TEXT messages, emails and the push for faster and more efficient communications are taking their toll on grammar, language experts believe.

Queensland University of Technology sociolinguistics lecturer Jo Carr today said people using email and SMS text messaging were unconcerned about grammar and punctuation.

"Grammar rules used to be an indication of social class and literacy in the past but today's society are doing things differently because language today serves the purpose of speed and social interaction," she said.

Macquarie Dictionary editorial committee member Sue Butler said grammar and punctuation have been increasingly underused in Australia and around the world.

"We now do get a failing in standards of punctuation that can be disconcerting," Ms Butler said.

Mediums such as television advertisements and public billboards often sacrificed grammar and punctuation to engage audiences in the most efficient, shortest time possible, Ms Butler said.

Grammar was also being sacrificed on live radio and television when politicians and news presenters make mistakes because they have to think and speak faster, she said.

Ms Carr said 98 per cent of her first-year students did not know about apostrophes because they haven't been taught and they haven't used them.

Ms Butler proposed getting rid of the apostrophe.

"It's better than having apostrophes littered through the text where they're not supposed to be and having the community in a constant state of nervous anxiety about where they're supposed to put the apostrophe," she said.