

# Morphological Processes Of English Neologisms In Instagram And Facebook

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## Abstract

*The study of word development and coinage is known as morphology. Since English is the primary language of the Internet, technological advancements have resulted in the growth of English vocabulary. This study looks at the morphological procedures that are employed on Facebook and Instagram, two popular social media sites, to create neologisms. The concepts of morphological processes used in this work are drawn from a number of sources, including Murray (1995), Kemmer (2003), and Plag (2003). The word construction techniques that are employed include compounding, conversion, blending, borrowing, affixation<sup>1</sup>, abbreviation, and clipping. A total of thirty-two neologisms were gathered between January 2016 and December 2020. This research uses a qualitative technique to analyze textual data. The study's analysis of social media neologisms that have spread across a wide range of platforms as a result of online social media was used to gather the samples. The most prevalent morphology used on neologisms is determined by analyzing the word classes and morphological process in accordance with Krishnamurthy's neologism model, which has three components: borrowing, lexical deviation, and word formation. According to the findings, blending and compounding are the most often utilized word construction techniques. The conclusion of this research is that language is always changing, and language users benefit from this since it makes them more conscious of how productive the terms already in the English language are.*

**Keywords:** Model of Neologism, morphological process, neologism, Pakistani Social Media, and word formation.

## Introduction

The majority of individuals use public networks like Twitter, Facebook, Instagram, and several more applications for electronic conversations these days. People's use of new terms and phrases in everyday communication is changing due to the rapid rise of social networks for technical acquisitions. The rapid growth of language and its variations have undoubtedly altered the way society perceives the world. Social media sites like Facebook, Instagram, and several more applications have enabled people in the modern world to communicate and express themselves through media on these stunning platforms.

The reason behind selecting English as source language is that Sitsanis (2021) says that this language has become dominant language for many years up to now in the world of social media. English, which is generally spoken, and also supposed as most popular language for the people of entire world. English language has developed a dynamic vocabulary to fulfil its needs in modern society by the explosion of information and technology. There is a list of English vocabulary that is made by modifying existing words in the world of social media.

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**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: <i>Photobomb</i>
2.	Reduplication	A process where a free morpheme is repeated or duplicated to form a new word. <ul style="list-style-type: none"> <li>• Exact reduplication - the entire morpheme is repeated without any overt change. Example: <i>bye-bye</i></li> <li>• Rhyming reduplications - partial reduplication with changes of the consonant in the first part of the morpheme Example: <i>hocus-pocus</i></li> <li>• Ablaut reduplication - partial reduplication with changes in the vowel part of the morpheme Example: <i>ping-pong</i></li> </ul>
3.	Borrowing	Words from one language are used in another with or without some phonological and autographic changes Example: <i>Uber</i> (from French Language)
4.	Affixation	<ul style="list-style-type: none"> <li>• Prefixation - Bound morpheme is attached in pre-position before the free morpheme. Example: <i>Repost</i></li> <li>• Suffixation - The process where the bound morpheme occurs in post position after the free morpheme Example: <i>Bulkers</i></li> <li>• Confix or circumfixation - The process where a bound morpheme occurs in both pre and post position to the free morpheme Example: <i>bio-informatics</i></li> <li>• Infixation - The bound morpheme occurs within the free morpheme usually after the first consonant or within the first syllable. Example: <i>bitcoin</i></li> <li>• 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: <i>produce</i> (noun) → <i>produce</i> (verb)</li> </ul>
5.	Conversion	A process where a word changes its morphemic status without overt addition to its form. Example: <i>Google</i> (noun) → <i>Google</i> (verb)
6.	Abbreviations	A shortened form of a written word or phrase used in place of the whole word or phrase. Example: <i>Tweet</i> → <i>twt</i>
7.	Acronym	All the words that combine in a title are shortened to only the initials or first few letters of each word. Example: <i>DM</i> (Direct message)
8.	Clipping	A process which occurs when a multi syllabic word is shortened by subtracting one or more of the syllables .

Adams (2013) says a simple explanation for variations in the forms in neologisms is that normal forms tend to be shorter. That is why, in every language neologism is important. The term 'neologism' is derived from French word Neo, meaning new, and the Greek word logo, meaning word. Mostly, neologisms mean newly invented words which are in the procedure of coming into public usage but till now have not been added in the standard language. There are several morphological processes that can be used in the formation of neologisms. People create neologisms on their social media accounts using a particular process. In the field of linguistics, the essential step in the creation of new words or the insertion of new meanings to a word is called word formation.

Krishnamurthy (2010) proposed the neologisms model, which breaks down the composition of a neologism into three components: the processes of word creation, borrowing, and lexical variation. In order to analyse the morphological structure and word creation processes, such as acronyms, abbreviations, and the conversion of English neologisms, in Pakistani social media platforms like Instagram and Facebook, the researcher began this article with these three components. This study has also explained the meanings of each of these neologisms. The focus is on textual study and the sources of data written forms of languages. This study has focused on Facebook and Instagram because these platforms are heavily based on written posts. The source of data for this study are the neologisms created by Pakistani social media users on social media platforms. Therefore, the main focus of this study is on the process of neologism creation.

Jackson (2020) argued that word formation is a continuous process using morphological processes and found that many neologisms are formed by a mix of two or more morphological processes in digital world. However, this study has selected the younger group of social media accounts holders randomly based on their number of followers and uploaded posts. In addition, their social media accounts are publicly available and anyone online can access them. The timeline to collect data was from January 2016 till December 2020.

### **Research Objectives**

1. To look into how Pakistani account users, contribute words to English neologisms on social media.
2. To investigate how Pakistani social media users regularly construct words to produce English neologisms
3. To determine the semantic components of recently coined English neologisms by Pakistani users of social media accounts.

### **Research Questions**

1. Which types of word formation processes are inherent in the English neologisms created by Pakistani users of social media?
2. What word formation process is frequently employed by Pakistani users of social media to create English neologisms?
3. What semantic features are presented in newly created English neologisms by Pakistani users of social media?

### **Research Design and Methodology**

The process of neologism can be said to be endless in any kind of language in the world, particularly in English. English language is one of the largest languages in the world and is widely used in the world of social networking. In this era of digital media, it is almost impossible to retain all of the neologisms that are being created in English. In this study, the researcher has focused on English neologism that has been created through social media. This study has analysed the processes to create new words by using a qualitative method. The sources of data are the written forms of languages. The processes of word formation that are used in this study are abbreviation, borrowing, blending clipping, compounding and conversion etc.

Sample selection was based on selected Pakistani social media platforms like Facebook and Instagram. Their accounts are accessible to anyone online. The timeline to collect data is from January 2016 till December 2020. Furthermore, the goal of this study is to identify An enormous amount of neologisms and analyse the changes in previously used words.

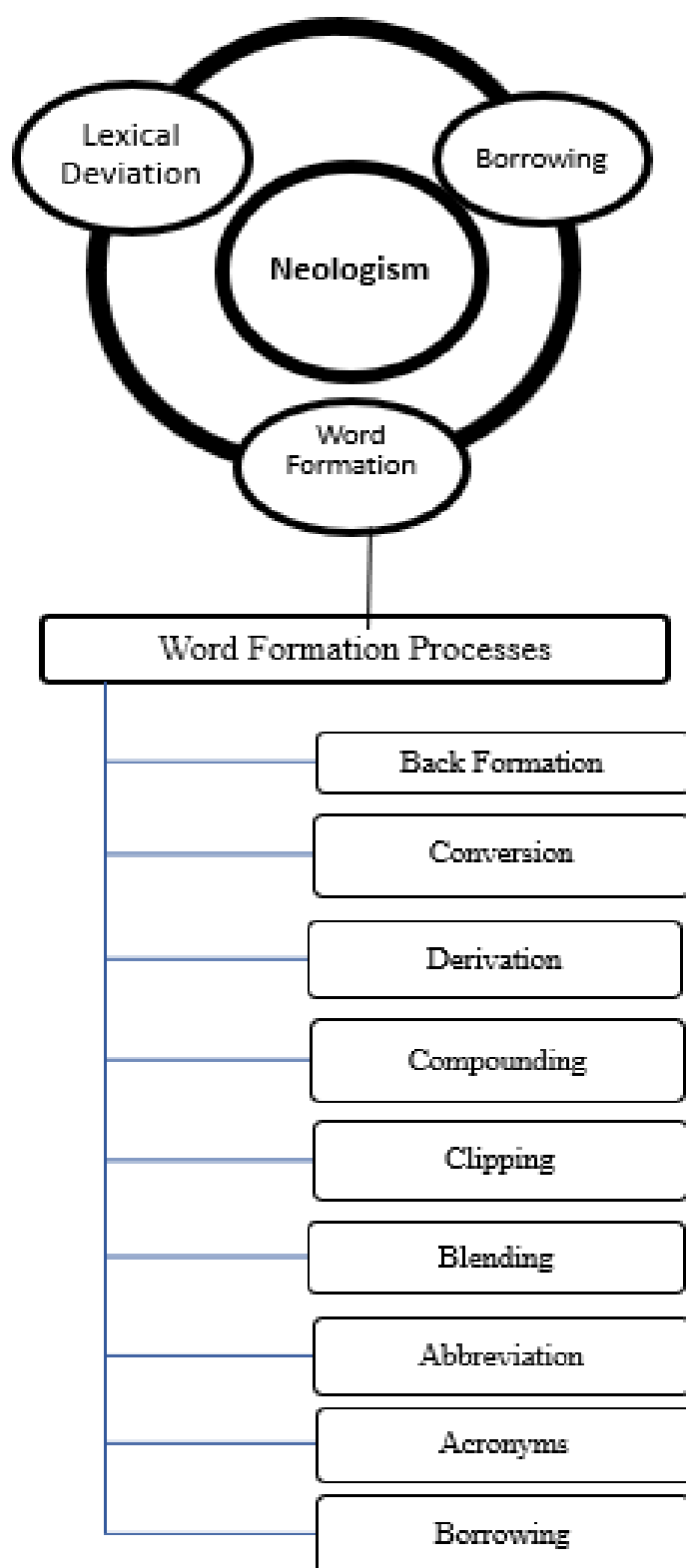


Fig. 1. Neologism Model of Krishnamurthy (2010)

As seen in Fig. 1, Krishnamurthy created a theory of neologisms in 2010 that categorizes neologisms into three categories: lexical deviation, borrowing, and word construction. Out of these three sections, the researcher's only focus in this work is on word production processes, including acronyms, abbreviations, and conversions, as well as morphological structure. As a result, while a vast number of neologisms have been analyzed in this study, only a tiny percentage of them have focused only on the process of word generation. In addition, the word creation procedures used to create neologisms are investigated through the study conducted by Murray (1995), Kemmer (2003), and Plag (2003) who studied word formation techniques.

### **Data Analysis**

The whole dataset, which covers the years 2016 through 2022, has been collected from the Word Spy website and placed in this section. Three distinct criteria were employed by the researcher to identify English neologisms. First of all, these neologisms have to be new phrases that have either just emerged or whose oldest usage dates back no more than twenty years, with the most recent usage taking place in the last year. Second, no standard English dictionary should contain any documentation of the detected English neologisms. Finally, these neologisms need to be used in several publications written by distinct authors and published in three or more separate print or online venues.

### **English Neologism Morphological Processes Using the Neologism Model**

Here are some morphological processes by which English neologisms are produced.

#### **Affixation**

Affixation is the process of forming new words by joining an existing stem, base, or root with a prefix or suffix (Bussman 2006; Fromkin 2011; Haspelmath and Sims 2010). "Jugtain" and "selfistan" are two examples of seven English neologisms that show affixation.

It seems that the word "jugtain" comes from the Urdu language. Let's examine the morphological steps involved in the formation of this word:

#### **Base Word**

Jugtain: A joke or jest is referred to as "jugtain" in Urdu. The term "juga" is a joke or a jest, and this is its plural version.

#### **Combining term**

As part of the morphological process, the source word "juga" is pluralized to become "jugtain". The suffix "-tain" is frequently used in Urdu to make some nouns multiple.

#### **Meaning**

"Jugtain" is a term used to describe a grouping or classification of jokes, jests, or funny stories. It's employed to characterize a collection of humorous comments or circumstances. It seems that the word "selfistan" is an inventive combination of the words "self" and the suffix "-istan". Let's examine the morphological steps involved in the formation of this word:

#### **Base word**

Self is a pronoun that describes a person's own identity or personality.  
-istan: In Persian and Urdu, the suffix "-istan" is frequently used to create nouns that refer to places or nations.

The phrase "selfistan" is created by appending the suffix "-istan" to "self".  
The phrase "selfistan" is created by joining the words "self" with the suffix "-istan," which

denotes a location or a condition of self-focus. Combining "self" with the "-istan" suffix, which frequently denotes a place or area, might be seen as a playful or imaginative approach to express a self-centered or self-focused condition.

### **Compounding**

Combining two or more free morphemes to form new words is known as compounding. Compounds are classified as either native or borrowed in linguistics. Words like "slay queen," "slay king," "selfie-bomb," "desi-swag," "hashtag blessed," "chillax," "lahoreology," "shadi season," "insta-worthy," "hashtag blessed," "chillax," and "food coma" are seven examples of English neologisms that show compounding.

### **Base word**

It looks that the word "Lahoreology" is a neologism, probably combining the Pakistani city "Lahore" with the suffix "-ology". Let us examine the morphological process in detail: Lahore: refers to Lahore, a significant Pakistani metropolis with a deep cultural and historical heritage.

-ology: The "-ology" suffix is frequently used to indicate a scientific branch, academic discipline, or area of study.

It appears that the term "Lahoreology" is a composite word made up of the words "Lahore" and "-ology."

Although the phrase is not widely accepted as referring to a formal discipline of study, it can be used colloquially to refer to the investigation or study of many Lahore-related topics. It could allude to an emphasis on the city's social, historical, or cultural features.

### **Base word**

Shadi: A wedding or marriage is referred to as "shadi" in Hindi and Urdu. Season: This word usually refers to a season of year that is marked by certain activities, events, or weather.

The term "shadi season" is a result of compounding, which is the process of joining two or more words to make a new one. Here, the terms "shadi" and "season" are used to denote a certain time frame connected to marriages.

### **Base word**

The two foundation words "Slay" and "Queen" are combined to form the compound noun "Slay queen."

The verb "slay" and the noun "queen" are combined to form the compound "Slay queen." "Slay queen" is a word used to describe a fashionable, self-assured lady who is exceptional in terms of looks, fashion, and general presence. The phrase suggests that the person "slays" in a figurative sense in a number of areas, including overall charm or style.

### **Base word**

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### **Base Word**

It is determined that the phrase "selfie bomb" is a compound word created by joining two preexisting terms:

"Selfie" (a picture of oneself usually shot using a webcam or smartphone)  
"Bomb": an explosive device that causes damage

Through compounding, the words "selfie" and "bomb" are combined to generate the compound "Selfie bomb."

The term "selfie bomb" refers to an instance in which several people take selfies at the same time or to a spike in selfie activity. The compound represents the "explosion" of selfies in a figurative sense.

### **Base word**

The adjective "insta-worthy" is a compound that is created by combining two things: "Insta" (a portmanteau for the social networking site Instagram)  
"Worthy" (meritorious or fitting)

Through compounding, "Insta" and "worthy" are combined to generate the compound "Insta-worthy".

An object is said to be "Insta-worthy" if it has visual or artistic attributes that complement the material on the site, indicating that it is appropriate or worthy of being posted on Instagram.

### **Base word**

"Desi swag" is a composite noun that combines the following two words: "Desi" (related to South Asian culture, particularly when used in an Indian context).  
"Swag" is a phrase for having a fashionable and self-assured appearance.  
Through compounding, "desi" and "swag" come together to generate the compound "Desi swag."

"Desi swag" refers to a self-assured, trendy, and culturally informed manner of portraying oneself that draws inspiration from South Asian culture.

### **Base word**

"Hashtag blessed" refers to the combination of two elements:

"Hashtag" is a metadata tag that's often used on social networking sites, especially Instagram and Twitter.

"Blessed" (lucky or blessed)

"Hashtag blessed" is a compound word that is made by combining "hashtag" with "blessed".

"Hashtag blessed" is a common way to show appreciation or highlight good things in life, especially when it's posted on social networking sites along with a hashtag.

### **Base word**

As a result of morphologically merging two words, "chillax" is recognized as a portmanteau: "chill" (informally meaning to relax or take it easy).

"Relax" to ease tension or anxiety

"Relax" and "chill" are combined to create the portmanteau "Chillax".  
The word "chillax" refers to a casual, carefree way of being. It blends the laid-back meaning of "chill" with the idea of relaxation associated with "relax".

### **Base word**

Two words are combined to make the compound phrase "food coma": "food" (any item ingested for nutritional support)

"Coma" (a profoundly unconscious condition)

Combining the words "food" with "coma" yields the combination "Food coma." The term "food coma" refers to the severe tiredness or sluggishness that follows a fulfilling meal in a funny way, implying a state akin to a coma brought on by eating.

### **Acronym**

When creating an acronym, the first letter of each of the component words is merged and spoken as a single word. FOMO and YOLO are two instances of English neologisms that take the shape of acronyms.

### **Base word**

The acronym "FOMO" was formed by joining the first letters of four different nouns to create a new phrase. The summary is as follows:

"Fear of Missing Out" is where "FOMO" originates.

The acronym "FOMO" is created by taking the first letter of each word in the phrase "Fear of Missing Out" and combining them to form a new term.

The term "FOMO" refers to the feeling of uneasiness or worry over perhaps missing out on pleasurable occasions or activities that other people are taking part in.

### **Base word**

Similarly, "YOLO" stands for "You Only Live Once" and is another acronym. The process of morphology is combining the first letter of each word in the sentence to form the acronym "YOLO". The summary is as follows:

"You" "Only" "Live" "Once"

"YOLO" is an acronym created by starting each word in the sentence "You Only Live Once" with a capital letter.

The term "YOLO" is frequently used colloquially to emphasize the value of taking chances, living in the now, and not worrying unduly about the future since life is too short.

### **Blending**

Blending is a word-formation technique that combines the clipping and compounding processes; it usually involves two (or sometimes three) pre-existing items, leaving out certain components from one or both source words. "Sasta-nisha", "food-gasm", "bakra-entrepreneur", "food-gram", "shugal-panti", "bling", "chai-holics", "foodie-bay", "foodgram", "desi-spiration", "sastay-tainmentand" and "hangry" are seven instances of English neologisms in the form of blending.

### **Base Words:**

"Chaiholics" is a pun on the terms "chai" and "holics." Let's examine the morphological steps involved in the formation of this word:

Chai This tea-related loanword comes from Hindi and a few other languages.

Holics: This term refers to a propensity to view or evaluate things holistically. It is formed from the words "holism" or "holistic".

"Chaiholics" is the result of adding the suffix "-holics" to the word "chai".

Words that characterize someone who is devoted to or enthusiastic about a certain activity or object are frequently formed with the suffix "-holics".

"Chaiholics" refers to those who are addicted to or extremely passionate about drinking chai (tea). It blends the idea of being an enthusiast or addict (-holics) with the love of tea ("chai").

### **Base Words:**



It appears that the terms "foodie" and "bay" are combined to form the phrase "foodiebay". Let's examine the morphological steps involved in the formation of this word: Gourmet: a slang phrase for someone who enjoys and appreciates a variety of cuisines and has a special interest in eating.

Bay: Without further context, this element is less obvious, although it can be a wordplay, with "bay" denoting a body of water or, in online vernacular, a contraction of "eBay" (an online marketplace).

The word "foodiebay" is a portmanteau that is created by combining elements of the words "foodie" and "bay."

The phrase "foodiebay" may allude to a location, forum, or group where foodies congregate or highlight their shared passion for food. The term "bay" is made humorous and imaginative by combining the word with an implied community or meeting place.

### **Base Word**

It seems that the terms "sasta" and "nisha" are combined to form the phrase "sasta nisha." Let's examine the morphological steps involved in the formation of this word: Sasta "Sasta" implies cheap or inexpensive in Hindi and Urdu. Nisha: This word is a combination of Hindi and Urdu, and "nisha" refers to a pattern, artwork, or creative production.

Through blending or portmanteau, the words "sasta" and "nisha" are combined to make the new word "sasta nisha."

The word "sasta nisha" might allude to a reasonably priced pattern, artwork, or design. It blends the notions of design or creative expression (nisha) and affordability (sasta).

### **Base Words:**

The terms "food" and "Instagram" are combined to form the phrase "foodstagram". It suggests an emphasis on publishing food-related material on Instagram by fusing the idea of food with the well-known social media platform. The process of morphology that went into producing the word "foodstagram" is mostly mixing.

This is an explanation:

This is a morphological process where a new word is formed by combining components of two or more existing words. The terms "food" and "Instagram" are combined to create the new word "foodstagram."

You may decipher the meaning of "foodstagram" by examining its constituent parts. "Food" is any edible substance that humans eat, and "Instagram" is a popular picture and video sharing social networking site. Consequently, "foodstagram" suggests sharing.

### **Base Words:**

It sounds like the name "desi-spiration" combines the terms "desi" with "inspiration." Let's examine the morphological steps involved in the formation of this word: Desi: Anything native, regional, or customary that is frequently connected to South Asian culture is referred to as "desi" in Hindi and Urdu.

Inspiration is the state in which the intellect or emotions are stimulated to a high degree of sensation or activity; this state frequently produces motivation or new ideas. The word "desi-spiration" is created by portmanteauing, or combining elements of the words "desi" and "inspiration."

The word "desi-spiration" probably refers to inspiration that is derived from or connected to South Asian customs, culture, or regional influences. It blends the generic idea of inspiration with the cultural component (desi).

**Base Words:**

The terms "food" and "orgasm" are combined to form the phrase "foogasm". Let's examine the morphological steps involved in the formation of this word:

Food refers to any nutrient that is consumed by humans or other animals in order to sustain life and growth.

Orgasm: A strong, pleasant sensation that usually reaches a peak during sexual activity. The word "foodgasm" is created by portmanteauing, or combining elements of the words "food" and "orgasm."

The phrase "foodgasm" refers to a colloquial and lighthearted way of expressing extreme happiness associated with food. It alludes to an elevated state of contentment or happiness after eating very tasty or pleasurable food, alluding to the powerful pleasure that accompanies an orgasm.

**Base Words:**

The Indian words "shugal" and "panti" are combined to form the phrase "shugalpanti". Let's examine the morphological steps involved in the formation of this word:

Shugal The word "shugal" in Urdu denotes leisure time, amusement, or happiness.

Panti: The phrase "panti" is slang and can indicate fun, mischievousness, or casual delight.

"Shugalpanti" is a portmanteau word that is created by merging elements of the words "shugal" and "panti".

"Shugalpanti" connotes leisure pursuits, enjoyment, levity, and maybe a trace of mischievousness. It is frequently used to characterize a carefree, amiable, and lighthearted time spent participating in a variety of activities.

**Base Words:**

Two terms are combined to get the word "hangry": "hungry" and "angry." Let's examine the morphological steps involved in the formation of this word:

Being hungry is the state of not having enough food, as well as having a need or desire for eating.

Angry: Expressing or sensing intense annoyance or frustration. The term "hungry" is created by portmanteauing, or combining elements of the words "hungry" and "angry."

The irritation or anger that might surface when someone is hungry is referred to as being "hangry". It implies that hunger may affect one's mood, resulting in a state of irritation and hunger combined.

**Base Words:**

It seems that the terms "entertainment" and "sasta" are combined to form the phrase "sastaytainment". Let's examine the morphological steps involved in the formation of this word:

Sasta "Sasta" implies cheap or inexpensive in Urdu.

Activities, shows, or media that are meant to amuse, pleasure, or divert are referred to as entertainment.

The word "sastaytainment" is a portmanteau that is created by combining elements of the words "entertainment" and "sasta".

The word "sastaytainment" often conjures up images of inexpensive, budget-friendly entertainment. It blends the more general idea of amusement with the idea of being frugal (sasta).

**Clipping**

Clipping is the process of shortening an existing form without changing its part of speech in order to create new words. The names "fam" and "bae," which have been gathered through the acronym process, are instances of this phenomena.

**Base Words:**

"Fam" is a slang term that has its roots in African American Vernacular English (AAVE) and is frequently used in informal language. It is also a result of a morphological process known as clipping. "Fam" is a clipped form of the word "family" or, less frequently, "familiar." Clipping is a morphological process in which a word is shortened by eliminating one or more syllables while maintaining its meaning. "Fam" is frequently used informally to refer to close friends, one's inner circle, or people considered as family. It offers a sense of camaraderie and closeness, reflecting a friendly or familial relationship.

#### **Base Words:**

Slang terms like "bae" have become commonplace in casual usage and have their roots in African American Vernacular English (AAVE). Clipping is the morphological process by which "bae" are created.

"Bae" is a shortened version of "babe" or "baby". A morphological technique known as "clipping" shortens a word by eliminating one or more syllables without changing its meaning.

Like "baby" or "sweetheart," "babe" is frequently used as an affectionate phrase. It is frequently used to describe a significant other or love relationship. The shape is trimmed, which gives it a casual, loving tone.

#### **Derivation**

Through the process of derivation, new lexemes are created that provide words with modified meanings or classes that they belong to. Prefixes and suffixes are added to existing words to create new ones using this derivation technique. Using the acronym procedure, terms like "lit," "savage," "jugaadu," and "desify" have been compiled as examples of this phenomena.

#### **Base word**

The Hindi phrase "jugaadu" is derived from the word "jugaad." Let's examine the morphological steps involved in the formation of this word: Jugaad: The term "jugaad" in Hindi describes an inventive, creative, or resourceful approach to a problem that frequently makes use of little resources. Derivation is how "Jugaadu" is made. "Jugaad" is given the suffix "-u" to indicate a person who embodies or is connected to jugaad. Here, it usually refers to someone who solves problems quickly, creatively, or with resourcefulness. A person who excels in the art of jugaad is referred to as "jugaadu"; this person is resourceful, astute, and skilled at coming up with workable and original solutions to difficulties, particularly when faced with limited resources.

#### **Base word**

It looks that the word "desify" is a neologism, most likely from the adjective "desi," which describes something that is typical of South Asian origin or culture. By adding the suffix "-ify," the morphological process of forming "desify" is accomplished." Desi: "Desi" means "local," "native," or "traditional" in Hindi and Urdu, and is frequently connected to South Asian culture.

The term "desify" is created by affixation, namely by adding the suffix "-ify" to the root word "desi." When a noun or adjective becomes a verb, the suffix "-ify" is frequently used to indicate that something is being made similar to the underlying term. "Desify" refers to the process of creating something or taking on traits that are in line with South Asian culture.

#### **Base word**

Semantic widening is a morphological process that gave rise to the informal and colloquial term "lit".

The term "lit" was originally a past participle of the verb "light," which was mostly used to describe objects that were lighted up or on fire.

Semantic widening caused the definition of "lit" to change from its original usage to a colloquial one. These days, "lit" is frequently used in colloquial English to indicate intensity, excitement, or parties; it is especially useful when discussing events, parties, music, or experiences.

From its initial meaning of physical lighting or fire, the term "lit" came to signify something more expressive and metaphorical, such as thrilling, vivacious, or exceptional. A person describing a party, event, or performance as "lit" in today's lingo indicates that it's intense, energetic, or pleasurable.

### **Base word**

Semantic shift is the morphological process that has altered the meaning of the term "savage".

The word "savage" originally denoted something more particular, such as untamed nature, barbaric behavior, or brutality. It was frequently used to characterize actions or persons viewed as barbaric or primitive.

Through the process of semantic shift, "savage" has acquired a new, more positive or colloquial connotation, particularly in modern slang and informal language. When someone defies societal standards or expectations by being brave, daring, forceful, or clever, the term "savage" is frequently used to characterize them.

The word's meaning has changed, moving from a derogatory one of being barbaric or uncivilized to one of being brave, fearless, or forthright—or at least neutral.

### **Borrowing**

One common morphological process is borrowing, which is the act of combining words from one language with another to create loanwords.

The word "jugaar" (often written "jugaad") is derived from the Hindi word "jugaad," which denotes a creative, ingenious, or improvised solution to a problem. It seems that "Ducky Bhai" is a compound phrase made up of two parts:

### **Base word**

"Ducky" and "Bhai." Let us examine the morphological process in detail:  
Ducky: This is probably a nickname or personal identification, maybe formed from a person's name or a nickname of choice.

Dear Bhai: "Bhai" means "brother" in Hindi and is frequently used informally as a term of salutation or reference.

Compounding is the process of joining two or more words to generate a new word or phrase, which is how "Ducky Bhai" was created. Here, the words "Ducky" and "Bhai" are used to speak about someone named Ducky in a way that is a little more informal or familiar.

The phrase "Ducky Bhai" implies that someone named Ducky is addressed as "Bhai," which might signify a sense of familiarity, comradery, or a casual way to approach or refer to that someone.

### **Base word**

As a proper noun, "Mooroo" can also be a name or other distinctive designation. A proper noun like "Mooroo" is formed morphologically in a way that deviates from standard word construction principles. Without a certain morphological structure, it might be an artistic or personal decision. "Mooroo" doesn't seem to include a root term that is well-known. "Mooroo" functions as a distinctive identity; it might be a moniker, username, or label selected with a particular objective in mind.

## Results and Discussion

A neologism model applied to data analysis aiming at examining morphological processes in English neologisms uncovers 35 examples in the fields of popular culture, politics, technology, and economics. These terms were gathered between January 2016 and December 2020. Seven of the thirty-two data points that were analyzed are classified as compounds, two as acronyms, seven as blends, two as clipping, three as borrow, and four as derivation.

This study explores the lexical components of recently coined English neologisms in addition to presenting word development mechanisms. It also reveals guidelines for word development based on morphological processes. The study's suggested guidelines for word development provide useful guidance for creating new English terms. The results confirm the research on Chinese neologisms by Glushkova and Voronina (2017), who hypothesized that nouns constitute the most prolific segment of speech for neologisms. The findings of this study also align with the findings of Wei Liu and Wenyu Liu (2014), I. S. Prysiazhniuk (2017), and Glushkova and Voronina, highlighting the fact that compounding and blending are the main processes by which English neologisms are formed, leading to a significant number of compound words.

## Conclusion

English neologisms are created using a variety of procedures, including compounding, affixation, acronym construction, abbreviation, blending, clipping, and combining distinct word formation techniques. Examining the morphological procedures described in Krishnamurthy's 2010 Model of Neologism aids in the investigation of the elements involved in the creation of English neologisms. Standard dictionary terms are the source of many neologisms. Since the process of creating new English neologisms is still ongoing, it is critical to support more research on this issue. Studies should go beyond the field of morphology and how it relates to phonology. The author suggests that in order to have a thorough grasp of English neologisms, scholars investigate elements like morphosyntax and morphosemantics. By extracting more recent information on neologisms from a variety of corpus data sources, including newspapers, journals, and social media platforms like Facebook and Instagram, future study may also expand our knowledge.

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