



A MORPHOLOGICAL ANALYSIS OF ENGLISH LANGUAGE NEOLOGISMS USED ON FACEBOOK, VIBER AND WHATSAPP

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INTRODUCTION

Language is always changing, evolving, and responding to its users' requirements. Language evolves for a variety of causes. The term "social media" refers to how individuals connect in virtual communities and networks by creating, sharing, and/or exchanging information and ideas. Social media is useful in communication and sharing of knowledge because it reaches frequent usability, and facilitates the users as compared to other sources (Pavlik et al, 2015). In comparison to other sources, social media is useful in communication and knowledge exchange. As a result, the impact of social networks on language evolution has piqued the interest of more researchers than at any previous point in history.

However, some researchers believe that these social networks pose a problem for language change. In contrast, others believe that social networks pave a new pathway for language development. Onyedum (2012) in his research focused on the analysis on word formation, word classes and meanings in neologism on Facebook, Twitter, LinkedIn, and YouTube. Mworira's (2015) study is based on how the English language evolves in technology based on the use of language and the neologisms formed in social networking online. It is done in connection with the language of social media narrowing the focus to Twitter in the Kenyan context. The primary purpose of this study is to investigate these neologisms in the lexical system of the Modern English Language.

The present study attempts to focus on social media applications to see how neologisms formed in social networking have deviated from Standard English. Standard English is a variety of the English Language that has been well-established by usage in the formal and informal speech and writing of the educated. It is widely accepted wherever English is spoken and understood without regional differences (Merriam-Webster., n.d.). According to Yule (1985) there are many types of word formation processes namely coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation, prefix and suffix, and multiple processes.

In this study, neologisms are compared with the UK variety of standard English. Neologism is the keyword in this study. All the active languages are diverse. New words are added to them while some fade away. Neologism is one way of forming new words in a language. Neologisms are words that have appeared in a language in connection with new phenomena, and new concepts but which have not yet entered into the active vocabularies of a significant portion of the native speakers of the language. (Woodhouse dictionary, 1972) Through these interactions online, languages have been greatly affected and this has contributed greatly to the expansion of English vocabulary. This paper focuses on answering the subsequent analysis questions:

1. What are the neologisms created in social media especially Viber, WhatsApp and Facebook?
2. What are the most frequently used morphological processes in forming Neologisms found in social media especially Viber, WhatsApp and Facebook?



The overall aim of this study is to identify, analyze and describe the different morphological processes of English language neologism formation on Viber, WhatsApp, and Facebook that deviate from Standard English. People frequently react negatively to language change, believing that the language has deteriorated. As a result, there is a need to investigate the process of word development in social media communication. Bauer (2002) remarked that word-formation has become a rather confusing area of study in recent decades. He also emphasized the ambiguity in the subject of the formation of words. As a result, the word-formation differs from what has previously been the case.

METHODOLOGY

A qualitative research methodology known as a descriptive research design was utilized in the study. This descriptive method was selected because one of the primary goals of the study was to describe, explain, and validate the findings. The primary data for this research was collected from different social media pages (WhatsApp, Facebook, and Viber). Secondary sources were collected from a number of reference books, articles, and research studies in this field. A total of 50 participants were surveyed for this study. For three months, several pages of written material from the respondent's Facebook, Viber, and WhatsApp accounts were considered. The number of pages required to obtain the desired information was not limited. The respondents were accessible and familiar because they were friends and those who accepted the request of the researcher to be friends for this purpose on social media.

The information collecting strategy was a text mining technique. The data analysis technique was conducted by applying Miles, Huberman, and Saldana's (2014) interactive model of data analysis since it consists of three concurrent flows of activity namely: data condensation, data display, and conclusion drawing/verification. It also assists in better display for valid analysis and drawing a conclusion. Data analysis was conducted based on this model at the data collection stage and continued until a conclusion was reached. Data was collected and then condensed using a selection, focusing, simplifying, and abstracting procedure. Each neologism was observed, analyzed and classified based on its qualities and the formation process of the neologism. Then the neologisms were compared with Standard English to determine the deviation followed by an analysis of the contextual environment in which the neologism was found.

RESULTS AND DISCUSSION

As the study focuses on English neologisms and the deviation of their word formation from Standard English in social media, it is essential to look at how the process of word formation in Standard English and make a connection to how neologisms are formed in social media. The neologism found in this research could be categorized into nine types excluding the multiple neologism types described in Table 1.

Table 1. Different word formation methods of neologisms in social media.

Formation methods	Description	Example
<i>Use of the existing</i>	Already existing words in the	<i>wall</i> already had acquired meaning as a vertical structure of bricks. However, on



word	English Language had acquired a new meaning.	Facebook, it had acquired new meaning as ‘an area of a profile where friends can post their thoughts.															
Coinage	A new word is created, either intentionally or accidentally. When a language's lexicon contains no lexical stock for a specific notion, coinage occurs.	<i>selfie</i>															
Clipping	Clipping was found to be the most common type of word formation in social media. In clipping, a part of the word is clipped with the purpose of shortening. According to the categorization of Arnold (1986) clipping is mainly of four types	<table border="1"> <thead> <tr> <th>Type of clipping</th> <th>process</th> <th>Example</th> </tr> </thead> <tbody> <tr> <td>Initial clipping</td> <td>An initial part of the word is clipped</td> <td>them→em</td> </tr> <tr> <td>Final Clipping</td> <td>the final part of the word is clipped</td> <td>picture→pic</td> </tr> <tr> <td>Medial clipping</td> <td>the middle part of the word was clipped</td> <td>about→abt</td> </tr> <tr> <td>Complex clipping</td> <td>combination of the above three types of clipping</td> <td>are→r</td> </tr> </tbody> </table>	Type of clipping	process	Example	Initial clipping	An initial part of the word is clipped	them→em	Final Clipping	the final part of the word is clipped	picture→pic	Medial clipping	the middle part of the word was clipped	about→abt	Complex clipping	combination of the above three types of clipping	are→r
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Abbreviation and Acronyms	It was discovered that abbreviations and acronyms are a very common approach for neologism generation on social media	‘Laugh Out Loud’ as in <i>LOL</i> is an acronym in which the initial letters were pronounced as a word.															
Affixation	Affixation is also used in the formation of neologism. A prefix is attached to the base of a neologism. Very few words were found as neologisms formed in this method.	A prefix is attached to the base of the neologism as in un-friend.															



Accent realization	Most of the words are spelt as they are pronounced in casual speech.	
Vowel reduplication	Vowel reduplication is found mostly and this contributes to neologism. However, consonant reduplication is also found. The reduplication brings about a sense of emphasis and stress on the emotion expressed.	Sooooo looong Congratzzzz
Letter number homophone	All three categories of the letter, number, and symbol homophones are used for words or parts of words.	Gr8 is used for Great whereas the word 'You' is replaced by the letter 'U'.
Use of symbols	The use of symbols is also observed in this corpus	&' or @ as in h& for hand
Multiple methods	Several formation methods are used for one word to create several neologisms.	Thank you is replaced by several neologisms such as <i>TKS, Thankx and Thankzz.</i>

Figure 1 below shows what percentage of the data each word-formation type accounts for. The chart shows that the most common word formation type used in neologisms is clipping while acronyms & abbreviations are found the second most. The least common is coinage and affixation

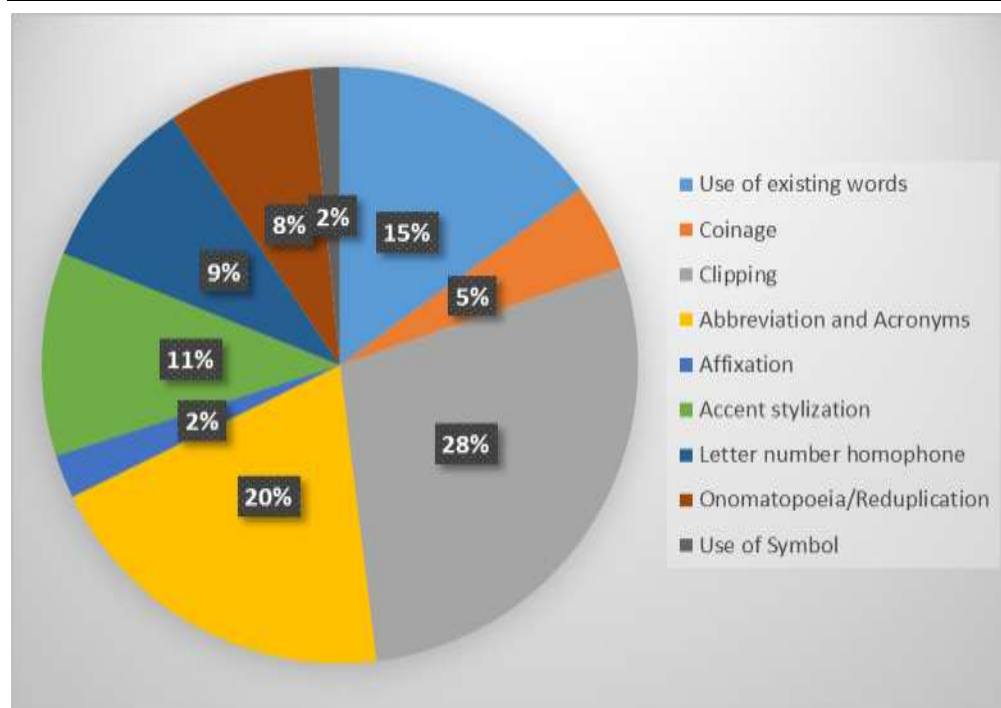


Figure 1. Distribution of neologisms according to the process of word formation.

CONCLUSIONS/RECOMMENDATIONS

This study has revealed that there are a large number of neologisms formed and used in social media, especially on WhatsApp, Viber, and Facebook. The study validates different formation processes and word formation categories to which neologisms belong. In the same way, it highlighted that the usage of the neologisms differs hence the neologism in social media varied. The second fact was these neologisms are formed through varied morphological processes. The neologisms discovered in this study can be divided into nine categories described as: clipping, coinage, use of existing terms with new meaning, usage of abbreviation and acronyms, affixation, accent stylization, letter-number homophones, and onomatopoeia /reduplication. The third statement of the study was that neologisms in social media differ from word formation process of Standard English. It showed that there is a gap between word formation of Standard English words and neologisms collected from social media. Special note must be made here of methods such as accent realization, vowel reduplication, letter number homophone, use of symbols and multiple methods of word formation which are not among the standard English word formation methods. Clipping and Acronyms & Abbreviations are the most widely used method of word formation for neologisms found on social media. The use of the brand new word-formation is more forceful, colourful, and unique than its equivalent incomplete spelling. It was also noted that the use of neologism varied according to the user.

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