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THE USE OF LOW DIGLOSSIA ON THE PARODY TV SHOWS Chi.N.N. AND COPYCAT BY EDUCATED FOLLOWERS ON FACEBOOK

Abstract
Lebanese TV stations are crowded with comedy shows which reflect the status quo of the country's political, economical, and social woes. Based on surveys, one type of shows in particular has gained mainstream attention among the public and that is parody shows. Parody shows tend to present the bittersweet reality in sarcastic and satirical ways. According to ratings, one show has dominated all parody shows for the past four years in Lebanon and that is Chi.N.N. The show has quite an appeal among the Lebanese population because of the simple and ingenious language used by hosts which rallied thousands of fans on the show's Facebook page. Most followers on Facebook are educated but they tend to use low language when commenting. This paper aimed to analyze why educated followers of the show use low diglossia when commenting on Facebook. This research aimed to explore whether the use of low diglossia is related to linguistic competence or social status bond to show solidarity. Corpus linguistics was adopted in this study scanning for the most repeated words in followers' comments. Sayahi's Identity approach was implemented. Quantitative and qualitative approaches were adopted in this case study. Instrumentation carried out was manual count of the most repeated words in followers' comments. By the end of the study, results showed why educated followers use low diglossia and whether low diglossia hindered constructive discussion between parties.

Keywords: low diglossia, high diglossia, societal bilingualism, parody show, educated followers, Facebook.