in texting.This might have been true for a short while in the 1990s but now the internet and its users are becoming increasingly multilingual to the extent that people who used to be labelled as monolinguals now inevitably engage in certain kinds of translingual practices.These public discourses, or moral panics, that are largely rein- forced by mass media are centred on how the language adopted by young people in their online communication may negatively affect their literacy skills.It examines in detail people's broader social practices, noting that many of these involve texts of some sort, and that we live in a textually mediated social world (see Chapter 3), where texts are part of the fabric of social life.The social practices which language is embedded in are particularly salient when examining language online not least because of the constant change, the constant learning and the fluidity of texts.A crucial part of the context of texts online is locating them in the practices of their creation and use.We move on to an overview of the approach of literacy studies as a way into examining texts and practices online.Indeed, such techno-panics have existed for a long time throughout history when earlier technologies such as radio, TV, and telegram writing style were invented, as Crystal (2011) has pointed out.LANGUAGE IN THE DIGITAL WORLD 11 In this socio-cultural approach to written language, literacy is a social activity and can best be described in terms of people's literacy practices.The notion of literacy event and the methodologies of literacy studies have their roots in the sociolinguisticClaims are made about how people are reading fewer books or have lower reading abilities and concentration skills because of increasing use of new media (e.g. Carr 2010).

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