

ENGLISH AS A LINGUA FRANCA

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ABSTRACT

International communications have always relied on a Lingua Franca an intermediary language, to serve as a bridge to mediate understanding between individuals with diverse cultural and language background. With the arrival of social media in 1995 with the appearance of Ebay, has resulted in an amplified need for a Lingua Franca. Since then, social media has grown into a global phenomenon that has billions of individuals partake in various media services available to them. Due to how wide spread social media has become, it allows members of numerous cultures and languages to interact with each other on a daily basis. This leads to the need for a Lingua Franca to be used to overcome various language barriers that would form in communications of such scope. The language used as a Lingua Franca will vary. But more often than not, the language chosen for that role will be the one of the country with the strongest economic presences. In modern time, the United States of America has that possession. As a result, their mother tongue English had been a dominant Lingua Franca even before emergence of social media. Therefore, as social media spread around the globe so did the influence of English as a Lingua Franca and the need to use English. Allowing the presence of English to grow even stronger.

KEYWORDS: *Lingua Franca, Culture, Social Media, Mutual Understanding, International Communication, Determination, Native Language.*

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