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LINGUISTIC ANALYSIS OF BLENDED WORDS FROM FACEBOOK

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ABSTRACT

The advent of social media has fundamentally altered our communication methods, with Facebook, boasting 2.9 billion active users each month, playing a significant role. This platform serves as a major stage where language continuously evolves to adapt to the nuances of online interaction. One intriguing phenomenon in this linguistic evolution is the merging of words. This involves fusing segments from two distinct words to forge entirely new expressions. Facebook's linguistic landscape is perpetually expanding and transforming. This research paper delves into the innovative use of language on Facebook, a dynamic social media platform where language is in a constant state of evolution. It investigates the phenomenon of word blending on Facebook by analysing the language used in comments and posts.

Keywords: Facebook, Linguistic landscape, Social media, Blending

1. Introduction

Linguistics is the academic discipline concerned with the study of language. Words, which represent the smallest components of language, form the building blocks of all languages. Morphology, a branch of linguistics, delves into the formation and internal structure of these words. It explores how words are constructed from sounds and how they serve to communicate meaning. The concept of 'morphology' was originally coined by Johann Wolfgang von Goethe, a German poet, novelist, playwright, and philosopher, to describe the study of shapes and forms in biology. In the context of language, morphology focuses on the formation and structural composition of words. Morphology is the analysis of how words are formed and structured. Morphology examines how words are constructed from sounds and how they convey meaning. Morphology and morphological typology, while related, focus on different aspects of

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language. Morphology, as described by Aronoff (2011), examines how words are formed and structured, analysing the internal components like prefixes, roots, and suffixes that create words such as "despondency." Morphological typology, on the other hand, looks at how these words are used to convey meaning and how they function within a language's lexicon, according to Lieber and Stekauer (2014). Thus, morphology delves into the composition of words, while morphological typology explores their communicative roles and contributions to vocabulary. Fromkin, Hyams, and Rodman (2011) liken morphology to dissecting a puzzle. By breaking down words into their constituent parts, we gain insight into how they are formed and identify the rules that govern their construction. Morphology helps us understand the internal structure of words and the principles that dictate their formation. Thus, the researcher delves into word blending on Facebook by examining the language used in comments and posts. Using various methods, the study aims to understand why and how these blended words are created. By exploring this linguistic phenomenon, the researchers seek to deepen our understanding of how language evolves within the Facebook community.

1.1 Words Formation Processes

The process of forming words, known as morphology, involves understanding morphemes and their combinations. Researchers have categorized word formation methods into compounding, truncation, blending, affixation, borrowing, conversion, acronyms, and coinage. This study draws from the ideas of Delahunty and Garvey (2010) and Plag (2003), focusing particularly on coinage due to the accessibility of digital texts and the significance of newly formed words specifically, to create new words by blending process. Blending involves creating new terms by merging parts of two different words, such as "glamping" (glamour+camping) or "hijacket" (hijab+jacket). These new words, called blends, retain aspects of both original words. The process involves selecting parts of each word and combining them to form a new word, like "gasohol" from gasoline and alcohol. Blending and compounding are similar processes, both involving merging, but blending also includes cutting. In summary, blending is the merging of two clipped words to create a single new word.

1.2 Blending Words of Facebook

Facebook, founded in 2004, revolutionized online communication and language use. By 2009, it boasted 400 million active users, becoming the leading social network. Researchers studying bilingual users on Facebook analysed status updates and comments, focusing on word blending and emoticon usage. Interviews explored the origins and reasons for blending words in English on the platform. With 900 million active users globally (excluding certain restricted regions), Facebook has become a ubiquitous part of online socializing, particularly among young adults aged 18 to 24. Studying these blends, it examines why and how people use these blended words in their communication taking into account these words by checking out posts,

comments, and hash tags to see how people create blended words. This helps to understand how social media and technology interact online. The goal is not just to study these words but to show how they reflect and shape online culture. Hopefully, it would be helpful to learn how to communicate in the digital world.

1.3 Methodology

According to Parse (2001), the goal of the qualitative descriptive approach is to investigate the issue of life events by thoroughly examining the phenomena. However, Miles, Huberman, and Saldaña (2013) clarify that a qualitative research method produces descriptive data in the form of written language. The author of this study examines how words are formed using information gleaned from Facebook stories, hash tags, and captions. The research focused on collecting data from participants' Facebook status updates and comments. Two main aspects were analyzed: the use of blending words and the use of emoticons or symbols. Online interviews were conducted to understand the word-formation process, particularly regarding blending words. Qualitative data was gathered from online discourse and evaluated for common patterns in blending words and their relevance to the research topics. Since the research relied solely on document analysis, qualitative examination was employed to analyze the data. The data collection involved collecting daily Facebook status updates posted by participants over a month. Content analysis was utilized to analyze and categorize the content of these updates, aiming to identify specific words, phrases, characters, or sentences. The analysis focused on classifying the findings into attributes of "Net speaks" created by users.

2. Analysis of Blending Words from Facebook

Facebook users utilize word blending to produce fascinating and inventive words that attract new connections. It has a significant impact on communication since it introduces new words for use on Facebook and expands one’s vocabulary. Some words of blending have been analyzed in this study which could be seen in the following examples-

- **Fluffnet**

The term "fluffnet" is a blend word that combines the words "internet" with "fluffy," most likely denoting a welcoming only ne community. This word has taken from the chat between two friends on facebook which is given below.



Use of "fluffnet" from Facebook

- **Happypop**

The term "happypop" was created by fusing the words "happy" and "pop," and it may refer to a happy, unexpected outburst. This word has taken from the post which was posted on facebook.

Examples of the uses of "happypop" from face book is given below-



Examples of "happypop"from Facebook

- **Sunbloom**

The word "sunbloom" is a compound word made up of the words "sun" and "bloom," and it probably refers to a vivid and bright flower that grows well in sunny environments. This word has taken from the post which was posted by user on facebook. Examples of the use of "Sunbloom" from face book is given below-



Examples of "sunbloom" from Facebook

- **Awesomepost**

The term "awesomepost" was created by fusing the words "awesome" and "post," and it may be used to characterize an extraordinary and noteworthy online update or post. Examples of the use of "awesomepost" from face book is given below-



Use of "awesomepost" from Facebook

- **Lovewishper**

"Lovewishper" is a compound word made up of "love," "wish," and "per," which could be shorthand for "person." It most likely refers to a true and deep wish from one individual to another. The word patterns and structures, along with the terms' probable meanings and context-specific applications, constitute the foundation for these

explanations. Examples of the use of "Lovewishper" from face book is given below-



Use of "Lovewishper" from Facebook

- **Chillax**

Chillax is the blending of the words- "chill" and "relax."The word "chill" refers to calming down or relaxing; it's frequently used colloquially to convey a carefree mood. "Relax" refers to a condition of ease or comfort by becoming less tense or strained. This word is taken from a post by user from facebook. Examples of the use of "Chillax"



Use of "Chillax" from Facebook

- **Whatsbuzzing**

Whatsbuzzing is a combination of "what's" and "buzzing."What's" is a shorthand for "what is," and it's used to pose a query. "Buzzing" describes a state of activity or excitement and is frequently used to characterize something that is popular or in style. This word is taken from a post by user from facebook. Examples of the use of "Whatsbuzzing" from facebook is given below:-



Use of "Buzzing" from Facebook

- **Televibes**

A fusion of "vibes" with "television". The term, "television" is used to describe the medium to disseminate audio-visual content. "Vibes" is an informal term that describes the emotional or atmospheric sensations created by anything. It is short for "vibrations." Example of the use of "Televibes" from facebook is given below-



Use of "Televibes" from Facebook

- **Fridayfeeling**

"Fridayfeeling", combines the words "Friday" and "feeling." "Friday" denotes the conclusion of the workweek and is linked to excitement for the next weekend."Feeling" describes an individual's emotional state or sensation. Examples of the use of "Fridayfeeling" from facebook is given below-



Use of "Fridayfeeling" from Facebook

- **Shortreels**

"Shortreels" is a combination of "short" and "reels."Short" refers to something having a short lifespan."Reels" are brief recordings or video snippets that are frequently connected to social media sites such as Facebook. Examples of the use of "Shortreels" from facebook is given below-



Use of "Shortreels" from Facebook

3. Findings and Discussion

Through a detailed descriptive analysis, it was revealed that users frequently merge words to form novel expressions such as "fluffnet," "lawhisper," "shortreels," and "peacepaint" in their interactions through conversations, hashtags, and comments. These blended words serve several purposes: they are fresh and engaging, facilitating seamless and effective communication; they convey thoughts clearly and succinctly; and they aid in creating memorable monikers. Our findings suggest that the practice of word blending on Facebook reflects individuals' quest for impactful and meaningful communication in the digital era, thereby enriching the linguistic landscape. In this way, this research study contributes to broader discussions surrounding digital communication, linguistic creativity, and the social digital era.

Facebook users have embraced a novel mode of communication known as word blending, in which two or more words are combined to form a new word. Facebook users' increasing popularity of this linguistic phenomenon is a reflection of their adaptability and ingenuity in online communication. Facebook users have blended phrases to depict a friendly and inviting online community, such as "Fluffnet" (fluffy + internet). Another illustration of a phrase that conveys a sudden rush of happiness is "Happypop" (happy + pop). One term for a bright and luminous flower that grows well in sunny conditions is "sunbloom" (sun + bloom). Additionally, Facebook users mix terms to represent their experiences on the platform. For example, "Lovewishper" (love + wish + per) combines the concepts of perseverance, love, and desires. "Chillax" is a trendy phrase that combines the words "chill" and "relax," encouraging users to unwind and take it easy. Facebook users' usage of word mixing illustrates how language is dynamic and always changing when it comes to online communication. This trend shows how consumers want clear, succinct communication and how they can express themselves creatively in a fast evolving internet space. It will be interesting to observe how word mixing affects our online discourse and communication style as language continues to adapt to new technology and social media 2

4. Conclusion

Plag (2003) states that blending is amalgamations of part of different terms becomes a new term. While, Delahunty and Garvey (2010) state that blending is a process of joining two separate words to create a single new word. Finally, the analysis of word mixing on Facebook sheds light on the dynamics of language usage and communication on the network. Several major findings have arisen from research into the occurrence, effect, and linguistic originality of portmanteau words. Blending has a big impact on Facebook users' communication, functioning as compact and expressive tools for conveying thoughts and sentiments. From "fernery" to "staycation," these blended phrases allow effective communication in the fast-paced

realm of social media. Furthermore, the platform's lively culture and its users' inclination for linguistic creativity are reflected in the prevalence of word blending. Users contribute to the development of a unique Facebook lexicon that changes in reaction to new trends and societal shifts as they interact with and embrace these new concepts. The approach also emphasizes how word blending has larger consequences for the evolution of language, showing how these linguistic processes both reflect and impact changes in society. We may learn a lot about how language is changing in the digital era by observing the patent trends of word blending on Facebook. Looking ahead, future research into word blending on Facebook might look into longitudinal trends, cross-cultural variances, and the intersection of linguistic inventiveness with other aspects of online communication. By continuing to research and evaluate the dynamics of word blending on social media platforms, we can gain a better grasp of language evolution in the digital age.

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