

SHORT MESSAGE SERVICE (SMS) PRACTICES AMONG SSLA STUDENTS  
OF UCSI UNIVERSITY

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A RESEARCH PAPER SUBMITTED IN FULFILMENT OF THE  
REQUIREMENTS OF THE DEGREE OF B.A (HONS) IN ENGLISH  
LANGUAGE AND COMMUNICATION

FACULTY OF MUSIC, SOCIAL SCIENCES AND DESIGN  
SCHOOL OF SOCIAL SCIENCES AND LIBERAL ARTS

ENGLISH DEPARTMENT

UCSI UNIVERSITY

KUALA LUMPUR

APRIL 2010

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## ABSTRACT

Text messaging or texting is the common term for sending short messages using the Short Message Service (SMS) from mobile phones. Text messaging has been a tremendous success in many countries, including Asian countries like Singapore, Philippines, and Malaysia. SMS is a quick, easy, and cheap way to communicate. This paper investigates the SMS practices among the students of SSLA in UCSI University. The research instrument used is a self-designed questionnaire, which includes items on language choice, SMS practices, reasons of using SMS as a form of communication, and advantages of sending text messages. The findings reveal that English has been the language choice of the respondents in sending text messages. Moreover, the use of linguistic and non-linguistic features represent a form of language through text SMS is the preferred medium of communication. In terms of SMS practices, majority of the respondents use abbreviation, non-conventional spellings, capitalization for emphasizing, alphanumeric homophony, and vowel deletions. Other non-linguistic features are punctuation marks and emoticons. The respondents' reasons of using SMS include cheap cost, convenience, immediate feedback, and clarity. All respondents agree that this text language has some impact on language proficiency, specifically on spelling and sentence structure. The advantages of SMS, include speed, convenience, less cost and intimacy. Through this study on SMS practices, the emergence of text language among mobile phone users needs more exploration in terms of actual messages sent and received.

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