

**INVESTIGATING EVOLVING LINGUISTIC STYLES AND POLITENESS
- A MILLENNIAL PERSPECTIVE**

Non-Refereed Research Abstract

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ABSTRACT

With advances in technology-mediated communication, new, emergent norms are impacting both formal verbal and written communication in social and business settings. Additionally, social media apps have given rise to a means of direct communication and the media rich written text (that includes video, pictures, ‘emoticons’ and avatars) which now present a viable alternative to face-to-face communication. As these new business etiquettes and linguistic norms emerge, there is an urgent need to investigate how a generation native to technology-mediated communication perceives, adapts, and modifies them for their written communication in order to succeed in their professional careers. To gauge this, using politeness as an artifact of social norms and formal linguistic style as an artifact of business norms, we plan to conduct a field experiment to measure content comprehension and task satisfaction through a series of experimental tasks and collect data through questionnaires among business students.

Keywords: linguistic styles, politeness, technology mediation, communication