

# A STUDY ON THE ONLINE LANGUAGE OF THE YOUNG TODAY BASED ON THE SOCIAL PLATFORM FACEBOOK

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Received: 06/08/2024

Revised: 18/02/2025

Accepted: 27/02/2025

DOI: 10.59266/houjs.2025.535

**Abstract:** *The online language of young people on social platforms is being studied by linguists in general and Vietnamese linguists in particular. The author has researched the hot trend speech patterns (new trends) that young people often use on Facebook and surveyed the characteristics of the origin, linguistic characteristics, and socio-cultural characteristics of this new language. The author used qualitative and quantitative research methods from the data source, which are hot trend words and sentence patterns in chats, articles, and comments on Facebook. The research results show three basic sources of hot trend language: movies, music videos, clips, and posts on social networks. Hot trend sentence patterns are used in three basic forms: inserting English into Vietnamese speech, using slang, and using new structures. This is a breakthrough in the Vietnamese language, contributing significantly to enriching the Vietnamese language and making the language of young people unique.*

**Keywords:** *online language, the young, Facebook, hot trend, social media.*

## I. Introduction

It is undeniable that language is an indispensable means of communication in human life today. Along with the development of socio-economic life with many diverse changes, language also has constant changes to meet the needs of everyone as well as keep up with the trends of the times. Therefore, when conducting language research, we need to clearly understand the development trends of language and promptly grasp the changes from there to give the best orientations for young people.

Nowadays, we can easily come across sayings, such as “Ô dề”, “Ét ô ét”, “Vãi”, “500 anh em”, “Ăn nói xà lơ”, ... in conversations, from real life to entertainment applications, mostly on the social platform Facebook, because this is where most Vietnamese youths gather. This is considered a popular language phenomenon in today’s society, especially when used by young people. It is also known as a hot-trend language. The author will delve into some hot-trend language types of young people on the current Facebook social platform as well

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as present the characteristics of this new language type. Hopefully, this topic can help everyone have an objective view of the hot trend language of young people as well as help a little for future research directions.

## II. Theoretical background

### 2.1. Literature Review

In Vietnam, there have been much research works on youth language from theory to practice. A typical example is “Sociolinguistics” by Nguyen Van Khang, reprinted in 2012, which gave a general theory on language issues. Many works study language variations under the influence of society, such as “Linguistic Attitudes Towards the changing phenomena in Vietnamese on the Internet Today” (2014) by Trinh Cam Lan or “Some Social Dialect Issues” by Tran Thi Ngoc Lang in 2005... All of these works have studied the diverse linguistic changes of Vietnamese, and it is affected by factors such as gender, social group, age, and education level... Or with the interest in non-standard and deviant youth language, there have been researched works such as “Strange and unexpected combinations in the language of today’s youth”, “The current situation of using non-standard Vietnamese by today’s youth from the perspective of sociolinguistics” by the group of authors Nguyen Van Hiep. The above works have not studied *hot trend* patterns and phrases in particular, nor have they updated new *hot trend* words of the young. Based on the suggestions of the above research works, the author will study the *hot trend* words of Vietnamese youth on the social network Facebook today in terms of original, linguistic, and socio-cultural characteristics.

### 2.2. Social dialect concept

This article will focus on approaching the hot-trend language phenomenon of young people on Facebook, which is like a social dialect appearing in the current Vietnamese language situation.

According to F. de Saussure, there are as many dialects as localities (in terms of geography). Similarly, there are as many social dialects as there are social groups.

According to Nguyen Van Khang (2012), “Social dialects are linguistic products of social groups. Social characteristics such as gender, age, occupation, origin, cultural level, etc. directly impact and create linguistic characteristics in use. Social dialects are language variations according to social groups in use”.

### 2.3. Language variation, standard and non-standard

When it comes to language variation, standard or non-standard variation, we are talking about the distinction under the influence of society, and they are in the social dialect. Regarding language variation, Nguyen Van Khang believes it is “the forms of existence and change of language, the manifestations of language commonly used in similar social circumstances and similar social characteristics”. This is the research’s object of sociolinguistics. The hot-trend language of today’s youth is a language variation with many forms of existence and specific changes, completely different from the standard language.

From here, the concept of standard and non-standard variations has been mentioned. According to Hoang Phe, standard language “is a model in

language, recognized by the majority of people, especially those with prestige and influence. The opposite of standard is deviation, non-standard means wrong. However, with long-standing mistakes, with many people making mistakes, it is also necessary to study the reason for its existence". Do Huu Chau's opinion is somewhat more flexible when he said that "Standard Vietnamese has rules, but they are not immutable but always moving and changing".

In this research paper, the author will rely on the above concept to examine the hot-trend language of young people with a more flexible and open perspective and see it as a creation in the language of today's young people.

#### **2.4. Slangs**

This is a type of social dialect directly associated with a specific social group and created and used by that social group. There are many different views on slang. According to Nguyen Thien Giap, "Slang is a word that is used in a socially limited way, that is, words that are not used by the whole population but only by a certain social class... Slang is a parasitic phenomenon in Vietnamese, the fate of slang is closely linked to the environment, circumstances, and the social classes that produce it". According to Do Huu Chau, slang "is a type of jargon, additional names, overlapping the official names, produced by social groups with the purpose of distinguishing themselves from other social groups". It can be seen that slang is of interest to many linguists. This is also a prominent manifestation of the hot-trend language of today's youth.

#### **2.5. Social Platform Facebook and online language "hot trend"**

Facebook is a free social platform used by most Vietnamese people, especially

young people today. It was founded in 2004 and is a means of communication between domestic and foreign communities. Facebook has remarkable features. One of them is its strong connection and sharing. It breaks down geographical, linguistic, gender, and national barriers. Anyone can use Facebook as long as they have a smartphone. Emotions, statuses, or any personal information can be shared with everyone.

Hot trend language is a phrase that refers to the language used by young people today. The trend here is understood as a trend, a change in a problem or event. This word appears quite a lot in the marketing field to update customer preferences and thereby develop effective strategies. The word "Hot trend" does not only stop at the marketing field but is also used in other fields, spreading to the community of young people's lives. Hot trend language can be understood as a language trend of young people. With unique language creation styles, young people have received and used them widely. This language trend was very popular at one time and quickly disappeared over time.

### **III. Research methods**

#### **3.1. Research subject**

The article aims to study the origin, linguistic, and socio-cultural characteristics of young people's hot-trend language styles on the social platform Facebook.

#### **3.2. Research questions**

- What are the origins of hot-trend languages?
- What are the linguistic and socio-cultural characteristics of hot-trend languages?

### 3.3. Research methods

- Quantitative method: collect and compile data on words and hot trend sentences in chats, posts, and comments on Facebook.

- Qualitative method: analyze linguistic, cultural, and social characteristics of hot trend sentences on Facebook.

## IV. Findings and discussion

### 4.1. Original characteristics

Through a study of hot trending languages on Facebook accounts and group pages of young people, the author found three basic sources of hot trending languages: movies, music videos or clips, and social media posts. The highest proportion is on clips and social media posts. This is also quite understandable, given that social networks are developing rapidly today, and young people are the ones who use them the most.

#### - From movies

We can see that recent movies always focus on building new languages that make viewers feel interested, curious, and quite satisfied. From here, that language has been used by young people and has become a hot-trend language that is used continuously instead of boring common expressions.

The saying “Youth is like a cup of tea” (*Thanh xuân như một ly trà*) originated from the movie “Come Home, My Child” (*Về nhà đi con*), which has been popular in recent years. This phrase has become a hot-trend language and spread widely throughout the Facebook community at that time. There are countless parodies of this hot trend saying such as “Youth is like a cup of tea, after a sip, all your youth is

gone” (*Thanh xuân như một ly trà, húp xong một phát hết bà thanh xuân*), “Youth is like a cup of tea, after going to a few places, all your youth is gone” (*Thanh xuân như một ly trà, đi dăm ba chỗ hết xì thanh xuân*), “Youth is like a cup of tea, drinking coffee and drinking all your youth” (*Thanh xuân như một ly trà, cà phê cà pháo hết đời thanh xuân*)...

The classic line in the movie “The Sky Ahead” (Phía trước là bầu trời) like: “I don’t have a lover, I’m afraid of being single”. The line has become a hot trend on social networks, especially on Facebook today. With its cuteness, humor, and sarcasm, the line has stirred up the youth. In a dialogue on Facebook:

A: Go to sleep, otherwise your boyfriend will worry

B: I don’t have a boyfriend, I’m afraid of being single

It can be seen that the line in the movie “The Sky Ahead” cannot be out of fashion even though it has been on air for nearly 20 years because of the hot trend. Countless Facebook accounts of young people have used this hot trend, talking in a fun, humorous way and teasing each other in a fun way.

#### - From MV videos and clips

Recent music videos always pay attention to lyrics and lyrics with innovations that make young people excited. Recently, on Facebook, many sentences have been like “When you go all out, when you come back, all the sadness” (*Lúc đi hết mình, lúc về hết buồn*) accompanied by pictures of young people going out. The origin of this sentence is in Bích Phương’s recently popular song “Đi đu đưa đi”. The sentence has become a hot trend when Facebook pages post pictures

of going out and drinking with friends and family. From here, there have been many parodies of this famous sentence, such as “When you go all out when you come back, all the sadness is gone” (*Lúc đi hết mình, lúc về hết tiền*).

#### **- From a Facebook post**

This is probably a gathering place for many young people, and hot-trend languages are becoming more popular and widespread. In recent years, social networking sites have seen many clips and articles with unique and new words, which have become a linguistic phenomenon that young people collect and use widely. For example, “Hong be oi” (owner of TikTok channel@pesua. nlqda.), “O de” (TikTok video), “6 days 6 nights challenge” and “get go” (TikTok); “Ét Ô Ét” (TikTok channel Ba Toan Vlogs). The phrase “mlem mlem” (Originated from a video of a cat continuously licking water on Mgur and Reddit in 2015); “xu ca na”; “Nguoi Choi he”; “Ồ mây zing gut chop”. We see that the hot trend language is appearing quite a lot and has become a popular language among young people. Social networks are where this language trend was formed and is also where it is widely popularized.

#### **4.2. Linguistics characteristics of hot trend sentence pattern**

Through collecting and searching for data in articles, comments of accounts, and groups on Facebook of young people today, I realized that the hot trend language that young people are using is expressed in the following three basic forms:

- Interspersing English into Vietnamese speech

- Using the slang of the youth

- Using new structures

##### **4.2.1. Interspersing English into Vietnamese speech**

In Vietnamese, there are two forms of English. One is written according to standard English, and the other is written according to Vietnamese pronunciation. Through a survey, it is found that the number of standard English words is the majority compared to the simulated words. We can see many standard forms of English words inserted into Vietnamese used by young people to become a hot-trend language. For example, on some Facebook personal pages, some people wrote:

- Mood drop (Tụt mood): This is a word that shows loss of interest, boredom, and lack of motivation to do anything. It is used quite a lot by young people today.

- “This shop is chill” (Quán này chill phết): Chill here is an English word that means shivering. However, young people today use the word chill as a way to relax and refresh.

- “Check var”: This is a word often used in football, a tool to support referees in making accurate decisions. However, when it comes to young people, this word has become a hot trend used to check other people’s information. It is used with a sense of humor and is teasing by young people.

In the second form, when imitating Vietnamese sounds, some English words have become a hot trend among young people, such as:

- Ồ mây zing gút chóp: The vowel is Amazing! Good job means great, very well done. It is widely used by young people as a humorous compliment.

- Ét ô ét: Its original form is SOS. It means saving in an emergency. However,

when it comes to young people, it is used humorously when posting this word in many situations, such as gold price increasing, an ex-lover getting married, or running out of money at the end of the month... This way of speaking has caused laughter and has become a trend among many young people.

- Gét gô: The original form is let's go, which means let's go. This word is also used by young people as a slogan originating from the phrase "6 days 6 nights challenge. Let's go" by the owner of the Tiktok channel Toi Troi Than with a clip under the mud. From here, many young people have followed this language trend and posted a series of articles such

as "6 days 6 nights challenge, even though there is a deadline, I won't give up, even when friends invite me to go out for the holidays, I won't go. Gét gô".

It can be seen that today, hot trend words of young people are used in the form of English interspersed a lot. The main purpose is to create humor and tease each other to make the conversation more interesting.

#### 4.2.2. Using slangs

The current hot-trend languages of young people are also expressed in the form of slang. This is a characteristic of group language. Each language group will have different types of slang.

Hot trend words	Original meaning	Figurative
Bull-headed kids (Trẻ trâu)	Refers to a young buffalo, also known as a calf.	Refers to young people who like to show off themselves.
Statement (Sao kê)	It is a form of listing the transaction details of a payment account.	Used humorously by young people to list something.
Broken (Toang)	Just the thing that is no longer intact, broken into pieces.	The failure or unsatisfactoriness of a plan or event.
Flirt (Thả thính)	The act of fishermen carrying a powder made from soybeans to attract fish before fishing.	Refers to the flirting, affection, and attention-grabbing actions of a couple.
Saint (Thánh)	It is a title used by people to honor those who have profound knowledge and high morals, different from ordinary people.	Used to name people who are talented or super good at a job or a field of activity (for example: swearing master (thánh chữ), keyboard master (thánh bàn phím))
Dog food (Cẩu lương)	It is understood as food for dogs.	A term used to describe the affectionate displays of affection between couples in front of single people, making them feel jealous.
Chestnut (Hạt dẻ)	Refers to small, delicious nuts.	It means something cheap.
Play (Quẩy)	Refers to acts of partying in bars and nightclubs, which has negative connotations	Just have fun and participate in activities with all your heart.
Storms (Bão)	A weather phenomenon that causes large-scale tornadoes to form with great force.	Refers to phenomena, things, and events that appear in large numbers and over a large area. For example, the storm of orders (bão đơn), the storm of like (bão like) ...

From the above, we can see that slang-related hot trend words are not sudden, unique things. In the process of developing Vietnamese today, these words of young people from existing units have

created a language with new meanings suitable for their communication life.

#### 4.2.3. Using new structures

It can be seen that the hot trend words used by young people today are

mostly from new structures that young people create to suit their playing field. This is also considered a phenomenon that causes mixed opinions when many people think that it has lost the identity and purity of Vietnamese. However, many people look at these words positively. According to Hoang Dung, “Young people have their humorous way of speaking, why do you force them to be serious to consider it good? Young people want to assert themselves and here is to assert their language...”. Just like slang, to create hot trend words,

these new structures are also created by many groups.

- Rhyme method (Phương thức hiệp vần): Chán như con gián, tuyệt vời ông mặt trời, ngon lành cảnh đào, rảnh rỗi sinh nông nổi, thốn tận rốn, chuẩn không cần chỉnh, nhỏ mà có võ, hiện đại hại điện, ảo tung chảo.

- Method of adaptation (Phương thức cải biên): adaptation from Vietnamese idioms, proverbs and then there appear new and creative sayings of the young. For example:

New structures	Traditional idioms
Anh hùng bàn phím	Anh hùng rơm
Hồng nhan bạc tử	Hồng nhan bạc phận
Phim giả tình thật	Làm giả ăn thật
Dù ai nói ngả nói nghiêng/Lòng ta vẫn cứ đứng không cả nhà	Dù ai nói ngả nói nghiêng/Lòng ta vẫn đứng như kiềng ba chân
Không mảy đổ thầy dạy ai	Không thầy đố mày làm nên
Học ăn học nói học gói mang về	Học ăn học nói học gói học mở

It can be seen that these novel structures are loosely coupled and have little semantic value. They are mainly created to become trendy and will be quickly forgotten over time.

#### 4.3. Socio-cultural characteristics

Hot trend language is the language of young people, also created and used by young people, so it bears the mark of youthful, cheerful, and humorous colors of this age group. From here we have the following socio-cultural groups:

**Love, friendship group:** *com chó, thả thính, rắc bả, chúng ta không thuộc về nhau, mãi bên nhau bạn nhé, tình nghĩa anh em có chắc bền lâu, chúng ta không thuộc về nhau, cả nguồn sống bỗng chốc thu bé lại vừa bằng một cô gái...*

**The youth life group:** *thần thái, thả tim, câu like, sống ảo, quẩy, phượt, thử thách 6 ngày 6 đêm gét gô, cuộc sống mà, nhà bao việc...*

#### Emotional and attitude expression

**group:** *Ồ dễ, u là trời, Ahihi đồ ngốc, hế sò lô hế sò li li, ôi thần linh ơi, giận tím người...*

Through the above topics, we can clearly see the thinking characteristics of today's youth as well as their interests and concerns in life. That is a personal life with love relationships and personal emotions.

#### V. Conclusion

Hot trend language is an inevitable product of young people in today's increasingly developing society. The majority of young people use it, and it is increasingly spreading to other age groups. Because of the nature of the trend, this language is only temporary and will disappear in a certain period when another trend replaces it. We can evaluate the positive aspects that hot trend language brings as follows:

This is probably a general language trend and a breakthrough in the Vietnamese

language. Hot trend languages have contributed significantly to enriching the Vietnamese language today. Always renewing and making the language strange is also a way to make the language unique and is also a special feature of the language of young people.

Showing the unique mark of youth: Hot trend language has revealed the youth style, which is always changing and not fixed in the framework. It has humorous and cheerful nuances that make communication more fun.

However, when using hot trend words, young people also need to understand the notes clearly to use them effectively.

First, they must be used appropriately, usually in intimate and casual communication, such as online or in youth life.

Second, this is a language created by young people and shared with people who have the same interests in humor and creativity. This language type is unsuitable for older people, so you should consider it before using this hot-trend language.

Third, hot-trend language aims to create fun and humor in communication and should not be used too much or abused.

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## NGHIÊN CỨU NGÔN NGỮ MẠNG CỦA GIỚI TRẺ HIỆN NAY TRÊN NỀN TẢNG XÃ HỘI FACEBOOK

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**Tóm tắt:** Ngôn ngữ mạng của giới trẻ trên các nền tảng xã hội đang được các nhà ngôn ngữ học nói chung và các nhà Việt ngữ học nói riêng quan tâm và nghiên cứu. Tác giả đã tiến hành nghiên cứu các kiểu nói hot trend (xu hướng mới) mà giới trẻ thường dùng trên Facebook và khảo sát đặc điểm về nguồn gốc, đặc điểm về ngôn ngữ, và đặc điểm về văn hóa xã hội của ngôn ngữ mới này. Trong nghiên cứu tác giả đã sử dụng phương pháp nghiên cứu định tính và định lượng từ nguồn ngữ liệu là các từ ngữ, kiểu câu hot trend trong các đoạn chat (nói chuyện), các bài viết, các comment (bình luận) trên Facebook. Kết quả nghiên cứu cho thấy có ba nguồn gốc hình thành cơ bản của các ngôn từ hot trend: trên phim ảnh, trên các MV ca nhạc và trên các clip, bài viết mạng xã hội. Các kiểu câu hot trend được sử dụng theo ba hình thức cơ bản: chêm xen tiếng Anh vào lời nói tiếng Việt, sử dụng tiếng lóng, và sử dụng những kết cấu mới lạ. Đây là sự đột phá của ngôn ngữ tiếng Việt, góp phần không nhỏ đối với việc làm phong phú tiếng Việt và khiến cho ngôn ngữ của giới trẻ trở nên độc đáo.

**Từ khóa:** ngôn ngữ mạng, giới trẻ, Facebook, xu hướng, mạng xã hội.

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