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CODE-SWITCHING IN DIGITAL COMMUNICATION: A CASE STUDY OF SENIOR STUDENTS OF ENGLISH MAJORS

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TRƯỜNG ĐẠI HỌC NGOẠI NGỮ

KHOA SƯ PHẠM TIẾNG ANH

KHÓA LUẬN TỐT NGHIỆP

CHUYỂN MÃ TRONG GIAO TIẾP MẠNG: NGHIÊN CỨU CÁ THỂ SINH VIÊN NĂM CUỐI CHUYÊN NGÀNH TIẾNG ANH

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ABSTRACT

In language studies, code-switching in digital communication has gained considerable interests recently, as the phenomenon exhibits ever-changing and constantly-evolving language practices by bilinguals in unprecedented scales and growth. The current research aims at (1) identifying patterns of Vietnamese-English online code-switching employed by college students, with reference to their code-switching in real life, and (2) explain reasons of such linguistic behaviours from the students' perspective. The research adopts a case study design and employs mixed methods of both quantitative and qualitative examination, using documentation and interview to collect data from two English-majored students. The results indicate that the students mostly rely on inter-sentential code-switching, especially insertions of content words, when presenting themselves in typical digital platforms. This is considered consistent with their code-switching tendency in face-to-face communication. As regards motivation behind code-switching, four reasons emerge as most influential: switching for availability, formulaic expressions, response to previous language choice and alteration of tone/moods/feelings. The study affirms that code-switching is performed naturally and persistently by bilinguals on the cyberspace, yet it is always customised and flexibly altered by each individual to meet the distinct needs of their interaction.

Key words: code-switching, bilingual, online language, digital communication, computer-mediated communication, college students

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