

# Text messaging



A Jejemon is anybody who deliberately stretches and ‘ styles’ the words he types by adding or replacing letters, symbols, and numbers to the point that only another Jejemon can understand. They don’t spell even one word correctly. Jejemons are how these people are called here in the Philippines. Aside from their typing manner and established alphabet, the Jejemons also made up their own fashion. The Jejemons are known for their lay-on-your-head rainbow caps, grill shades, extremely baggy shirts, bright purple skinny jeans, rainbow handbags or backpacks, and the dismembered Philippine flag as design printed on these.

How was the word coined? The word Jejemon came from ‘ jeje’ and ‘ mon.’ ‘ Jeje’ is used because Jejemons often write this to substitute ‘ hehe,’ to express mischievous laughter, and to imitate pronunciation in Spanish, Filipino’s father language. ‘ Mon,’ short for monsters, is used to imitate Pokemon. These Jejemons have been epidemic, countless, and hated that this term was born to categorize them. These Jejemons are usually seen in social networking sites, your email inbox, or in your text message inbox.

When come across, most people are stumped and irritated. Because of their negatively criticized habit, people who oppose and hate them have also been forming their groups and shouting their opinions in the same websites. How did Jejemons come to be? Quoted in Manila Bulletin Online, this kind of typing rooted when mobile messaging became famous in the Philippines (MBO). Since then, Philippines have been in the top ranks of most text messages sent per day of a country in the world.

While text messages were limited to 160 characters, people shortened the words by removing vowels or replacing letters with numbers. Ironically and unfortunately, the Jejemon habit emerged from this or if not, they probably popped up out of nowhere. Since there is no right way of typing a message, most people imitate others, and this probably have been the way Jejemons spread their practice to friends and friends of friends (MBO). Technology has not just been a birthplace of a new language but also its means or media.

Technology is not all to blame; further expansion of the Jejemon culture can also be attributed to Filipino's natural fancy creativity, abstract nationalism, love of attention, proud uniqueness, and fondness of technology or hip fashion. Being epidemic, Jejemons have become a considerably big part of the society, mainly composing the youth. These youth don't safely get away with what they like doing. When they write this way and that way in social networking site or just even in text messages, many people comment and most of them reject and ridicule Jejemons.

These people, known as Jejebusters, didn't just write to show their disgust but also made videos and other kinds of media. Jejebusters really hate the Jejemons especially when Jejemons post messages at Jejebusters' sites. Seeing their writing is, equivalently headache, like looking at a Chinese newspaper when you barely know Chinese. One might even say Jejemon is another planet's language. Apart from online disapproval, the Jejemon culture has alarmed the government.

The Department of Education has sought to extinguish the student Jejemons along with school dirt as the 2010-2011 school year begins. DepEd fears that

that habit can corrupt young Filipinos' language skills (GMA). As DepEd thinks, these Jejemons should not be ignored being an essential part of the society, the youth. Although the youth consist a small part of the population, they compose most of the labor force of the country. These youth, when properly educated and equipped with the right language skills, can bring up a country's broke economy.

If Jejemons can be ridiculed by common people, they can also be discriminated by investors and employers. The Jejemons can not just be a big hated group but they can also be a big group of unemployed people at the worst scenario. Having those effects on society, they can be distinguished as advantages or disadvantages. Jejemons' nameable disadvantage is probably what DepEd fears may happen – the Jejemons' decreased competency in literacy and speech.

In addition to that, Jejemons are continuously influencing others, creating more people who fall on the previous disadvantage. Jejemons aren't really a nuisance in websites you enter; you could easily keep your eyes away upon seeing their writing just as you would ignore a Chinese headline. A bad effect of the Jejemons' language is their influence on very young children. While learning how to read or write, these children can be misled by their brother and sister Jejemons. At the worst, the Jejemon language can even develop early permanent dyslexia on the young children.