



Impact of Mass Media in the Use of English Slang Words/Short Forms among Pakistani Students

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ABSTRACT The present study's aim is to investigate the influence of slang words in Pakistani context, where students have started using the slangs/short forms in their academic writing. To investigate this impact, the sample of 40 students with 25 males and 15 females have been selected by random sampling technique. A self-developed questionnaire has been administered, which consisted of 10 questions related to the use of slang words in different situations. The results have identified that students use and develop slang words/short forms while texting, tweeting and talking *via* digital devices. It has also been reported that students' excessive use of cell phone during their class timings has also influenced their writing skills. The current study is significant as it addresses the parents and teachers to monitor their children's academic performance in order to use digital devices and to take necessary measures to improve students' writing skills.