"Speak quickly!" World of Warcraft's Influence on Language
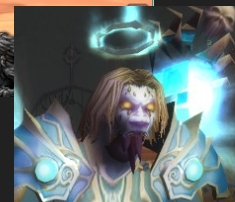
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World of Warcraft (WoW)

- MMORPG
- (Text) Chat
- Voice Chat

Language

"The system of spoken or written communication used by a particular country, people, community, etc., typically consisting of words used within a regular grammatical and syntactic structure" (2008).

Language and Culture: Asif

"Cultural formations are reproduced over social groups through communicative processes that unfold one participation framework at a time" (Asif, 2007, p. 9).

Language and Culture: Corneliussen and Rettberg

"World of Warcraft has a culture and a language all its own. To players of the game the customs and cultural rules of the game rapidly become familiar, but to outsiders, they can be quite baffling" (Corneliussen & Rettberg, 2008, p. 1).

Language, Culture, and WoW

- (Text) Chat
- Slash Ignore (/ignore)
- The in-game command used to ignore an abusive player is now a vernacular phrase meaning to ignore someone.

Language, Culture, and WoW

- Voice Chat
- Leeroy Jenkins and his Blackrock Spire viral video catapulted the character and what he represents out of game culture and into culture-in-general.

WoW as Engine of Linguistic Change

WoW (and its communities of players) drive linguistic innovation and change that carries over from the game into popular culture.

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