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Interactive language on social media and online forums in the Digital Age

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Abstract: The 4.0 revolution has ushered in a new era for the entire world, the digital age, and with it, has changed the way language shapes social relationships and interactions, bringing both opportunities and challenges. With the rapid development of digital platforms and technologies, communication is becoming increasingly accessible and globalized. Language in the digital age functions as a tool for self-expression, socialization, and identity construction. Language in the digital world also drives social movements, social activities, and the formation of virtual communities. Alongside the benefits, challenges arising from language and social interaction in the digital age also emerge. Language in the digital age is a tremendous force, significantly influencing our social connections and interactions. It shapes and reflects relationships, shaping how we connect and communicate. The dynamic nature of language in the digital context offers new opportunities for building community, self-expression, and making connections. By understanding how language, social relationships, and interactions intertwine in this digital world, we can effectively use digital technologies to drive positive social change.

Keywords: Language, interaction, digital age, communication, online forums.

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INTRODUCTION

Language is a bridge, a key that opens all doors to new and rich experiences. Language is not just a tool, but also a precious asset that helps each person reach further, integrate into the international community, and broaden their horizons. In the digital age, language plays an increasingly important role in shaping social relationships and interactions, albeit in new and dynamic ways [10]. The rapid development of technology and the widespread adoption of digital platforms have transformed the communication landscape, presenting unprecedented opportunities and challenges for individuals and communities worldwide. The digital world has expanded the scope and reach of communication, allowing people from diverse backgrounds to connect and interact beyond geographical boundaries. Social media platforms, messaging apps, and online forums have become virtual spaces where people engage in conversations, express opinions, form communities, and negotiate identities. Language in the digital age functions as a powerful tool for self-expression, communication, and building a personal online image. In the digital age, a notable characteristic of language is its adaptability and creativity. Online communication is characterized by abbreviations, emojis, and other forms of linguistic innovation, which help convey meaning effectively and foster a sense of connection within online communities [15]. However, the rapid development of digital communication also presents challenges, as the brevity and informality of the language can lead to miscommunication, misunderstandings, and the potential for online conflicts. Furthermore, the digital age has

witnessed the emergence of new forms of language practice, such as hashtags, viral campaigns, and influencers, which shape social movements, mobilize communities, and impact public opinion [1]. Language in the digital world has become a catalyst for social change, social activity, and the formation of virtual communities centered around shared values, identities, or goals [2].

However, the digital age also raises questions about the impact of technology on relationships and social interactions. The rise of social media has created new dynamics of visibility, where an individual's self-worth and social status are often measured by their online presence and the number of likes, followers, or shares they accumulate. This phenomenon can lead to the formation of a performative self, the amplification of social hierarchies, and the potential for online exclusion and bullying [16]. Additionally, the digital age has brought challenges related to protecting privacy, the erosion of direct interactions, and the increase in misinformation and hate speech. Language, both a tool and a product of the digital age, is entangled in these complex issues, requiring a critical examination of its role in shaping and reflecting social relationships and interactions [18].

Language in the digital age has a profound impact on social relationships and interactions. It facilitates global connection, fosters online communities, and serves as a means for self-expression and social activism. However, it also presents new challenges and risks, including communication misunderstandings, performative behavior, and persistent inequality. By

understanding the complexities of language in the digital age, we can navigate this evolving landscape with greater awareness, promoting inclusive and responsible digital communication for the benefit of individuals and society as a whole.

METHODOLOGY

This study uses qualitative, descriptive and analytical methods based on document research and case study analysis. The main sources of documents include scientific articles, reviews and comments by experts and scientists, which are used as the basis for contextual analysis and interpretative framework. Analyze how users use language on social media to construct and express personal identities, build virtual social networks, and communicate messages. The study is structured in an analytical order, presenting theoretical issues, then drawing out the advantages and limitations of each issue studied.

RESULTS AND DISCUSSIONS

The meaning of Language and Communication

Currently, there are quite a few opinions and perspectives on language. Wardhaugh & Fuller argue that language is a complex and fascinating aspect of human communication, playing a fundamental role in our daily lives [27]. Language is a system of symbols, sounds, and rules that allows us to communicate meaning, express thoughts and emotions, and interact with others. Language is not only a tool for conveying information but also a powerful means of shaping our thoughts, perceptions, and social interactions [3]. Language provides the means for storytelling, poetry, and art, allowing us to explore the depths of human imagination and creativity. According to Associate Professor Dr. Dao Thi Ai Thi, language and culture are the bridge that connects people, and are an important foundation to help each individual integrate deeply into the era of globalization. Language is not only a tool for communication, but also a bridge that helps people understand the economy, politics, society, culture, and history of a country [6]. According to Meyer & Slaney, one of the prominent features of language is its flexibility and adaptability. It allows us to express a wide range of ideas and concepts, from the concrete and tangible to the abstract and metaphysical. Thru language, we can share experiences, convey desires, and express our beliefs [22]. Language is also inherently social. It is closely linked to our interactions with others, serving as a means of building relationships, establishing social norms, and creating shared meanings within a community [26]. Thru language, we connect with others, negotiate power dynamics, express empathy, and form social relationships. It shapes our identity, both individually and collectively, and influences how others perceive us. Furthermore, language is not a static entity but a dynamic and ever-evolving system. It changes over time thru processes such as language acquisition, cultural influence, and exposure to other languages. Language

can diverge and develop distinct dialects or converge and blend thru language borrowing and code-switching. Language differences are also influenced by social factors such as geography, social class, age, and ethnicity, leading to different contexts and styles of language use [17].

In summary, language is a multifaceted and essential aspect of human communication. Language serves as a tool for expression, social connection, and interaction, shaping our thoughts, perceptions, and social relationships. Thanks to its flexibility and adaptability, language allows us to navigate the world, convey meaning, and build shared understanding. Language research providing insights into the complexities of human cognition, culture, and social dynamics [25].

Communication is a fundamental aspect of human interaction and plays an essential role in conveying ideas, thoughts, emotions, and information between individuals or groups. This is a dynamic process that involves exchanging messages thru various channels, including verbal, non-verbal, and written means [13].

Effective communication is essential for building relationships, fostering understanding, and achieving common goals. Verbal communication is the use of spoken words or text to convey meaning. It relates to language, grammar, vocabulary, and tone. Verbal communication allows people to express their thoughts, engage in conversations, and convey information. It can be in the form of live chat, phone calls, video chat, or text messages. Meanwhile, nonverbal communication refers to conveying messages thru facial expressions, body language, gestures, and eye contact. Nonverbal cues often supplement and enhance verbal communication, conveying emotions, attitudes, and intentions. They play an important role in interpreting the meaning and understanding the underlying context of a message.

Written communication involves using written words or symbols to convey information. It includes various forms, such as letters, emails, reports, memos, and text messages. Written communication allows for the exchange of information across time and distance, enabling asynchronous communication and preserving a record of interactions.

Effective communication is not simply about conveying information. It includes active listening, empathy, and understanding. It requires clarity, coherence, and the ability to adapt to different audiences and contexts. Effective communicators have the skills to express ideas, actively interact with others, and accurately interpret the messages they receive. Communication plays an important role in personal relationships, teamwork, and collaboration. It allows individuals to establish connections, build trust, and foster empathy. In a professional work environment,

effective communication is essential for conveying ideas, providing feedback, resolving conflicts, and achieving common goals. Clear and open communication fosters a positive work environment, boosts productivity, and strengthens relationships between colleagues. Communication is also essential for cultural and social development. It allows for the transmission of cultural values, traditions, and knowledge from one generation to the next.

Language and communication patterns are closely linked to cultural norms and social structures, shaping how people interact within society [5]. Effective cross-cultural communication plays a key role in fostering understanding, respect, and cooperation among diverse communities. Technological advancements have significantly impacted communication in the modern era. The internet, social media, and digital platforms have changed the way people connect, share information, and participate in conversations. These digital tools have expanded the reach and accessibility of media, allowing people to connect globally, express opinions, and participate in virtual communities. However, communication challenges also arise, such as understanding barriers due to language differences, cultural misunderstandings, and misinterpretations of messages. Effective communication requires active efforts to overcome these barriers, such as cross-cultural awareness, active listening, and the use of clear and concise language [8].

Communication is a dynamic and multifaceted process that facilitates the exchange of ideas, thoughts, feelings, and information. It includes both verbal and nonverbal communication. Effective communication is essential for building relationships, achieving common goals, and fostering understanding. It plays a crucial role in personal, professional, and social contexts, enabling individuals to connect, collaborate, and navigate the complexities of human interaction.

Digital Age

The term "digital age" has been used in many places around the world. According to the United Nations, digital technology is developing faster than any innovation in human history. The data generated and stored worldwide in the last 5 years is estimated to be greater than all the data created by humanity before that [19]. The digital age, with its new characteristics and properties, has an unprecedented and far-reaching impact on all aspects of international life, from politics and economics to security, culture, and society. The global digital transformation process is fundamentally and comprehensively changing the way society develops. Digitization and automation lead to the conversion from physical document data (photos, videos, audio, etc.) to digital data. The use of artificial intelligence (AI), machine learning, and automation will replace manual labor. AI is increasingly being applied in most areas of society. Beside that, the digital age also brings about

significant changes in culture and society. The digital age has also brought about significant changes in many areas, such as education, entertainment, commerce, and governance. Online learning platforms and educational resources have made education more accessible and flexible. Streaming services have disrupted traditional media consumption models, offering on-demand access to a wide range of content. E-commerce has transformed the way goods and services are bought and sold, leading to the rise of online marketplaces and digital payment systems. Digital platforms also facilitate citizen participation and participatory governance, enabling individuals to speak out, organize movements, and mobilize for social change [14]. Along with the popularity of technology applications such as Zoom, Microsoft Teams, and Google Classroom, this could lead to an explosion in remote work and online learning models. Social media influences people's lifestyles, communication methods, and consumption patterns. Artificial intelligence and automation can change the structure of employment, requiring new skills. Platforms, messaging apps, and email have revolutionized how people connect and interact with each other. Now, people can communicate in real-time regardless of geographical distance, fostering global connection and transcending traditional boundaries of time and space [11]. The digital age has brought about new communication methods, including video calls, instant messaging, and social media, enabling rich and diverse forms of interaction.

The digital age has brought both opportunities and challenges. On the one hand, it has democratized access to information, empowered individuals, and fostered global connectivity and awareness. It has opened up new avenues for creativity, entrepreneurship, and innovation. On the other hand, the digital age has raised concerns about privacy, security, and the digital divide. Issues such as data breaches, online harassment, misinformation, and digital addiction have emerged as significant challenges [23]. The digital age has also given rise to many new forms of work and economic models. Freelancing, remote work, and the gig economy have become more popular, offering flexibility and independence. The digitalization of industries has disrupted traditional business operations and created new opportunities for entrepreneurship and digital innovation.

In summary, the digital age represents a period of transformation characterized by the widespread application of digital technologies and their impact on society. It has revolutionized communication, access to information, and many areas of human activity. Beside offering opportunities for connection, empowerment, and innovation, the digital age also presents challenges related to privacy, security, and social impacts. Understanding and navigating the digital age is extremely important for individuals, businesses, and society as a whole.

Interactive language on social media and online forums

Interaction refers to the exchanges and interactions that occur between individuals, groups, or entities. Interactions can take many different forms, including verbal communication, nonverbal cues, gestures, and actions, and they play a crucial role in shaping human relationships and social dynamics. Interaction is the foundation of human communication [7]. They involve the exchange of information, ideas, and feelings between individuals, allowing for the transmission of meaning and the establishment of mutual understanding. Thru interaction, individuals express their thoughts, feelings, and intentions, and they seek feedback and responses from others. Effective interaction requires active listening, empathy, and the ability to adapt to different communication styles and contexts. Interaction is not limited to face-to-face meetings; it can also occur thru intermediary channels such as phone calls, video chats, or online communication platforms. Technological advancements have expanded interaction capabilities, enabling people to connect across vast distances and cultures. However, it's important to note that mediated interactions may lack some of the nuances and nonverbal cues inherent in face-to-face interactions [21].

Interactions serve various purposes and can be shaped by different goals. They can be transactional, aimed at exchanging information or completing a task. They can be social, focusing on building relationships, expressing emotions, or fostering a sense of belonging. Interaction can also be instrumental, aimed at persuading, negotiating, or influencing others. The goals of interaction can vary depending on the context, cultural norms, and the relationship between the individuals involved. Interaction takes place within a social context and is influenced by social norms, roles, and expectations. They are shaped by cultural, social, and situational factors. Social hierarchies, power dynamics, and group norms can influence the motivation and outcomes of interactions. For example, interactions between individuals with different social statuses or within a hierarchical organization can be influenced by differences in power and expectations.

Interaction is not only an individual phenomenon but also occurs within groups and communities. Group interaction involves collective decision-making, coordination, and cooperation [24]. They are influenced by factors such as team cohesion, leadership, and cooperative norms. Interactions within the community contribute to the formation of social relationships, the transmission of cultural values, and the maintenance of social order. Research on interdisciplinary interactions, drawing insights from fields such as sociology, psychology, communication studies, and anthropology. Researchers examine interaction dynamics to understand social behavior, socialization processes, group dynamics, and the

formation of social identity. They explore the factors influencing the success or failure of interactions and seek to identify effective strategies for improving communication and fostering positive social relationships [9].

Interaction includes the exchanges and commitments that occur between individuals, groups, or entities. They are essential for human communication, relationship building, and social cohesion. Interaction is influenced by many factors, including cultural norms, social roles, power dynamics, and goals. Research on interaction provides valuable insights into human behavior, social dynamics, and effective communication strategies.

Social media refers to online platforms and technologies that facilitate the creation, sharing, and exchange of user-generated content and allow users to interact and connect with others virtually [20]. It has become an integral part of modern communication and has transformed the way people connect, share information, and engage in social interactions. Social media platforms provide individuals with the ability to create personal profiles, share updates, photos, and videos, and express their opinions and preferences. Users can connect with friends, family, colleagues, and even strangers globally. Popular social media platforms include Facebook, Instagram, Twitter, LinkedIn, YouTube, and Snapchat, Zalo, among many others. One of the defining features of social media is its interactive nature. Users can engage in various forms of communication, including liking, commenting, sharing, and direct messaging. Social media platforms provide a space for virtual communities to form, centered around shared interests, hobbies, or goals. These communities can facilitate connection, support, and the exchange of information and ideas.

Social media has had a profound impact on communication, society, and culture. It has democratized information sharing, allowing individuals to become content creators and reach a wide audience without traditional gatekeepers. It has given a voice to minority communities, allowing them to raise awareness about social issues and advocate for change. The development of social media also affects personal identity and self-expression. Users self-curate their online personal images, selectively share aspects of their lives, and shape their digital identities [12]. Social media allows people to express their creativity, showcase their talents, and build their personal brand. However, it also raises concerns about authenticity, privacy, and the impact of curated online personal images on mental health and self-esteem.

Social media has changed the way news and information are consumed and disseminated. It has become an important news source for many individuals, but its speed and viral nature can also contribute to the spread of misinformation and fake news. Social media

platforms are facing challenges in combating the spread of misinformation while ensuring freedom of speech and maintaining user trust. Furthermore, social media has created new opportunities for businesses, marketers, and influencers. It has become a powerful marketing tool, enabling businesses to reach and engage with their target audience. Influencers, those with a large social media following, can collaborate with brands to promote products and services, and these platforms offer various tools for businesses to target and analyze consumer behavior.

However, social media also presents challenges and risks. It can exacerbate online bullying, harassment, and online hate speech. The addictive nature and excessive use of social media can negatively impact mental and physical health. Privacy concerns arise when personal information and online activities are collected and used for targeted advertising. Social media has changed the way we communicate, connect people globally, and allows for the sharing of information, ideas, and experiences. It also creates opportunities for self-expression, community building, and business promotion. However, it also presents challenges related to authenticity, privacy, misinformation, and mental health. Understanding the impact of social media on society and developing responsible digital activities is crucial for navigating the digital landscape, maximizing the benefits of social media while mitigating potential risks.

Online forums, also known as discussion boards or message boards, are virtual platforms that allow users to participate in conversations, share information, and exchange ideas on specific topics of interest. Online forums have been a popular form of online communication since the early days of the internet and continue to serve as vibrant communities for discussions. Online forums have evolved alongside the advent of social media and other communication platforms. Some traditional forums have integrated features like likes, private messaging, and user profiles to enhance the experience. Online forums offer many benefits. They provide a platform for people to ask questions, seek support, and find information on specialized or niche topics [4]. The collective knowledge and expertise of forum members contribute to a rich and diverse source of information. Online forums can foster a sense of community and connection, allowing users to connect with others who share similar interests or challenges. Furthermore, online forums often have a strong sense of community governance, with members working together to maintain a respectful and constructive atmosphere. The forum's principles and regulations help ensure discussions remain focused, relevant, and comprehensive. However, online forums also have limitations. The asynchronous nature of communication can lead to delayed responses, making real-time discussion difficult. Forums can also be susceptible to spam, trolls, and misinformation, requiring active

moderation and community participation to maintain the quality and integrity of the forum.

In summary, an online forum is a virtual platform that facilitates discussions and knowledge sharing among people with similar interests. They offer users the opportunity to seek advice, share experiences, and connect with like-minded individuals. Online forums foster community, provide valuable information, and encourage participation and interaction. However, effective moderation and management are crucial for maintaining a positive and productive forum environment.

CONCLUSION AND IMPLICATIONS

Language in the digital age plays a central role in shaping social relationships and interactions. It serves as a tool for self-expression, identity building, and the formation of virtual communities. The adaptability and creativity of online language have given rise to linguistic innovations such as abbreviations, memes, and emojis, which effectively convey meaning and foster a sense of belonging. The digital age has brought about significant transformations in language, social relationships, and interaction. The digital age also expands opportunities for collaboration and communication in education. Online platforms, discussion forums, and video conferencing tools enable students and educators to connect, collaborate, and share ideas beyond the boundaries of the traditional classroom. This facilitates collaborative learning, peer feedback, and the exchange of diverse perspectives. The digital age has profound significance for the field of education. It offers wider access to information, interactive learning experiences, opportunities for collaboration, and a shift toward learner-centered educational methods. The widespread adoption of digital technologies and the emergence of online platforms have revolutionized the way people communicate, connect, and interact with each other. Social media, online forums, and messaging apps have created new virtual spaces for social interaction, community building, and the exchange of ideas. The digital age has facilitated global connectivity, enabling people from diverse backgrounds to connect and interact across geographical boundaries. It has opened up opportunities for communication, cooperation, and cross-cultural understanding. However, the digital context also presents challenges, such as the need to navigate cultural differences, address online harassment and hate speech, and critically evaluate the accuracy and reliability of information shared online. Digital technology also allows for the creation of interactive and engaging learning experiences. Multimedia tools, online simulations, virtual reality, and educational applications can bring concepts to life and provide interactive and immersive learning experiences. These technologies can enhance student engagement, motivation, and proactivity, making learning more enjoyable and

meaningful. However, challenges such as the digital divide, the need for digital literacy, and responsible technology use need to be addressed. Seizing the opportunities and addressing the challenges of the digital age can lead to transformative and innovative pedagogical approaches, enhancing the learning experience and preparing learners to meet the demands of the 21st century.

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