How Significant is the language barrier in social media
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Introduction

The term "language barrier" refers, in the main, to the difficulties encountered by individuals or communities that speak various languages and dialects. In addition to this, it encompasses the confusion and misunderstandings that arise as a result of a lack of clarity in both thought and speech. These kinds of roadblocks are common in all modes of communication, including verbal, nonverbal, and written exchanges.

And the problem of language barrier is When many words can be interpreted in a number of different ways, as well as when a sender and a receiver attempt to communicate using a language that each of them does not fully comprehend, language and semantic barriers can arise.the solution for that barriers are the sender should provide information that is accurate and well-known to both the sender and the receiver.

In addition, the purpose of this research is to identify different types of language barriers, as well as their impact on human communication and the various strategies that can be used to overcome those barriers.

Language barriers are significant because they frequently act as an obstacle in the way of forming relationships with people in other cultures.

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Discussion

An additional study is conducted by I.A.S Buarqoub Jordan University, Jordania is entitled Language barriers to effective communication. The study informs that Globalization and communication technology are bringing the world closer together in a global village, including language barriers. The things that prevent us from understanding each other's constitute a common challenge toindividuals, groups, international companies, governments, nations, and the whole world. This study aimed at exploring the factors that cause language barriers, their types, and their impact on effective communication and our life as well as ways to make people aware of the importance of overcoming them. The study concluded that language or semantic barriers arise from different subjects such as meanings and uses of words, symbols, images, gestures, languages and dialects (BUARQOUB , 2019, p. 65).

*** Another related paper is entitled Role of Social Media in English Language Learning to the Adult Learners, by Meenakshi Sharma Yadav from King Khalid University. The paper informs that Today social media has become part and parcel of adults' lives. Adult learners use social media much as a key to learn and improve their English as a foreign language (EFL) in academics. Currently, English instructors also encourage their adult learners within the realm of technologies. These learners are too self-motivated to use social media tools to learn English language skills. During texting, chatting, and socializing with friends, family, and global society on Facebook, WhatsApp, Blogs, Wikis, LinkedIn, YouTube, Twitter, Telegram, Hangout, and Snapchat, social media are facilitating and enhancing the process for both teachers and the adult learners worldwide (Yadav, 2021, p. 238).

Conclusion

Language barriers can also affect the quality and accuracy of the content shared on social media platforms. For example, if an individual who speaks English as a second language shares a post that contains grammatical errors or unclear language, it may be difficult for other users to understand the message or take it seriously. This may lead to misunderstandings, misinterpretations, and even conflicts.

Moreover, language barriers can affect social media marketing and advertising strategies. If a company wants to promote its products or services globally, it needs to ensure that its marketing messages are translated accurately into different languages. Failure to do so may result in ineffective marketing campaigns and lost opportunities to reach potential customers.

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