Morphological Processes of Neologisms in Social Media Among the Public Figures

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*Abstract***:** *This article investigated the morphological processes involved in the neologisms used by the public figures in social media. Language has seemed to evolve with the help of technologies especially English language which is the Lingua Franca in this digital platform. The Internet users or the 'netizens' tend to generate new words and phrases as part of their digital communication literacy. This trending phenomenon has created numerous forms of neologisms which somehow the new words created are used widely. The neologisms were collected and analyzed from the public figures through three social media applications which are Facebook, Instagram and Twitter. The morphological processes of the samples collected are analyzed qualitatively. The data of the study are analyzed to determine the types of processes that are frequently employed to form neologisms. The results are used to determine which morphological processes are most frequently used in forming neologisms in social media. From the study conducted, the result shows that blending process has the highest frequency among the eleven morphological processes selected and followed by acronym. As such, this paper intends to describe only one morphological process that obtains the highest occurrence, which is blending process.*

Keywords **:** *Neologisms, morphological processes, social media.*

I. INTRODUCTION

The fast pace of online social networking of technological acquirements are impacting the language. The growth and changes of language have certainly reflected how society today perceives the world. The evolution of the language being adapted in social networking has changed the way how people communicate and write both in the social networking and real world communication through the application of new words or phrases. The information and technology explosion by the modern society has taken English language with a dynamic vocabulary to meet its requirement. Such new vocabulary is defined as Neologism scientifically. There are various ways to create neologisms known as morphological processes in the linguistic field.

According to Murray (1995), there are a lot of morphological processes being adapted in order to create Neologisms especially in English such as abbreviations, acronyms, compounding, derivation, loan words and other processes. An effort to identify and acknowledge some of the neologisms academically is necessary to look at the significant and important contribution of the process of word formation in English language. Neologisms expand the vocabulary of a language and they ultimately bring about new ways of grammatical usage or even might affects parts of its structure.

II. RESEARCH QUESTIONS

This paper focuses on to answer the following research questions:

1. What are the neologisms created by the public figures through social media?
2. What are the most frequently used of morphological processes in forming Neologisms found among the public figures in social media?

III. LITERATURE REVIEW

This study focuses on investigation of the neologisms created by the public figures selected in three social media namely, Facebook, Twitter, and Instagram. This is followed by identifying the morphological processes involved in creating each neologism found and this data will provide the information of which word formation processes is the most frequently used in social media among the public figures. There are 11 morphological processes selected as guides on this study which were introduced by Murray (1995). The processes are acronym, abbreviation, blending, clipping, borrowing, conversion, compounding, reduplication, affixation, onomatopoeia, and antonomasia. The following table is the descriptions of the selected morphological processes on this study:

Morphological Processes of Neologisms in Social Media Among the Public Figures

Table 1. Morphological Processes by Murray (1995)

1.	Compounding	A process where two or more roots or free morphemes combine to produce a new word. Example: *Photobomb*
2.	Reduplication	A process where a free morpheme is repeated or duplicated to form a new word. • Exact reduplication - the entire morpheme is repeated without any overt change. Example: *bye-bye* • Rhyming reduplications - partial reduplication with changes of the consonant in the first part of the morpheme Example: **h**ocus-**p**ocus • Ablaut reduplication - partial reduplication with changes in the vowel part of the morpheme Example: *ping-pong*
3.	Borrowing	Words from one language are used in another with or without some phonological and autographic changes Example: *Uber* (from French Language)
4.	Affixation	• Prefixation - Bound morpheme is attached in pre-position before the free morpheme. Example: *Repost* • Suffixation - The process where the bound morpheme occurs in post position after the free morpheme Example: *Bulkers* • Confix or circumfixation - The process where a bound morpheme occurs in both pre and post position to the free morpheme Example: *bio-informatics* • Infixation - The bound morpheme occurs within the free morpheme usually after the first consonant or within the first syllable. Example: *bitcoin* • Superfixation - The suprasegmental affix such as tone or stress is used to change the morphemic status of the free morpheme or the base word. Example: **pro**duce (noun) → pro**duce** (verb)
5.	Conversion	A process where a word changes its morphemic status without overt addition to its form. Example: *Google* (noun) → *Google* (verb)
6.	Abbreviations	A shortened form of a written word or phrase used in place of the whole word or phrase. Example: *Tweet → twt*
7.	Acronym	All the words that combine in a title are shortened to only the initials or first few letters of each word. Example: *DM* (Direct message)
8.	Clipping	A process which occurs when a multi syllabic word is shortened by subtracting one or more of the syllables . Example: *Thru* (Through or True)
9.	Blending	A process when two or more morphemes are combined after at least one of them is shortened or some part of the syllables between the two are joined. Example: *Socmed* (Social + Media)
10.	Onomatopoeia	The morpheme indicates the sounds involved in the meaning of that morpheme. Such morphemes are also known as echoisms. Example: *Bomb → boom*
11.	Antonomasia	A process when a personal name, a place name or a brand name adapts a new meaning usually referring to common noun related to the proper noun. Example: *WhatsApp*
3.	Borrowing	Words from one language are used in another with or without some phonological and autographic changes Example: *Uber* (from French Language)

Generally, the term 'Neologism' is a combination of two different words, a French word, 'neo' means 'new' and a Greek word 'logos' means 'word', thus, combination of both terms into neologism is defined as new word with a new meaning. According to Peterson & Ray (2013), a neologism is a newly coined word or phrase that is just emerging into mainstream use. Neologisms may be coined by and attributed to a specific person, or they may be the outcome of a publication, period, or event. Joyes (2011), studied neologisms particularly in media platform which she used The Edge weekly newspaper and collected 70 neologisms. This shows that neologisms exist since then even in the printed medium.

Morphology is known as a study of word structure in linguistic field. It is a process to study the word-formation across and within a language. While words are generally accepted as being the smallest units of syntax, in most languages words can relate to other words by rules. According to Matthews (2003), the morpheme can either stand on its own or needs to combine with at least one other morpheme to form a word. Kemmer (2003), did a research on a schema – based and usage – based analysis of lexical blends from neologisms in English language. Kemmer (2003) stated that she encountered that the blending process are formed from two lexical items that provide an 'input' to a blending process.

IV. METHODOLOGY AND DATA ANALYSIS

This study attempts to help in gaining more information on Neologisms created in social networking in English language. It was conducted to investigate the morphological processes in Neologisms created among the public figures and the target language is English language. The public figures were selected as the research sample in this study because their social media account is available and can be accessed publicly by anyone in addition to the netizens get influenced by them easily. They can be people who are motivational speakers, celebrities, influencers, entrepreneurs, politicians and other social groups. The neologisms created by them were identified and the morphological processes were analysed.

This research adopts qualitative approach to gather information in solving and answering the research questions on the neologisms created. The data collected from the qualitative approach were tabulated according to their morphological category. The public figures were selected randomly all around the world but who uses English language in their social media, nonetheless code switching (mix of languages) which consists of English language is acceptable. The public figures come from various backgrounds such as social media influencers, 'instafamous', 'tweetfamous', celebrities, politicians, and entrepreneurs. In this study, among public figures chosen were for example, Taylor Swift, Vivy Yusof, Harith Iskander, and Tina Yong. Their social media accounts are followed to keep updates with the latest postings. There are three different social media used in this study; Twitter, Instagram and Facebook.

The compilation of the findings throughout this research study was gathered by using qualitative approach. The findings were analysed by referring and applying to the chosen theories listed by Murray (1995) in order to study the morphological processes of neologisms commonly used by the public figures in three social media namely Facebook, Instagram, and Twitter. The evidence of the neologisms created by the public figures in the social media were collected through a process called "screenshot" process which is created by using a morphological process called compounding of the words "screen" and "shot", to be referred as a process of taking a shot on the image displayed on screen of gadgets such as mobile phone or laptop.

V. FIINDINGS

There are 40 samples of neologisms extracted from 40 postings of the public figures around the world in English language through three social media, Instagram, Twitter and Facebook by considering some aspects; popularity, number of followers, number of postings, number of likes and usage of English language in posting of the Neologisms. Table 2 below shows the list of 40 samples of Neologisms and the morphological process collected through this study:

NO.	NEOLOGISMS	MORPHOLOGICAL PROCESSES
1.	Furget	Blending
2.	KTBFFH	Acronym
3.	BAKU	Acronym
4.	COYG	Acronym
5.	Yikes	Borrowing
6.	Netflix	Blending
7.	UO	Acronym
8.	Throwback	Compounding
9.	TB	Abbreviation
10.	ad	Abbreviation
11.	dUCk	Conversion
12.	TGIF	Acronym
13.	bcs	Abbreviation
14.	snapchat	Compounding
15.	Shopathon	Blending
16.	Hangry	Blending
17.	Berrylicious	Blending
18.	Tick – tock	Reduplication
19.	Tiktok	Reduplication
20.	SS	Abbreviation
21.	Libertards	Blending
22.	Trans	Abbreviation
23.	Vlog	Blending
24.	Vlogger	Blending
25.	Grab	Conversion
26.	Boomerang	Borrowing
27.	Bingsu	Borrowing
28.	Netizen	Blending
29.	Meekend	Blending
30.	amirite	Compounding
31.	H8	Abbreviation
32.	Cro-nuts	Compounding
33.	HOE - nuts	Compounding
34.	WBU	Acronym
35.	Cashback	Compounding

36.	Eid	Conversion/ Borrowing
37.	Boba	Borrowing
38.	OOTD	Acronym
39.	GVF	Acronym
40.	Mukbang	Borrowing

As can be seen from Table 4.0 above, a list of 40 new words were found from the public figures social media postings. These words were used by several public figures from three social media platforms namely, Instagram, Facebook and Twitter. Generally, these words can be categorised into different morphological processes as mentioned by Murray (1995). Further explanation of the data and the classification is provided in the following section.

A. Morphological Processes of Neologisms Analysis

In relation to the data presented in Table 1, Table 2 below shows the analysis of the recurrence of morphological processes on neologisms collected.

Table 3 Analysis of the recurrence of the morphological processes

	Morphological processes	Frequency of usage	Percentage (%)
1.	Blending	10	24.3
2.	Acronym	8	19.5
3.	Borrowing	6	14.6
4.	Conversion	3	7.3
5.	Reduplication	2	4.9
6.	Abbreviation	6	14.6
7.	Affixation	0	0
8.	Compounding	6	14.6
9.	Clipping	0	0
10.	Onomatopoeia	0	0
11.	Antonomasia	0	0

From the analysis of morphological processes above, it can be concluded that blending has recorded the highest percentage with 24.3% of usage from the neologisms collected among the public figures through social media on Instagram, Twitter and Facebook applications. This is followed by acronym (19.5%) and the least number of occurrence is reduplication which is only 4.9%. There are no instances from affixation, clipping, onomatopoeia and antonomasia at all in this data.

As such, this paper intends to describe only one morphological process that obtains the highest occurrence, which is blending. According to Murray (1995) blending process is defined as the process when two or more morphemes are combined after at least one of them is shortened or some part of the syllables between the two are joined. Table 4 shows the Neologisms created through blending process in the social media by the public figures selected.

Table 4: Neologisms created through blending process in the social media

NO.	NEOLOGISMS	MORPHOLOGICAL PROCESSES

1.	Libertards	Libertards = Liberal + Bastards Libertards is a blend of two words from 'Liberal' and 'Bastards' which is used to indicate that people who are liberal considered as bastards.
2.	Hangry	Hangry = Hungry + Angry Hangry is a blend from two words 'Hungry' and 'Angry' to indicate feeling of hungry and angry.
3.	Berrylicious	Berrylicious = Berry + Delicious Berrylicious is a combination of two words 'Berry' and 'Delicious' to indicate that Berry flavour is delicious.
4.	Shopathon	Shopathon = Shop + Marathon Shopathon is derived from combination of two words 'Shop' and 'Marathon' to indicate a marathon for shopping or to be exact, sales and promotion will be conducted.
5.	Vlog/ Vlogger	Vlog = Video + Log Vlog is a combination of two words 'Video' and 'Log' to indicate a log in a video form. Vlog is usually made through YouTube channel and Vlogger is the person who makes the video.
6.	Netflix	Netflix = Internet + Flicks Netflix is a combination of two words from 'Net (Internet)' and 'Flix (Flicks)' which refers to a well – known movie streaming service.
7.	Netizen	Netizen = Internet + Citizen Netizen is a blend from two words 'Net (Internet)' and 'Citizen' which refers to the citizen through the Internet especially social media.

The figures below are the screenshots (a shot of image or data displayed on the screen of a computer or mobile phones) with the descriptions taken on the Neologisms collected through this study specifically on blending morphological process.

Fig.1

Fig.2

Fig.3

Fig.4

Fig.5

Fig.1 shows the usage of blending process in the neologism of *'MEekend'* which is a blending of two words 'ME' and 'Weekend' into a word by a celebrity on Instagram. The word 'ME' is actually a title of a song from Taylor Swift (International singer) which she combined the word with 'Weekend' to indicate listening to her new song (ME) in the Weekend. Fig.2 above shows another usage of blending process in the neologism *'Furget'* which is a blend of two words from the words 'Fur' and 'Forget' to indicates that the fur (jacket) is unforgettable; *"can't furget this"*. This posting of neologism was posted by an influencer in Malaysia on her Instagram (Littlemisskhan) who is also known as Ameera Khan. Fig.3 above shows a usage of blending process which is 'libertards. Libertards is a combination of two words which is blended together from 'Liberal' and 'Bastards' to indicate those who are liberals are bastards. This posting was found in Twitter from a politician, Mikhail Hafiz. Fig. 4 shows a usage of neologism from blending process, 'Berrylicious' which was found in Instagram platform. Berrylicious is a combination of two morphemes from 'Berry' and 'Delicious' to indicate that berry flavour is delicious. This posting was taken from a Malaysian celebrity, Yaya Zahir where she used that neologism to indicate an ice – cream flavour. Fig.5 shows a usage of neologism from blending process which is *'hangry'* from a blogger's (a person who writes through online medium in a blog) comment, Classyrina. The neologism *hangry* is a combination of two words *'angry'* and *'hungry'* to show that someone is angry and hungry at the same time. The examples of neologisms from the blending process show that the neologisms are formed with a combination of two morphemes into a new formation of words. The analysis from the data collected also shows that the public figures or even the netizens have more interest and tends to form new words by using blending process in the social media platforms.

VI. CONCLUSION

The findings of this study correspond with the objectives which are to get an overview relating to the morphological processes being adopted in the formation of new words through digital networking in Twitter, Instagram, and Facebook applications. This study therefore, attempts to contribute towards further research in this field and perhaps would provide a guideline in a small but significant way to fulfil the need of this academic language research.

The history of language will keep moving forward as a time machine. This kind of research is necessary to a language in order to record as much as it can be obtained to retain the chronology of language history. These contexts of neologisms are designed by the users in social networking which mostly among teenagers occur in their writing styles. This research might have a huge distribution to the language history especially in English language as the current Lingua Franca of the world. The findings of this kind of research will have a contribution to the English language dictionary.

Other than that, this research is also intended to give awareness towards the difference between formal and informal writing. The findings shows that most public figures tend to apply blending process which most of the neologisms found were referring to two different words to describe one thing or situation. Blending process is a process that decreases some syllables of a word and combines it with other syllable from different word. Some of the neologisms might be accepted in formal writing but some might not. The Internet users must segregate those informal words when it comes to formal writing in order to retain the originality of the words. This is also due to the absenteesism most of the neologisms created in the English vocabulary.

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Shakina Shahlee is an English language teacher in one of the government schools in Malaysia. She obtained her Bachelor's Degree in English language studies and Literature with honors from Universiti Kebangsaan Malaysia (UKM) and currently pursuing her Master's Degree in UTHM in the same field. She had authored her first dissertation for Bachelor's degree project paper on The Morphological processes of Neologisms in Social Networking among Youths which she has been continuing for further research in this area.

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