



EFFECTS OF SMS ON WRITING SKILLS OF THE UNIVERSITY STUDENTS IN PAKISTAN (A CASE STUDY OF UNIVERSITY OF GUJRAT)

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ABSTRACT

The current study is intended to discover the effect of the SMS using habits on writing skills of the university students of Pakistan and to show how this novel medium of communication is affecting the writing skills of the university students. Survey research is used to collect data in quantitative form using multiphase method of sampling. Time period of the study was from October 2010 to December 2010. It is found that the higher the exposure to the SMS, more the negative effect on the writing skills of the university students. The excessive use of this medium is leading students towards writing wrong spellings and using SMS language's short abbreviations that are not standard in examinations and daily academic work that is very harmful in academia.

Keywords: SMS (texting), Writing skills.

INTRODUCTION

Today, this is a common scene that most of the young generation, especially students, while talking, walking, eating, reading, even in classroom, in front of teacher, continuously striking the keys of a device that seems to be a part of their hand, called cell phone, the most deliberate interactive media. That's all about messaging which is the recent development in the field of communication technology and the favorite of youth .especially students around the globe due to its cheap tariff. This research is concerned with the social and psychological impacts of SMS text massaging or "texting" on the university students of Pakistan which is a wide spreading and revolutionizing communication in today's world. Why this is happened, because mobile phone, the latest mass media, in fact has six exclusive benefits as compared to early mass media.

1. The first individual mass media.
2. The first for all time carried media.

3. The first always-on media.
4. The first media among a built in payment system.
5. The first media for all time present at the tip of innovative whim.
6. The first media somewhere the spectators can be exactly identified.

http://en.wikipedia.org/wiki/Digital_media

SMS

Short messaging service or Text messaging is supposed as the fast and most reliable means of communication. It has achieved universal reputation and has fascinated billions of subscribers. Text messaging or usually called texting is the procedure of transferring short messages generally 160 lettering from a cellular phone. The most recent mobile phones are competent of transferring a lot as 20 pages having 160 lettering of text communication. On December 3, 1992 in the UK, the first SMS messaging was sent via a Vodafone GSM cellular network.

http://en.wikipedia.org/wiki/Text_messaging

Writing Skills

Writing skills mean writing correct language in daily academic work and in examinations by the students relating grammar and spellings reproducing.

BACKGROUND OF THE STUDY

Selected Media and Target Audience

Along with the development in technology, media studies require to be shifted towards those novel technological widgets that appear to have become well-liked internationally. Cellular phone has been placed under investigation as it is the mainly eagerly on hand type of media and is gaining enormous reputation amongst the masses in Pakistan. Latest technologies such as wireless communication tools are presently at the core of both analysis and attraction. As cellular phone contributions continue to increase, inquiry is hoisted about the special effects of this latest communication equipment. How do these technologies alter people and their societal associations and actions? The progressively more extensive use of text -messaging has led to the probing of the societal and psychosomatic belongings of this new communication means. As Rafi (2010) found that the observed data demonstrate that SMS language ignores orthographic and syntactic regulations of a language with a enormous stress on written sounds and compressions e.g, 8 for 'ate', 4 for 'four and for', bcz for 'because', and short sentences as 'how r u? hopu'll b busy in urstdy. Ma 2. When r v gona meet 4 datwork? Here the main concern derives the attention of the researcher and focal argument to check the effect of those phenomena on university students regarding their writing skills. Crystal (2008) says that texters are prone to ignore spellings, either intentionally or reflexively. The accepted credence is that texting has developed as a twenty-first-century trend as a highly idiosyncratic vivid style, full of contractions and out of the ordinary uses

of language, used by a immature generation that doesn't worry about standards. There is a broadly voiced apprehension that the practice is nurturing a decline in literacy.

Mobile Phone and Pakistan

Pakistan is situated in South Asia neighbored by China, Afghanistan, India and Iran. It is the seventh most inhabited state in the globe with populace of 160 million. Pakistan is a middle earnings nation with per capita earnings of US\$846 and the state has recorded a common GDP escalation of 7% above the last 5 years [MoF \(2008\)](#) Pakistan has accomplished success in mobile telecommunications. The telephone penetration rate per capita has jumped from 4% in 2000 to 64% in 2010 as a result of over triple figure growth during last few years ([PTA, 2010](#)). Mobilink, Telenor, Warid, Ufoneand Zong are the GSM service provider companies in Pakistan having the license to operate from the Pakistan Telecommunication Authority constituted to regulate telecommunications on Pakistan in 2002. When we look at the text message traffic of mobile phone companies, we find out how sharp are the turns when they started offering unlimited packages. Some graphs are presented here to explain the rapid growth of cellular phone and texting industry in Pakistan. As their main target as consumers of SMS service is youngsters and the impact of this novel medium of communication is vital as [Crystal \(2008\)](#) says text messaging did not happen to accept in the USA till 2004. This means that text messaging has had a huge impact on people's spelling in only four years. The manner people converse, as well as people write, has been influenced by text messaging.

Statement of Problem

The basic aim is to discover and study the impact of SMS usage on writing skills of students. And study also whether the students writing skills are effecting through SMS or not. So, the hypothesis is that more the using habit of SMS, more the negative impact on student's writing skills.

Theoretical Framework

Cultivation theory by George Grebnerin mass communications holds ground in media effect studies. The central claim of that theory is that persistent long term exposure to media content has small but measurable effects on the perceptual worlds of audience members and the more a person is exposed to a message provided by the media, the more likely that person is to believe the message is real. Here the effect of SMS is being measured with proportion to the usage.

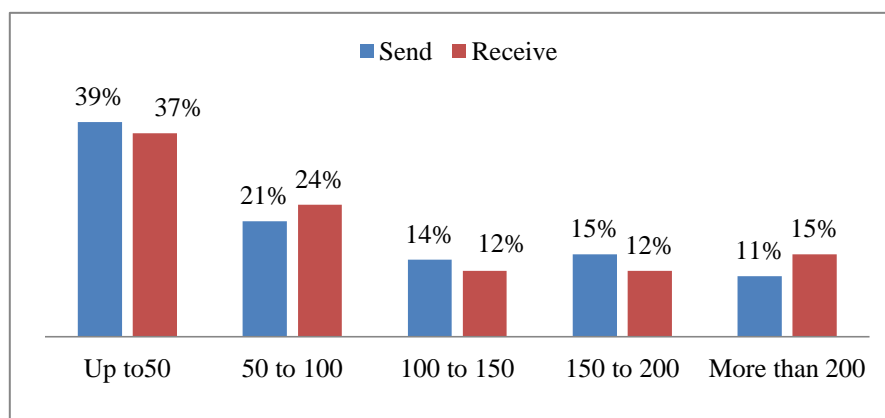
METHODOLOGY

In this research, survey technique has been applied to get the information that is quantitative in nature from representative population through questionnaire. Multiphase sampling is used and the 100 respondents are measured.

Major Findings

Measuring the amount of messages/SMS daily sent and received by the students, current study shows that 40% students are heavy users of texting as they send and receive 100 to more than 200 SMS/messages per day and 13% of them are excessive users who use to text more than 200 in a day.while a majority (22%) can be considered as moderate users limits between 50 to 100 messages both send and receive per day.other 38% are the light users who text up to 50 messages daily.The data collected from the respondents shows that a majority of respondents (50%) daily send 50 to 200 messages and 11% of the respondents say that they use to send more than 200 SMS per day. As well as, almost same data of receiving SMS that shows a significant number of 48% respondents receive 50 to 200 SMS per day while the 15% show the number of more than 200 SMS receiving per day. This also categories the respondents and shows a majority of respondents sends and receives a relatively high amount of SMS daily. This ratio remains same in both females and males but the extensive users are mostly females that (24%) receive more than 200 SMS daily as compared to male respondents (12%).Whilst the excessive users are mostly females with a two third majority as the 18% females are excessive users compared to 9% male excessive users. And from the female starta, students of natural sciences are double excessive users than social sciences students.

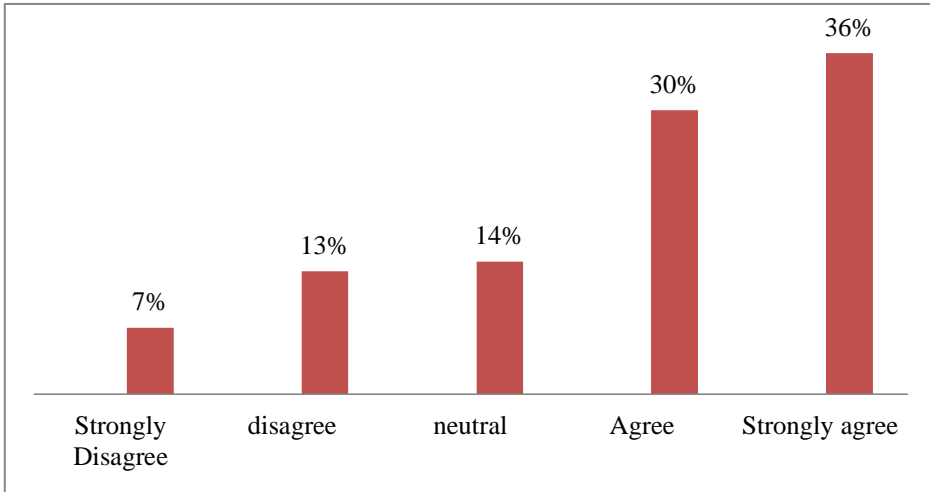
Frequency of SMS/texting



Discussing the lingo selection, information says that a high significant majority of the students (88%) use a mixture of Urdu(national language) and English overall in SMS/texting with the ratio of 66% of bilingual and 22% of roman Urdu(typing Urdu pronunciation in English font), while only 12% of the whole use proper English in texting.

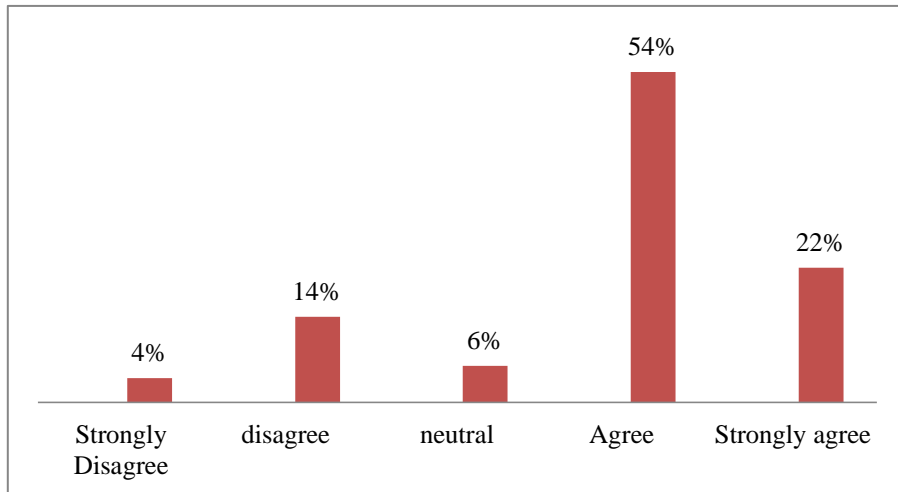
So, The factor of impact of SMS/texting on the writing skills of the respondents result that a significant proportion of the students (66%) found it working that their daily written work is affected in the way by the use of texting that they often feel spell mistakes due to the habit of SMS/texting. Here 20 % of the respondents disagree that their writing skills are affected.

Experienced spelling mistakes in writing due to SMS language in daily written work

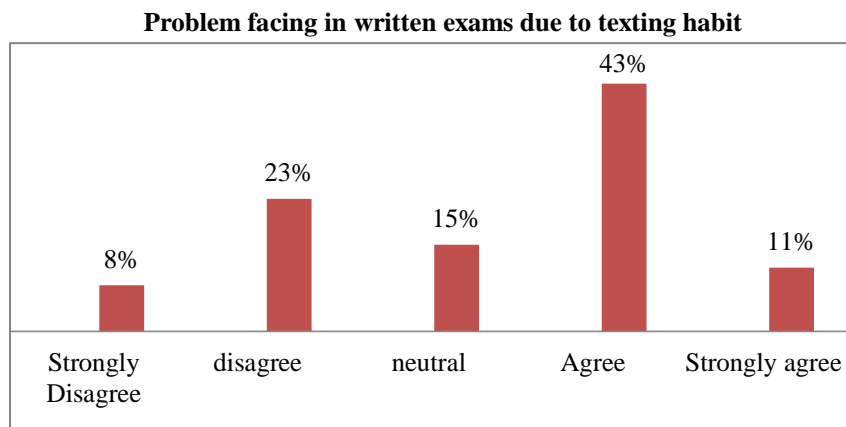


Whilst 76% students say that, they got difficulties in writing due to the habit of SMS/texting.

Text messaging effect on writing skill



The study shows that a significant majority (54%) of the students feel problems in their written examinations and especially in writing English. Researcher also find a considerable difference in the comparative study of the data gathered from male and female students as the female students(62%) feel the problem of writing more as compared to male students(38%).



CONCLUSION

As the results show that a two-third majority of students feel difficulty in writing English and they often make spelling mistakes due to the SMS using habit that is also directly proportional to the excessive use of the SMS. More than half of the respondents report and worry about the problem in writing English in examination. These results discover that the manner people converse, as well as people writes, has been influenced by text messaging. Now it is evident that either texters are prone to ignore spellings, intentionally or reflexively. The accepted credence is that texting has developed as a twenty-first-century trend as a highly idiosyncratic vivid style, full of contractions and out of the ordinary uses of language, used by an immature generation that doesn't worry about standards. There is a broadly voiced apprehension that the practice is nurturing a decline in literacy. So the hypothesis concerned is approved and it's clear that the excessive use of texting affects the writing skills. Here it is important to say that this media should be used carefully when needed and not for leisure especially for students.

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Websites

http://en.wikipedia.org/wiki/Digital_media

http://en.wikipedia.org/wiki/Text_messaging

<http://propakistani.pk>.

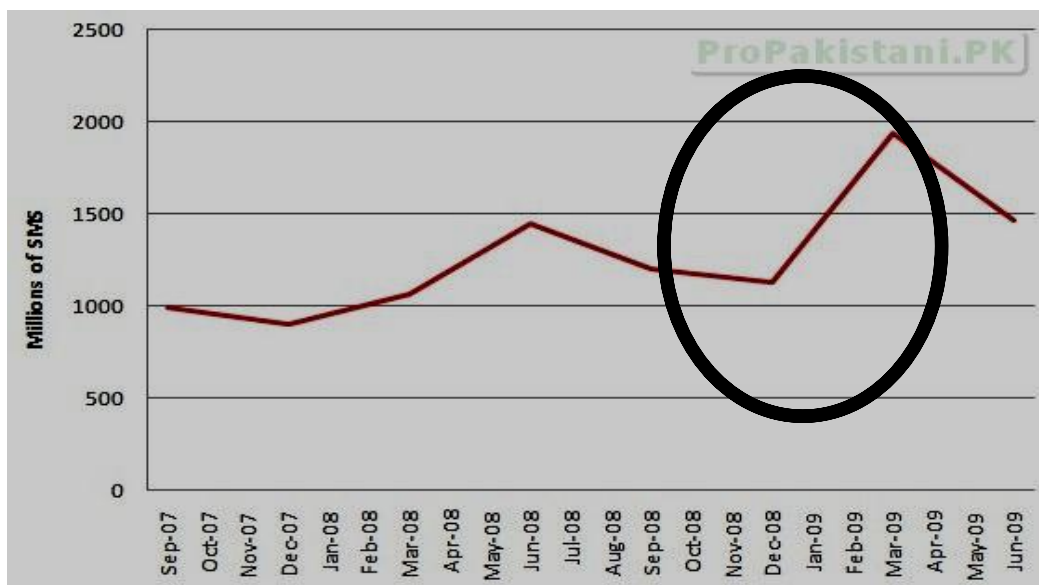
APPENDIX-1.1

TOTAL SMS TRAFFIC (IN MILLIONS)

| | Sep-07 | Dec-07 | Mar-08 | Jun-08 | Sep-08 | Dec-08 | Mar-09 | Jun-09 |
|--------------|---------------|---------------|---------------|-------------|---------------|----------------|----------------|----------------|
| Mobilink | 993.1 | 897.7 | 1062.5 | 1443.8 | 1203.1 | 1130.7 | 1937 | 1463.8 |
| Ufone | 1420.9 | 2053 | 2821.4 | 3388.6 | 3579.6 | 3818.6 | 5409.4 | 10671.8 |
| InstaPhone | 4.4 | 3.2 | 1.4 | 1 | N/A | N/A | N/A | N/A |
| Paktel/Zong | 62.1 | 78.5 | 23.3 | 115 | 118.9 | 3119.2 | 4439.1 | 4539.3 |
| Telenor | 1124.6 | 1357.9 | 1825 | 2259.1 | 3159.7 | 3148.5 | 3605.6 | 5501.3 |
| Warid | 391.5 | 395 | 432.5 | 451.5 | 424.6 | 414.6 | 1602 | 1662.6 |
| Total | 3996.6 | 4785.3 | 6166.1 | 7659 | 8485.9 | 11631.6 | 16993.1 | 23838.8 |

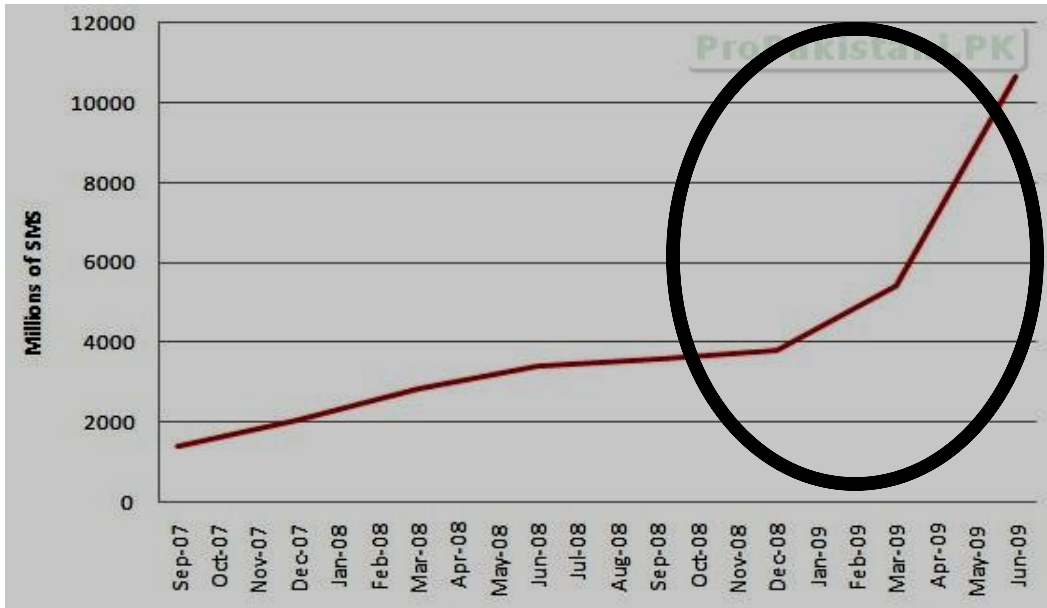
APPENDIX-1.2

MOBILINK SMS TRAFFIC



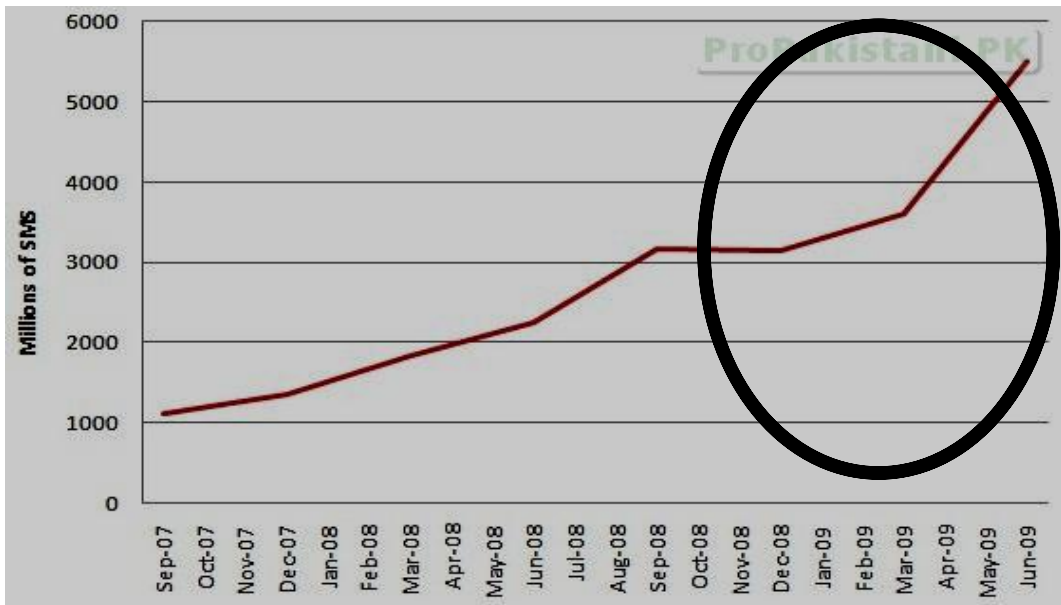
APPENDIX-1.3

UFONE SMS TRAFFIC



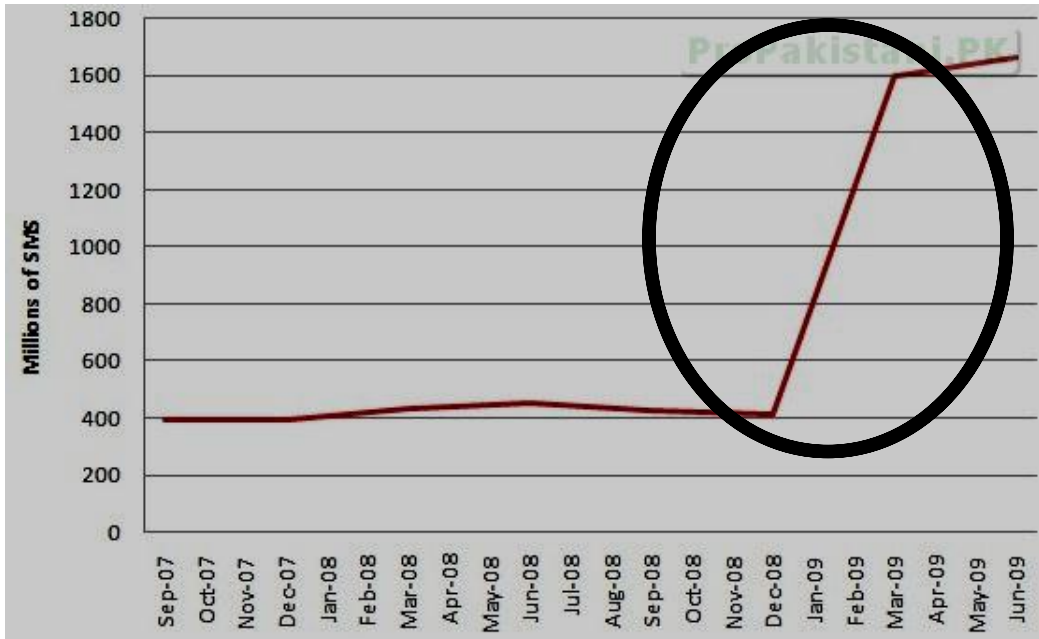
APPENDIX-1.4

TELENOR SMS TRAFFIC



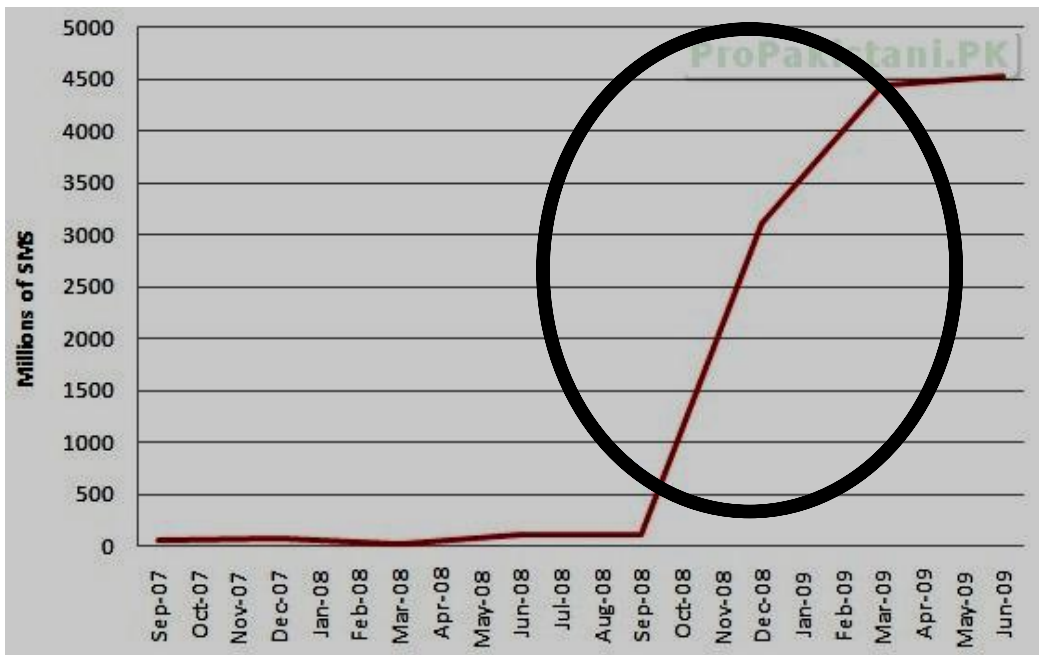
APPENDIX-1.5

WARID SMS TRAFFIC



APPENDIX-1.6

ZONG SMS TRAFFIC



Adopted from: <http://propakistani.pk>.