



## Language and subjectivity: an analysis of the cultural impact of information technologies on intergenerational communication

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### SUMMARY

This study aims to analyze the cultural impact of ICTs on intergenerational communication, considering how these technologies shape the way different generations use language to express subjectivities, negotiate meanings, and build social bonds. The study adopted a qualitative approach, focusing on a literature review. The research is exploratory and descriptive in nature, centered on the analysis of theoretical and empirical contributions on the influence of ICTs on intergenerational communication practices. This study highlights that ICTs are tools in the construction of a new communicative space, but that this transformation requires a continuous process of adaptation and mutual learning between generations. For digital technologies to fulfill their role of bringing people closer together and integrating, there must be a collective effort to seek more inclusive and comprehensive communication that takes generational differences into account and promotes cultural and social exchange.

**Keywords:** Language. Information Technologies. Intergenerational Communication.

### ABSTRACT

This study aims to analyze the cultural impact of ICTs on intergenerational communication, considering how these technologies shape the way different generations use language to express subjectivities, negotiate meanings and build social obligations. The study adopted a qualitative approach, focusing on a literature review. The research is exploratory and descriptive, focused on the analysis of theoretical and empirical contributions on the influence of ICTs in intergenerational communicative practices. this study highlights that ICTs are tools in the construction of a new communicative space, but that this transformation requires a continuous process of adaptation and mutual learning between generations. In order for digital technologies to fulfill their role of bringing together and integrating, there needs to be a collective effort in search of a more inclusive and comprehensive communication, which considers generational differences and promotes cultural exchange and cultural and social exchange.

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### 1 INTRODUCTION

The relationship between language and subjectivity constitutes a fertile field for investigations that explore contemporary sociocultural transformations. In the context of Information and Communication Technologies (ICTs), these changes acquire new dynamics, especially with regard to communication between generations. ICTs have changed the

modes of social interaction and influenced the construction of identities and subjectivities in different age groups, significantly impacting cultural mediation processes.

For Gabriel (2018), this digital/social transformation of decreasing isolation caused by technological advances in communication must also be considered in our lives, as they have an effect on our brain. Digital technologies have been gradually enabling greater connection between people and spreading throughout the everyday life, the predominant social model has changed from centralized and hierarchical to distributed.

According to Martins, Vieira and Tavares (2014), it is necessary to recognize and respect for linguistic varieties. The authors state that this conception of language or standard norm makes room for the place of the stereotypical and the socially marked, perpetuating linguistic prejudice under the myth that there is a single norm. In this way, necessary studies and research that contribute to investigating, explaining and promoting the knowledge about such languages, demystifying the false idea of “speaking incorrectly”, so disclosed, without scientific support.

In this context, this study aims to analyze the cultural impact of ICTs on intergenerational communication, considering how these technologies shape the way different generations use language to express subjectivities, negotiate meanings and build social bonds.

To this end, the research is based on a bibliographical study, based on in academic literature covering theories on language, subjectivity, communication and culture, in addition to studies that address the changes promoted by ICTs in relationships intergenerational.

The bibliographic methodology allows a critical and integrative analysis of the contributions theoretical knowledge on the subject, favoring the identification of emerging patterns and tensions in this field of study. By delimiting the focus on intergenerational communication, the article seeks to understand how cultural and technological aspects interact with discursive practices and processes identity, providing subsidies for future research and reflections on the challenges and possibilities of human interaction in an era marked by digitalization.



## 2 DIFFERENT DIMENSIONS OF DIGITAL COMMUNICATION

The digital medium is the medium of metamorphosis. In the last decade the internet has become the main platform for communication, business, entertainment, relationships, consumption and learning. This new scenario of possibilities and connections has expanded the potential of human beings human, but also presented new challenges and profound transformations.

Gabriel (2018) states that this change caused by digital technologies comes happening at a gigantic speed that continually challenges society both in both physiological and cognitive terms. In this combination of technology and human beings in a continuous cycle fed back throughout the evolutionary process of humanity, the Era was born Digital, and although important, it is not the first and will not be the last. From then on, in few years, we witnessed an explosion of digital penetration and computer assistants in people's lives, transforming society.

Levy (2018) says that it is impossible to separate the material world (and even less its part artificial) of the humans who invent, produce and use them and that such heterogeneous projects reinforce and feed each other. Although digital is still in its early stages trajectory, the global interconnection of computers continues at a rapid pace and the emergence of cyberspace accompanies, translates and favors a general evolution of civilization.

Gutenberg's press did not determine the crisis of the Reformation, nor the development of modern European science, nor the growth of Enlightenment ideals and the growing strength of public opinion in the 18th century – it merely conditioned them. It was content to provide an indispensable part of the global environment in which these cultural forms emerged. If, for an uncompromising mechanistic philosophy, an effect is determined by its causes and could be deduced from them, simple common sense suggests that cultural and social phenomena do not obey this scheme. (Lévy, 2018, p. 26).

For Gabriel (2018), when a technological revolution happens, we notice the transformation of what was previously impossible, transforming thoughts. In this context, the Technology has recreated reality, founding and collapsing civilizations throughout history. Countless technologies have contributed to the creation of today's techno-info-social environment – such as speech, writing, telegraph, telephone, car, cell phone, GPS, and each of them contributed to the current scenario, however, of all that have been created so far, computational broadband perhaps the most important for the communication explosion of the digital age, which has become



available to people around the year 2000 and has been widely disseminated to this day.

This digital transformation, which until then only impacted specific fields, such as education, *marketing*, business, among others, have become part of all areas of life everyday life.

The reception of a message can lead to the analysis of different receptive modalities. The digital device qualifies the structure of the message received or the way of relating with such elements of information. For Levy (2018), while traditional media explore vision, hearing and touch, digital realities enhance kinesthesia, that is, the sense internal body movements. For the author, the term "multimedia" means that which uses different supports or different communication vehicles and today refers to one of the main trends in contemporary communication systems: integration.

If technological evolution is at an accelerated pace, the integration of all media continues to be a current and long-term trend, and when used to designate a new media, offers a way of relating between its users, forming a certain quality of social bond, and this is only possible due to interactivity.

For Levy (2018), the term "interactivity" highlights the active participation of a user in an information transaction. The possibility of reappropriation and material recombination of the message by its receiver is a fundamental parameter to evaluate the degree of certain interaction.

Interaction allows for dialogue, reciprocity and effective communication and is therefore within the digital marketing environment, a model capable of generating an almost infinite possibilities. By interacting with the digital world, users explore it and update simultaneously and when such interactions have the power to enrich or modify a model, this world becomes a vector of intelligence and collective creation.

Gabriel (2018) states that depending on the amount of content available in the world increases, proportionally the options available for everything grow and the more possibilities, more time is needed to evaluate each of them and the more complex it becomes comparative analysis.

Digital technologies have shaped a social model that has gone from being centralized and hierarchical to distributed and because of this ease of connecting with anyone, sources of information, publication and dissemination of knowledge have increased considerably, causing an explosion of content.

The non-hierarchical form of communication and the inherent collapse of time and space of digital environment has impacted human behavior in virtually every aspect

of their lives. According to the author, information management, previously hierarchical and centralized, has been shifting due to technology, offering society platforms of democratic information and communication within a hyper-connected scenario that favors information flow.

Gabriel (2018) further adds that, especially in this digital scenario, the internet also allows for the decentralized organization of interest groups and this gives voice (and power) for everyone, indiscriminately, regardless of the size of your group, its quality or its interests.

To conclude the discussion, Levy (2018) points out that the digital environment as a support for collective intelligence is one of the main conditions for its own development, as it is a complete and ambivalent phenomenon from the moment it is witnessed largely on this process of positive feedback, promoting self-maintenance of digital marketing revolution.

## 2.1 Brief study of generations

The study of generations is the analysis of a set of descendants and began with the end of World War II with soldiers returning to their homes. To define the concept of generation, according to Gabriel (2018, p. 105), “is considered a group of people within a population that experiences the same significant events at a given period of time” and has been used since ancient times to identify birth groups in distinct cultural and historical circumstances, as a form of differentiation and comparison.

As this is a complex and constantly changing topic, it is still necessary several studies on it. In the Western world, the author presents the main classifications of generations of the last 50 years such as *baby boomers* (born between 1946 and 1964), Generation X (born between 1960 and early 1980s), Generation Y (born between 1980s and early 2000s) and Generation Z (born from the 2000s onwards), mainly target audience of this research.

According to Emmanuel (2020), there is some controversy about the exact period that marks the beginning of each generation, since, as it is a process, this transition is the result of a continuous change, which did not happen overnight and understand the main

behavioral transformations between them are necessary here, so that the rhythm and origin of the changes are very different from what it was decades ago.

The first generation, called *baby boomers*, according to Emmanuel (2020), is marked post-war period. With husbands returning home, a series of marriages, pregnancies and births marked the era – the baby generation. *Baby boomers* today have approximately 70 years and were raised in a context in which stability was synonymous successful.

The generation called *baby boomers* comprises people born between 1943 and 1963. It is a generation of people who are totally motivated and optimistic about the future. work and, because they are people born in the post-war period, they feel they have a mission to rebuild a new world. These are people who live in a corporate environment and see leadership as sign of control over professional life. They actually wear the company shirt and, because of that, loyalty is the main word in their lives. They live a life dedicated to the company and spend several years in a single job. Status and professional advancement come with years of experience lived in the company (Santos et al., 2011).

In Brazil, this generation was formed by public servants, managers and directors of companies that did not seek professional growth and fulfillment, remaining in the same employment throughout life. In parallel to this context, at the same time the search began for the independence of women, who, no longer financially dependent on their husbands, had greater autonomy and decision-making power. Still according to the author, following the In chronological order, the children of the *baby boomers came*: named Generation X.

With the beginning of the spread of technology, Generation X was part of an era transitory, becoming quite conflicting in most cases, as many characteristics were inherited from their parents, such as stability, but they began to break some paradigms to the time, such as divorce, premarital sex and great female independence.

Generation X, born between 1963 and 1981 and who came into the world in a context troubled by revolutions and political and social revolts and witnessed great milestones in history such as the Cold War, the fall of the Berlin Wall, the emergence of AIDS and, due to this scenario existing, a very strong feeling of patriotism remained in this generation. Hence, there is this generation that values work and financial stability as a form of personal and material fulfillment. It is a generation that seeks success in personal life through building a family with a high quality of life, having pragmatism and self-confidence in the choices you make (Santos et al., 2011).





The most striking values of this generation were individualism, ambition and dependence on work, which seek, through it, the fulfillment of material desires and personal. Gabriel (2018) addresses that people of this generation grew up in a world in which the speed of change was small and they adapted to this pace.

Millennials , or Generation Y, the offspring of Generation X, are here to break once again the paradigm of the previous generation. Emmanuel (2020) points out that the main difference between them is the meaning of life. While the previous one conceived work, independence and success professional as parameters for the future.

Generation Y, born between 1982 and 1996, is a generation focused on results. They are ambitious people with unstable behavior, however, they are very concerned about the environment. They are also characterized as legal entities and have a higher level of education older, they enjoy challenges and opportunities and do their work with great satisfaction, seeking to learn. It is a generation open to diversity and accepts it very well (Santos et al., 2011).

For Gabriel (2018), individuals belonging to this generation are able to cope better with the transformations around them, as they are part of a consequence of development technological. Its main characteristics are the search for purpose, flexibility at work, concern for the environment and social causes, ease of doing several things at the same time and taste for new technologies. For Generation X, the creation of other alternative forms and different if work is present, such as video game competitions with high rewards, for example.

With the popularization of the internet in 1995, families began to have computers in their homes and internet access became constant. For Gabriel (2018), this facility of connection and communication through the virtual world has driven the greatest transformation history of society in the social, educational and corporate spheres, arriving in the Digital Age and at the same time, at the birth of the members of Generation Z. Generation Z was born together with computers and is the first to have experience with technology from a very early age extremely present:

Since they were little, they have been familiar with how digital media works, they have been able to follow all the modernization of electronic devices and they already have in their "DNA" the major changes in behavior and relationship brought about by the age of technology (Emmanuel, 2020, p. 14).

Generation Z, born from 1997 to 2010, cannot live without computers, chats, cell phone, among others, since they were born in the midst of the great mass of technology that exists in the world. It is a generation seen as silent, as they are always with headphones and doing



something on their cell phone, they listen little and speak even less, and with that, we notice an egocentrism among the young people of this generation, since they end up worrying only about themselves (Ceretta and Froemming, 2011).

This generation presents the biggest changes compared to previous generations. Iorio (2019) states that digital natives are considered the most conscious because they grew up in a technology-enabled environment with unlimited access to information and they do not accept what is not true.

This resistance changed the need for consumption, because in the midst of a volume of much larger content, easy access and multiple search possibilities, the consequence generated is the denial of traditional advertising and marketing messages. They are consumerists, but prefer the experience, they are also not bound by geographical borders, seek a better world, care about sustainability, organic food and veganism.

Although the profile drawn up to describe Generation Z is present in the majority of young people of this era, it fails to be democratic and does not include the entire world population, as there is no balance in the prevalence of internet use in the world. Emmanuel (2020) reports that, despite there is an extremely large population that lives the reality and social issues and psychological aspects of this context, cannot be taken as a totality.

Competitiveness and immediacy through quick actions and thoughts is one of the great characteristics of digital natives, being able to keep up with the excess of information and stimuli received daily. For Emmanuel (2020, p. 18), "this generation shows itself critical, dynamic and demanding, knows what he wants, is self-taught, dislikes hierarchies and changes opinion all the time, and is always on the go, 24 hours a day". Therefore, the main difference between Generation Z and the others is that these young people do not know a world without internet access, which generated a hypercognitive umbilical relationship, according to Iorio (2019).

Not being the focus of study of this work, but which needs to be inserted in the context of existing generations, the *Alpha* generation is addressed, and as it is still recent, it is being studied from an academic perspective. For Emmanuel (2020), Generation Alpha began its study very little time and will be the focus of future studies dealing with generations.

Born from the year 2010 onwards, they were born belonging to a technological world and connected from their first days of life, and therefore, for them, there is no separation between the "digital" and "real life". If on the one hand, this generates a certain acceleration in the cognitive development (such as the ability to do several things at once), can





cause losses related to concentration and patience, which ends up showing traits of personality very close to Generation Z.

## 2.2 Information technologies in intergenerational communication

Language is the foundation of the essence of the human being. Through its use, the individual becomes part of a group and is identified in a society. The way of articulating certain signs, assimilating and transmitting their meanings, gives the subject its particularities among their peers. Thus, we can infer that human beings need language to be part of the world and that takes place within a social context from a particular phenomenon in coexistence, such as, for example, in the family, school or other environment other groups.

Language as a social practice is the object of sociolinguistics, which focuses on and studies the linguistic variations of a given group. Bagno (2007) explains that variations can be expressed in phonetic-phonological, morphological, syntactic aspects, lexical and pragmatic, and may be the result of socioeconomic, geographical, and cultural factors. age, gender, level of education, job market, social networks, among others.

Preti (1987) considers linguistic diversity as the main object of linguistics. Furthermore, sociolinguistics focuses on bilingualism, multilingualism, socialization of the individual through language, social control and language, the correlation between grammar and the organization of a community, linguistic varieties and the official language, development of written replacement codes, among others. Thus, based on Asuncion (2016), it is stated that sociolinguistics is based on real facts of language, representing a real communication situation.

Alves and Mancebo (2006) argue that the advent and development of contemporary technologies have profoundly transformed social dynamics, influencing the forms of relationship between individuals and the processes of subjectivation. This transformation is supported by digital logic, which creates a new space of values and cultural representations, consolidating a digitalized culture that redefines the relationships between the subjects and their surroundings.

The authors highlight that the association between contemporary capitalism and technologies were decisive for the phenomenon of globalization, accelerating social changes and



structural. This technological and economic integration promotes an interconnected world, challenging traditional boundaries and historical attachments, as pointed out by Hobsbawm (1996).

In the contemporary context, the modes of subjectivation reflect the interaction between individuals and the multiple global technological and cultural influences. The variety of stimuli arising from this globalized and flexible environment generates a proliferation of possibilities subjective, transforming behavioral patterns and destabilizing fixed identities.

Oliveira (2022) highlights the importance of generational communication in the digital age, highlighting how each generation adopts and uses technologies in a unique way, reflecting their preferences and values. Baby Boomers prefer platforms like Facebook and YouTube, who use it to get information, see friends and consume content related to longevity and entertainment. Generation X combines professional and personal interests on platforms such as Facebook, LinkedIn and YouTube, being attracted by channels such as Dr. Drauzio Varella and news pages.

Millennials, in turn, express themselves and interact mostly on Instagram, Twitter and TikTok, valuing lifestyle and entertainment content, such as Porta dos Backgrounds. Generation Z, made up of digital natives, explores a wide range of interests in platforms like Instagram, Snapchat, TikTok and Twitch, using influencers like Vihih Tube to discuss topics ranging from fashion to social issues (Oliveira, 2022).

Finally, Generation Alpha, the youngest, grows up in a totally technological environment, familiar with smart devices and online learning, being influenced by parents of Generation Y in choices related to food and consumption. Oliveira's analysis (2022) highlights that the appropriate choice of digital platforms is essential to engage each generation effectively, taking into account your characteristics and preferences.

Virtual language, according to Marcuschi (2010), goes beyond the informal use of words of the official language, configuring itself as a linguistic variation, known as Internet slang, which incorporates slang, abbreviations, emoticons, and symbols. Pereira and Moura (2005) highlight that these elements, created using characters such as parentheses, colons and brackets, allow you to express feelings such as joy and sadness, simulating the manifestations of oral conversation.

Rojo (2012) argues that the challenges for readers do not lie in the characteristics multisemiotic and multimodal aspects of digital texts, but rather in the creative process of young people, that adapt habits and working conditions to new forms of life and communication in the world digital. Complementing this, Paiva (2016) observes that the use of images, such as a heart pulsing often replaces direct verbal communication, while tools such as e-



emails, social networks and messaging applications transform communication practices traditional.

Vilaça and Araújo (2016) point to a gradual process of migration of practices social from the face-to-face to the virtual environment, with implications for ways of working, consumption, education and social interaction. Thus, digital language brings experimentation and significant transformations for society, influencing behaviors and relationships interpersonal.

The insertion of new technological supports in knowledge production practices brought significant transformations to textual production, especially through the integration of metaphors and the union of images with concepts. This scenario breaks with the classical model of communication based on the sender-message-receiver logic, by introducing a new communicational perspective based on the logic of participation-intervention. In this context, the receiver stops being passive and starts interacting with the message, contributing to more sensorial and creative forms of reading.

Virtual language, a striking characteristic of new technological generations, should not be judged, but studied. This practice, rather than threatening formal writing, offers new possibilities for inclusion, dialogue with differences, cultural exchanges and sharing of knowledge. It is especially relevant among adolescents and young people, who lead the use of this abbreviated and simplified writing format, distancing themselves from the norms cultures and traditional grammatical rules, but exploring new communication potentials and expression.

In the research carried out by Morais (2022) it was found that, although young people claim not realizing the interference of digital media in their speeches, the research reveals that digital networks ideologically shape the construction of meanings and influence their participation social. Digital media, by providing access to cultural products and connectivity, end up positioning these young people as passive consumers of a hyperconnected world, while their life experiences in subalternized territories remain marked by inequalities.

The coexistence of these generations in the digital environment requires adaptations to promote intergenerational dialogue. While older generations seek to integrate into the digital maintaining a touch of depth, younger generations prioritize quick interactions and visually appealing, redefining traditional communication codes. Thus, Effective communication between generations involves understanding these differences and exploring the points

convergence, such as the use of digital technologies and media as mediation tools cultural and social.

In this context, virtual language, with its flexibility and unique characteristics, can function as a connecting point. However, it is essential to balance innovation and tradition to ensure that communication practices promote inclusion, dialogue and exchange of knowledge between generations.

### 3 METHODOLOGY

The study adopted a qualitative approach, focusing on a literature review, aiming to analyze the cultural impact of Information and Communication Technologies (ICTs) on intergenerational communication. The goal was to understand how these technologies shape how different generations use language to express subjectivities, negotiate meanings and build social bonds. The research is exploratory and descriptive in nature, focused on the analysis of theoretical and empirical contributions on the influence of ICTs on intergenerational communicative practices.

Data collection was carried out through a broad literature review, with the selection of publications that address the impact of ICTs on communication practices, generational differences in the appropriation of digital technologies and the relationships between language, subjectivity and construction of meanings in the context of digital media. The following were analyzed texts by authors such as Marcuschi (2010), Rojo (2012), Vilaça and Araújo (2016), among others, that explore digital language and the challenges of communication between generations.

References were selected based on criteria such as relevance to the topic the impact of ICTs on intergenerational communication, the availability in full format, and publication in the last 15 years. Works that were not directly related to the theme were excluded. Data analysis followed Bardin's content analysis technique (2011), categorizing and interpreting texts and concepts according to thematic axes, such as the influence of ICTs on the expression of subjectivities, the negotiation of meanings in digital interactions and the construction of social bonds between generations mediated by technologies.

As the study is bibliographic in nature, there was no collection of empirical data. directly with participants, but sources were rigorously referenced to ensure academic integrity and work ethics. This methodology allowed an analysis



in-depth study of how ICTs transform communication practices between generations, highlighting the cultural and linguistic impacts in the contemporary context.

#### 4 FINAL CONSIDERATIONS

The final considerations of this study highlight the importance of Information Technologies Information and Communication Technologies (ICTs) as transformative agents in communication intergenerational. The bibliographic analysis showed that ICTs, by shaping the practices of communication, promote new forms of expression, interaction and construction of meanings between generations. These technologies directly impact the way different groups age groups relate to each other, negotiate meanings and create social bonds, reflecting adaptation and evolution of languages in digital contexts.

It was possible to see that, although the younger generations, such as the members of Generation Z and Alpha have greater digital fluency, intergenerational communication is still characterized by challenges, especially with regard to adapting and understanding languages used in different digital platforms. ICTs, at the same time as facilitate interaction, they can also create distances in the way of communicating, given the diversity of digital tools and habits between generations.

On the other hand, the theoretical review on the influence of ICTs on digital language revealed the need for new ways of reading and interpreting texts and symbols, which must be incorporated into the teaching and training of more critical citizens who are prepared to navigate this digital world. The use of slang, abbreviations and emoticons, for example, transforms the discourse, creating a new dynamic in the construction of subjectivity and social relations.

This scenario requires a close look at the potential and limitations of ICTs in intergenerational communication. If, on the one hand, they enable new forms of expression and of approach, on the other hand, the rapid evolution of digital platforms and languages can generate difficulties in understanding and integration between different age groups. In this sense, It is essential that older generations adapt and understand these new dynamics, while younger generations develop a greater awareness of the aspects cultural and social factors involved in digital interactions.

In view of the above, this study highlights that ICTs are tools in the construction of a new communicative space, but this transformation requires a continuous process of



adaptation and mutual learning between generations. For digital technologies to fulfill its role of bringing together and integrating, there needs to be a collective effort in search of a more inclusive and comprehensive communication, which considers generational differences and promote cultural and social exchange.

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