Ivona Šetka Čilić, Jelena Ilić Plauc

TODAY'S USAGE OF NEOLOGISMS IN SOCIAL MEDIA COMMUNICATION

Referring to a newly formed word that accommodates the usage of a language at a particular time, the term *neologism* presents a relatively recent or isolated term, word, or phrase that may undergo the process of entering everyday usage, but that has not been fully accepted into language. They appear to be strongly influenced by changes in society, especially in culture and technology, and recently by rapid advancements in internet-based communication. However, due to their significant use, they seem to be widely and quickly accepted in social networking sites around the globe (Facebook, Twitter, Instagram and WhatsApp). These social networking sites have had a significant impact on everyone nowadays as they improve and speed up the communication, foster relationships and also boost business ventures. The hypothesis of this paper states that neologisms created by different morphological processes are excessively used in internet-based communication, for which purpose the examples from four most popular social networks have been extracted and compared. The results of the analysis have shown extremely high percentage of the usage of neologisms in social networking sites.

Keywords: neologisms; morphological processes; internet-based communication; social networking sites

1. INTRODUCTION

Recent development of technology and technological advancements in internet-based communication and creation of social networks have shaped and improved the interaction among people. As technology advances rapidly, so do people adapt to these changes and cope with them by combining and creating new words to communicate with each other in the fastest way possible. This new type of communication, i.e., *internet-based communication*, has contributed to the development of a whole new variety, with new words and new terms. Many of them have not been officially established in the dictionaries yet, but they have been widely used and incorporated in everyday interaction between speakers.

Neologisms present new words that differ from already existing words in English vocabulary. As regards to creating new words, different types of morphological processes occur. Peoples' creativity to communicate faster has accelerated the transformation of language rhythm and words. Thus, neologisms keep appearing and expanding the English vocabulary and it is to be claimed that a better and clearer understanding of them guides learners to use the English language in all kinds of ways, gain necessary information, and improve their communication ability (Shahlee & Mustaffa 2019: 1-2).

Needless to say, neologisms are especially useful in denominating inventions, new phenomena, or old ideas that have taken on a new cultural context. In the present research one should adhere to this definition, as it seems to include all the main characteristic features of neologisms. So, this paper will attempt to prove the hypothesis that neologisms created by different morphological processes are excessively used in internet-based communication, for which purpose the examples from four most popular social networking sites (Facebook, Twitter, Instagram, WhatsApp) will be extracted and compared.

Regarding the methodology used, examples of more than 120 neologisms used in internet-based communication taken from four different social networking sites (*Facebook, Twitter, Instagram, WhatsApp*) will also be presented by means of tables so that neologism usage can be more clearly observed according to a type of social networking site (SNS).

Also, the paper will provide the percentages of neologisms used, i.e., the frequency of particular types of neologisms (clip words, blend words, compounds, acronyms and abbreviations). As a conclusion, there will be a useful graph displaying all of the data obtained from four social networking sites providing valuable socio-linguistic

information, like the type of neologisms found in the corpus, the frequency of neologisms, as well as the context they apply to.

However, it is important to emphasize that these findings of neologisms in four different social networking sites (SNSs) do not really represent general results as regards to the use of neologisms in internet-based communication. This paper is a significant endeavor in the field of linguistics, sociolinguistics, semantics, lexicography as well as English language teaching, and it is to be admitted that more such research on neologisms would benefit to the understanding of dynamics of English vocabulary and its expansion on a regular basis.

2. NEOLOGISMS – DEFINITION, HISTORY, DEVELOPMENT

The term *neologism* – first used in 1772 (in a translation from French) is a "practice of innovation in language, the use of new words or old words in new senses". It derives from French *néologisme* (18 c.), from *neo- "new"* + Greek *logos "word"* + *-ism*. The meaning "new word or expression" came later in English, in 1803. Neological usage "characterized by new words or phrases" is attested from 1754 (https://www.etymonline.com/word/neologism).

New words are evidently and constantly entering the lexicon to describe new concepts and technologies and what they mean to us. Conversely, older words become more archaic and continually fall out of use as they decrease in cultural significance. Considering the influence digital technology has had on global society, it is not surprising then that lexicographers have found that science and technology are by far the most prolific sources of neologisms in recent times. Neologisms are frequently generated in the media, advertising and technical domains being described as a 'response to a particular need' e.g., the need to create the (now lexicalized) neologism PC (Personal Computer) arose no sooner than the product-computer became available to the average consumer (https://www.bcu.ac.uk/english/research/english-linguistics/rdues/neologisms-in-journalistic-text).

Neologisms are often directly attributable to a specific person, publication, period, or event and it can also be found in other sciences than linguistics (psychiatry, theology, etc.). Needless to say, in many scientific disciplines, neologisms reflect the essence of the notion as they reveal *something new*. They are especially useful in denominating inventions, new phenomena, or old ideas that have taken on a new cultural context (Usevičs 2012: 1). In the present research one should adhere to this definition, as it seems to include all the main characteristic features of neologisms.

Some critics regarded neologism in literature as analogous to the continuous creation and introduction of new lexical units into the language, and they thought of language change in general as the process of decay. Thus, neologism was condemned on both aesthetic and linguistic grounds and the term was used pejoratively only. This older meaning of neologism, and the attitude it reflects, are still alive today. However, as early as the second half of the 18th century, it became obvious that the vocabulary of literary expression should and perhaps could not be fully limited. Thus, pejorative neologism was given an ameliorative doublet, *neology* which meant that new words entering a language were approved and correct. The old meaning of neologism was regarded synonymous to that of *barbarism*, *Gallicism* (in English), *anglicism* (in French), and even *archaism* (Usevičs 2012: 2).

Regarding a word an archaism or a neologism is an issue that is historically relative. Only by looking at a certain period of social existence of a language could a word be accepted as neologism or treated as an obsolete concept. Words such as 'cable television' (1966), 'CD-ROM' (1988), 'flashback' (1966), 'environment' (1972), 'hip-hop' (1985), or 'piña colada' (1967) were new words in their times; today, however, they are all familiar to the general public.

There are a lot of different viewpoints concerning neologisms and their age. The main problem is to state exactly when the new word becomes a neologism. There are some scholars who claim that a speaker should feel that a word is neologism in order to be named that way, but there are some who claim that the word should not be older than 25 years of age.

In linguistics different parts of speech are studied as well as the functions of words in sentences. However, the question of classification of neologisms has not been settled in linguistics yet as there is no single way of classifying them. What is more, in different classifications there are different aspects of neologism taken into account (Usevičs 2012: 2).

To sum up, neologisms stand for innovation in every language and as they are created every day and expanding within the English lexicon rapidly. As it will be seen in the paper, they generally draw on traditional word formation processes such as affixation and compounding. There are a lot of examples of affixation as well. It is also possible to form neologisms through blending ('Spanglish', 'Slanguage', 'vodkatini') and acronymization ('RAM' – random access memory). It is sometimes a common thing that neologisms are made up through conversion ('to network' (v.), 'to nurse' (v.)) (Usevičs, 2012: 3).

3. MORPHOLOGICAL PROCESSES

The most initial process in creation of neologisms in any language is the one observed through a study of morphology.[1] There are certain mechanisms used to produce neologisms. For instance, neologisms may have been created through some morphological processes such as derivation, back-formation, compounding, conversion, borrowing, abbreviations, clippings, acronyms and onomatopoeia. Nevertheless, it has been discovered that the most commonly used processes in the development of neologisms are those that shorten the existing words, such as clippings, abbreviations and acronyms (Shahlee & Mustaffa 2019: 1-2). It is to be pointed out that morphological processes may alter stems to derive new words. They may change the word's meaning or grammatical function of a word. In addition, there are various types of processes, not all of which are present in all languages[2].

3.1. Compounding

Compounding is the morphological operation that, generally speaking, puts together two or more free morphemes and gives rise to a new word. The importance of compounding stems from the fact that there are probably no languages without having this process recognized, and in some languages (e.g., Chinese) it is the major source of new word formation (Lieber 2009: 44). Some examples of the compounding process are presented below:

- **video-conferencing** – number of people taking part in a conference or conferences by means of video equipment rather than all meeting in one place;
- **break dance –** to dance with acrobatic movements. The composition of this word is break (v.) and dance (v.);

---

[1]   Morphology is a study of word structure. It represents a process of word-formation across or within a language. A morpheme is the smallest meaningful unit of language and therefore the smallest unit of grammatical function. Morpheme may stand on its own or sometimes it needs to combine with at least one other morpheme to form a word.

[2]   Analysis of continuous vocabulary developments and understanding the means of entering a language should be regarded as a priority task of describing lexical changes in every language. Modern American media neologisms are recently studied as Internet sphere rapidly reflects new phenomena and thus creates positive environment for new words and thematic groups. Nowadays, Internet resources have become the major and sometimes the only source of news. As English continues to be a language of international communication it is evident that it neologizes rapidly and sets the word-building patterns borrowed into other languages. At the same time, language and style of the texts taken from various American Internet sites have got their distinguishing features which allow us to set them apart from the other language spheres (https://www.etymonline.com/columns/post/sources).

- **dry-clean** – to clean clothes using chemicals instead of water, formed through the combination of dry (adj.) and clean (v.).

3.2. Reduplication

Reduplication is a process of a grammatically functional repetition of a radical element or a part of it occurring usually at the beginning of a word and often accompanied by change of the radical vowel. Sometimes, there is the entire morpheme repeated, but quite often there are some consonant or vowel changes in the repeated element (Lieber 2009: 81). For example, 'bye-bye' (the entire morpheme *bye* is reduplicated), 'ding-dong' (where the base is *ding*), 'chit-chat' (where the base is *chat*), 'criss-cross' (where the base is *cross*), 'knick-knack' (where the base is *knack*).

3.3. Affixation

Affix is understood as a grammatical element that is combined with a word, stem, or phrase to produce derived or inflected forms. There are three main types of *affixes*: prefixes, infixes, and suffixes. To define these briefly, a prefix (such as *anti-*, *dis-*, *hyper-*, *homo-*, *re-*, *tri-*, *uni-*, *under-*, *mis-*) occurs at the beginning of a word or stem (*pre*-determine, *un*-willing, *dis*-connect, *hyper*-tension, *under*-cooked, *mis*-understand), a suffix (such as *-able*, *-acy*, *-er*, *-en*, *-ment*, *-ful*, *-ance*, *-ly*) occurs at the end (wonder-*ful*, depend-*ent*, act-*ion,* wonderfully, plentiful, excitement, impor*tance*), whe-reas an infix occurs in the middle (English has no true infixes, but they are mostly found in American Indian languages, Greek, Tagalog, and elsewhere) (Lieber 2009: 35).

3.4. Conversion

Conversion involves pairs or sets of word forms which share both their phonological (and orthographic) form as well as some elements of meaning, but which seem to belong to different word classes. In addition, it is extremely productive and contributes to the word formation in the English lexicon as it proves to be an easy way to create new words from the existing ones. Thus, the meaning is perfectly and easily comprehensible and the speaker can quickly fill a meaningful gap in their language or use fewer words (Lieber 2009: 49). For instance, there are a few new morphemic statuses of the following words, which means that they have changed their word class, but maintained their original form:

a) **Nouns convert to verbs:** *butter, google, email, ship*
   *Last night I received your **email*** vs *I **emailed** you last night*
b) **Adjectives convert to verbs:** *better, clean, empty, open*
   Your house is perfectly ***clean*** vs I ***will clean*** my house tomorrow
c) **Verbs convert to nouns**: *desire, guess, love, smell*
   You **smell** beautifully vs I can feel a strange ***smell*** in the house

3.5. Abbreviations and Acronyms

Abbreviation represents the word formation process in which a word or phrase is shortened ('PMS' = premenstrual syndrome; 'VIP' = very important person; 'A.M.' = ante meridiem i.e., in the morning). Initialisms are the most common type of abbreviation formed by the initial letters of a word or phrase. Although abbreviation is largely a convention of written language, sometimes abbreviations carry over into spoken language (Lieber 2009: 51).

On the other hand, *Acronyms* are words formed from the initial letters of other words and pronounced as they are spelled, not as separate letters. For example, 'AIDS' - acquired immune deficiency syndrome; 'NATO' - North Atlantic Treaty Organization; 'UNESCO' - United Nations Educational, Scientific, and Cultural Organization; 'SIM' (card) - subscriber identification module (Lieber 2009: 51). Accordingly, there is no much difference between the two, but the two mentioned processes are quite similar.

3.6. Clipping

Clipping is the word formation process in which a word is reduced or shortened without the change in the meaning of the word (Lieber 2009: 52). The most common examples heard everyday are: 'lab' = laboratory; 'sitcom' = situation comedy; 'gas' = gasoline; 'pub' = public house.

3.7. Blending

Blending is a type of word formation in which two or more words are merged into one so that the blended constituents are either clipped, or partially overlap (Lieber 2009: 52). For example:
- **netspeak** (n.) = (internet + speak)

This word is used to refer to the words, idioms, and peculiarities of spelling and grammar that are characteristic of online documents and communication. It can be synonymous with talk, chat or teen talk. Internet slang, online acronyms, net trends, and most internet-related terminology can be regarded as *netspeak* (Massrura 2013: 148).

- **thumbo** (n.) = (thumb + typo)
  The word 'thumbo' refers to an error made while using the thumbs to type, particularly on a mobile device keypad. The word is mainly used by youngsters.

- **flirtationship** (n.) = (flirt + relationship)
  The word refers to a situation in which someone regularly flirts with an acquaintance or friend, but it never goes any farther than that. It is more than a friendship, less than a relationship.

- **frienemy/ frenemy** (n.) = (friend + enemy)
  A friend who acts like an enemy; a fair-weather or untrustworthy friend is known as 'frenemy' (alternately spelled 'frienemy'). It is a portmanteau of *friend* and *enemy* that can refer to either an enemy disguised as a friend, or someone who is both a friend and a rival. The term is used to describe personal, geopolitical, and commercial relationships both among individuals, groups, or institutions (Massrura 2013: 148).

4. ANALYSIS AND RESULTS

This part of the paper describes results of the study and provides a discussion on the analyzed data. It discusses on the issue of neologisms found in internet-based communication taken from four different social networking sites (*Facebook, Twitter, Instagram, WhatsApp*). It will be divided into four different sections – section 1 analysing the data from *Facebook*, section 2 presenting the data from *Twitter*, section 3 being focused on the data extracted from *Instagram*, and finally section 4 identifying the neologisms found on *WhatsApp*. Each section will present the examples of neologisms along with the context they appear in, and within each section there will be also a table with extracted and classified neologism given for a better and clearer understanding. Furthermore, all the extracted examples for all four social networks were collected from 17 July 2020 until 18 July 2020.

4.1. Facebook – extracted data

Facebook has probably been the most popular social networking service in 2020. Online interaction on Facebook relies on posts, comments, a user's status, Facebook groups, pages and similar. The Messenger application is connected to Facebook as well, but it will not be used as a source of neologisms in this study.

a) CLIP WORDS (examples):
1) Make another member an **admin** (administrator) or moderator.
2) Help me out! I have a Hoover Floormate vacuum/mop **combo** (combination).
4) The Facebook **app** (application) Page celebrates how our friends inspire us, support us, and help us...
5) Learn more about Facebook advertising and how you can manage and create **ads** (advertisement) on Facebook.
6) Moisture **perm** (permanent) for medium length.
7) Are you ready for more **info** (information)?
8) Show someone this **vid** (video) and say nothing.
9) Essential weekend **vibe** (vibration).
10) Scroll on our news feed and check out some **merch** (merchandise)!

b) BLEND WORDS (examples):
11) Boris Johnson crashes **Brexit** (Britain + exit) dinner to warn Michel Barmier deal must be done ...
12) I made an **infomercial** (information + commercial) on 8-bit music, ...
13) Your friend used to be a confidante and cheerleader; suddenly she turns into a **frenemy** (friend + enemy)
14) We're collecting smiley face **emoticons** (emotion + icon).
15) Wake up **sheeple** (sheep + people).
16) Meet the widest Android **phablet** yet! (phone + tablet).
17) Please take a look at our upcoming **webinar** topics to see if there is a ... (web + seminar).
18) Breakfast, **brunch**, lunch, late snack; join us 9 - 4 every day (breakfast + lunch).
19) ...Check out my anticipated video with my mom's hair transformation and it was a "Paranormal **Hairtivity** Situation" (hair + activity).

c) COMPOUNDS (examples):

20) I had previously registered to have less junk **snail mail** (snail + mail).

d) ABBREVIATIONS/ACRONYMS (examples):

21) **TBT** → throwback Thursday
22) **OMG**.... that smile. → oh my God
23) **IMHO**, boy and man should also watch this. → in my honest opinion

4.1.1. Facebook – extracted data analysis

The examples presented above are also presented in Table 1 below. A short analysis is provided related to Facebook extracted examples.

Table 1 Clip words, blend words, compounds and abbreviations/acronyms found on Facebook

CLIP WORDS	BLEND WORDS	COMPOUNDS	ABBREVIATIONS /ACRONYMS
admin	Brexit	snail mail	TBT (2)
combo	infomercial		OMG (2)
app	frenemy		IMHO
ad	emoticon		
perm	sheeple		
info	phablet		
vid	webinar (2)		
vibe	hairtivity		
merch			

As can be seen from Table 1, the majority of neologisms found on Facebook consist of *clip words* and *blend words* (40% and 36% respectively). This finding has not been surprising since interaction on Facebook generally takes place in posts and comments where it is quite necessary to type fast and be entertaining. Time is very important and FB users opt for the *sufficient* forms only (for instance, the clip forms – *admin, info*, *ad*, etc.). What is more, blend forms (such as *brunch* and *frenemy*) have become quite popular among young adults on Facebook and the results of this study confirm that not only is it convenient to use such blend words, but is also quite trendy. Younger generations (i.e., the majority of Facebook users) appear to frequently use

neologisms in their online interaction since they are practical, short and succinct in everyday life and communication. It is to be pointed out that only one compound has been found on Facebook (making 4% of the analyzed data on FB), as opposed to abbreviations and acronyms which are obviously widely used there (20%). Indeed, it may be concluded that youth is keen on using shorter words in this type of social media and it is nowadays impossible to imagine youth using the full forms on Facebook. Still, trends change quite often, so do linguistic preferences of younger generations.

4.2. Twitter – extracted data analysis

Twitter is a social networking service where one can find a great number of so-called 'tweets'. Today, it is probably not as popular as Instagram and Facebook are, but it is still one of the most popular social networking sites.

a) **CLIP WORDS (examples):**
1) This past Saturday I had the chance to sit with the wonderful @angelayee and discuss everything... the album, the **doc**, life, love, hardship... everything … (<u>documentary</u>).
2) She's used to breaking boundaries — Sampaio was already the first **trans** model to make the cover of a Vogue edition (<u>transgender</u>).
3) Mini seascape hand painted onto a pebble. A **fab** paperweight or desk art. Comes gift packed with tissue in a hessian bag with coastal quote. £16.95 free shipping (<u>fabulous</u>).
4) Magu have decided to fight back by leaking **memos** that expose Malami's corruption (<u>memorandum</u>).
5) These came in my **veg** box this week but I'm not sure what they are or what to do with them (<u>vegetable</u>).
6) Thank you for checking this **gator** out!! (<u>alligator</u>).
7) They still had a cracking old **chute** there 10 - 15 years ago (<u>parachute</u>).
8) … my first ever update is now live!!!! go check it out, link is in my **bio** … (<u>biography</u>).
9) This place has been part of my summer. I have been taking online google applications trainings and creating several digital notebooks, google **docs**., and google slides (<u>documents</u>).
10) Sounds like an epic time to go to Disney World with the whole **fam**! (<u>family</u>).

b) **BLEND WORDS (examples):**

14) BREAKING: All-Time Blockbuster #Muthu will be **telecast** on @SunTV next Sunday at 6.30 PM. A 25 years old movie gets the primetime slot on the biggest Indian channel (tele + broadcast).

15) Long story short, I must tell **yall** that North Western Engines is, well, currently not exactly cancelled but it will be a long time before something related to it happens. (you + all).

16) Quarantine Update: Being isolated and alone during this quarantine has provided me with very limited social interaction so I decided to send a text to myself inviting myself over for **brunch** (breakfast + lunch).

17) I HATE rain, but it does enhance some things. A fabulous day exploring north Yorkshire **#staycation**#walkmore (stay + vacation).

18) **Italexit** can't come fast enough I would love to see Italy leave the Eurozone and the European Union as soon as possible (Italy + exit).

19) Downfall of breaking the new rules of **Netiquette**, how the daughter in law of a prime minister learned her lesson (network + etiquette).

20) Obviously he knew what was going to happen, back to our regular scheduled **Edutainment** (education + entertainment).

21) **Brangelina**'s back, apparently … (Brad + Angelina).

22) Padma Lakshmi's "Taste the Nation" might seem at first glance like a **travelogue** showcasing America's most beloved dishes. But it's really a sharp indictment of a national cuisine based on betrayal, writes @sophieGG (travel + catalogue).

23) How's **Stagflation** treating everybody? (stagnation + inflation).

c) **COMPOUNDS (examples):**

24) Did you buy the optional **Pooper Scooper**? (pooper + scooper).

d) **ABBREVIATIONS/ACRONYMS (examples):**

25) TOO MUCH CUTENESS **OMG** LOVE THIS CONCEPT (OMG → oh my god).

26) **brb** booking a flight for after corona (brb → be right back)

27) some are for distance school learning so it's pretty funny **imo** (imo → in my opinion).

29) **Omw** to send you new songs (omw → on my way).

4.2.1. Twitter – extracted data analysis

The examples presented above are also given in Table 2 below. A short analysis is provided related to Twitter extracted examples.

Table 2 Clip words, blend words, compounds and abbreviations/acronyms found on Twitter

CLIP WORDS	BLEND WORDS	COMPOUNDS	ABBREVIATIONS/ACRONYMS
doc (2)	telecast	pooper scooper	omg
trans	yall		brb (2)
fab	brunch		imo
memo	staycation		omw
veg	Italexit		
ad	netiquette		
gator	edutainment		
chute	Brangelina		
bio	travelogue		
fam	stagflation		

As can be seen, the Twitter results happen to be almost identical to the Facebook results. Both of these social networking sites require as fewer full words as possible and more shorter forms to convey meaning. Table 2 suggests that Twitter users mostly use clip forms (45%) and blend forms (35%). The third place is reserved for abbreviations or acronyms, i.e., 17% of extracted examples, while only one compound has been found (3% of the overall data for Twitter). It is also necessary to stress that it is of high importance to analyze which age groups use this social media. Since the majority of social media users are younger generations, it is logical and natural, one may say, that neologisms used in their interaction reflect new trends, innovations and the fast and modern way of living in a global world.

4.3. Instagram – extracted data analysis

As regards to this globally popular social networking service and this analysis *per se*, it is interesting to mention that Instagram is one of the words that also got

shortened and is already frequently called 'the Gram'. Thus, it can be confirmed that the word Instagram itself has already been a subject to clipping. After its launch a decade ago, Instagram has rapidly gained an enormous popularity offering its users various posting options, including photos and videos, browsing other users' content by tags and locations and viewing trending contents.

In the corpus analyzed for the present paper, there have been 40 examples of neologisms found on Instagram (note that sources of those neologisms are various sections on Instagram – Bio, Description, Comments, etc., including hashtags):

a) CLIP WORDS (examples):
1) **Merch** @vegansavage "(Biography section of the account *vegainstrength*) (merchandise).
2) **Ebook**, Vegan **app** (Biography section of the previously mentioned account) (electronic book, application).
3) If you're trying to lose weight, join my free Facebook group (**bio**) (biography).
4) It's only for the **Gram** (Instagram).
5) #**fave** (favorite).
6) #**celeb** (celebrity).
7) #pantry**inspo** (inspiration).
8) #Coachella **vibes** (vibrations).
9) Can you please tell me which **mic** you are using in this setup? (microphone).
10) **Comfy** simple 100% cotton dress with pockets. (comfortable).
11) #**rona** (corona).
12) #fail**vid** (video).
13) #**delish** (delicious).
15) follow your **ADMIN** (administrator).
16) #pic (picture).

b) BLEND WORDS (examples):
16) **Brunch**: All day, every day!! (breakfast + lunch).
17) We played a live round of **Pictionary** today and it broke up some of the monotony that has settled in, while engaging some of the kids who weren't feelin' it before. (picture + dictionary).
18) Understand how to steer your life!! Coming soon with a **Webinar** Series... Join us! (web + seminar).
19) Get familiar with our brand-new single #**FRENEMY**! (friend + enemy).

20) *Duck **emoticon** inserted here* (emotion + icon).
21) Follow us for daily **crossfit** motivation! (cross training + fit).
22) This isn't just an **infomercial**. (information + commercial).
23) Wake up **sheeple**. (sheep + people).
24) This is a preview of the spread illustration I did for a sport illustrated style haikyuu **fanzine**! (fan + magazine).
25) Meet the new Huawei Mate Xs foldable **phablet**, just announced in Barcelona. (phone + tablet).
26) Try*Checking the network cables, **modem**, and router. (modulator + demodulator).
27) Palm-sized **camcorders**. Large production. (camera + recorder).
28) **Hangry** is a real thing. (hungry + angry).
29) **Cosplay** by me, corset by @nemuro_corsets, ... (costume + play).
30) Happy Sunday **InstaFam**! (Instagram + family).

b) COMPOUNDS (examples):
31) #**hashtag** – (hash + tag).
32) I was only away one night but the **furkids** are showing they missed me by refusing to get off my lap. And I love it! (fur + kid).
33) #**slowfood** (slow + food).
34) #**PhotoBomb** – (photo + bomb).

c)   ABBREVIATIONS/ACRONYMS (examples):
35) #**lol** → laughing out loud.
36) #**omg** → oh my God.
37) #**tbt** → throwback Thursday.
38) #**ootd** → outfit of the day.
39) #**mua** → make-up artist.
40) #**dm** → direct message.

4.3.1. Instagram – extracted data analysis

Table 3 below is a clear illustration of the examples obtained from Instagram. A short analysis is also given related to Instagram extracted examples.

Table 3 Clip words, blend words, compounds and abbreviations/acronyms found on Instagram

CLIP WORDS	BLEND WORDS	COMPOUNDS	ABBREVIATIONS /ACRONYMS
merch	brunch	hashtag	lol
ebook	pictionary	fur-kid	omg
app	webinar	slow food	tbt
bio	frenemy	photobomb	ootd
Gram	emoticon		mua
fave	crossfit		dm
celeb	infomercial		
inspo	sheeple		
vibes	fanzine		
mic	phablet		
comfy	modem		
pic	camcorder		
rona	hangry		
vid	cosplay		
delish			
admin			

It is noteworthy to underline once again that today's world is certainly a place where time is highly valued and it is of great importance for a speaker to adjust their way of communication in order to express as many things as possible in the shortest way possible. Moreover, online communication enables and provides speakers with an opportunity to send and receive information faster than ever. Therefore, it is not surprising that users tend to shorten words or to use words which are a combination of words. The results obtained from the Instagram (Table 3) once again reflect the overall and excessive use of clip words, blend words and abbreviations/acronyms (43%, 33% and 14% respectively). Indeed, it would be extremely difficult to imagine everyday communication on Instagram and other SNSs if the users did not use a range of clip words, blend words, compounds, and abbreviations and acronyms.

4.4. WhatsApp – extracted data analysis

WhatsApp Messenger is a messaging service which allows users to send text and voice messages, to make voice and video calls and share different media. It provides simple and fast messaging and calling to its users. It is to be highlighted that texting and calling on WhatsApp is encrypted and that the users' privacy is highly respected.

a) CLIP WORDS (examples):
1) doc
2) veg
3) ad
4) bio

b) BLEND WORDS (examples):
5) hangry
6) yall
7) emoticon
8) webinar

c) COMPOUND WORDS (examples):
9) hashtag
10) photobomb

d) ABBREVIATIONS/ACRONYMS (examples and analysis):
11) omg
12) lol
13) PMS
14) btw
15) imo
16) fyi
17) jk
18) brb
19) tbt

4.4.1. WhatsApp – extracted data analysis

The examples presented above are also given in Table 4 below. A further short analysis discusses WhatsApp extracted examples.

Table 4 Clip words, blend words, compounds and abbreviations/acronyms
found on WhatsApp

| CLIP WORDS	BLEND WORDS	COMPOUNDS	ABBREVIATIONS/ ACRONYMS
doc	hangry	hashtag	pmg (2)
veg	yall	photobomb (2)	lol (2)
ad	emoticon		PMS
bio	webinar		btw (2)
			imo
			fyi
			jk (2)
			brb
			tbt

Finally, the results received form WhatsApp data show a somewhat different situation regarding the usage of neologisms in comparison to the results obtained from Facebook, Twitter and Instagram. Needless to say, such results were expected at first since WhatsApp is basically a type of *messenger* where users exchange text messages and calls. It is to be claimed that abbreviations and acronyms play a more dominant role in WhatsApp interaction (i.e., 52% of abbreviation and acronyms are found). Moreover, clip and blend words are also quite common (22% and 15% respectively) and play a significant role for WhatsApp users. However, if compared to Facebook, Instagram and Twitter, WhatsApp presents a different media and 'faster type' of exchanging information, as it is a type of a *messenger*. In other words, it is logical that the results regarding WhatsApp data reflect the mentioned.

4.5. A Comparison: Facebook – Twitter – Instagram – WhatsApp

It is an undisputable fact that neologisms are generated in the media, advertising and technical domains as a 'response to a particular need' and that online communication

on SNSs has been filled with neologisms as a response to a new need of speakers' – to have as quick and efficient type of interaction as possible. Figure 1 below shows such a vigorous usage of neologisms found on SNSs – Facebook, Twitter, Instagram, and WhatsApp. As it can be observed, the obtained results from three types of corpora (Facebook, Twitter and Instagram) are almost identical in the type of neologisms used, with the most frequent types of neologisms being clip words and blend words. Considering the fact that WhatsApp is a type of *messenger*, it is not surprising that there were more abbreviations and acronyms found in the WhatsApp corpus. Generally, it can be concluded that neologisms are enormously important in internet-based communication and that there is a new plethora of neologisms created on a regular basis for the purpose of social networking and communication.

Figure 1 Types of neologisms on Facebook, Twitter, Instagram, and WhatsApp
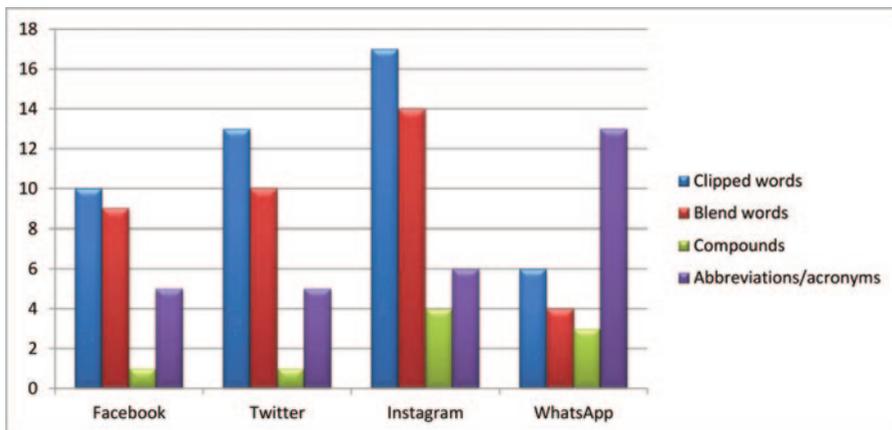
5. CONCLUSION

Language change has been influenced by various aspects in life; one of them is technology. Modern technology provides all kinds of different social networking services which then provide a special type of communication – online communication. The mentioned interaction has distinctive features which can be also observed through the results obtained from this study. Indeed, the results obtained from the four different SNSs demonstrate this topic being very current and up-to-date signaling innovations in online English and in the English language in general. In addition, they also provide an insight into the use of neologisms in internet-based communication today.

The use of neologisms in internet communication is extremely important as speakers can express many concepts in the shortest way possible. Thus, there are many examples of the neologism use observable in internet communication – a lot of examples of clip words, blend words and abbreviations/acronyms and compounds. There were more than 120 examples of neologisms found in the corpus – examples of specific type of neologisms (clip words, blend words, compounds and abbreviations / acronyms). *Facebook*, *Twitter* and *Instagram* results happen to be almost identical with mostly clip words and blend words being the most frequent. On the other hand, abbreviations and acronyms and compounds were more frequent in the WhatsApp corpus. As for compound, they were the most frequent in the Instagram corpus.

Due to their significant use, neologisms are proven to be widely and quickly accepted in SNSs boosting communication between speakers, fostering relationships and making business ventures possible all over the world. Neologisms created by different morphological processes are mostly used in internet-based communication, especially blend words, clip words, abbreviations and acronyms. New words are created on a daily basis as there exists the inevitable need for fast communication. Needless to say, this study has also some limits since not all types of neologisms were taken for the corpus. In addition, not all existing SNSs were analyzed as well. On a positive note, the results provide readers with an overall insight into neologisms online and inventions in the English lexicon today. Further research on online neologisms is desirable and highly necessary for linguists, sociolinguists and lexicographers to ensure that new words in English are systematically recorded and tracked.

REFERENCES

1. Barnhart, Robert K., Sol Steinmetz (1988), *The Barnhart Dictionary of Etymology*, H. W. Wilson Co., Bronx, NY
2. Liberman, Anatoly (2008), *Analytic Dictionary of English Etymology*, University of Minnesota Press
3. Massrura, Mostafa (2013), ″Trendy Blends: A New Addition to English Lexicon″, *International Journal of Language and Linguistics*, 1 (4), 147-154.
4. Lieber, Rochelle (2009), *Introducing Morphology*, English Department, University of New Hampshire, Cambridge University Press
5. Shahlee, Sakina, Rosniah Mustaffa (2019), ″Neologisms in Social Networking among Youths″, *Toryish International Journal of Multidisciplinary (TIJM)*, 1 (1), 1-9.

6. Usevičs, Sergejs (2012), *Neologisms in British Newspapers*, https://www.se-manticscholar.org/paper/NEOLOGISMS-IN-BRITISH-NEWSPAPERS-Usevi%C4%8Ds/1dd8c7e932e8670ccc9ae24cfa90dc809f434c07 ; accessed on 28/6/2020

7. Weekley, Ernest (1921/1967), *An Etymological Dictionary of Modern English*, John Murray, London

8. https://www.merriam-webster.com/dictionary/neologisms, last accessed on 27/6/2020

9. https://www.bcu.ac.uk/english/research/english-linguistics/rdues/neologisms-in-journalistic-text, last accessed on 26/6/2020.

Corpus:

1.   https://twitter.com/lillyinstitches, last accessed on 17/7/2020
2.   https://twitter.com/liz_or_loz, last accessed on 17/7/2020
3.   https://twitter.com/meralee727, last accessed on 17/7/2020
4.   https://twitter.com/nygovcuomo/status/1282308149735809024, last accessed on 17/7/2020
5.   https://twitter.com/poodyandberty, last accessed on 17/7/2020
6.   https://twitter.com/RajiniFC, last accessed on 17/7/2020
7.   https://twitter.com/ryomaxim, last accessed on 17/7/2020
8.   https://twitter.com/TheAtlantic, last accessed on 17/7/2020
9.   https://twitter.com/TheConsciousLee, last accessed on 17/7/2020
10. https://twitter.com/TheDukeyOfSodor, last accessed on 17/7/2020
11. https://twitter.com/VelardePiedad, last accessed on 17/7/2020
12. https://twitter.com/WTF_Bill, last accessed on 17/7/2020
13. https://twitter.com/TheAtlantic, last accessed on 17/7/2020
14. https://www.facebook.com/9gag/, last accessed on 17/7/2020
15. https://www.facebook.com/9gag/?__tn__=%2Cd%2CP- R&eid=ARCga O9EpiSLwC5PAZJNPbVuBYN1q5njO4et5pE42SQZfiuUySbZjJSybS0q NdN U5QRY NgotxuNvr5ch, last accessed on 17/7/2020
16. https://www.facebook.com/BangTangoOfficial/?__tn__=%2Cd%2CP-R&eid=ARBsk-OC1OsS2LPU4AVYlXaA1uwz_GOnwD1Q4stjEHKOqQv Z3cGEwI3Y4vmk8WOTQVCLJfI e_7rgkgXl, last accessed on 17/7/2020
17. https://www.facebook.com/blackeyedpeas/?__tn__=%2Cd%2CP-R&eid= ARCVXXiQ-9IAU1RIJUzj6KlnZuvR-lNqd_l4SA28EX3RDvHVrHXlzb Vnj4CCxYxE5cs79by13hOg8XdG, last accessed on 17/7/2020

18. https://www.facebook.com/business/ads, last accessed on 17/7/2020

19. https://www.facebook.com/pg/facebookapp/about/, last accessed on 17/7/2020

20. https://www.facebook.com/ChapStick/?tn-str=k*F, last accessed on 17/7/2020

21. https://www.facebook.com/events/226579545120477/, last accessed on 17/7/2020

22. https://www.facebook.com/groups/lessstuffmorelife/, last accessed on 17/7/2020

23. https://www.facebook.com/groups/lessstuffmorelife/?ref=bookmarks, last accessed on 17/7/2020

24. https://www.facebook.com/GuyTangHairArtist/, last accessed on 17/7/2020

25. https://www.facebook.com/help/156094839152122/, last accessed on 17/7/2020

26. https://www.facebook.com/help/1686671141596230/?helpref=hc_fnav, last accessed on 17/7/2020

27. https://www.facebook.com/lewishowes/?__tn__=%2CdC-R- R&eid=AR CRu_egIAS8AEOIOs_pNmqtOlSwH0km-1NwPVl2027lqzbHCBYnBQ AxYezXMub2UwWbgMtz9GYln7be&fref=nf, last accessed on 17/7/2020

28. https://www.facebook.com/linda.mcdonald.16, last accessed on 17/7/2020

29. https://www.facebook.com/linda.mcdonald.16, last accessed on 17/7/2020

30. https://www.facebook.com/linda.mcdonald.16, last accessed on 17/7/2020

31. https://www.facebook.com/MAMLMR/?__tn__=kCHR&eid=ARCJ1FipMD xSoJ1AbAg79BG0fWPI FD2Znii6OCDBoDdDHVe uDMcWNwflJ8KagQc rKFsOU9yf4WQwk6II&hc_ref=ARQf2Dk WJ4ISFb876E5qhShMx0KO8 q10mV_8bNCx2OIJNYkD9X2N_ipvLUEQHavhcvA&fref=nf, last accessed on 17/7/2020

32. https://www.facebook.com/Mustang-Rock-Band-2368185331 59747/?__tn__=%2Cd%2CP- R&eid=ARDez3t2a_gjoSsISUOnLx5FT- BOmySCWFrIugN- 3nCHB2ppGicHSS6_r2ar0lVlXgRrVvbnxUsYayRQa, last accessed on 17/7/2020 https://www.facebook.com/pg/facebookapp/about/ , last accessed on 17/7/2020

33. https://www.facebook.com/roedeancafeandgolf/?ref=search&__tn__=%2 Cd% 2CP- R&eid=ARCWEKt5GighNpXM-uNTs-F8LV4SKEzoN_spyo HTsZBjLbEcmV4o6dUxuisLCqiGeuwi3KJc3znK9EBm, last accessed on 17/7/2020

34. https://www.facebook.com/SailCoach/?__tn__=kC-R&eid=ARDrlh-pci9- ad5J8X- 8KVCjHMzhnBvpssKbZzKdfEIRgtw0c8QupCOW4anQYRM5Qe 5sEkETH1JkHT&hc_ref =ART_lrUo X32QolnTOefp9ka RFGOYtBIttF1 OBpdZS1Le2vLid0DZXSb5DvVio0i7UXY&f ref=n, last accessed on 17/7/2020

35. https://www.facebook.com/sarah77au/?__tn__=%2Cd%2CP-R&eid=AR
    BKCmfF3p03hM- xPp7uXKfsJxt17E21Sbgy3eL2f5loocokENViVXCwD Ž
    2uxmRl0mPIVk5fDRFbyQri, last accessed on 17/7/2020
36. https://www.facebook.com/thegadgetshow/?__tn__=%2Cd%2CP-R&e id=
    ARAfD7pmccN498K9Y27kkyurfXOBBE6rn1qkotqCOy3zyf323gSsLF
    pXVddO5GzJ jKjD3CiyNULAwbrY, last accessed on 17/7/2020
37. https://www.facebook.com/UKUnionVoice/?tn-str=k*F, last accessed on
    17/7/2020
38. https://www.facebook.com/WakeUpSheeplePod/, last accessed on 17/7/2020
39. https://www.facebook.com/watch/MMoeCafe/, last accessed on 17/7/2020
40. https://www.instagram.com/alex_reismontel/, last accessed on 18/7/2020
41. https://www.instagram.com/alkcm/?hl=en, last accessed on 18/7/2020
42. https://www.instagram.com/animalpedia20/, last accessed on 18/7/2020
43. https://www.instagram.com/aprimarykindoflife/, last accessed on 18/7/2020)
44. https://www.instagram.com/asiansneverdie/, last accessed on 18/7/2020
45. https://www.instagram.com/ayo.daniels/?hl=en, last accessed on 18/7/2020
46. https://www.instagram.com/biismaehsan/, last accessed on 18/7/2020
47. https://www.instagram.com/breadgar_/, last accessed on 18/7/2020
48. https://www.instagram.com/crossfittersdaily/, last accessed on 18/7/2020
49. https://www.instagram.com/danielalmeidamelo/, last accessed on 18/7/2020
50. https://www.instagram.com/deepathakore.ttwa/, last accessed on 18/7/2020
51. https://www.instagram.com/dhar.mann/, last accessed on 18/7/2020
52. https://www.instagram.com/domarnold_srna/, last accessed on 18/7/2020
53. https://www.instagram.com/emmawatson.vids/, last accessed on 18/7/2020
54. https://www.instagram.com/explore/tags/delish/?hl=en, last accessed on 18/7/2020
55. https://www.instagram.com/extremebeings/, last accessed on 18/7/2020
56. https://www.instagram.com/futuremdvscovid/?hl=en, last accessed on 18/7/2020
57. https://www.instagram.com/horvattamara/, last accessed on 18/7/2020
58. https://www.instagram.com/itsorganized/, last accessed on 18/7/2020
59. https://www.instagram.com/lasiestasanclemente/, last accessed on 18/7/2020
60. https://www.instagram.com/nafisa/, last accessed on 18/7/2020
61. https://www.instagram.com/peanut.draws/, last accessed on 18/7/2020
62. https://www.instagram.com/pokok.kl/, last accessed on 18/7/2020
63. https://www.instagram.com/pradonokusumo/, last accessed on 18/7/2020
64. https://www.instagram.com/riccardoderinaldis/, last accessed on 18/7/2020
65. https://www.instagram.com/rosarita_tawil/, last accessed on 18/7/2020

66. https://www.instagram.com/salemthecatfanpage/, last accessed on 18/7/2020
67. https://www.instagram.com/sarathornh/, last accessed on 18/7/2020
68. https://www.instagram.com/shellyhorton1/, last accessed on 18/7/2020
69. https://www.instagram.com/sira.ushapp/, last accessed on 18/7/2020
70. https://www.instagram.com/sony/, last accessed on 18/7/2020
71. https://www.instagram.com/summerlaneband/, last accessed on 18/7/2020
72. https://www.instagram.com/takitak.kids/, last accessed on 18/7/2020
73. https://www.instagram.com/thelistdaily/, last accessed on 18/7/2020
74. https://www.instagram.com/todailyn/, last accessed on 18/7/2020
75. https://www.instagram.com/tom.and.jerry.meme/, last accessed on 18/7/2020
76. https://www.instagram.com/tonystark_theavenger/, last accessed on 18/7/2020
77. https://www.instagram.com/vegainstrength/, last accessed on 18/7/2020
78. https://www.instagram.com/vegainstrength/, last accessed on 18/7/2020
79. https://www.instagram.com/vegainstrength/, last accessed on 18/7/2020
80. https://www.instagram.com/vogue_dogs_com/?hl=en, last accessed on 18/7/2020
81. http://www.bbc.co.uk/webwise/guides/about-facebook, last accessed on 28/6/2020

DANAŠNJA UPORABA NEOLOGIZAMA U KOMUNIKACIJI NA DRUŠTVENIM MREŽAMA

Sažetak

Termin neologizam označava novotvorenicu koja je u jezičnoj uporabi određeno vrijeme i, u biti predstavlja relativno nov i izoliran termin ili frazu koja tek ulazi u proces jezične uporabe, ali još nije u potpunosti prihvaćena. Neologizmi često nastaju sasvim slučajno u društvu, pod utjecajem kulture, tehnologije, a posebice razvoja internetske komunikacije. Međutim, s obzirom na njihovu široku uporabu, uvelike su i opće prihvaćeni u komunikaciji na društvenim mrežama, kao što su: Facebook, Twitter, Instagram and WhatsApp. Navedene društvene mreže imaju značajan utjecaj na svakoga u današnje vrijeme jer čine komunikaciju boljom i bržom, unapređuju odnose među ljudima te uspješnost poslovanja. Hipoteza ovoga rada navodi da se neologizmi nastali različitim morfološkim procesima uveliko rabe u internetskoj kominkaciji, pri čemu su kao korpus za analizu poslužili primjeri preuzeti sa četiri najpopularnije društvene mreže u današnje vrijeme. Rezultati analize su potvrdili iznimno visok postotak uporabe neologizama u internetskoj komunikaciji.

Ključne riječi: neologizmi; morfološki procesi; internetska komunikacija; društvene mreže

Adresa autorica
Author's address

Ivona Šetka Čilić
Sveučilište u Mostaru
Filozofski fakultet
ivona.setkacilic@ff.sum.ba

Jelena Ilić Plauc
Univerzitet u Tuzli
Filozofski fakultet
jelena.ilic@untz.ba