

An Analysis of Semantic Shift in the English Language Neologisms Used in Facebook

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Digital technology has significantly improved communication networks, leading to the birth of several communication techniques. Finding the simplest and quickest method of communication is the main objective when selecting a communication approach. Though social media has affected greatly almost all languages, it has not been the topic of many studies. However, social networking is having an impact on language, significantly English language. This study focuses on semantic language shift in social media, significantly in English language neologisms, and its impact on the English language. This change can occur due to various linguistic, cultural, or social factors that influence language development. A range of neologisms has resulted in a semantic shift in the English language used on social media. Semantic shift, also known as semantic change or semantic evolution, refers to the process through which the meaning of a word or phrase undergoes a significant alteration over time. A variety of neologisms have resulted from a semantic shift in the language used on social media. This study uses qualitative research methods, specifically a descriptive research design. The researcher has used a non-probable purposive sample of 50 chosen respondents' posts. An interactive model is used in the data analysis. It was found that phrases were replaced by neologisms, and there is a semantic shift in the language used in neologisms in social media compared to the Standard English Language. Semantic shifts found in neologisms available on Facebook can be categorized mainly as expansion, narrowing, amelioration, and synecdoche.

Keywords: Deviation Neologism, Semantic Analysis, Semantic Shift, Social Media