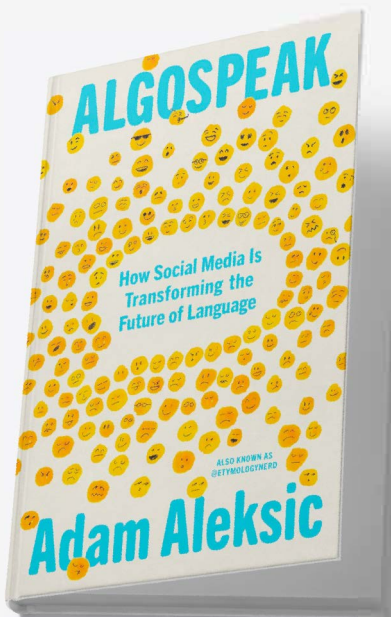




**Communication Papers**

Media Literacy & Gender Studies

## BOOK REVIEW



**Adam Aleksic. Algospeak: How Social Media Is Transforming the Future of Language. Penguin Random House, 2025. 247 páginas. ISBN: 978-0593804070**

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The rapid expansion of digital platforms has reshaped not only communication practices but also the fundamental structures of contemporary language. In *Algospeak*, Adam Aleksic offers a timely and theoretically rich analysis of how algorithmic moderation systems produce new linguistic strategies and alter meaning-making processes in online environments. The book situates itself at the intersection of linguistics, digital communication, and platform studies, making it highly relevant for scholars examining the socio-technical conditions of present-day discourse.

Aleksic argues that the emergence of *algospeak*—a set of linguistic modifications developed to bypass algorithmic filters—represents a structural transformation in digital communication. Automated moderation systems, designed to detect sensitive or harmful content, unintentionally generate incentives for users to alter language. Terms such as “unalive,” “SA,” or “spicy content” exemplify euphemisms adopted to ensure visibility, avoid demonetization, or maintain access to algorithmic distribution mechanisms.

The book documents these practices across major platforms including TikTok, YouTube, and Reddit. Aleksic’s analysis reveals how these linguistic adaptations spread, stabilize, and eventually normalize within broader online cultures. He argues that *algospeak* should not be understood merely as slang, but rather as a systemic outcome of platform governance, algorithmic authority, and user negotiation.

A central contribution of the book is the conceptualization of language as a field increasingly regulated by algorithmic systems. Unlike traditional forms of censorship, algorithmic moderation operates implicitly; users often modify their linguistic choices without fully understanding the underlying mechanisms. Aleksic’s concept of “algorithmic pragmatics” captures this shift effectively.

The book successfully bridges linguistic analysis with media theory. Aleksic provides empirical examples illustrating how digital affordances—hashtags, captions, recommendation logic—shape linguistic evolution. This interdisciplinary approach enriches current debates within communication studies.

Aleksic emphasizes that the rise of *algospeak* has affective and cultural implications, particularly for discussions related to trauma, sexuality, self-harm, and social inequalities. The book shows how euphemistic language can both enable expression and obscure the emotional clarity of sensitive conversations.

*Algospeak* is an important and timely book that deepens our understanding of how digital infrastructures influence communicative practices. Aleksic successfully demonstrates that language in the digital age is shaped not only by human interaction but also by algorithmic forces that condition visibility, circulation, and expressivity. For researchers interested in digital discourse, algorithmic culture, and platform governance, the book offers both conceptual clarity and empirical richness.