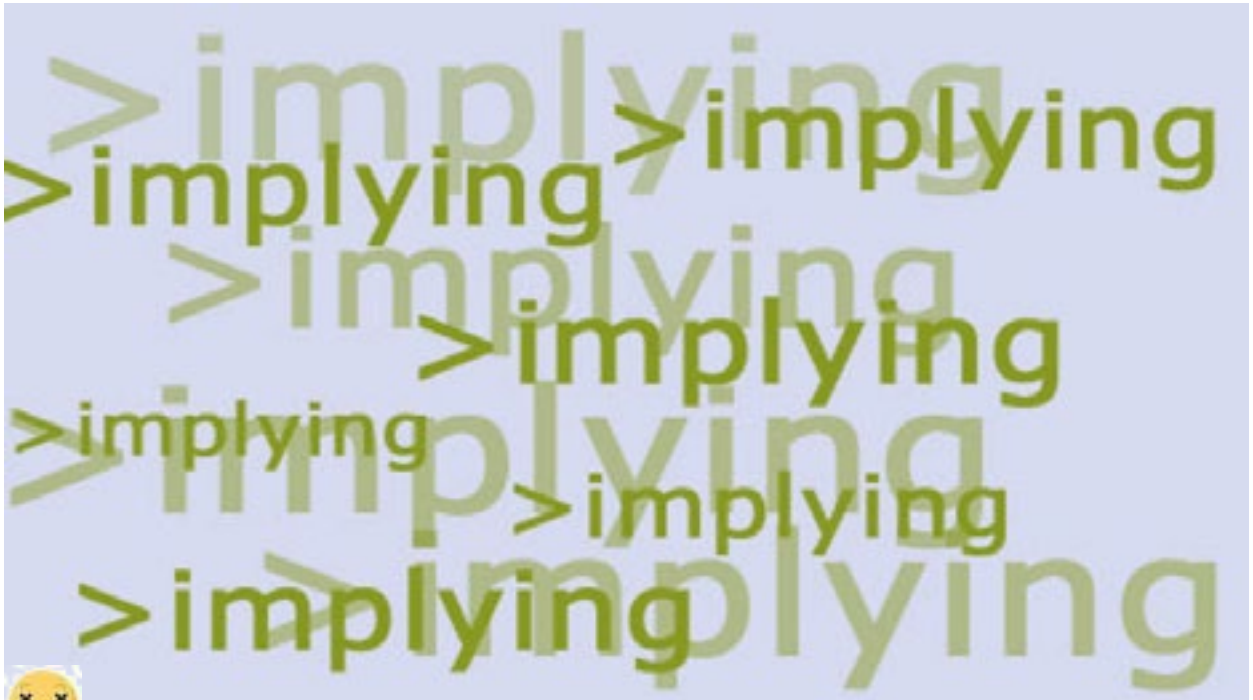
# carat n arrow

in a paper analyzing the chats of a world of warcraft guild (its a multiplayer video game that's been around forever also called WoW) the author collister<sup>14</sup> p effectively describes the use of carats n arrows on the web as a whole even tho it was in this niche group




while traditionally carats are mostly used to represent exponents on the web carats basically always refer to the previous line of a chat which is called a deixis in fancy linguistic speak so in a chat group or text message the carat is pointing to the earlier message deictic items can b rilly vague bc their meanings are affected





implying meme gif still

by context, social processes, and speaker environment' lk which can get confusing if multiple people are part of a chat group and someone posts b4 a person can comment w a ^ 

it og functioned the way asterisks now do which is as a repairing symbol to correct typos but it has since transformed into an affirmation symbol or a shorthand for agreeing w the



file: 1358148753159.jpg (105 KB, 300x300, 300.shrek.forever.ir.121809.jpg)



Anonymous (ID: CBcH+zLI) 01/14/13(Mon)02:32:33 No.450921803 Replies: >>>4509

- > I was only 9 years old
- > I loved shrek so much, I had all the merchandise and movies
- > I pray to shrek every night before bed, thanking him for the life I've been given
- > "Shrek is love" I say. "Shrek is life"
- > My dad hears me and he calls me a faggot
- > I knew he was just jealous of my devotion for Shrek
- > I called him a cunt
- > He slaps me and sends me to go to sleep
- > Im crying now, and my face hurts
- > I lay in bed and its really cold
- > A warmth is moving towards me
- > I feel something touch me
- > Its shrek
- > I am so happy
- > He whispers in to ear, "this is my swamp"
- > He grabs me with his powerful ogre hands and puts me on my hands and knees

- > I'm ready
- > I spread my ass cheeks for Shrek
- > He penetrates my butthole
- > It hurts so much but I do it for Shrek
- > I can feel my butt tearing as my eyes start to water
- > I push against his force
- > I want to please Shrek
- > He roars a mighty roar as he fills my butt with his love
- > My dad walks in
- > Shrek looks him straight in the eye and says. "Its all ogre now"
- > Shrek leaves through my window
- > Shrek is love, Shrek is life

>>  Anonymous (ID: fBWBqNjg) 01/14/13(Mon)02:33:51 No.450922048


what the fuck



shrek is life 4chan story screencap

previous statement it has actually become a really big part of reddit and 4chan's gig bc it is synonymous w upvoting or agreeing w a post it also can function similarly as the check mark denoting that a message has been read in other messaging systems



the arrow was actually completely generated on the web and is made of a greater than symbol with at least two hyphens it's a combo of iconicity symbolism + indexicality which means it's form and meaning agree and it is used to direct a viewer to some object 

it has come to agree w the linguist term called a copula which is basically the word that links a subject and predicate which is usually 'is' but the arrow can be 'is' 'is from' 'has [action]' 'associated with' 'me'

almost exclusively seen on 4chan the greater than symbol has a secondary function aside from being part of arrows it's a sentence starter pulled from coding in a terminal the > is seen



in front of each line in a story it has since been  
iterated on ironically but the system has an  
iconic tie to forums and deep web communities



~tilde~



this is a weird lil fella that has gotten more trac-  
tion as a web character than in print

similar to the asterisk it can b used fr emphasis  
ex ~this~ but more notably it is used in  
aesthetic culture which is a niche on the web  
focussed mostly on minimalism n pastel colors  
also it's used to mimic said culture often for  
phrases meant to b exaggerated ex 'its just so  
~artsy~'





ironic aesthetic meme



witchshaming:

*kirby-ebooks:*



*ihamtmus:*

*corn-free-awesomesauce:*

*The best part of 'me, an intellectual' is that the grammatically correct pronoun would be 'I'.*

*you: me, an intellectual*

*me, an intellectual: I, an intellectual*

*hi where the fuck do you think that fragment is getting nominative case. listen to me. subjects of transitive verbs in nom-acc languages get nominative case by agreeing with a tense node. are you listening. fragments are accusative in english because that's the default case when there's no case-assigning node. meet me in the pit behind the denny's and i will explain this to you. bring a whiteboard*

*you: The best part of 'me, an intellectual' is that the grammatically correct pronoun would be 'I'.*

*kirby, a linguist: meet me in the pit behind the denny's and i will explain this to you. bring a whiteboard*

18th-century grammarians: English grammar should work like Latin!

me, a linguistics blogger: I wrote [a post explaining why "me" is perfectly acceptable two years ago](#)

tumblr linguistic dialogue including me, an intellectual meme



talk lk u mean it






# othr



there r a couple other punctuation centric  
webspeak variants worth mentioning

similar to webspeaks vowel dropping most  
apostrophes r also dropped similar to arabic  
but many webspeakers know how to read w  
out them 

commas r also mostly removed even in list-  
making but there r some specific instances  
where they r v intentionally used lk in a  
popular tumblr meme where sentences r  
ended w a comma to suggest that the phrase  
continues but is unnecessary to actually see<sup>16</sup>



ladysparklefists:

*idk I just love how we Young People Today use ~improper~ punctuation/grammar in actually really defined ways to express tone without having to explicitly state tone like that's just really fucking cool, like*

*no = "No," she said.*

*no. = "No," she said sharply.*

*No = "No," she stated firmly.*

*No. = "No," she snapped.*

*NO = "No!" she shouted.*

*noooooo = "No," she moaned.*

*no~ = "No," she said with a drawn-out sing-song.*

*~no~ = "No," she drawled sarcastically.*

*NOOOOO = "No!" she screamed dramatically.*

*no?! = "No," she said incredulously.*

I've been calling this "typographical nuance" and I have a few more to add:

**\*no\*** = "No," she said emphatically.

**\*nopes on out of here\*** = "No," she said of herself in the third person, with a touch of humorous emphasis.

**~\*~noooo~\*~** = "No," she moaned in stylized pseudo-desperation.

**#no** = "No," she added as a side comment.

**"no"** = "No," she scare-quoted.

~~wtf are you kidding~~ **no** = "No," she said flatly. "And I can't believe I have to say this."

**no no No No NO NO NO NO** = "No," she repeated over and over again, growing louder and more emphatic.

**nooOOOO** = "No," she said, starting out quietly and turning into a scream.

**\*no** = "Oops, I meant 'no,'" she corrected, "Sorry for the typo in my previous message."

☐ Psychological Effects of the Internet · source: ladysparklefists

tumblr discourse on typographical nuance



Patrick W Chariton

patrickchariton

Follow

when you accidentally type a capital letter at the beginning of a sentence



oh no my aloof  
and uninterested yet  
woke and humorous  
aesthetic



capitalization meme twitter screencap



# Capitalization

ok well the other obv aspect of grammar is the capitalization of certain words i mean traditionally proper nouns and the beginning of sentences are capitalized but for the most part the web has abandoned traditional caps



probs since the era of image macros sentences in all caps have the connotation of yelling so generally all caps r lk Banned bc no one wants to feel lk theyre getting yelled at fr no reason

caps r also used for additional emphasis such as sentence switching to all caps at the end to represent rising excitement



a style recently added to the web vernacular is a capitalized word often followed by a <sup>TM</sup> ex Bad<sup>TM</sup> which is an added emphasis and an official tone but mostly in an ironic way<sup>17</sup>



in 2017 a new meme emerged adding a new use for capitalization called mocking spongebob it uses a screencap from the show where spongebob is posed like a parrot and it's accompanied with a situation where the creator repeats a phrase using alternating caps and lowercase to represent the tone of mimicking



mocking spongebob meme



# lengthened

lengthened words r when a word has repeated letters to represent the way ppl exaggerate words in speech it's a form of nonverbal signaling bc it allows the viewer to visualize how a phrase would be said out loud<sup>18</sup> usually the last letter or rightmost group repeats is bc thats how usually its Said out loud rather than lengthening the phonetically correct syllable



in a study conducted using twitter posts some linguists examined what letters are actually lengthened<sup>19</sup> they found that vowels lengthen more than consonants, 'rhymes lengthen more than offsets', silent letters lengthen, stops

lengthen more than continuants, nucleus glide  
more than lengthen in diphthongs

Order of preference for lengthening:

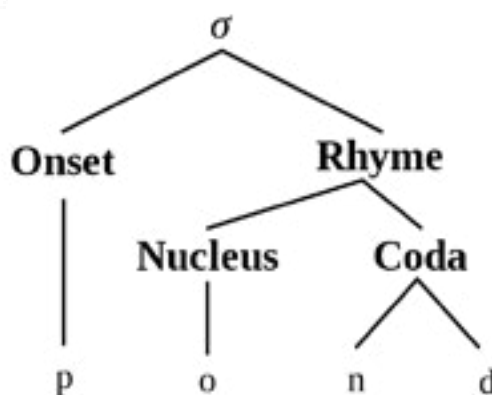
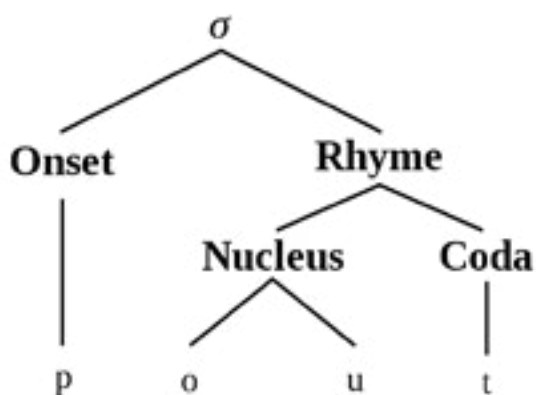
1. rightmost thing



2. rightmost in some unit

3. non-rightmost thing

also there r words w specific lengthening preferences  
ex duuuuuude is more common than  
dudeeeeeee



linguistic breakdown of word components







An irreplaceable historic icon of western animation



A glorified "J"

Apple

Google

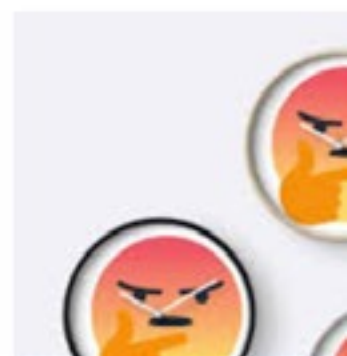
Microsoft



holy fuck



Who want this emoji? 🙄





EMOJI BOSS MINION BEE



Happy  
Sad  
Depressed  
Suicidal  
EMOJI MOVIE



S RT

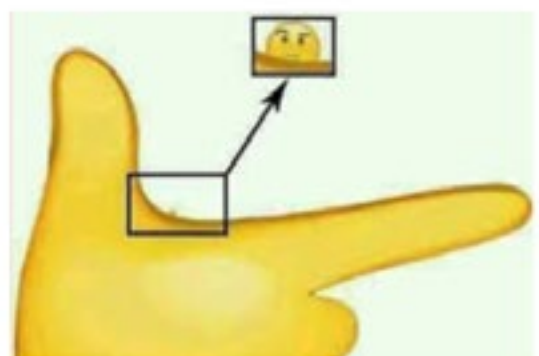
HT

Facebook: \*minion meme\*  
40 year old moms:



For  
For C  
🤔 🤔  
🤔 🤔

ck dude i'm dying right now





## TYPOGRAPHICAL ART.

We wish it to be distinctly understood that the letterpress department of this paper is not going to be trampled on by any tyrannical crowd of artists in existence. We mean to let the public see that we can lay out, in our own typographical line, all the cartoonists that ever walked. For fear of startling the public we will give only a small specimen of the artistic achievements within our grasp, by way of a first instalment. The following are from Studies in Passions and Emotions. No copyright.



Joy.



Melancholy.



Indifference.



Astonishment.

puck magazine emoticons



# emojis 🙏

maybe the most iconic part of webspeak is the emoji (haha get it) altho we should probably talk abt emoticons frst tho



so the first recorded emoticon (proto-emoji) was actually a typographic art from a magazine called 'puck' in the early 1900s<sub>20</sub> like emoticons they use alphanumeric tokens lk parenthesis semicolons n colons

emoticons were immediately popular basically as soon as texting became accessible there's this almost innate desire to pair words w images when it comes to human communication







docomo oemojis

a japanese company called docomo released the first set of emojis in 1999 one of the engineers shigetaka kurita said 'i'd rather see a picture of the sun, instead of a text saying 'fine'' the set of emojis they released were actually added to the moma collection in 2016 🐱

emojis became more widespread in the early 2010s when they got added to the unicode character set n since then there have been a number of iterations adding to the set of emojis as well as many diff platforms having their own interpretation of the set 🦑

u might think traditional emoticons would fade out as emojis became popular but they have actually evolved to hold their own specific illocutionary force it goes deeper than that even lk





emoticons w a nose have a different connotation than emoticons w out<sup>21</sup>

it's not officially known what the Official linguist use of emojis is many it's most often compared to a type of nonverbal cue<sup>22</sup> that helps explain tone and intent which is esp important fr the web bc digital communication sorely lacks the nonverbal additions of face to face interaction i mean at the moment emojis r most often used as a secondary punctuation to add additional meaning or lk a related image to a message<sup>23</sup>



some ppl actually worry that we're gonna regress as a society n only use emojis to communicate but most linguists agree that that would never actually happen<sup>24</sup> especially bc of how limited emojis r









excerpt of apple emojiindex



current language





excerpt of twitter emojiindex

 actually speaking of emoji limitations since each developer basically generates their own emoji base the function of emojis as a tonal indicator sometimes doesn't work bc the way emojis look across platform can drastically change their meaning. 

even more complicated is the fact that emojis already can have multiple meanings since it's so fluid n there's never been lk an explicit definition fr emojis.  

the japanese variant of emojis r called kaomojis, n many of them have in recent years been added to the web vernacular they use japanese characters (kanji) to create a huge range of faces n scenes many of which r offer a more intricate or specific tone than traditional emojis



## Same Emoji + Different Smartphone Platform = Different Emotion

For example, if you send the Apple emoji to a Google Nexus, they'll see the Google emoji, and vice versa!

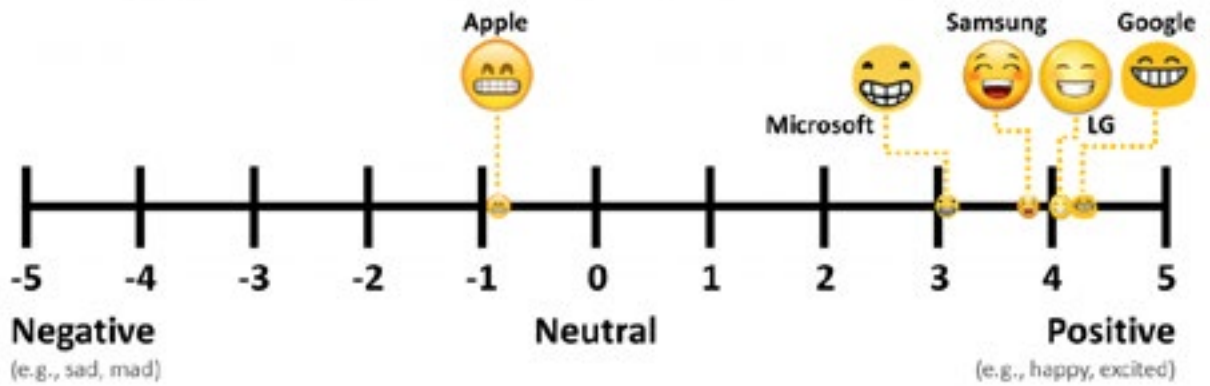


chart 1 from varying interpretations of emojis paper

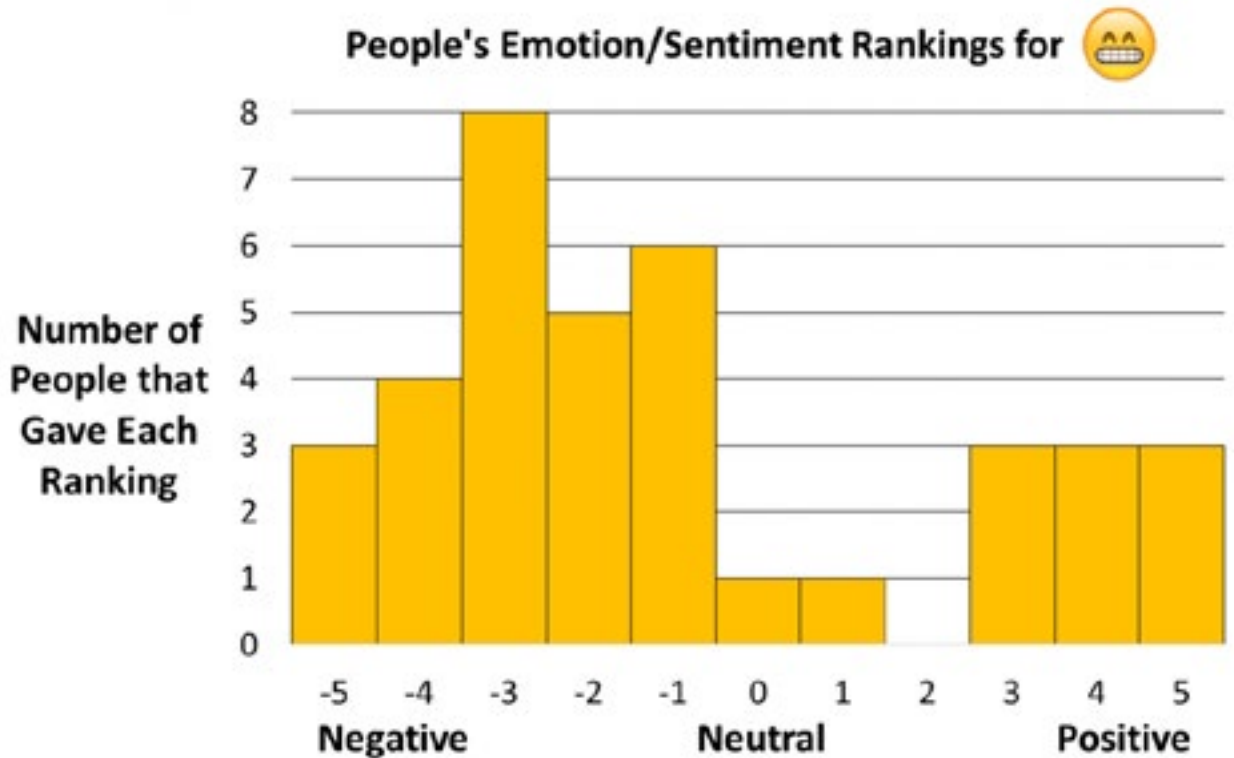


chart 2 from varying interpretations of emojis paper





original tumblr post of hold my flower meme

since kaomojis use non standard characters (i mean lk for an american computer) they can be difficult to integrate bc to repeat them most ppl must copy and paste them to the point where there are single use websites that just have a copyable kaomoji<sup>28</sup>





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 (o^∇^o)  
 \ (· √ ·) /  
 (o·w·o)  
 (^人^)  
 ( ' w ' )  
 (^·w·^)  
 \ (√ √) /  
 (★~★)  
 (~~~~)  
 (\*\*∇\*\*)  
 (·~·~·)  
 \ (>v<☆) /  
 \ (√ ∇) /  
 (o^-o)  
 ( / ∇ ∇ ∇ ) /  
 (^·~^)  
 (o~o)  
 ( ' · · ' )  
 ( / ∇ ) /  
 (∇\_~∇)  
 (~~~~)∇  
 ( ' w ∇ )  
 (∞~∞)  
 (^·w·^)∇  
 \ (~~~~) / ∇  
 (z~z)∇  
 ∇ (∇>√(~~~~))  
 σ(εεσ)∇  
 (√)(μ\_μ)♥  
 Σ>-(^·w·^)∇→

( ' √ ' )  
 ( ~ ∇ ~ ) ☆  
 (·~w~·)  
 ( @ ^ ~ ^ )  
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 (((o(\*\*∇\*\*o)))  
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 (~~~~)  
 (·~·)  
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 \ (·~·~·) /  
 ( ' ∇ ' )  
 o(ε∇ε)o  
 (~~~~)  
 \ (★w★) /  
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 ♥ (∇3(~~~~)c)

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 <~~~~>  
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 ( ~ w ~ )  
 (\*\*~\*\*)  
 (^wε^)  
 \ (o^∇^o) /  
 (∇w∇)  
 (√ ∇)  
 (☆w☆)  
 \ (^∇^) /  
 \ (^∇^) /  
 o(·~·)o  
 (b~∇~b)  
 (°∇°)  
 (~~~~)∇  
 \ (∇\_∇) /  
 (°∇°)  
 ∇(·~w~)  
 (·~·~·)∇  
 (∇~∇)  
 (~~~~)∇  
 ( / ∇ ∇ ) ∇  
 ∇ (√3)  
 (∇\_∇)



☆:~.o(ε∇ε)o.....☆  
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 ' ∇ ' : ' (ε°)  
 (o\_~) / ∑ ☆  
 · ' (^·w·) ' ·  
 (o'∇'o)  
 Σd(^·w·d)  
 \ (o^∇^o) /  
 (☆∇☆)  
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excerpt of kaomoji index







distracted boyfriend meme with about linguistics

# prescriptivism

so i've done a whole lotta talkin about prescriptivism so far but i figure i should probs get a lil more into it



the basic idea is that there r some ppl who think language should have a clearly defined set of rules in place n that's what we should follow (this is the shit u learned in school)

prescriptivism has gotten increasingly popular as web speak has evolved esp bc webspeak has continued trending away from traditional grammar structures



as mentioned earlier typographic style has an increasing impact on tonality n intent where



Hw r u ts mng?

I'm pty wl; hw r u?

I'm nt flg vy wl; fraid  
I've gt t mlaria.

Modern-day txt spk?

Nope!



This is a sample conversation between two telegraph operators from a magazine article about the "peculiar conversational abbreviations" they developed to chat with each other.

The article's publication date? **1890.**

CRACKED.COM

cracked image showing telegram communication

even a lil period or a mis-capitalized letter can shift the voice of a sentence



descriptivism is the sorta opposite to prescriptivism where it's abt simply recording language as it is rather than trying to define it so descriptivists love webspeak bc of it's fluidity n subtle evolutions

the prescriptivist mindset often overlaps w the idea that webspeak is lazy n incorrect but webspeak has clearly evolved to have v specific intent even when not being grammatically correct by traditional standards.





...but it does have a few interesting features...

...and it's a great example of...





#2 Posted on: 03/10/16 at 8:08pm

+Picc00



Avatar
Post (0)

Ed: btw im a 20 year old female college student from the united states.

hi! i'll help you out something i find interesting is that my typing has changed a lot over the years. i used to be a real stickler for capitalizing, punctuation, grammar etc but i've gotten way lazier since i have a smartphone, sometimes autocorrect and whatnot can be so frustrating that i stop caring about what shows up in my texts. the people close to me can usually figure out what i mean, however, i'm an english tutor, so when i'm texting someone who's es! i have to be more careful so they don't adopt my bad habits. i have to be a model for them. even so, i hate the work my cellphone sometimes makes me do... it can prove to be not such a "smart" phone hahaha

- i do use text speak such as thx, pls, u, tho, lol/mao/lel, wbu, omg, and others.
- abbreviations i often use would be prof for professor, hw for homework, ppl for people, sbt for about. instead of writing out 4:30 am i will often write 4:30am. i also use shortcuts when i'm texting in spanish, tho i don't know many of those.
- im usually pretty consistent with punctuation. i sometimes leave out periods, question marks, and commas. i almost always leave out apostrophes. i use very long ellipses, hahaha
- i use more emojis than gifs, i use emojis constantly and they are a crutch haha. if there is no emoji feature i tend to use text-based ones and sometimes my messages and emails feel weird to me if i dont have them 😞
- a lot of the jokes i make with friends do reference memes, gifs, and emojis.
- internet culture has everything to do with how i speak in real life and i think that's true for a lot of people; some ppl might not even realize theyre making internet references when they talk, and yeah i'm that terrible person who says "LJGL" out loud at times.
- web speak makes me a little sad bsh because, like swearing, maybe it's a sign that our words are less creative so our ideas and our brains are going down the same path...hmm



you'll laugh of your fears when you find out who you are.

screengrab of subeta forum chat





i og started writing this book  
to prove the opinions on  
webspeak i always have held n  
to find academic precedence n  
linguistic explanations fr each  
aspect of webspeak

ok so i promised i was gonna talk abt pet  
websites so here it is  
it's embarrassing n fully a guilty pleasure  
of mine but i really love this shit lk yall  
remember neopets it's lk that (altho neopets  
has been long dead) my fave site is subeta (i  
have had an account for almost 8 years lol)  
the basic premise is like an rpg style universe  
where u can dress up an avatar n do various  
quests n whatever  
anyway i have a v casual acquaintanceship  
w a bunch of ppl on subeta (im part of their  
forum group n when i remember to i like to  
chat in there) so i decided to make a forum  
post to ask ppl abt how they use web lingo



webspeak is obv a constantly evolving  
language so the stuff covered in this book is  
just where we r now (plus some stuff stuff i  
didnt have the chance to cover) but i think its  
rilly important that we as a collective r thinkin  
critically abt webspeak bc the internet is  
currently a primary communication method  
n we dont stop to consider how webspeak  
affects this communication

check out the book at [talklkumeanit.com](http://talklkumeanit.com)



# fungii

Hi all!

I'm a senior in college studying graphic design. For my thesis project, I'm writing and designing a book about the language of the internet. Here's where you guys come in. I'm looking for other perspectives and experiences of how people treat language on the web, whether it's forums, social media, etc. I would really love to hear about how you use web speak.

Here are some general questions to get the conversation going:

Do you use text speak (thx, u, etc)?

Do you use acronyms or abbreviations?

How do you use punctuation?

Do you use emojis or gifs, if so, are they punctuation, supporting imagery, something else?

Do you reference memes or gifs in conversation?

Does internet culture influence how you speak in real life?

What comes to mind when you think about web speak?

# truffula



When looking for an emoticon gif, I reminded myself of another internet chat I participated in for a couple of years in 1998-1999... Palace chat.

This chat program got my son to say his very first two-word phrase: "Yellow face"! It was a milestone (he was slow to develop language skills).

The default avatars in this chat were essentially 3D emojis (although this was before emojis made it to popularity). Being the emoji was a really interesting way to chat, and allowed something between full avatar and mood indicator to be reflected. I liked it a lot.

some context u probs need:

my user name is fungii

to the left is my initial post n the others r

some of the responses

forums r this rllly specific place on the web

where traditional grammar style is basically

mandated. i would characterize it lk a

business casual email so punctuation caps

and spelling r all generally used altho there is

the addition of imgs n gifs n the occasional

emoji or acronym

it was rllly interesting to talk abt webspeak

on a forum bc of this formality where lk we

were all using traditional grammar struc-

tures but talkin abt if we use lol or nah also

i got to hear from ppl from a few diff age

groups (i talk regularly to someone w kids)

n demographics i even got to talk about how

webspeak is used in different languages



palace chat screencap



# nayo

@Fungii

Hello, I'll try to help out too!



I actually try really hard not to use text speak. I think that comes from me largely texting with my mom, when I first got a phone, and although it was an awful 9 pad flip phone that took forever to spell things out, she wouldn't understand what I was saying unless I typed everything out. So that habit has kept with me. I don't think that's entirely usual though, as not only on texts but in some forums I've gotten comments that the way I type is peculiar. However, I do use etc. e.g. and i.e. but only because I also use those in papers or letters.



I occasionally use acronyms and abbreviations, but very rarely. Partly because I don't remember what they are sometimes! For example SMH, I thought that meant so much hate, for the looongest time, when I think it means shake my head. So I only use them with close friends.



I try to use punctuation; it really clarifies things for me.

I do not use emojis or gifs online. But I think that's more because it's kind of difficult to do on subeta and other platforms. Finding an image for me isn't that hard, but I don't feel like I need to search around for an appropriate gifs. Then making sure it works on the forums can be a bit difficult, so I think I'm just lazy.

Likewise I don't use memes or reference them. This is because I don't keep up with them.

The internet tends to influence my speech in real life through the utilization of new phrases. I'll find myself referencing things online in casual conversation. But overall, I think my online voice and real world voice are pretty synonymous.

When I think about web speak I think of a more free-form method of communication. A lot of the strict 'rules' of written language and spoken language are subverted. We don't need to introduce ourselves, say hello on each meeting, and grammar conventions can be a lot looser. I think of accessibility for the most part. Once you get used to some of the abbreviations, emojis, and such, practically anyone, within the language, can access what you are typing. It's rare for people online to use too high of a vocabulary, not for lack of intelligence to do so though, and because of that I think web chat is almost like a new dialect or language for the purpose of being accessible.



something interesting to note is one of the ppl who posted asserted a fear that emojis r takin over speech (prescriptivism lmao) n when met with a bit of backlash/ two ppl who disagreed w her, she deleted her post citing her being uncomfortable. but she then sent it to me thru smail which is a private mailing system on the site. this somehow feels completely in line w the culture of forums at least on this site, where while being super willing to help once challenged erasing any evidence, lk she's still wanted to talk to me but didn't want to have her opinions public i think this rllly speaks to a sort of formalization of anonymous culture on the web where opinions r divorced from self as an instinct to avoid disagreement



# julie

@Fungii

Do you use text speak (thx, u, etc)? Yes, but sparingly. Usually it's LOL or OMG.

Do you use acronyms or abbreviations?. Yes, but again, sparingly. Depends if I'm in a rush.

How do you use punctuation? I correct myself if I forget a comma. I use ... a lot. Too much really.

Do you use emojis or gifs, if so, are they punctuation, supporting imagery, something else?. I use emojis but it's not abused. Usually at the end of a convo.

Do you reference memes or gifs in conversation?. No.

Does internet culture influence how you speak in real life?. I do use OMG a lot.

What comes to mind when you think about web speak?. Shortcuts. Too busy to write out words.

I actually use web speak in my shortcuts on my smartphone, so I don't have to type it out.

Lives in the U.S. and my son is a senior in college too.





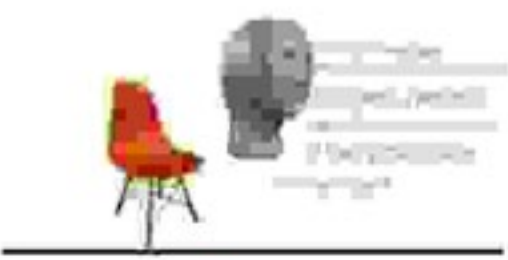
GENDER-FREE ZONE  
ALL RETURNERS WILL BE SCRAMBLED!



illikers!



you hate when  
you just  
GEOMETRICALLY



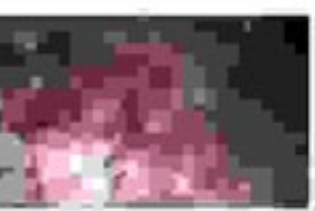
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le

I love you EGG

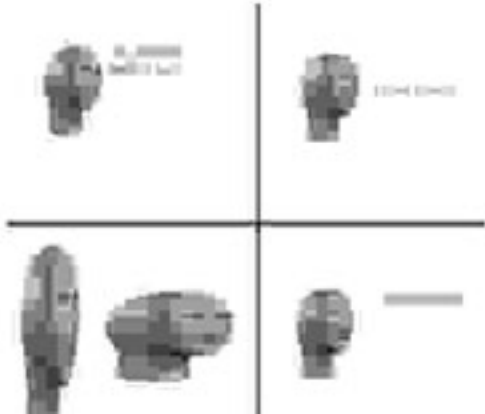


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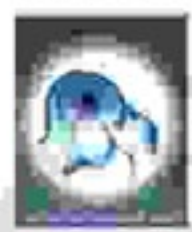


more why is  
Vaid in the m  
She...  
ANGRY  
the schet

2011 Memes today



have you been  
scrambled?



POPULAR INCLUDE

Doc

Not



there a massive Dark  
middle of your room

ink you mean

es of the deceased!

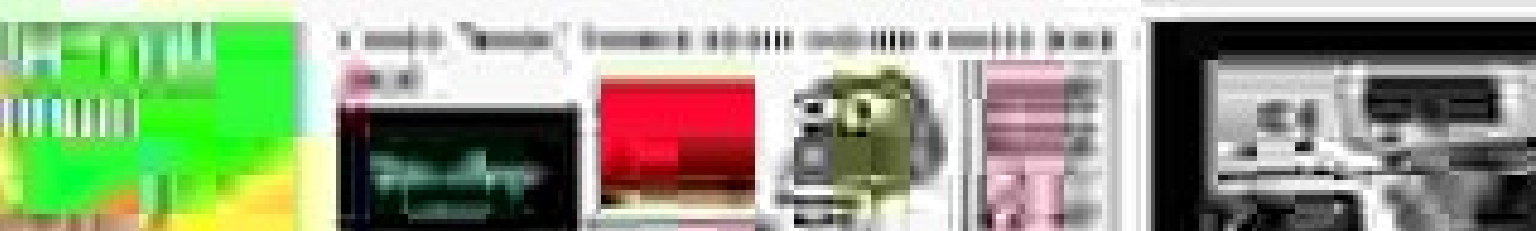


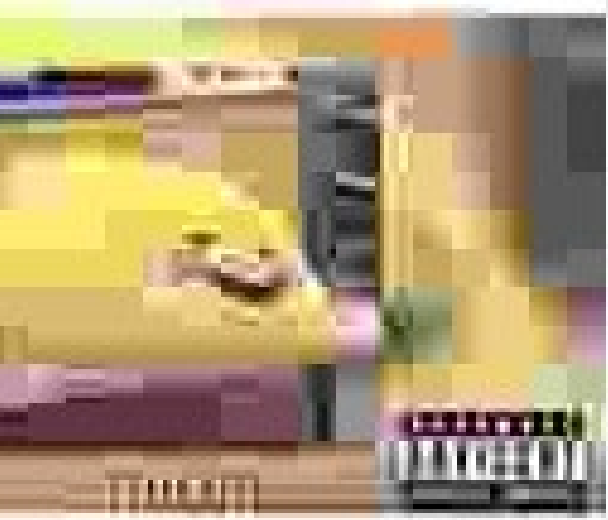
**ctors note:** This meme is a placebo.



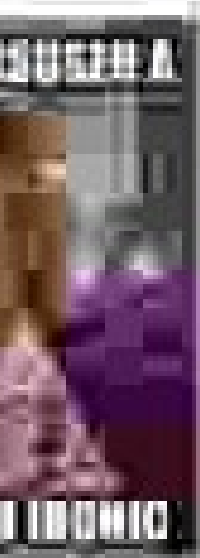
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judging vs enio

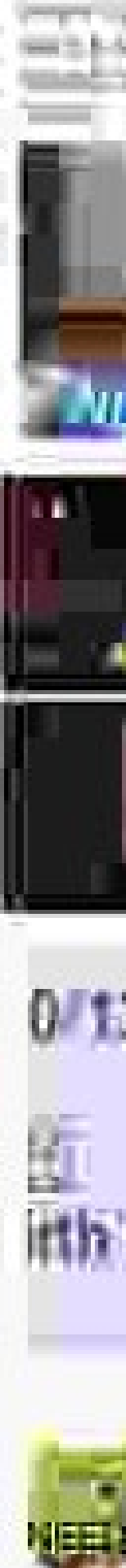
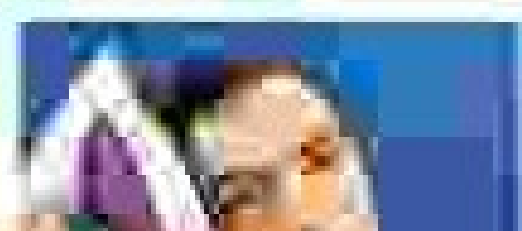




I DON'T THINK TO  
MAKE THE FACT THAT I HAVE  
COURTESY DISPLAYED



They really love their babies







# glossary

asl - age / sex / location

bc - because

btw - by the way

copula - word that links subject and predicate

basically the verb 'to be' ex. 'is'

cmc/edc - computer-mediated communication /  
electronically-mediated communication

deixis - words that cant be understood w/o  
additional context (pronouns- me/her, distance  
- here/there, time - now/later, proximity -  
near/far) semantic meaning is constant but

denotational is dependant on time/place

descriptivism - the recording of how language is actually used, rather than trying to define constraints

diphthong - two vowel sounds merged 'coin'  
'loud'

discourse particles - words that convey the tone of a statement

fml - fuck my life

gig - a filler word usually meaning thing or job

glide - aka a semivowel 'yes' 'west'

hmu - hit me up

iconicity - the relationship between a symbol's

form and meaning

idc - i dont care

idk - i dont know

ik - i know

illocutionary force - the intention of a speaker

imo - in my opinion

indexicality - a sign pointing to an object in its context

jk - just kidding

kms - kill myself

lmao - laugh my ass off

lmk - let me know

lol - laugh out loud

nucleus - middle of word or syllable

nm - not much

nvm - nevermind

og - original / original gangster

omg - oh my god

onset - consonant at the beginning of a syllable

p - pretty but only lk the adverb version

polysemous - word that can have multiple meanings

prescriptivism - the effort to lay down specific rules pertaining to grammar n linguistics,

often associated w a condescension towards  
descriptivism

rhyme - aka rime part of a syllable nucleus plus  
optional coda 'at' in 'flat' and 'sat'

rp - roleplaying, a subculture of the web where  
ppl interact thru imagined characters

smh - shake my head

stops - verbal stop 'uh oh'

tbd - to be decided

tbh - to be honest

tmi - too much information

ty - thank you

v - very

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# colophon

this book was designed by selina gerosa for their senior undergrad graphic design thesis at boston university in 2018. this publication uses garamond regular, arial regular, roboto regular, and sf pro display



niggas who wear  
Supreme





Special instructions:

voice

Me: I'm only going to have one beer then go home  
Me after one beer:

yeah mo

making this as  
to push through  
your 2x time  
line to reply



or holding something in your  
making sure not to drop it

When someone asks if you control  
the speed at which

it's "ideal" as what  
control, but you never  
and control

Her: come over  
Me: I can  
Her: ok  
Me:



I do not control the speed at which the "ideal" is  
what I judge to be the "ideal" for me



g with beer tonight nothing

When you are too drunk to drive  
home yourself...

When it's April 2nd and  
she still pregnant



. The guy she tells you not to  
about

Nurse: Sir, you have been in a coma for 3  
years.

Patient: Wow, I am glad I finally recovered





om, i'm studying



When you have something you want to show someone



When you're thi



I love finding these in my lunchbox



pure ANTI MEME

"Simon says touch your head."  
"Now touch your nose."



11PM : Just one more y  
video then I'll go to sleep

11:05 PM :



When you're just a simple man, tr  
take your way in the universe.



doc: any sexual activity?  
guy: yes. 3 or 4 times a week  
doc: that's great



Anti meme

TEATES MEME  
GROUP

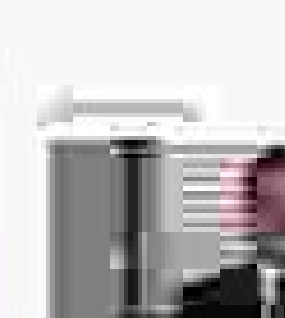
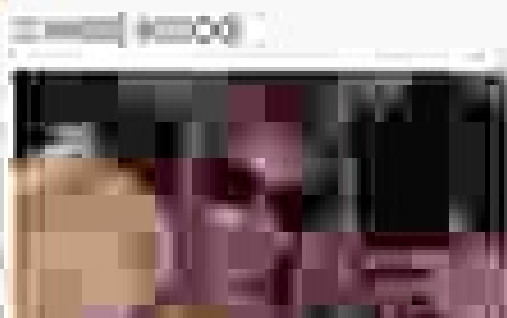
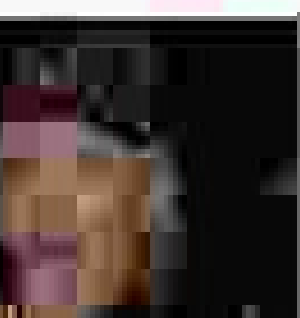
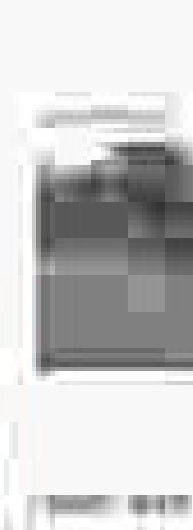
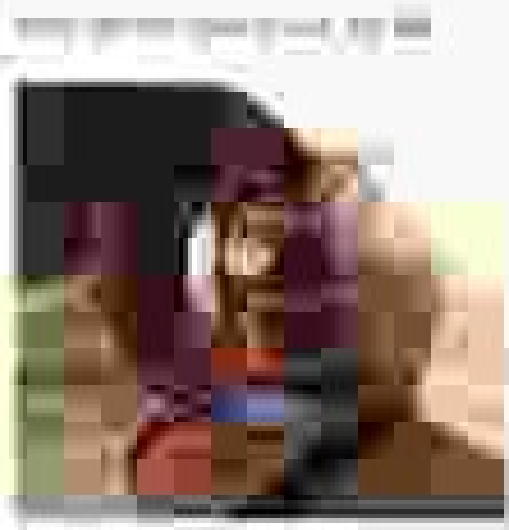
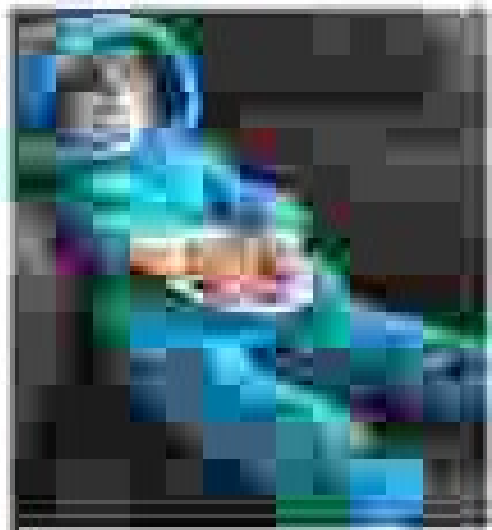
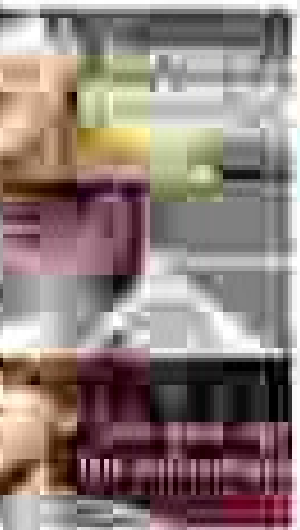
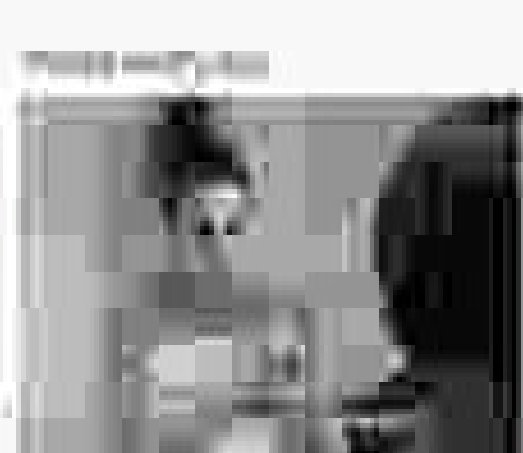
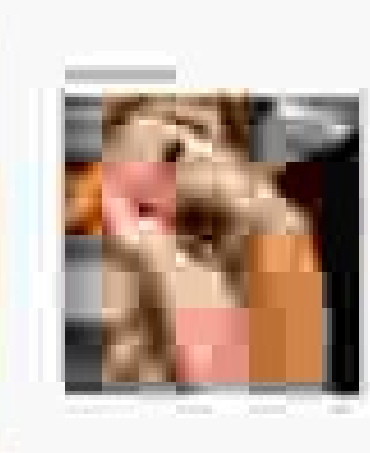
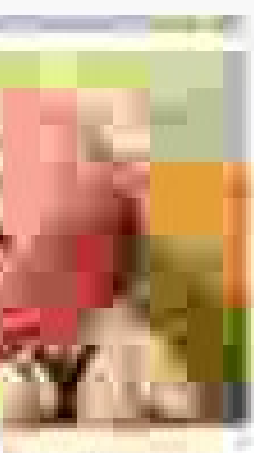
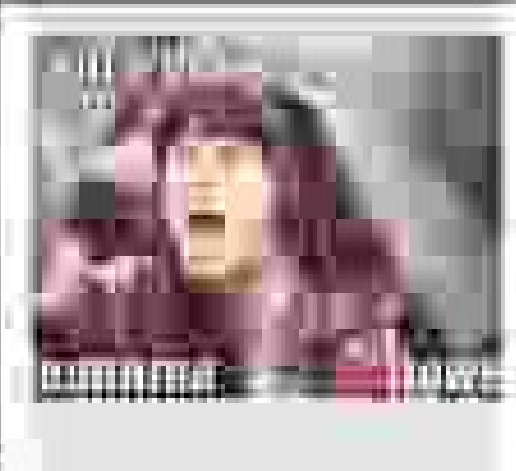
One does not study.



11PM : Just one more y  
me: I can't, I'm studying for my finals.  
her: okay, good luck to your best!

11:10 :





Page

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