

# Diction and Syntax in Web 2.0 text

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## **ABSTRAKT**

Czech abstract

Narůstající důležitost internetu v běžném životě způsobuje, že každý den je přenášeno a zpracováváno obrovské množství informací. Předložená bakalářská práce prezentuje koncepci a charakteristiku angličtiny jako lingua franca na nové World Wide Web, jmenovitě výběr lexika a strukturu vět často používaných na Web 2.0. Teoretická část zkoumá tři koncepty dikce, syntaxe a Webu 2.0; tyto koncepty jsou studovány z pohledu pozadí a vzájemných vztahů. Analytická část rozebírá několik významných webových stránek/aplikací z pohledu dikce a syntaxe. Výsledky analýzy jsou porovnány a v závěru jsou uvedeny společné rysy těchto stránek.

Klíčová slova: dikce, syntax, Web 2.0, internet, webova stranky, Anglisticky stylistika.

## **ABSTRACT**

English abstract

As the Internet's role in our lifestyle increases, massive amount of information is being generated, exchanged and processed every day. This paper tries to conceptualize the characteristics of English language as a lingua franca of the "new" World Wide Web, especially the choice of words and the sentence structures frequently used in the "Web 2.0". The theoretical part explores the three concepts of diction, syntax and Web 2.0, and each concept's background and interrelations are studied. In the analysis section, few major websites/applications are analyzed of their diction and syntax. Consequently, the analysis results are compared, and finally the common features will be found for conclusion.

Keywords: diction, syntax, web 2.0, web applications, English stylistics.

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Had “Google Books”, “Safari Books” and the Internet not existed, my paper’s resources would not have been found. However I am also thankful to the library administration for enabling access to diverse resources. The websites and book authors I have cited that are in the bibliography, I express my gratitude to all of your courtesy. Overall, Google Company has been a major inspiration, its innovations and activities have been inspirational.

**DECLARATION OF ORIGINALITY**

I hereby declare that the work presented in this thesis is my own and certify that any secondary material used has been acknowledged in the text and listed in the bibliography.

February 18, 2009

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**APPENDICES.....CHYBA! ZÁLOŽKA NENÍ DEFINOVÁNA.**



## INTRODUCTION

There are 36 billion searches on Google every month...The number of Internet devices in 2008 is 1,000,000,000...There are 540,000 words in the English language...It is estimated that a week's worth of New York Times contains more information than a person was likely to come across in a lifetime in the 18<sup>th</sup> century...It is estimated that 4 exabytes ( $4.0 \times 10^{19}$ ) of unique information [was] generated [in 2008]<sup>1</sup>

The quotes below are the facts taken from the viral presentation "Did you know/Shift Happens". It is already certain that thanks to our technological advancements we are living in "exponential times".<sup>2</sup> I agree with the idea that the Internet is involved in significant proportion of most people's lifestyles. Moreover, the predominant portion of the information in the Internet is in typed text as we all know. It must be logical to wonder from time to time about the characteristics and the influence of the texts on the Internet.

Text is the verbal record of a communicative event; it is an instance of language in use rather than language as an abstract system of meanings and relations.<sup>3</sup>

Although developed as a military information network in the 1960s,<sup>4</sup> the Internet became ubiquitous in the 1990s when Tim Berners Lee in Switzerland developed a program we now know as 'World Wide Web (WWW)'.<sup>5</sup>

The Web is a loosely affiliated federation of websites, each identified by a unique domain names. In 2005, there [were] roughly 45 million unique domains located throughout the world, conceptually residing on computers called web servers. These web servers are home to billions of web pages, and database stuffed with all kinds of information.<sup>6</sup>

The Internet today circulates massive information and enables collaboration and interaction among its users around the world as we know. This advanced version of WWW is reiterated as Web 2.0.<sup>7</sup>

I speculate that the English language changed greatly, as Ferdinand Saussure said once that:

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<sup>1,2</sup> Karl Fisch and Scott McLeod, 2008 Latest Edition - Did You Know 3.0 - From Meeting in Rome this year. (Presentation), Youtube, [http://www.youtube.com/watch?v=TXx1\\_6T09jM](http://www.youtube.com/watch?v=TXx1_6T09jM) (accessed April 27, 2009)

<sup>3</sup> Baker, Mona. *In Other Words*. New York: Routledge, 1992. 111.

<sup>4</sup> Gillies, James et.al. *How the Web Was Born*. Oxford Oxfordshire: Oxford University Press, 2000. 12-13.

<sup>5</sup> Group, Moschovitis. *The Internet*. Santa Barbara: ABC-CLIO, 2005. 16.

<sup>6</sup> Sherman, Chris. *Google Power: Unleash the Full Potential of Google*. New York: Mcgraw-Hill Osborne Media, 2005. 5.

<sup>7</sup> "Web 2.0 (Internet) -- Britannica Online Encyclopedia." Encyclopedia - Britannica Online Encyclopedia. <http://www.britannica.com/EBchecked/topic/1192837/Web-20> (accessed April 27, 2009).

Time changes all things: I don't see why language can escape this universal law.<sup>8</sup>

It is widely believed that the Internet has changed the English language –its electronic character presenting mixed new situation if compared with the written and spoken language.<sup>9</sup> While the difference between written and spoken language (shown in the table)<sup>10</sup> is distinct, it was claimed that Web 2.0 matches the aspects of both speech and writing that are present in the table. I am going to verify this in the Practical part.

“Writing is space-bound, static, and permanent”. Speech is “time bound, dynamic, and transient”. The writer is usually displaced “from the reader”, and “often does not know who the reader is going to be”. In dialogue, “both participants are usually present”, and the speeches are addressed to a particular object/subject. In speaking, interlocutors produce and receive information without any delay whereas a written text is received after a “time-lag” since its production. On one hand, data basing, reference publishing and advertising on the Web belongs to traditional writing. The versions of language found in non-electronic form can be found on the Web with almost no change. Thus we can find the listed aspects of writing from the table above on the Web. On the other hand, the case of chatgroups meets several requirements of speech although its expressed medium is writing. Although the message is sent only after finishing the production and the reception could be delayed, the instant messaging almost mimics the speech with additional paralinguistic icons.<sup>11</sup>

I propose that due to the multimedia and other emerging advances in Web 2.0, the way of conveying and understanding information has changed. There is a chance that the English language has changed slightly. Consequently, I would like to find the vocabulary on the Internet that is common and essential to understand for average layperson. I also would like to find the sentence structure that makes the Web 2.0 understandable and extremely efficient in communication. Therefore, in this paper, I attempt to make an overview of the current phase of English language, and analyze diction, also known as word choice, and syntax, also known as sentence structure, on the Web 2.0, the emerging generation of the Internet.

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<sup>8</sup> Aitchison, Jean. *Language Change*. Cambridge: Cambridge University Press, 2001, 4.

<sup>9</sup> Crystal, David. *Language and the Internet*. Cambridge: Cambridge University Press, 2001. 24.

<sup>10</sup> Crystal, David. *Language and the Internet*. Cambridge: Cambridge University Press, 2001. 26-28.

<sup>11</sup> Crystal, David. *Language and the Internet*. Cambridge: Cambridge University Press, 2001. 26-31.

On the second part of the paper, I choose representative Web 2.0 sites, and analyze its diction and syntax. Finally, I compare its characteristics and extract the common used diction and syntactic form. The result of the analysis should give answer to how the Web 2.0 is changing the way we live.

## **I. THEORY**

## 1 DEFINITION OF DICTION AND SYNTAX

One dark night a policeman comes upon a drunk. The man is on his knees, obviously searching for something under a lamppost. He tells the officer that he is looking for his keys, which he says he lost “over there”, pointing out to the darkness. The policeman asks him, “Why, if you lost the keys over there, are you looking for them under the streetlight?” The drunk answers, “Because the light is so much better here.” That is the way science proceeds too. Joseph Weizenbaum<sup>12</sup>

In order to analyze the Web 2.0’s effect on English language, two parameters, diction and syntax, are chosen. These two concepts belong to different fields, and to apply for the Web 2.0, more exploration is needed. This section is divided into two parts where we discuss its relevance to Web 2.0: ‘Diction’ and ‘Syntax’. Each portion has points/ideas about their relevance to Web 2.0, and has four subtopics: definition, perspective, effects and conclusion. To resemble the nature of the Web and its advanced level of presentation, the structure of this paper emulates a “portal”. Thus, the sections “do not have to be read in any particular order” and referring back and forth is encouraged.<sup>13</sup>

In ‘Definition’, diction and syntax are defined, and the aspects needed for the analysis are searched. The definitions of the terms are compiled from several resources. This section gives the important subtopics needed for analytical study. ‘Perspective’, moving on, gives diachronic/historical study of syntax/diction and collect the topics related to the diction and syntax. I explore the concepts’ connections to other fields and theories as well. [However, my research makes a synchronic study of the English language.] Next, we measure the relevance of these two concepts to the Web 2.0 world and predict the possible future scenario in 'Effects'... Then, obviously in ‘Conclusion’ section, the readers will have chance to summarize the points they read or skipped through.

### 1.1 Diction

#### 1.1.1 Definition

“Adult native speaker of English with a normal speech rate produces more than 150 words per minute – on the average, more than one word every half second”. One of the feature of language is arbitrariness, likewise word’s arbitrariness to its meaning isphasizable.<sup>14</sup>

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<sup>12</sup> Yule, George. *The Study of Language*. 2<sup>nd</sup> ed. New York: Cambridge University Press, 1996.

<sup>13</sup> Thurlow, Crispin et.al. *Computer Mediated Communication*. Thousand Oaks: Sage, 2004, 4-6.

<sup>14</sup> Radford, Andrew et al. *Linguistics: An Introduction*. Cambridge: Cambridge University Press.1999. 232.

What is more interesting is a lexicon: listing of all the words occurring in language or a compilation of all these words in the human mind.<sup>15</sup> In psycholinguistics, a word in a human mind is followed by two elements. These two are the semantic concept, lemma, and the morphological form. For example, the word triangle has two elements illustrated below.

Triangle: 1. Lemma -  $\Delta$

2. T-R-I-A-N-G-L-E

In other words, in order to convey an idea, we choose out of group of synonyms for a certain lemma, carefully considering the connotation (or additional hidden meaning)<sup>16</sup> of each.

In this section I compile an introduction to the concept from various sources to give a basic understanding. It is hard to find the definition of diction is underdeveloped and old. It is difficult to hope that the term diction can lead us to the connection with Web 2.0 or at least be updated and popular like vocabulary and stylistics. This is due to the second meaning of the word – enunciation.<sup>17</sup> In fact, the enunciation meaning has gained more popularity and more people know diction as “articulative” speech and/or warm-up for vocalists.<sup>18</sup> Another sense of the word diction I am not interested in is ‘poetic diction’, which studies the “aesthetic” effect of the words in poetry.<sup>19</sup>

The meaning I hold as a thesis component, however, is a choice of words a writer uses. The diction can be “Latinated, verbose, taciturn, field-specific or laconic”<sup>20</sup>. The term is about to be obsolete, not in use anymore and it is highly likely that I have chosen a wrong term. However, I persist to the meaning of ‘word choice’ as it interests me.

I hereby collect criteria to analyze text’s diction for myself. It should be noted that I chose fairly few notions and ignored the rest, so technically my criteria should not be deemed as complete or proper.

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<sup>15</sup> Radford, Andrew et al. *Linguistics: An Introduction*. Cambridge: Cambridge University Press.1999. 146.

<sup>16</sup> Dictionary.com. *Dictionary.com Unabridged (v 1.1)*. Random House, Inc.

<http://dictionary.reference.com/browse/connotation> (accessed: April 06, 2009).

<sup>17</sup> diction. Dictionary.com. *Dictionary.com Unabridged (v 1.1)*. Random House, Inc.

<http://dictionary.reference.com/browse/diction> (accessed: April 06, 2009).

<sup>18</sup> diction. Dictionary.com. *WordNet® 3.0*. Princeton University.

<http://dictionary.reference.com/browse/diction> (accessed: April 06, 2009).

<sup>19</sup> Barfield, Owen. *Poetic Diction*. Middletown: Wesleyan University Press, 1987. 45-46.

<sup>20</sup> "Stylistic Analysis (OBC)." *Beauchamp College*. 28 Apr. 2009

<<http://www.beauchamp.leics.sch.uk/faculty/english/lang/stylistic.stm>>.

The first factor of diction is style. According to Yule, the degree of **formality** segregates the language style in use. Furthermore, specific situations in life ask for distinct **registers**, and there are words, the meaning of which is known to exclusive groups, that qualify as **jargons**. Even individual person's style can be determined as an **ideolect**. I analyze a presence of any of these terms from a text in the practical part. Overall, I analyze the style.<sup>21</sup>

The second criterion is semantic change of a meaning of a word. There have been **ameliorations**, e.g. "boy" from "male servant" to „male child”, **peroration**, the opposite of the previous, **extension**, "cloth" from a certain fabric to all types of garment, and **restriction**, with the opposite shift.<sup>22</sup> I also analyze a presence of any of these terms from a text in the practical part. Overall, I analyze the shifted semantics.

Then, I analyze the presence of borrowed or newly formed dictions. There are several ways of word formation, such as **compounding**, as in social-enterprise, and **portmanteau** (**sheeple**) and **coinage** (**twitter**).<sup>23</sup>

### 1.1.2 Perspective

The term diction itself is turning out to be affiliated with poetry and literature. The earliest usage of the term "Diction" originates to Aristotle's "Poetics" and he used it as choice of words in poetry.<sup>24</sup> During the Middle Ages, where a process called Aureation (aurum being Latin for "gold"), or making the writings "golden" by frequently choosing words that are derived from Latin.<sup>25</sup>

In the discourse analysis, or "analysis of language in use"<sup>26</sup>, Diction is the subordinate field of rhetoric, due to its aspect of delivering a message to an audience effectively. The following quote from academic essay writing website explains the term diction with as vital and as simple words as possible.

Perhaps the first rhetorical choice a writer makes—and all writers make this choice, whether they realize it or not—are diction, or what words to use. Different words, even if they ostensibly mean the same thing, have different connotations ... Academic writing requires a more formal diction

<sup>21</sup> Yule, George. *The Study of Language*. Cambridge: Cambridge University Press, 1996. 244.

<sup>22</sup> Yule, George. *The Study of Language*. Cambridge: Cambridge University Press, 1996. 122.

<sup>23</sup> Yule, George. *The Study of Language*. Cambridge: Cambridge University Press, 1996. 122.

<sup>24</sup> Crystal, Hilary. *Words on words*. Chicago: University of Chicago Press: 2000. 87.

<sup>25</sup> Cooper Mendenhall, John. *Aureate terms: a study in the literary diction of the fifteenth century*. City: Kessinger Publishing: 2007. 12.

<sup>26</sup> Brown, Gillian, and George Yule. *Discourse Analysis*. Cambridge: Cambridge University Press, 1983. 1.

than everyday talk or journalism, and within academe writing in the natural sciences requires a more formal diction than writing in the humanities.<sup>27</sup>

Also, the word diction has been used in the field of literature. The Encyclopedia of Literature defined diction as ‘a choice of words, especially with regard to correctness, clearness, or effectiveness’. There are four ‘generally accepted levels’ of words available to choose. They are “formal, informal, colloquial and slang”. However, each level fits in different context, and can sound ambiguous or incorrect if mixed together.<sup>28</sup>

Next, there has been records of association of diction to style. Benjamin Humphrey Smart in 1848 gives examples for the three dictions:

Colloquial style. Let us compare man with other animals – is not he a wonderful piece fo work? ...  
 Middle style. Man in a noble reason, infinite in faculties, in form and moving express and admirable ... High style. What a piece of work is man! How noble in reason! How infinite in faculties!<sup>29</sup>

Although this quote gives us idea that diction is interrelated with stylistics, the term is unknown to stylisticians.<sup>30</sup> A term that can be related to is register, “the specialised vocabulary common” to occupation and social practice.<sup>31</sup>

Stylistics analyzes word choice under a different term: lexical features. This means certain words and idioms are marked to be of certain style and thus give a hint that the text is of certain style. For example, "heretofore, signed sealed and delivered, ex post facto" can be seen as the lexical features of legal English language.<sup>32</sup>

### 1.1.3 Effects

It is essential to study the diction or word choice of the Web 2.0 sites in order to study its characteristics, as the majority of information on the Internet is in text. With “rapid pace of technological change” influencing the communication, I have several reasons to believe that analyzing diction is relevant to Web 2.0.<sup>33</sup>

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<sup>27</sup> Harvey, Michael. "The Nuts and Bolts of College Writing." *The Nuts and Bolts of College Writing*. 12 Mar. 2009 <<http://nutsandbolts.washcoll.edu/rhetoric.html#top>>.

<sup>28</sup> Author, Author. *Merriam-Webster's Encyclopedia of Literature*. Springfield: Merriam-Webster, 1995. 326.

<sup>29</sup> Smart, Benjamin Humphrey. *A manual of rhetoric, with exercises for the improvement of style & diction*. Oxford: Oxford University, 2006. 12.

<sup>30</sup> Turner, George. *Stylistics*. Harmondsworth Eng.: Penguin, 1973. 256.

<sup>31</sup> Radford, Andrew. *Linguistics*. Cambridge: Cambridge University Press, 1999.

<sup>32</sup> Crystal, David. *Language and the Internet*. Cambridge: Cambridge University Press: 2001. 8.

<sup>33</sup> Thurlow, Crispin et.al. *Computer Mediated Communication*. Thousand Oaks: Sage, 2004, 3.



For starters, I suspect that the diction of the Web 2.0 users today differs greatly from the people from the pre-Internet generation. Considering the Internet as another step of advancement in communication, we should look back at the previous stages of communication technology. The most similar innovation (e.g., “mass publication”) which had been made in the “mid-fifteenth century” is a printing press.<sup>34</sup> In 1475 or 1476, William Caxton started a printing press in England and is said to have started the foundation of assimilating the written English. Even though it was not until the seventeenth century printers to solve the problem of spelling variations, Caxton’s translations heralded some changes, such as making *I* and *home* more mainstream than *Ich* and *hame*.<sup>35</sup> It is only logical to expect a significant change in spellings and word choices from the Internet, although not necessarily a standardization.

Secondly, the text of the Web 2.0 site has to be organized differently in order to meet the readers’ active search for information and there has been an emerging industry called Web writing.<sup>36</sup> What is more, diction of a website is being carefully planned to be picked up by search engines, which play a significant role in determining websites’ accessibility. A crawler, component software of a search engine, “explores the Web” and an indexer functions to catalogue and store information about the web’s content so that when a search is made on a certain word, the indexer shows the associated web contents. On the contrary to popular belief, the most popular search engine today, Google, does not search the WWW. Its crawler visits websites it finds and “harvest them into a single database”. Thus, when a user starts a search, s/he is in fact looking at the copied version of the collective websites with the help of indexer mapping their relationship. No matter how big the Google database gets, there are still websites that are not available.<sup>37</sup> Moreover, there have been many developments in search engine. For example, “cluster”-ing search results semantically and suggesting additional “query recommendation” and “answer ranking”.<sup>38</sup>

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<sup>34</sup> Thurlow, Crispin et.al. *Computer Mediated Communication*. Thousand Oaks: Sage, 2004, 26.

<sup>35</sup> Baron, Naomi. *Alphabet to Email*. New York: Routledge, 2000. 97.

<sup>36</sup> Price, Jonathan, and Lisa Price. *Hot Text*. Indianapolis: New Riders, 2002. xiii.

<sup>37</sup> Sherman, Chris. *Google Power: Unleash the Full Potential of Google*. New York: McGraw-Hill Osborne Media, 2005. 7-10.

<sup>38</sup> Wai Lam, Yang, Christopher C., and Filippo Menczer. "Introduction to the special topic section on mining Web resources for enhancing information retrieval." *Journal of the American Society for Information Science & Technology* 58, no. 12 (October 2007): 1791-1792. *Business Source Complete*, EBSCOhost (accessed May 1, 2009).

Third, there is a concept of keywords. Content publishers emphasize on certain keywords to attract more visitors to their webpages or group of websites can coin a new ‘buzzword’ so that the visitors could search for the certain word and follow their trail.<sup>39</sup> The book “Hot Text” advised the importance of explicit content (topic) to which readers can interact with, and remember for a long time.<sup>40</sup>

Last but not least, I presume the Internet jargons and memes will develop and grow to constitute significant amount of average layperson’s lexicon. The reason for that is, although the native speakers of English are approximately 400 million, non-natives (English as a second/third language learners) count up to a billion, and they play a major role in developing English.<sup>41</sup> The communication on the Internet can have created style stereotypes allowing users to mask to hide or show their identity.<sup>42</sup>

#### 1.1.4 Conclusion

Diction is a choice of words a writer makes. In order to analyze text’s diction, several criteria are chosen. These are 1) style and formality of a text, 2) semantic shift and 3) borrowed or newly formed diction. The Web 2.0’s massive content utilizes words in a clear and organized way and new concepts should be explored well.

The term diction is connected to rhetoric, literature and poetry. Similar text analysis, although concerning more on the purpose, is a discourse analysis. Stylistics and diction have similar purpose, and although stylistics works on even larger level including paralinguistic features, a primitive style analysis is included among the analysis parameter. Furthermore, I speculate that in the early English, a concept of diction emerged reflecting the social classes the Britain. Since most of the readers have been passive, the writers had more freedom in expressing themselves – that is, they could convey an idea in elaborate diction or middle diction. Nowadays, those social classes have changed and there is a concept of “identity masking” by intentionally using different diction and so on.

In the world of Web 2.0, the main medium of communication is writing. This could influence a language greatly if we remember the argument of printing press of England. The system of info mining today is, the users of the Internet choose a word or phrase to

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<sup>39</sup> Lynch, Patrick, and Sarah Horton. *Web Style Guide: Basic Design Principles for Creating Web Sites, 3rd Edition*. New Haven: Yale University Press, 2009. 144.

<sup>40</sup> Price, Jonathan, and Lisa Price. *Hot Text*. Indianapolis: New Riders, 2002. 116.

<sup>41</sup> Weiss, Edmond. *The Elements of International English Style*. Armonk: M.E. Sharpe, 2005. xii.

retrieve information, and the search engines, forming the backbone of the WWW, brings relevant information accordingly. This has led the producers to adapt their texts for SEO, preferring certain “keywords”.

The world’s users have different words for certain concepts. There is no doubt that foreign words are being introduced and English is borrowing words to foreign languages extensively. However, it is interesting to see which words would be prevalent, and how much of a word choice the users have. Thus, the analysis of the Web 2.0 diction is important for my practical part.

## 1.2 Syntax

### 1.2.1 Definition

The word syntax is originated from *sýntaxis*, Ancient Greek word for ‘arrangement’ or ‘setting out together. It is defined as the study of the structure of sentences. Syntax is a field of linguistic science that studies the aspects of sentence construction in a sense of arrangements of words.<sup>43</sup>

Syntax is part of Grammar, which also encompasses morphology, and according to Noam Chomsky, phonology and semantics as well.<sup>44</sup>

There are five types of clause elements, **Subject (S)**, **Verb (V)**, **Object (O)**, **Complement (C)** and **Adverbial (A)** see figure below.

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<sup>42</sup> Barak, Azy. *Psychological Aspects of Cyberspace*. Cambridge: Cambridge University Press, 2008. 55.

<sup>43</sup> Van, Valin. *An Introduction to Syntax*. Cambridge: Cambridge University Press, 2001. 1.

<sup>44</sup> Radford, Andrew. *English Syntax*. Cambridge: Cambridge University Press, 2004. 340.

Type	S(subject)	V(erb)	O(bject)(s)	C(omplement)	A(dverbial)
<i>SV</i>	<i>The sun</i>	intransitive <i>is shining</i>			
<i>SVO</i>	<i>That lecture</i>	monotransitive <i>bored</i>	direct object <i>me</i>		
<i>SVC</i>	<i>Your dinner</i>	copular <i>seems</i>		subject complement <i>ready</i>	
<i>SVA</i>	<i>My office</i>	copular <i>is</i>			subject-related adverbial <i>in the next building</i>
<i>SVOO</i>	<i>I</i>	ditransitive <i>must send</i>	indirect object <i>my parents</i> direct object <i>an anniversary card</i>		
<i>SVOC</i>	<i>Most students</i>	complex-transitive <i>have found</i>	direct object <i>her</i>	object complement <i>reasonably helpful</i>	
<i>SVOA</i>	<i>You</i>	complex-transitive <i>can put</i>	direct object <i>the dish</i>		object-related adverbial <i>on the table</i>

Note One minor clause type is the bare existential sentence (18.44ff): *There is no need for apologies; there must have been some misunderstanding.*

Figure 1. It should be noted that in my practical part, sample text's clause elements are analyzed.<sup>45</sup>

Also, **concord**s, or grammatical agreements, of **subject-verb** and **subject-complements** are analyzed. For example subject and verb concrets are consistency of number and form.<sup>46</sup>

Then, **Sentence types**, such as **declarative**, **interrogative**, **imperative**, **exclamative** are categorized.

Next, **formulae**, or functional nonsentences will be identified. For example, "Hello!", "Goodbye" greetings and so on.<sup>47</sup>

Fourth, the **interjections** are searched for in the samples. Interjections are utterances such as "Wow!" or Aha!<sup>48</sup>

Journalists have developed a "**Block Language**" which has unique syntax. It has been used in headlines of newspapers, and due to the attention seeking nature of the media, block language favors "brevity" and ambiguity, so that the readers read more to find out. One of the block language characteristics is avoiding the use of qualifiers.<sup>49</sup> For example,

<sup>45</sup> Quirk, Randolph. *A Comprehensive Grammar of the English Language*. New York: Longman, 1985. 720-721.

<sup>46</sup> Quirk, Randolph. *A Comprehensive Grammar of the English Language*. New York: Longman, 1985. 767

<sup>47</sup> Quirk, Randolph. *A Comprehensive Grammar of the English Language*. New York: Longman, 1985. 845.

<sup>48</sup> Quirk, Randolph. *A Comprehensive Grammar of the English Language*. New York: Longman, 1985. 853

<sup>49</sup> Turner, George. *Stylistics*. Harmondsworth Eng.: Penguin, 1973. 88.

instead of Teacher's union had open attitude to Obama's merit to the teacher's payment plan, a headline writes "Teacher Union Open to Obama's Merit Teacher Pay Plan".<sup>50</sup> Last but not the least, **subordinate and coordinate sentences** are analyzed, highlighting on **coordinators** and **subordinators**, including **finite, non-finite or verbless** sentences.<sup>51</sup> Linguists, especially Chomsky, attempt to find an aspect of language that applies "universally", however as Bloomfield mentioned that some languages can lack the characteristics which we take as universal.<sup>52</sup> Moreover, the presence and absence of the characteristics are used to group the languages into different types; hence typology was first coined by Prague Linguists.<sup>53</sup> One of the characteristics typology looks at when comparing and grouping languages is the word order. In English, the dominant word order is SVO, or subject, verb and order, unless the marked form and certain exceptions, while in some of the other languages, such as Russian, morphology is more important due to its chaotic word order characteristics. Also prepositions, rather than adpositions, are used in English.<sup>54</sup> Regarding morphological typology, English is relatively synthetic and 'analytic in tendency'<sup>55</sup>; therefore we are not interested in morphology and will focus on word order and sentence structures.

### 1.2.2 Perspective

Since the early times, study of syntax has been growing under different sciences rather than linguistics, or philology (linguistics was named philology and had a different approach), alone.

When grammar was founding its basics, parts of speech were formulated by the Greeks. Dionysius Thrax, who first defined the parts of speech and rudimentary grammatical system, lived around 100 BC.<sup>56</sup> Priscian, latter Latin Grammarian, adopted the Greek grammar principles into the Latin grammar. While his first sixteen books were about

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<sup>50</sup> <http://www.foxnews.com/politics/2008/11/17/american-federation-teachers-open-obamas-merit-teacher-pay-plan/>

<sup>51</sup> Quirk, Randolph. *A Comprehensive Grammar of the English Language*. New York: Longman, 1985. 920

<sup>52</sup> Sampson, Geoffrey. *Schools of Linguistics*. Stanford: Stanford University Press, 1980. 70.

<sup>53</sup> Malmkjær, Kirsten. *The Linguistics Encyclopedia*. New York: Routledge, 2002. 320.

<sup>54</sup> Radford, Andrew. *English Syntax*. Cambridge: Cambridge University Press, 2004. 15.

<sup>55</sup> Sapir, Edward. *Language: an Introduction to the Study of Speech*. New York: Dover Publications, 2004. 104.

<sup>56</sup> Aarts, Bas. "Conceptions of categorization in the history of linguistics," *Science Direct*, Vol 28, Issue 4, 36-385 (14 April 2009)

morphology, the last two volumes of Priscian's book on grammar 'Priscianus minor' was dedicated to defining eight parts of speech.<sup>57</sup>

In the middle ages, Latin was a language of diplomacy and religion and its concepts of grammar were studied and became a paradigm of English speakers. Unfortunately, the idea that English grammar should emulate Latin gradually spread throughout the country. This idea, called prescriptive approach, persisted for a long time. Because Latin was typologically different, its grammar would fit to the languages of its family, such as Spanish and French. However, the difference between English and Latin soon showed the ambiguous sentences that were created when according to Latin grammar, e.g. infinitives in Latin being one word and English being two words. Example: One of the prescriptive grammar was to "never split the infinitives". (English - 'to go'; in Latin - 'ire') Thus, prescriptive grammar would approve "to go boldly" and disapprove "to boldly go".<sup>58</sup>

According to Jean Aitchison, one of the influential figure of the prescriptive movement was Robert Lowth, Bishop of London. He thought English grammar needed more accuracy and wrote the 'rules' in 1762. Due to his religious position, his work had profound effect and garnered followers of the next generation.<sup>59</sup>

When the discovery that Sanskrit language had similarities with Latin and European languages was made, this language of Ancient India was studied in the West. At that time, W. von Schlegel started Sanskrit studies in Germany. This was the beginning of comparative linguistics and the group Indo-European languages were found.<sup>60</sup>

In 1911, Ferdinand de Saussure presented his lecture series with revolutionary ideas about the study of language as an "autonomous principle" and "transformed philology into linguistics. He is considered the father of the modern linguistics. However, in the same year, Franz Boas in USA also published his book "Handbook of American Indian Languages", in which he took descriptive and practical approach to studying Native American languages.<sup>61</sup> Also in the same year, Vilem Mathesius from the Prague Linguistics Circle published a paper calling for synchronic study in language.<sup>62</sup> Since

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<sup>57</sup> Malmkjær, Kirsten. *The Linguistics Encyclopedia*. New York: Routledge, 2002. 247.

<sup>58</sup> Yule, G. *The study of language 2nd edition*. Cambridge: Cambridge University Press, 1996. 90-91.

<sup>59</sup> Aitchison, Jean. *Language Change*. Cambridge: Cambridge University Press, 2001, 7-13.

<sup>60</sup> Ed. Malmkjær, Kirsten. *The Linguistic Encyclopedia*. 2<sup>nd</sup> Edition. (London: Routledge, 2004), 220.

<sup>61</sup> Ed. Malmkjær, Kirsten. *The Linguistic Encyclopedia*. 2<sup>nd</sup> Edition. (London: Routledge, 2004), xxviii

<sup>62</sup> Sampson, Geoffrey. *Schools of Linguistics*. Stanford: Stanford University Press, 1980.

1911, three different movements in modern linguistics have been founded: structuralism, functionalism and generativism.

Saussure's new idea founded structuralism. It was the first part of the development of modern linguistics and was to be later expanded by the latter trends. What Saussure proposed was that there were "a basic instance of language in use" and "the underlying language". These two concepts, called parole and langue respectively, were present in any languages as a structure. He explained that it could be compared to chess, where players have a known rule and choose to make a move accordingly.<sup>63</sup>

Another interesting theory in structuralism was Sapir-Whorf hypothesis. It states that:

- 1) Languages vary in their semantic partitioning of the world
- 2) The structure of one's language influences the manner in which one perceives and understands the world
- 3) Therefore, speakers of different languages will perceive the world differently.<sup>64</sup>

The next trend is generativism. The main figure behind this movement has been Noam Chomsky. He was one of the post-Bloomfieldians, who created "Transformational grammar" in the early 1950s. He first proposed that "sentence types, e.g. actives and passives, were systematically related to each other." Then he found the theory of kernel sentences – "a set of phrase structure rules, plus a set of transformation rules [that exist in human mind] in order to generate [sentences]." However in 1962 he dropped this concept and made a theory, now called the "standard theory": That there is "underlying structure" and "surface structure". It was stated that underlying structure could have two surface structures, e.g. active and passive sentences. Yet again, this theory proved inefficient, and in the 1970s, a revised "extended standard theory" was created. In the "extended standard theory", the relationship of words in a sentence was advanced by X-bar theory. His third revision came in the 1980s, when he renamed it "Government and Binding", and "Principles and Parameters" was a new theory. In the 1990s generativists started "Minimalist Program" to simplify the theories.<sup>65</sup>

The last trend is called functionalism. The founders of the movements were Vilem Mathesius, Roman Jakobson and Prince Nikolai S. Trubetskoy from the "Linguistic circle of Prague" and Bronislaw Malinowsky from "London School". The mission of the

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<sup>63</sup> Ed. Malmkjaer, Kirsten. *The Linguistic Encyclopedia*. 2<sup>nd</sup> Edition. (London: Routledge, 2004), xxviii

<sup>64</sup> Gentner, Dedre et.al. *Language in Mind*. (Cambridge: MIT Press, 2003), 4

<sup>65</sup> Ed. Malmkjaer, Kirsten. *The Linguistic Encyclopedia*. 2<sup>nd</sup> Edition. (London: Routledge, 2004), xxxvii

movement was to define the function of the units in a sentence and develop a “functional view of grammar”. For example, in a sentence ‘The shop sells computers.’ ‘shop’ functions as an “agent”, and computer as a “patient”.<sup>66</sup> Mathesius discovered “theme” and “rheme”, which are old and new information for the hearer, and recent scholar aligned to functionalist tradition created “Functional Sentence Perspective”.<sup>67</sup> Praguian functionalists differentiated the syntax, the semantic and the interpretation. Mathesius studied the structure of meanings given in a sentence on the scale of paragraph or larger context, consequently connecting “Functional Sentence Perspective” and the “structural analysis of the sentence”.<sup>68</sup> Due to Chomsky’s prevalent structuralist requirements (that language should be viewed as “mathematically correct system”) in the 1960s, Praguian linguists discussed to change their methodology. Although initially differed from American approach, they then created a framework to view the language as interactive sentence variations rather than only abstract one. This framework developed “Functional Generative Description (FGD)” theory, handling sentence structures based on the syntactic dependencies.<sup>69</sup> FGD is used in Czech National Corpus, tagging words in a sentence and imposing analytic tree structure.<sup>70</sup>

### 1.2.3 Effects

The relevance of syntax in Web 2.0 is considerable in the sense that "the number of meaningful expressions that can be produced by users of human language is potentially infinite".<sup>71</sup> Otherwise, people express themselves (not only) on the Internet with a great variety of styles, thus it is important to scrutinize the syntactic aspects of the Web 2.0.

In this section, I listed the importance and effects of syntax in the Web 2.0. The idea that syntax influences the Web 2.0 in several aspects and continues to be a crucial part of computer development is dominant. I agree with the idea that the connection between

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<sup>66</sup> Ed. Malmkjaer, Kirsten. *The Linguistic Encyclopedia*. 2<sup>nd</sup> Edition. (London: Routledge, 2004), xxxviii

<sup>67</sup> Sampson, Geoffrey. *Schools of Linguistics*. (Stanford: Stanford University Press, 1980) 104

<sup>68</sup> Petr Sgall, *Language in its Multifarious Aspects*, ed. Eva Hajicova and Jarmila Panevova (Prague: Charles University in Prague, 2006) 82-83

<sup>69</sup> Petr Sgall, *Language in its Multifarious Aspects*, ed. Eva Hajicova and Jarmila Panevova (Prague: Charles University in Prague, 2006) 88

<sup>70</sup> Petr Sgall, *Language in its Multifarious Aspects*, ed. Eva Hajicova and Jarmila Panevova (Prague: Charles University in Prague, 2006) 190

<sup>71</sup> Robert D. Van Valin Jr. *Introduction to Syntax: Syntax, lexical categories, and morphology*. Cambridge University Press, 2005



syntax and Web 2.0 is based on the relationship between language and technology, especially technology.

In Artificial Intelligence (AI), scientists try to create a machine that is able to perform a task human does using his intelligence. One of the things scientists are mainly focusing on is “language production and understanding”. Syntax is a crucial element in analyzing language. Parsing, for example, is a primitive process of analyzing language by computer. For uses other than corpus, (computer languages) parsers distinguish the syntactic structure without comprehending. (It has already been used by syntacticians before)<sup>72</sup>, and uses two mechanisms: top down, when the computer expects a certain constituent (e.g. Noun Phrase) and searches for words that match; and bottom-up takes a word in a sentence (e.g. the), identifies its constituent. Basing on parsing, AI scientists have been trying to create a machine that understands and interacts with human in conversation.<sup>73</sup>

Since Tim Berner-Lee’s WWW, we have been introduced to the Hypertext Markup HTML language (HTML). This is the first language the first be used in web display.<sup>74</sup> Hypertext is a text with a structure different than normal, ‘linear’ text.<sup>75</sup> Coined in 1965, hypertext has several meanings, some of which are: (1) systems that separates parts of a text according to its logical association, (2) a body of text, which, included in those systems, is placed non-linearly, and (3) the association or ‘science of relationship’.<sup>76</sup>

However, the demand for more facilitated content, and incapability of HTML to meet the demand led to Extensible Markup Language (XML). XML was the first to parse the text, that is, there are tags that mark the beginning or ending of a text, possibly a sentence, and process a new text element.

Overall, in these two languages, the user interaction was not developed and thus was called ‘static’. However, in the early 1990s, they have been the most popular WWW display languages.<sup>77</sup>

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<sup>72</sup> D.Van Valin Jr, Robert. *An Introduction to Syntax*. Cambridge: Cambridge University Press, 2001, 110

<sup>73</sup> Yule, George. *Study of language*. 2<sup>nd</sup> edition. (Cambridge: Cambridge University Press. 1996) 153.

<sup>74</sup> "Computer Programming Language -- Britannica Online Encyclopedia." Encyclopedia - Britannica Online Encyclopedia. <http://www.britannica.com/EBchecked/topic/130670/computer-programming-language> (accessed April 25, 2009)

<sup>75</sup> <http://www.w3.org/WhatIs.html>

<sup>76</sup> Scharl, Arno. *Evolutionary Web Development*. Berlin: Springer, 2000. 6.

<sup>77</sup> "Computer Programming Language -- Britannica Online Encyclopedia." Encyclopedia - Britannica Online Encyclopedia. <http://www.britannica.com/EBchecked/topic/130670/computer-programming-language> (accessed April 25, 2009)

If we look at the effects that syntax can have in Web 2.0, on the one hand, users, the native tongue of which are different, gather to use the lingua franca, English, thus interlanguage is created. Since natives of different languages have different sentence structure formulated in their brain, there is a question about whether syntactic grammar correctness is achieved in the Web 2.0.<sup>78</sup>

On the other hand, the idea of multimedia and social interactivity is not a new thing as in the past, scientists such as Paul Otlet in 1934 had a vision of "cinema, phonographs, radio, television" replacing the books and becoming the new books. He envisioned a world similar to today and was making large information system with the help of catalogues.<sup>79</sup> It is obvious that we have surpassed the multimedia information discovery, however one can make an analogy that if the web 2.0 is "the new book", the multimedia can be considered part of text, too. In other words, Video stream, chat, and text information start a new correlation and/or syntax of sentence can cover both written text and other formats as all the information medium gets interrelated. These are the things that we should anticipate to see from my analysis.

#### 1.2.4 Conclusion

Syntax is the study of sentence structures. The following terms are analyzed to summarize: (1) clause elements, (2) concords, (3) sentence types, (4) formulae, (5) interjections, (6) block language, (7) subordinate and coordinate sentences as the deciding factors of the Web 2.0 sample texts in the sense of syntax.

Syntax is part of a larger study of grammar, which has a long history of development. Starting with Priscian, the perspectives of the study of syntax is unfolded through historic accounting of philology, early linguistics and grammar. Basically, the three stages in linguistics, structuralism, generativism and functionalism, and the pioneering linguists of each stage who contributed to the study of syntax are mentioned in the "Perspective" section.

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<sup>78</sup> Crystal, David. *Language and the Internet*. Cambridge: Cambridge University Press, 2001. 205.

<sup>79</sup> Alex Wright, "Web That Wasn't" (company lecture talk series, Google), Youtube, <http://www.youtube.com/watch?v=72nfrhXroo8> (accessed April 4, 2009).

The contemporary syntax, fully grown and advanced, is applied to several fields pertaining to Web 2.0. Those are language corpora, parser, scripting languages, especially HTML's hyperlink, in computer science.

According to Sapir-Whorf theory, our consciousnesses and thoughts are coded in our native languages. The users of the Internet all around the world have different mother tongues, consequently, different syntax in their brains. And the infusion of multimedia might have influenced the grammar of English sentences, shifting the semantics to different forms.

It is indeed interesting to study the syntactic aspects in practical study therefore.

## 2 WEB 2.0

I understand Web 2.0 as the contemporary famous websites, such as Facebook, Google, Youtube and Twitter, that are used worldwide, and I feel that their influences should be studied.

Web 2.0 is a marketing-oriented term of the World Wide Web, denoting the concept of second generation/version. It is also called the “New Web”.<sup>80</sup>

The term was first coined on an annual P2P (peer-to-peer) conference by O’Reilly Media, co-organized with other companies in the Silicon Valley (major information technology industrial center in the USA). They define Web 2.0 as the Internet websites that are building “applications that harness network effects to get better the more people use them.”<sup>81</sup>

Due to its entrepreneurial motive, the term is ambiguous and different people have different understanding of it. An acceptable definition of Web 2.0 has not been made yet, as of 2008 entrepreneurs and social commentators talk about it mostly emphasizing on its technical innovation, user-interactivity, Ajax integration and/or its social networking aspects.<sup>82</sup> Tim O’Reilly put it as:

Like many important concepts, Web 2.0 doesn’t have a hard boundary, but rather, a gravitational core. You can visualize as a set of principles and practices that tie together a veritable solar system of sites that demonstrate some or all of those principles, at a varying distance from that core.<sup>83</sup>

O’Reilly Media published several books on the subject of Web 2.0, and several authors have commented on the paper. The reaction to O’Reilly’s first publishment (What is Web 2.0?) was positive, yet several authors have expressed their suspicion of Web 2.0 being a “hype” and failing soon like the 1990’s “bubble burst”, a financial failure of the Internet companies’ investments. Dharmesh Shah et al. predicts that current situation is at the brink of another ‘bubble’, as companies with Web 2.0 sites start bankrupting soon.<sup>84</sup> Paul

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<sup>80</sup> Solomon, Gwen, and Lynne Schrum. *Web 2.0: New Tools, New Schools*. City: Intl Society for Technology in, 2007. 1.

<sup>81</sup> Shuen, Amy. *Web 2. 0*. Sebastopol: O’Reilly, 2008. xvii

<sup>82</sup> Shuen, Amy. Shuen, Amy. *Web 2. 0*. Sebastopol: O’Reilly, 2008. xv.

<sup>83</sup> O’Reilly, Tim. "What Is Web 2.0 | O’Reilly Media." O’Reilly Media - Spreading the knowledge of technology innovators. <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html> (accessed March 25, 2009).

<sup>84</sup> Shah, Dharmesh, Ilana Davidi, Yoav Shapira,, and Robbie Allen. "Essay #4. Web 2.0: Hype, Reality, or the Future?." Blog - Robbie Allen . <http://rallenhome.com/essays/essay4.html> (accessed May 09, 2009).

Miller's article acknowledges the suspicion however he agrees with the idea of sophisticated websites having a "powerful potential".<sup>85</sup>

However, all the authors I studied looked at Web 2.0 from a business perspective, and overall the term Web 2.0 has a connotation of business opportunity, thus we explore its business promises in the next chapter.

## 2.1 Business view

"Users add value" is a subject that constantly appeared in my chosen literature. Shuen described it as the fact that when users are able to do more things (upload, download, comment), the companies' value increase. It is mentioned that radical business model 'freemium', that offers free service to the users are seemingly dominating. Using the "collective user value", company (e.g.Flickr) is able to establish the websites' value out of voluntary users' value.<sup>86</sup> Christopher Alexander mentioned that users are publishing information and therefore literally adding value and expanding the website, which only founds the framework.<sup>87</sup> According to Dharmesh Shah et al. some capable users even contribute to the programming of the websites. Application programming interface, or API, is open for anyone to edit and interested users improve it.<sup>88</sup> An attribute to this, a fact that web 2.0 sites (or applications for that matter) are molded for users' convenience (i.e. the content fulfills users needs), should also be mentioned.<sup>89</sup>

"Networks multiply effect". Shuen states that the growth of a website is an attribute of user liaisons, it should be noted that merely the number of users who visit without interaction is essential, too. This is logical since the more users there are the more popular and profitable the website becomes. The effects networking can have are value appreciation, opportunity to add complementary products, value appreciation of the additional products, and opportunity to 'buzz-market'.<sup>90</sup>

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<sup>85</sup> Miller, Paul. "Main Articles: 'Web 2.0: Building the New Library', Ariadne Issue 45." Ariadne Magazine. <http://www.ariadne.ac.uk/issue45/miller/> (accessed May 9, 2009).

<sup>86</sup> Shuen, Amy. *Web 2. 0*. Sebastopol: O'Reilly, 2008. 2-4.

<sup>87</sup> O'Reilly, Tim. "What Is Web 2.0 | O'Reilly Media." O'Reilly Media - Spreading the knowledge of technology innovators. <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html> (accessed March 25, 2009).

<sup>88</sup> Shah, Dharmesh, Ilana Davidi, Yoav Shapira,, and Robbie Allen. "Essay #4. Web 2.0: Hype, Reality, or the Future?." Blog - Robbie Allen . <http://rallenhome.com/essays/essay4.html> (accessed May 09, 2009).

<sup>89</sup> Miller, Paul. "Main Articles: 'Web 2.0: Building the New Library', Ariadne Issue 45." Ariadne Magazine. <http://www.ariadne.ac.uk/issue45/miller/> (accessed May 9, 2009).

<sup>90</sup> Shuen, Amy. *Web 2. 0*. Sebastopol: O'Reilly, 2008. 41-42.

There are pieces of information about programming developments that are essential to understand the nature of Web 2.0. Without having a basic knowledge about the technicality of Web 2.0, it is difficult to get accurate impression, thus we explore the technical aspects of Web 2.0 next.

## 2.2 Technical view

The concept of “usability” emerged on the Web. Although the content publishers publish their information in a paragraphed text, a research found that users receive the information in a particular “F” shaped way.<sup>91</sup>



Figure 2. The final heat map that tracked the eye movement from the eyetracking research.<sup>92</sup>

<sup>91</sup> Nielsen, Jakob. "F-Shaped Pattern For Reading Web Content (Jakob Nielsen's Alertbox)." useit.com: Jakob Nielsen on Usability and Web Design. [http://www.useit.com/alertbox/reading\\_pattern.html](http://www.useit.com/alertbox/reading_pattern.html) (accessed May 6, 2009).

<sup>92</sup> Nielsen, Jakob. "Eyetracking Research into Web Usability." useit.com: Jakob Nielsen on Usability and Web Design. <http://www.useit.com/eyetracking/> (accessed May 6, 2009).

In the field of computer science, several programming languages have been developed to improve the usability or ‘interface’ of the websites. With the help of Java, a ubiquitous program that can be interoperable to mobile devices, the Internet achieved interactivity.<sup>93</sup> Current user-interface is attributed to Asynchronous Javascript and XML (AJAX). However, there are other sophisticated programs such as Perl, Python and Ruby, mostly running open sourced, meaning the development codes open to the public free of charge.<sup>94</sup> The websites today are imitating operation system softwares more and more and websites are integrated with applications and the Web 2.0 is being called “a platform” as shown below.

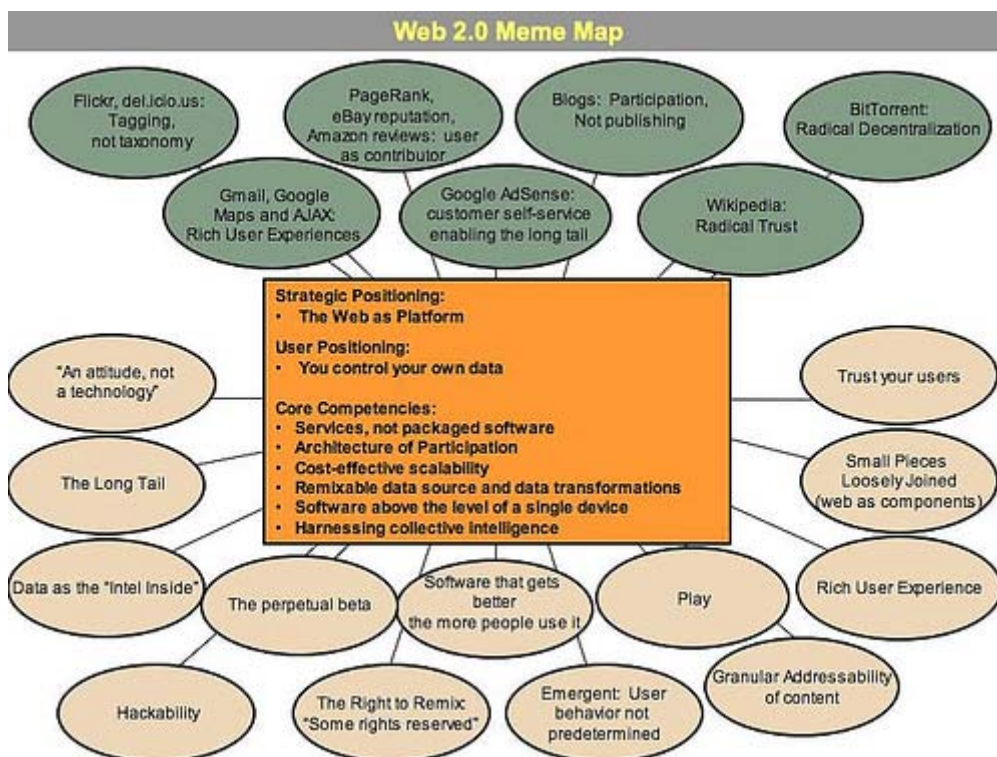


Figure 3. Web 2.0 as a platform conceptualized by the O'Reilly media.<sup>95</sup>

With O'Reilly praising open source system's liberation from programming cost and skills, it is logical to think the value of programming is not enough. Indeed, it is possible to

<sup>93</sup> "Computer Programming Language -- Britannica Online Encyclopedia." Encyclopedia - Britannica Online Encyclopedia. <http://www.britannica.com/EBchecked/topic/130670/computer-programming-language> (accessed April 25, 2009)

<sup>94</sup> Feiler, Jesse. *How to Do Everything with Web 2.0 Mashups*. New York: McGraw-Hill, 2008. 4.

<sup>95</sup> O'Reilly, Tim. "What Is Web 2.0 | O'Reilly Media." O'Reilly Media - Spreading the knowledge of technology innovators. <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html> (accessed March 25, 2009). 1.

duplicate or compile from successful websites' design and interface.<sup>96</sup> However, what keeps the big websites powerful is the database. Every website has a "specialized database" that they use for activity, such as Google's web crawl, video database in Youtube and so on.<sup>97</sup>

There is a chance that this term could soon be obsolete, as mentioned above Dharmesh Shah et al. compared it to the 1990s' marketing failure. In this circumstance the new force would be called Web 3.0, semantic webpages that understands texts. The pioneering website, Wolfram Alpha has not released its semantic search engine yet.<sup>98</sup>

### 2.3 Social view

It is important to also consider the population who still do not have access to the Web 2.0, as there is "demographic/socio-economic factors such as income, age, education" and so on that hinders the people from being Internet user and immerse into the Web 2.0 society. There have been studies about the psychological effect of the Internet, and these concluded the Web to have negative effects on social life or interpersonal relationships, inducing isolation, alienation, "loneliness, depression and anxiety". However, the critics have opposed this view and claimed the Internet's connectivity, dynamic and global interaction foster's "social interaction, creativity and emotional and informational support".<sup>99</sup> As the network of Web 2.0 fully penetrates the world population, most people will use the Internet, be part of Web 2.0 and the psychological effect of the Internet will be part of our culture.

The other achievement realized about networking is the notion of the Long Tail. Due to the vast and decentralized nature of the Internet, most of the topics discussed on the websites are on specific fields. This turned out to compile more portion of the Web, and thus is called the Long Tail, where websites that don't offer wide range of products for mainstream audience but specific products for specific groups reside. Companies prefer to

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<sup>96</sup> Shuen, Amy. *Web 2.0*. Sebastopol: O'Reilly, 2008. 153.

<sup>97</sup> O'Reilly, Tim. "What Is Web 2.0 | O'Reilly Media." O'Reilly Media - Spreading the knowledge of technology innovators. <http://www.oreillyn.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html> (accessed March 25, 2009). 3.

<sup>98</sup> "Wolfram Blog : Wolfram|Alpha Is Coming!." Wolfram Blog. <http://blog.wolfram.com/2009/03/05/wolframalpha-is-coming/> (accessed May 14, 2009).

<sup>99</sup> Joinson, Adam et.al. *Oxford Handbook of Internet Psychology*. City: Oxford University Press, USA, 2007. 8.



sell a particular product rather than wholesaling. Websites for particular topics make the larger part of the Internet than mainstream, mass media websites.<sup>100</sup>

## 2.4 Categorizations

In 2000, Arno proposed that websites will develop to have their own genres. He was not sure of the future however he predicted that there will be three types of genres:

1.) Schematic. The information of a website is presented in a framework that is rigid or partially rigid. 2.) Heterogeneous. Distinctly different texts co-exist together or in one another. The degree of mixture is low, and genres are few. 3.) Polyphonic. Text uses high amount of intertextuality and is mixed. Nuance of different linguistic feature makes the genre ambiguous.<sup>101</sup>

Several distinct genres of websites have appeared by now: Wikis, Blogs, Social networking and sharing sites.<sup>102</sup> Wiki is a subset of pages that contain related information made by the collaboration of users on the Web 2.0. What distinguishes wikis from static pages is the fact that users create, modify and collaborate on the information, rather than the staff of the website. The information is edited consistently, e.g. adapting to the timing of current events. Any users can see the history of an article and discuss it. The general public knows Wikipedia, the free Internet Encyclopedia, as the best example.<sup>103</sup>

Blogs (from weblogs) are simple log websites that can be used for various uses ranging from personal biography to propagating a notions and groups. Blog can be integrated with several advanced applications for efficiency such as, Really Simple Syndication (RSS) and Folksonomy.<sup>104</sup> It is known generally that blog is challenging the mass media by empowering the role of the audience/listeners.

Social networking sites are sites where people create the profile of themselves and connect and socialize with other people online. Examples of social networks are “MySpace,

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<sup>100</sup> Anderson, Chris. "Wired 12.10: The Long Tail." Wired News. [http://www.wired.com/wired/archive/12.10/tail.html?pg=3&topic=tail&topic\\_set=](http://www.wired.com/wired/archive/12.10/tail.html?pg=3&topic=tail&topic_set=) (accessed May 9, 2009).

<sup>101</sup> Scharl, Arno. *Evolutionary Web Development*. Berlin: Springer, 2000. 15.

<sup>102</sup> "10 THINGS you should know now about...WEB 2.0." *eWeek* 26, no. 1 (January 05, 2009): 46-46. *Academic Search Complete*, EBSCOhost (accessed May 14, 2009).

<sup>103</sup> Knobel, Michele, and Colin Lankshear. "Wikis, Digital Literacies, and Professional Growth." *Journal of Adolescent & Adult Literacy* 52, no. 7 (April 2009): 631-634. *Academic Search Complete*, EBSCOhost (accessed May 14, 2009).

<sup>104</sup> Siddiqui, Adnan. "Using Web 2.0 Tools to Increase Your Productivity." *Chemical Engineering* 116, no. 3 (March 2009): 31-32. *Academic Search Complete*, EBSCOhost (accessed May 14, 2009).

Facebook, and LinkedIn. The network effect is the strongest here, and web 2.0 sites try their best to fulfill the needs of its users and gather more and more users.<sup>105</sup> Recently, social networking sites have been expanding from their original market, geographically (from USA to worldwide), demographically (from students to corporate culture) and so on.<sup>106</sup>

Mashups are the backbone of Web 2.0 technologies. It is an integration of applications into webpages. Google is famous of its Google Map mashup sophisticated interactivity is achieved through the mixture of JavaScript, PHP and etc.<sup>107</sup>

## 2.5 Conclusion

The term Web 2.0 is a name coined from WWW for marketing purpose. Although it has been a buzz phrase to attract business, the developments and achievements in the website quality and programming performance has increased to a pleasant stage thanks to Web 2.0 hysteria. Even if this term was not created by O'Reilly media, the advancement of the Internet would still have interested the public.

From the creators of the term, several business aspects of Web 2.0 are shown in the "business view". It is also clear now that Web 2.0 has developed to become a platform as in desktop, and the networking users actually contribute to the information and business model of a website. Now users could value how much company is worth. The companies have understood that interactivity is profitable and networking is and promising. The Web 2.0 interface is attributed to AJAX. Websites are even encouraging users to create and expand the websites (more on "technical view"). As for the "categorization", We have focused on the following genres of Web 2.0 sites: wikis, blogs, social networks and mashups.

The future predecessor of the Web 2.0 is already nominated as "semantic web" and the first semantic website is about to be released soon.

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<sup>105</sup> Klaassen, Abbey, and Beth Snyder Bulik. "Isn't the entire web social these days?." *Advertising Age* 80, no. 11 (March 30, 2009): 46-46. *Academic Search Complete*, EBSCOhost (accessed April 14, 2009).

<sup>106</sup> Gibson, Stan. "Web 2.0 tools gain enterprise acceptance." *eWeek* 26, no. 7 (April 06, 2009): 16-18. *Academic Search Complete*, EBSCOhost (accessed May 14, 2009).

<sup>107</sup> Feiler, Jesse. *How to Do Everything with Web 2. 0 Mashups*. New York: McGraw-Hill, 2008. 16.

## **II. ANALYSIS**

### 3 SELECTION OF SAMPLE TEXTS ON WEB 2.0

In this section, we analyze the diction and syntax of representative Web 2.0 sites from all 4 levels,

The size of all the websites available to be analyzed are currently:

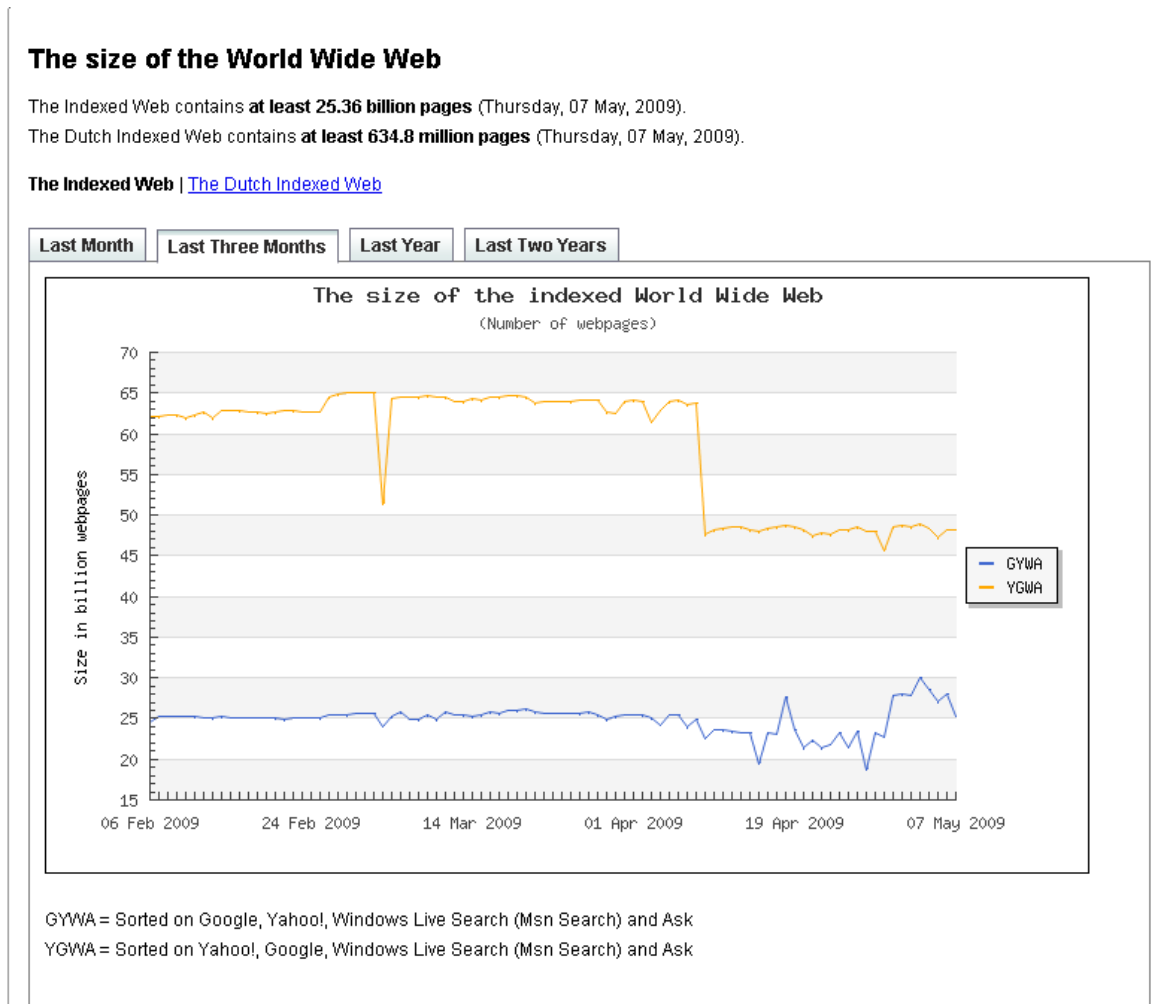


Figure 4. The graph shows the proportion of the websites found by the search engines.<sup>108</sup>

Estimate of all the webs that are available in the search engines Google, Yahoo!, Windows Live Search and Ask, have reached “at least 25.36 billion pages”.

Now I attach picture shot of each website and due to it large size and ineligible text, I transcribe the extracted texts.

I chose Wikipedia due to its undeniable popularity and vast size that cannot go unrepresented.

The blog I chose, twitter is actually microblogging

### 3.1 Wikis - Wikipedia

Help us improve Wikipedia by [supporting it financially](#). [Log in](#) / [create account](#)

[article](#) [discussion](#) [edit this page](#) [history](#)

## Web 2.0

From Wikipedia, the free encyclopedia

It has been suggested that *Web 1.0* be merged into this article or section. ([Discuss](#))

**"Web 2.0"** refers to a perceived second generation of web development and design, that facilitates communication, secure information sharing, interoperability, and collaboration on the World Wide Web. Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications; such as social-networking sites, video-sharing sites, wikis, blogs, and folksonomies.

The term Web 2.0 was first used in front of a large audience by Eric Knorr, executive editor of InfoWorld, in the December 2003 special issue of the business IT magazine CIO, with the title "Fast Forward 2010 - The Fate of IT", in his article "2004 - The Year of Web Services". Eric Knorr wrote about the coming business revolution in the IT industry:

“ [An increase of outsourcing with web services] is nothing less than the start of what Scott Dietzen, CTO of BEA Systems, calls the Web 2.0, where the Web becomes a universal, standards-based integration platform. Web 1.0 (HTTP, TCP/IP and HTML) is the core of enterprise infrastructure.<sup>[1]</sup> ”

Eric Knorr quoted in his article Scott Dietzen, who was at that time CTO at BEA Systems (a subsidiary of Oracle) and is as of today President and CTO<sup>[2]</sup> at Zimbra, Inc., a Web 2.0 company which was purchased by Yahoo! for approximately \$350 million in September 2007<sup>[3]</sup>. The term was later also used by Dale Dougherty and Craig Cline and shortly after became notable after the O'Reilly Media Web 2.0 conference in 2004.<sup>[4][6]</sup> Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specifications, but rather to cumulative changes in the ways software developers and end-users utilize the Web. According to Tim O'Reilly:

“ Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as a platform, and an attempt to understand the rules for success on that new platform.<sup>[6]</sup> ”

Contents <span>[hide]</span>
1 Definition
2 Characteristics
3 Technology overview
4 Usage
4.1 Government 2.0
4.2 Higher education and Science 2.0
4.3 Public domain

Figure 6. An article on Web 2.0 in Wikipedia.<sup>109</sup>

#### Sample 1:

Help us improve Wikipedia by supporting it financially.

Article \* Discussion \* Edit this page \* History

Web 2.0

From Wikipedia, the free encyclopedia

It has been suggested that Web 1.0 be merged into this article or section. ([Discuss](#))

"Web 2.0" refers to a perceived second generation of web development and design, that facilitates communication, secures information sharing, interoperability, and collaboration on the World Wide Web. Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications; such as social-networking sites, video-sharing sites, wikis, blogs, and folksonomies.

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<sup>108</sup> "WorldWideWebSize.com | The size of the World Wide Web." WorldWideWebSize.com | The size of the World Wide Web. <http://www.worldwidewebsize.com/> (accessed May 7, 2009).

<sup>109</sup> [http://en.wikipedia.org/wiki/Web\\_2.0](http://en.wikipedia.org/wiki/Web_2.0) (accessed May 14, 2009)

**Criticism and Bruce Streling**[\[edit\]](#)

As much as I enjoy sci-fi, isn't referring to Bruce Sterling a bit of *Ad Verecundiam*? Has he become an authority on web development lately? --JECompton (talk) 14:15, 24 September 2008 (UTC)

**Pronunciation**[\[edit\]](#)

What is the common pronunciation (if any) of "Web 2.0"? So far I have heard (from non-native speakers) "web two zero", "web two dot zero" and "web two point oh". --92.75.198.213 (talk) 23:34, 30 September 2008 (UTC)

- The most common I've heard (in the UK and NZ) is "web two point oh". Greyskinnedboy (talk) 19:13, 12 February 2009 (UTC)

**Range of Encompassing**[\[edit\]](#)

Is *Computer-generated imagery* (aka *Machinima*) and *Middleware* considered as Web 2.0. I mention middlewares, because they are commonly use with collaboration software such as Microsoft Office Live, Web Service, Types of Information Exchanges Standard (e.g. JSON (a type of OOP notation) and XML).

On the non-technical side of middleware, they are used in XMPP (aka VoIP) which utilize the Cloud Computing Infrastrucutre and I think these can be considered as Web 3.0? I mean Mobile Internet (which originate from Netbooks) and Cloud Computing should play a very large roll of the Web Culture generation right? --Ramu50 (talk) 02:40, 17 November 2008 (UTC)

**Declaration**[\[edit\]](#)

I am a Web 2.0 Summit speaker. If anyone thinks my edits to this article violate WP:NPOV, please let me know. Jehochman <sup>Talk</sup> 17:37, 25 December 2008 (UTC)

Figure 7.Collaborative discussion on Wikipedia.<sup>110</sup>

**Sample 2:****Criticism and Bruce Streling**

As much as I enjoy sci-fi, isn't referring to Bruce Sterling a bit of *Ad Verecundiam*? Has he become an authority on web development lately? --JECompton (talk) 14:15, 24 September 2008 (UTC)

[\[edit\]](#) Pronunciation

What is the common pronunciation (if any) of "Web 2.0"? So far I have heard (from non-native speakers) "web two zero", "web two dot zero" and "web two point oh". --92.75.198.213 (talk) 23:34, 30 September 2008 (UTC)

\* The most common I've heard (in the UK and NZ) is "web two point oh". Greyskinnedboy (talk) 19:13, 12 February 2009 (UTC)

[\[edit\]](#) Range of Encompassing

Is *Computer-generated imagery* (aka *Machinima*) and *Middleware* considered as Web 2.0. I mention middlewares, because they are commonly use with collaboration software such as Microsoft Office Live, Web Service, Types of Information Exchanges Standard (e.g. JSON (a type of OOP notation) and XML).

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<sup>110</sup> [http://en.wikipedia.org/wiki/Talk:Web\\_2.0](http://en.wikipedia.org/wiki/Talk:Web_2.0) (accessed May 14, 2009)

### 3.2 Blogs

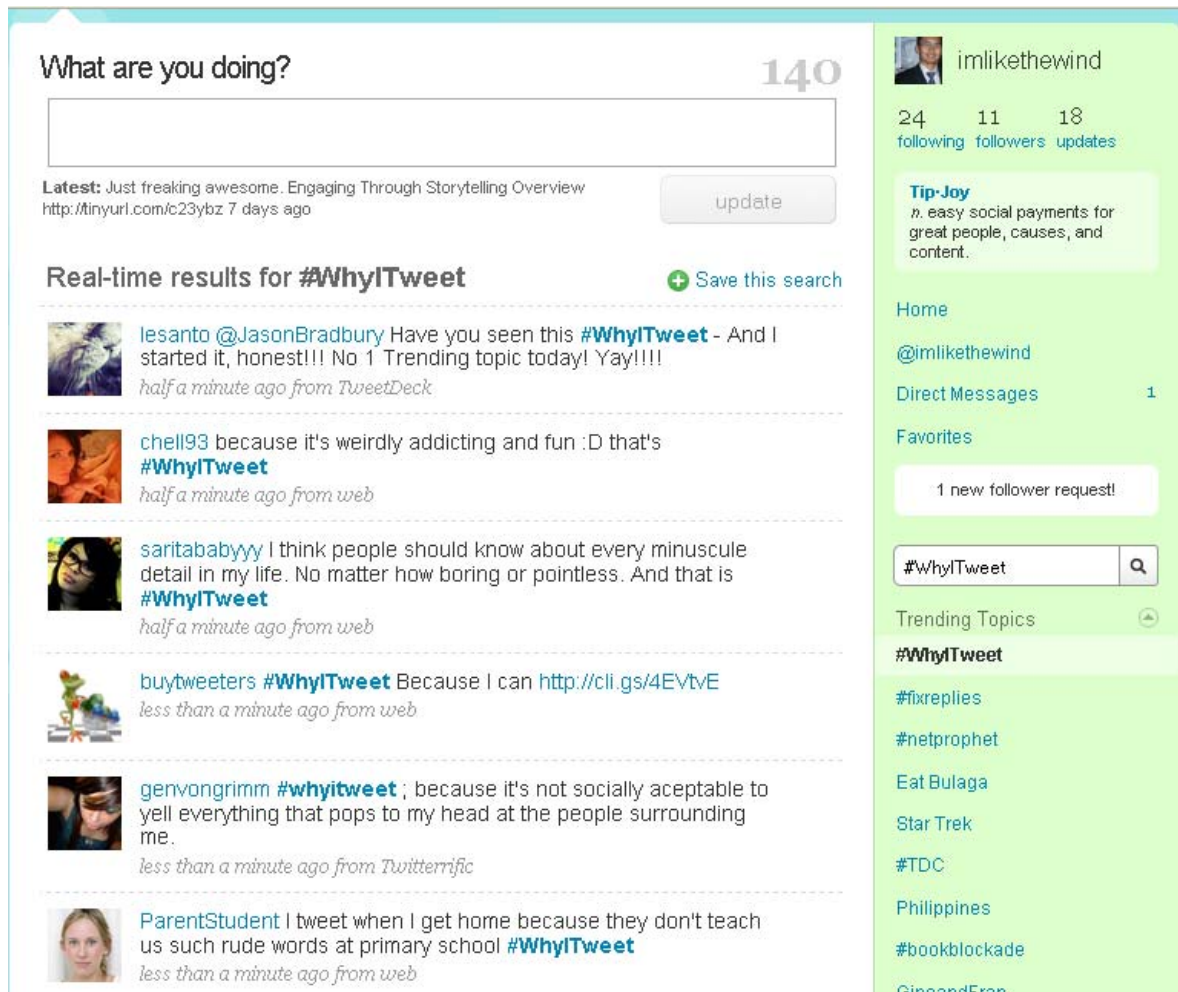


Figure 8. Exploration of trending topics from my Twitter profile<sup>111</sup>

Sample:

What are you doing?  
 140  
 Latest: Just freaking awesome. Engaging Through Storytelling Overview  
<http://tinyurl.com/c23ybz> 7 days ago  
 Save this search Real-time results for #WhyITweet

17 more result since you started searching. Refresh to see them.

1. lesanto @JasonBradbury Have you seen this #WhyITweet - And I started it, honest!!! No 1 Trending topic today! Yay!!!! half a minute ago from TweetDeck
2. chell93 because it's weirdly addicting and fun :D that's #WhyITweet half a minute ago from web
3. saritababyyy I think people should know about every minuscule detail in my life. No matter how boring or pointless. And that is #WhyITweet half a minute ago from web
4. buytweeters #WhyITweet Because I can <http://cli.gs/4EVtvE> less than a minute ago from web

<sup>111</sup> <http://twitter.com/#search?q=%23WhyITweet> (accessed May 14, 2009)

5. genvongrimm #whyitweet ; because it's not socially acceptable to yell everything that pops to my head at the people surrounding me. less than a minute ago from Twiterrific
6. ParentStudent I tweet when I get home because they don't teach us such rude words at primary school #WhyITweet less than a minute ago from web
7. swearimnotpaul #whyitweet to share links and stories with my friends and peers, and to sometimes plug my blog. less than a minute ago from web
8. loopeelinz #WhyITweet I don't know why I tweet when no one follows me!!! less than a minute ago from web
9. VictoriaSennitt so many random thoughts, so few people wanting to hear about them! #WhyITweet less than a minute ago from web

more

Saved Searches

Trending Topics

- \* #WhyITweet
- \* #fixreplies
- \* #netprophet
- \* Eat Bulaga
- \* Star Trek
- \* #TDC
- \* Philippines
- \* #bookblockade
- \* GinoandFran
- \* #csn09

### 3.3 Social networks

#### Sample 1:

##### Tools

API Test Console
FBML Test Console
Feed Template Console
Registered Templates Console

**Create a Short Story template (optional)**

Short Story Template Title (optional)


Short Story Template Body

If included, Short Story titles must begin with {\*actor\*}.


If you do not wish to create a Short Story template at this time, click Skip.

Back
Next
Skip

**Template preview:**



**Narantsoqt Baatarkhuu**



Narantsoqt likes short story templates as well.  
Narantsoqt has been discussing short story templates with Lkhamsuren Uyanga, Javkhlan Julie Javkhaa, Martha Merchan, Anusua Saha and Andreea Necuta.

Not Published Yet

Figure 9. The Developers' side of Facebook, where interface is open-source and users can create their own applications.<sup>112</sup>

<sup>112</sup> <http://developers.facebook.com/tools.php?feed>



Sample 2:

API Test Console; FBML Test Console; Feed Template Console; Registered Templates Console;  
 {\*actor\*} likes short story templates as well.  
 Narantsogt likes short story templates as well.  
 If included, Short Story titles must begin with {\*actor\*}.



Figure 10. The public profile the president of the U.S. on Facebook. <sup>113</sup>

Sample:

Become a Supporter  
 View Updates  
 President Barack Obama is the 44th  
 President of the United States of  
 America.  
 Information  
 Current Office  
 Office:  
 President of the United States  
 Supporters

6 of 6,270,395 supporters See All  
 Barack Obama  
 Become a Supporter  
 \* Wall  
 \* Info  
 \*Boxes  
 \*Events  
 \*Notes  
 \*Barack Obama  
 \*Just Fans

113

Barack Obama  
 Barack Obama  
 Organizing for America | Support Real Healthcare Reform  
 Source: my.barackobama.com  
 Today Speaker Pelosi committed to passing a healthcare bill in the House by July 31. Let Congress know that the bill must uphold the President's three principles -- reduce costs, guarantee choice and ensure affordable care for all.  
 1:19am · Comment · LikeUnlike · Show Feedback (28,568)Hide Feedback (28,568) · Share  
 You and 26,831 others like this.  
 26,831 people like this.  
 View 1,737 comments  
 Write a comment...  
 Barack Obama  
 Barack Obama  
 Stand with Obama on Health Care  
 Friend, Monday morning, an unlikely gathering of health care industry and union leaders emerged from the White House, announcing a historic agreement to lower medical costs and save the average family up to \$2,500...  
 Yesterday at 2:32am · Show Feedback (49,976)Hide Feedback (49,976) · Share  
 You and 46,053 others like this.  
 46,053 people like this.  
 View 3,923 comments  
 Barack Obama

Barack Obama The White House just created a Facebook page. Become a fan and get updates on the H1N1 flu and other top issues.  
 The White HouseGovernment:199,021 fans  
 May 1 at 9:28pm · Comment · LikeUnlike · Show Feedback (42,733)Hide Feedback (42,733) · Share  
 You and 39,760 others like this.  
 39,760 people like this.  
 View 2,973 comments  
 Write a comment...  
 Barack Obama  
 Barack Obama  
 The President On His 100th Day  
 Source: www.youtube.com  
 Yesterday on President Obama's 100th day in office, he reflected on the progress made and the change we have yet to make.  
 May 1 at 1:01am · Comment · LikeUnlike · Show Feedback (48,014)Hide Feedback (48,014) · Share  
 You and 44,249 others like this.  
 44,249 people like this.  
 View 3,765 comments  
 Write a comment...  
 Barack Obama  
 Barack Obama  
 Organizing for America | See the change in your state  
 Source: my.barackobama.com

### 3.4 Search Engine – Google trends

The screenshot shows the Google Trends interface for the USA on May 2, 2009. It features a search bar at the top and a list of 100 trending search terms. The terms are organized into four columns. The first column includes terms like 'cabin borel', 'mine that bird', and 'kentucky derby 2009 winner'. The second column lists 'nbc sports.com', 'nikki catsouras accident photos', and 'mint julep'. The third column contains 'larry jones horse trainer', 'kentuckyderby.com', and 'kentucky derby current odds'. The fourth column shows 'i want to marry ryan banks', 'derby payouts', and 'kentucky derby line up'. A footer note states: 'Google Trends provides insights into broad search patterns. Please keep in mind that several approximations are used when computing these results.'

Figure 11. Hottest trends people are searching for during the April, 2008 by Google US<sup>114</sup>.

Sample:

Hot Trends (USA) May 2, 2009 - change date iGoogle Gadget		Site Feed
1. calvin borel	post time	30. triple crown
2. mine that bird	17. nikki catsouras	31. yum brands
3. jack kemp	18. kelly clarkson pregnant	32. nikki catsouras car crash photos
4. calvin burrell	19. eight belles	33. i want revenge
5. kentucky derby results	20. pacquiao vs hatton video	34. watch kentucky derby live
6. jasmine villegas	21. kentucky derby 2009 time	35. eddie house
7. kentucky derby 2009 winner	22. 2009 kentucky derby winner	36. joshua p warren
8. double eagle ranch	23. larry jones	37. kelly clarkson weight gain
9. silicone holocaust	24. pictures of nikki catsouras accident	38. big brown
10. berea college	25. nikki catsouras death pictures	39. eight belles kentucky derby
11. kentucky derby post time	26. nbcsports.com	40. manny pacquiao
12. accutane	27. nikki catsouras accident photos	41. preakness
13. bird rock bandits	28. what time does the kentucky derby start 2009	42. my old kentucky home lyrics
14. joshuapwarren.com	29. manny pacquiao vs ricky hatton	43. boxing news
15. nikki catsouras accident pictures		44. kentucky derby site youtube.com
16. kentucky derby 2009		

<sup>114</sup> <http://www.google.com/trends/hottrends?sa=X&date=2009-5-2>

45. <a href="#">pacquiao vs hatton</a>
46. <a href="#">gelding</a>
47. <a href="#">pacquiao fight</a>
48. <a href="#">kentucky derby odds</a>
49. <a href="#">mint julep</a>
50. <a href="#">nbc sports</a>
51. <a href="#">mint julep recipe</a>
52. <a href="#">larry jones horse trainer</a>
53. <a href="#">kentuckyderby.com</a>
54. <a href="#">mass lottery</a>
55. <a href="#">sounds for silence</a>
56. <a href="#">kentucky derby mine that bird</a>
57. <a href="#">john hawkins</a>
58. <a href="#">kent desormeaux</a>
59. <a href="#">lse tv.synthasite.com</a>
60. <a href="#">arsenio hall</a>
61. <a href="#">watch kentucky derby online</a>
62. <a href="#">stick it</a>
63. <a href="#">general quarters</a>
64. <a href="#">kentucky derby</a>

65. <a href="#">mega millions</a>
66. <a href="#">kentucky derby current odds</a>
67. <a href="#">give love a try lyrics</a>
68. <a href="#">calvin borel lisa funk</a>
69. <a href="#">belmont stakes</a>
70. <a href="#">seth cravens</a>
71. <a href="#">escape from alcatraz</a>
72. <a href="#">espn boxing</a>
73. <a href="#">danny gans cause of death</a>
74. <a href="#">john hawkins americas most wanted</a>
75. <a href="#">jennifer tisdale</a>
76. <a href="#">i want to marry ryan banks</a>
77. <a href="#">derby payouts</a>
78. <a href="#">tom mccarthy</a>
79. <a href="#">www.kentuckyderby.com</a>
80. <a href="#">sheikh mohammed</a>
81. <a href="#">pizza hut park</a>
82. <a href="#">otb</a>
83. <a href="#">outrage movie</a>

84. <a href="#">white palace grill chicago</a>
85. <a href="#">brian scalabrino</a>
86. <a href="#">friesian fire</a>
87. <a href="#">kentucky derby purse breakdown</a>
88. <a href="#">ky derby</a>
89. <a href="#">krughoff</a>
90. <a href="#">mega millions winner</a>
91. <a href="#">bart whitaker</a>
92. <a href="#">mega millions winning numbers</a>
93. <a href="#">2009 kentucky derby contenders</a>
94. <a href="#">current kentucky derby odds</a>
95. <a href="#">otb results</a>
96. <a href="#">chip woolley</a>
97. <a href="#">celtics bulls game 7</a>
98. <a href="#">boyz in the hood</a>
99. <a href="#">boxing results</a>
100. <a href="#">kentucky derby line up</a>

## 4 ANALYSIS OF THE DICTION AND THE SYNTAX OF THE SAMPLES

### 4.1 Wikipedia

There are two pictures sampled from Wikipedia. Regarding the figure 6, the following analyses were made.

The style of the article is formal, understandable to people acquainted with a certain field. Major keywords, “term”, “refers to” and “merge”. The top part of the text sounds more like the register of fundraiser’s and of academia. Jargons identified: “generation”, “WWW”, “web-based communities”, secure information sharing, interoperability etc.

Words that acquired new semantic meaning: article, section, discuss, applications etc. (original meaning applied for paper document)

New words: Web 1.0 – coinage, wiki – loan word and blog – clipping.

Now for the syntax, “Article, discussion” and “history” all express an object or hypertext, however there is “edit this page”, rather odd syntax. “Help us improve Wikipedia by donating financially” – VOVOA [VOC].

The body of the article mainly has declarative sentences however the navigation button and interface links had imperative sentence type.

The block language that can be found is the “Wikipedia, the free encyclopedia”.

The Figure 7 (the discussion page) had the following characteristics:

The style of the article is formal and the registers of the users are similar. Moreover, the liaison of the users show through shared jargons such as: ad verecundiam, computer generated imagery, JSON, XML, OOP notation, middleware.

On the syntax side, the sentences being a message has more traditional structure, except for the few marked ones. Almost all of the users wrote subordinate sentences.

The question types interrogative mostly. User Ramu50 made participle mistake in “commonly use” whereas the last user made a subject-verb concord mistake in “...this article violate...”

### 4.2 Twitter

Twitter.com is a premiere website to focus only on microblogging. This is more extreme or recent version and thus I chose this website. On Figure 8 is a typical home page for

Twitter. Being the owner of this profile, and interested in only mass attitude to writing, I excluded the first “tweet” from analysis.

The style of these microblogging messages is informal and elliptical. Due to its limited input nature, formality is not present. The idiolect or different choice of words cannot be seen due to high degree of ellipsis.

Tipjoy is a neologism exclusive to only Twitter.com. The syntax of these messages is made ambiguous due to lack of punctuation. Either the most simple sentence structure (chell93 and buytweeters) or the most informative are preferred, as can be seen from (saritababyyy and genvongrimm).

There is a presence of block language (No 1 trending topic today). An Interjection (Yay!!!) and emoticon is spotted. The sentence types are mostly declarative, exclamative and interrogative.

There is an interesting situation “Because I can <http://cli.gs/4EVtvE>”. This could be either translated as “[subordinator] S V <http://cli.gs/4EVtvE>” with the link completing the sentence. However this is a hyperlink and can be irrelevant. The symbol # apparently is used for tagging (And that is #WhyITweet)

### 4.3 Facebook

Facebook is the exemplary Web 2.0 site that rapidly created vast amount of users from around the world. It is a major social networking site, and the user-interface is excellent and the interactivity is dynamic, as well.

The dictional and syntactic analysis cumulated following results:

In Figure 9, the server side of Facebook or application developing webpage is shown. This gives further perspective on how the latest websites are interactive and user friendly. As mentioned in Web 2.0, the users add value to the company by co-developing.

The first sample starts with 4 types of text consoles, where they test programs for application. In “API Test Console”, there is an input section for PHP codes to make an application, the next is FBML Test Console (Facebook Markup Language), and the Registered Template tests only already registered templates.

Second, we see “{\*actor\*} likes short story templates as well”. The {\*actor\*} here is clearly the subject. Therefore, any signed up user can write their own syntax, perhaps “{\*actor\*} is going to go on a picnic with {\*actor\*}”, and share the template with other users.

The Figure 9 is a showcase of President Obama's profile that has been used in his political campaign. From the figure we could see that the style of Facebook texts mostly being hypertexts, are neutral, precise and functional. The words “update”, “home”, “profile” are the words that acquired new meaning in the website context.

“Become a supporter”, “Comment” or “See all” are the typical syntactic pattern of VO. Although it is semantically an object (O), the hyperlink is verb (V).

By virtue of its scripting languages, the concord between subject-verb and subject-complementary is always correct, e.g.: “199, 021 fans” (it is interesting to know whether the following syntax would have plural even if the subject was singular.)

Finally, the sampled text looks larger and messy whereas in Facebook page the information appeared simple.

#### 4.4 Google Trends

According to this Google search trend of the day, these 100 searches have been the most popular. As analysis starts, it becomes evident that several keywords are linked to each other. “Kentucky Derby” and its variables are the most dominant searches, making it a buzz keyword, which turns out to be a horse race that was to be held four days later. The following results are connected:

- |                                   |  |                                    |
|-----------------------------------|--|------------------------------------|
| 1. calvin borel                   | 42. my old kentucky home lyrics                  | 53. kentuckyderby.com              |
| 2. mine that bird                 | 61. watch kentucky derby online                  | 56. kentucky derby mine that bird  |
| 4. calvin burrell                 | 44. kentucky derby site youtube.com              | 77. derby payouts                  |
| 11. kentucky derby post time      | 64. kentucky derby                               | 87. kentucky derby purse breakdown |
| 16. kentucky derby 2009 post time | 66. kentucky derby current odds                  | 94. current kentucky derby odds    |
| 19. eight belles                  | 46. gelding                                      | 79. www.kentuckyderby.com          |
| 5. kentucky derby results         | 68. calvin borel lisa funk                       | m                                  |
| 7. kentucky derby 2009 winner     | 28. what time does the kentucky derby start 2009 | 88. ky derby                       |
| 21. kentucky derby 2009 time      | 48. kentucky derby odds                          | 100. kentucky derby line up        |
| 22. 2009 kentucky derby winner    | 34. watch kentucky derby live                    | 93. 2009 kentucky derby contenders |
| 39. eight belles kentucky derby   |  |                                    |

Thus it is evident that in order to look for information (kentucky derby) users specify it in a varied choice of words, or diction. Moreover, we could see that completely different keywords (such as Calvin Borel, the jockey of the winning horse, Mine that Bird), are related to the race illicitly.

In order to get accurate information it seems the search queries have following characteristics: (1) Inflection and participles are avoided. (2) Preposition and conjunctions

are unnecessary. (3) Mostly the title/name of the information (4) Parameter or the second criteria (post time, results, winner, watch online etc.)



## **5 COMPARISON – COMMON FEATURES AND DIFFERENCES OF DIFFERENT TYPES OF TEXT**

As a result of the analysis, the following common features and differences have been spotted. It should be noted that due to the Long Tail, one website can not define norms and show common aspects, no matter how big or famous it is. However, for the sake of space, only one website from each category was selected and therefore the analysis did not uncover all the aspects.

### **1. In the part of diction:**

i. Styles are usually neutral (Facebook), probably due to collaboration (Wiki):

1. Depending on the function of websites, Formality can be present (Wiki); presence of register and jargons are dominant (Wiki, sample 2); in personal publication idiolects can be shown (Wiki, sample 2)

ii. Words with semantic shift

1. Amelioration and pejoration exists with users mostly being aware of it. Restriction and expansion are more discreet.

iii. New Words

1. Loan words present (Facebook), also ESLs include foreign words in text; Neologisms; Coinage; Compounding; Portmanteau

### **2. Syntax**

i. Clause elements: (Wiki, sample 1; Facebook, sample 2;) show syntactic clauses that have different semantics.

1. Subject is sometimes omitted (Twitter). Verbs and objects were prevalent in all samples due to their function. Complements and adverbials is not changed (Wiki, Twitter)

ii. ConCORDS can be incorrect (Wiki), as Web 2.0 applications are unable correct it. However in interactive webpages (Facebook), conCORDS are achieved.

iii. Sentence types

1. Exclamative types present in personal publication (Twitter); Imperative and declarative sentences are the most dominant (Wiki, Facebook); Interrogative types are present in hyperlinks and interaction (Facebook)
2. Subordinate sentences are more dominant (Wiki, sample 2) than coordinate sentences. Connectors such as “and, but, or, while, since” are

void in information retrieval (Google) used freely in personal publication (Wiki, sample 2, Twitter);

iv. Block languages

1. Headlines were present in all samples; Formulae and interjections were present in personal publications (Twitter, Wiki, sample 2)

## **CONCLUSION**

To conclude, the syntax and diction of the Web 2.0 texts differ from those that can be seen on books and publications. However, it is too soon to tell the difference. In the near future, the distinction can grow larger. People of different mother tongues have different words for certain concepts. Foreign words are coming to English and English is borrowing words to other languages extensively. The Internet's massive information network explored the meaning of each word, and the presence of non-native speakers on the WWW induced either mixed or simple diction. Due to the evolution on the Internet and information proliferation, the average user's idiolect is shown explicitly. By virtue of Web 2.0's user interactivity, the freedom to publish information immediately and in most cases without editor induces radical choice of words. The booming of the Internet connected many people and many concepts, which inevitably leads to the necessity to create new words.

On the future of the Internet, the users of the Internet all around the world have different mother tongues, thus I presume the Internet's English language will develop and grow to constitute significant amount of unique features. Eventually, the different words for a particular concept would merge in the Internet, or one word would survive and the rest would disappear. The more words disappear, the less choice of words average user will have. Syntactic forms would be modified incessantly to facilitate vast amount of information. Sentence types and complexities would adapt to facilitate the users' interaction and assimilate. However, due to the decentralized nature of the WWW, it is highly likely that different aspects will co-exist together in the Web 2.0 culture.

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