

| RESEARCH ARTICLE**Beyond Hashtags: A Morphosyntactic Inquiry into English Neologisms Across Social Media Platforms****Mohammad Hussein M. Imam¹✉, Jehan M. Basher¹, and Shangrela G. Sieras²**^{1,2}*English Department, Mindanao State University, Main Campus, Marawi City, 9700, Lanao del Sur, Philippines***Corresponding Author:** Mohammad Hussein M. Imam **E-mail:** mhussein.imam@msumain.edu.ph**| ABSTRACT**

This study examines the morphosyntactic patterns, communicative functions, and identity-related roles of English neologisms used by Generation Z across TikTok, X (formerly Twitter), and Facebook. Employing a qualitative-descriptive research design, the study analyzed a manually collected corpus of 150 publicly accessible social media posts produced by apparent Gen Z users over a three-month period. Qualitative linguistic analysis was conducted using Aronoff's Word-Formation Theory, Jakobson's Communicative Functions of Language, and the Social Identity Model of Deindividuation Effects (SIDE) to code neologisms by formation process, grammatical and semantic shifts, communicative functions, and identity signaling. Findings reveal that systematic morphosyntactic processes, including clipping, Taglish mixing, affixation of non-Filipino bases, acronymy, and orthographic stylization, shape Gen Z neologisms. The results further show that neologisms frequently undergo semantic and grammatical category shifts to fulfill referential, phatic, emotive, and conative functions in digital interaction. Additionally, the study demonstrates that neologisms serve as powerful resources for constructing generational identity, in-group solidarity, and platform-specific self-presentation. The study concludes that Gen Z neologisms are not random or fleeting slang but socially meaningful linguistic innovations shaped by platform affordances and digital culture. It is recommended that future research adopt longitudinal and quantitative approaches to track neologism diffusion and conventionalization. This study is relevant to linguistics, digital discourse studies, and sociolinguistics by documenting real-time language change across platforms. Pedagogically, this study is significant to English language teaching by encouraging the integration of contemporary digital language into instruction.

| KEYWORDS

Digital neologisms, morphosyntax, lexical innovation, social media, Gen Z communication, computer-mediated communication

| ARTICLE INFORMATION**ACCEPTED:** 01 January 2025**PUBLISHED:** 18 January 2026**DOI:** 10.32996/ijls.2026.6.1.2**1. Introduction**

The rapid expansion of social media platforms such as Facebook, X (formerly called Twitter), Instagram, and TikTok has transformed how English neologisms emerge and circulate in contemporary digital communication. A neologism is a newly coined word or expression, or a new meaning for an existing word. Neologisms are created to describe new concepts or phenomena. This phenomenon matters because language change now unfolds at unprecedented speed, affecting not only everyday communication but also pedagogy, lexicography, and the broader understanding of how linguistic innovation evolves in digitally mediated spaces. As people increasingly rely on online discourse, understanding how new words form, spread, and conventionalize becomes crucial for English researchers and educators, and linguists who seek to document or explain the shifting dynamics of modern vocabulary.

Existing scholarly studies have established that neologisms do not arise randomly; they follow observable morphological and sociolinguistic patterns shaped by platform affordances and user interaction (Aronoff, 1976; Herring, 2013;

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Tagliamonte, 2016). Previous works (Espinada, 2024; Ibrahim, 2024; Monroid et al., 2024) have documented processes such as clipping, acronyming, blending, affixation, and semantic shift across individual platforms or within limited corpora. However, while several studies (Cilic, 2021; Espinida, 2024; Ibrahim, 2024; Monroid et al., 2024) have analyzed specific environments (e.g., Facebook comments, Twitter threads, or TikTok sound-based neologisms), relatively few have consolidated findings systematically across multiple platforms, time spans, and methodological approaches. A clear research gap emerges from the literature: findings across studies are difficult to compare due to heterogeneous coding schemes, inconsistent corpus sizes, and limited cross-platform datasets. Many scholars argue for a unified methodological approach—one that clearly operationalizes morphological categories, incorporates both qualitative and quantitative analyses, and accounts for platform-specific cultural and algorithmic contexts. Hence, this study differs from earlier work by adopting a cross-platform perspective that foregrounds both structural patterns and sociolinguistic motivations behind neologism formation.

Guided by Word-formation Theory (Aronoff, 1976), Jakobson's Communicative Functions of Language (Jakobson, 1960), and the Social Identity Model of Deindividuation Effects (SIDE), this paper aims to: (1) analyze the morphosyntactic patterns of Gen Z neologisms used across TikTok, X, and Facebook (2) identify communicative functions and grammatical category shifts of Gen Z neologisms and (3) explore how Gen Z users use neologisms to construct social identity across TikTok, X, and Facebook. Theoretically, this research will contribute to ongoing discussions in digital linguistics by demonstrating how online environments accelerate and model language change in real time. Practically, it informs educators, lexicographers, and digital-communication researchers about how contemporary English evolves through multimodal interaction and participatory culture. For English language teaching, the findings suggest that integrating discussions of contemporary neologisms into instruction can enhance students' metalinguistic awareness, critical digital literacy, and engagement by bridging academic language with everyday communicative practices. Moreover, understanding the pragmatic and identity-related functions of these neologisms can help teachers design more context-sensitive and inclusive pedagogical approaches that respond to learners' real-world language use.

2. Literature Review

2.1 Social Media Language and Neologisms

The study of English neologisms in digital environments has expanded rapidly as communication has accelerated across platforms such as Facebook, Twitter/X, Instagram, and TikTok. Scholars consistently highlight that social media reshapes linguistic behavior by promoting rapid, multimodal, and highly creative forms of expression, which, in turn, generate and popularize new lexical items, or neologisms (Crystal, 2011; Herring, 2013). Neologisms—whether entirely new words, semantic extensions, or modified forms of existing items—emerge as users adapt language to the speed, culture, and affordances of online platforms (Crystal, 2011). This section synthesizes key findings from existing research on morphological processes, semantic innovation, platform variation, sociolinguistic factors, and methodological trends.

2.2 Morphological Innovation as a Core Feature of Social-Media Language

A large portion of the literature describes neologisms as arising from systematic, highly productive morphological processes. Common patterns include clipping, blending, acronym/initialism formation, compounding, and affixation—processes detailed early in Word- formation Theory (Aronoff, 1976) and consistently observed in empirical investigations (Begum et al., 2024; Čilić, 2021; Shahlee, 2021). Studies across various platforms confirm that clipping and acronyms dominate short-form digital discourse due to user preference for brevity and linguistic economy (Tagliamonte, 2016; Čilić, 2021). Blending, while less frequent, is widely recognized for its expressive and creative value, especially in contexts such as fandom discourse and aesthetic online communities (Shahlee, 2021).

Recent studies also highlighted platform-specific morphological tendencies. For instance, TikTok's sound-driven culture encourages catchphrase-based neologisms and playful forms tied to audio trends (Monroid & Odtuhan, 2024), while Twitter/X's character constraints historically amplify acronyming and clipping (Tagliamonte, 2016). Collectively, these studies reveal that the emergence and diffusion of neologisms are shaped not only by linguistic processes but also by platform architecture.

2.3 Semantic Shifts and Pragmatic Functions of Neologisms

While morphology is central to neologism formation, semantic reinterpretation is equally significant. Many digital neologisms develop specialized meanings tied to identity, emotional expression, or social alignment (Dologuin, 2022; Jahan, 2021). Terms such as 'stan', 'ship', and 'cancel' illustrate how social media encourages pragmatic reanalysis, wherein words acquire meanings grounded in collective usage patterns rather than formal definitions.

Herring (2013) notes that neologisms frequently function as tools for stance-taking, community building, and signaling membership in subcultures or generational groups. Such pragmatic roles often facilitate the rapid spread of new forms, especially in youth-dominated spaces (Tagliamonte, 2016). This aligns with theories of sociolinguistic variation (Labov, 1972; Androutsopoulos, 2014), which emphasize the role of community norms and media environments in shaping language change.

2.4 Cross-Platform Variation in Neologism Formation

Cross-platform comparison is critical for understanding how neologisms originate, morphologically develop, and diffuse within digitally mediated speech communities. A growing set of comparative studies underscores that platform affordances, such as TikTok's algorithmic virality, Instagram's visual orientation, and Facebook's structured comment threads, significantly influence neologism types and frequencies (Espinada, 2024; Ibrahim, 2024). TikTok, for example, prominently features sound-based and memetic neologisms tied to viral audio clips (Monroid & Odtuhan, 2024), while Instagram's visual culture promotes orthographic creativity, stylized spellings, and hashtag-based lexical items (Espinada, 2024; Shahlee, 2021). Although researchers widely acknowledge these platform differences, few studies systematically compare platforms using uniform sampling procedures. Thus, cross-platform findings, while insightful, often lack strict comparability due to inconsistent methodologies.

2.5 Sociolinguistic Dimensions: Age, Regional Variation, and Identity

Several regional and demographic studies highlight the importance of sociocultural context in the formation and adoption of neologisms. Age, regional variation, and identity have long been relevant variables in sociolinguistic inquiry, and their significance is amplified in the context of digitally mediated communication. As argued by Eckert (1997), age encompasses social and experiential dimensions that serve as engines of linguistic innovation, fostering shared communicative styles that reflect collective identities. Specifically, younger users of this generation are often characterized as linguistic innovators, introducing new forms and accelerating change within a speech community. This is seconded by Tagliamonte (2016), who emphasized that the language produced by young adults shows rapid lexical innovation, grammatical experimentation, and a propensity to adopt novel linguistic resources. Within digital spaces, this generational trend becomes even more salient: Gen Z's immersion in online cultures provides conditions that foster high-speed lexical creativity, making them primary contributors to the creation and spread of neologisms across social media platforms.

In addition, another crucial factor shaping the use of neologisms across social media platforms is identity construction. Terms like 'delulu', 'rizz', or 'ate' illustrate how neologisms function pragmatically— apart from their literal meanings, they identify users as belonging to specific digital communities or sharing certain affective stances. Hence, Gen Z neologisms often serve as indexical markers of in-group identity, signaling technological fluency, cultural awareness, or alignment with certain online subcultures.

3. Methodology

3.1. Research Design and Method

This study employed a Qualitative-Descriptive Research Design. This design was appropriate for this study, as it seeks to document, interpret, and describe naturally occurring linguistic phenomena without manipulating variables. As such, it was deemed suitable for this study's aim, which is to analyze authentic language data created by Generation Z social media users. This research framework provided the relevant flexibility for studying emergent forms, morphosyntactic behaviors, and the context-dependent meanings of neologisms. Furthermore, this research design supports the comparative orientation of the study, enabling the researchers to observe how platform affordances influence linguistic innovation and the use of neologisms.

A Qualitative Linguistic Analysis, integrating principles from diverse linguistic theories, was used to address its research questions. This method involved identifying, coding, and analyzing neologisms extracted from platform-specific corpora, focusing on patterns of formation, grammatical shifts, communicative functions, and identity signaling across Gen Z digital language practices. In addition, this study used corpora consisting of publicly accessible posts, comments, captions, and hashtags from TikTok, X, and Facebook. These platforms were selected because they represent three distinct digital communication environments frequently used by Generation Z and are considered sites of rapid linguistic innovation.

3.2. Corpora

This study compiled a three-month corpus of publicly available social media posts from TikTok, X (formerly Twitter), and Facebook, covering September to November 2025, to capture a current snapshot of language use. A total of 150 posts were manually collected, with 50 posts per platform, each containing at least one English neologism or nonstandard lexical item. The posts were written in English, Filipino, or other local languages, provided that the target lexical items were English or English-

derived. Only posts authored by apparent Gen Z users or occurring within Gen Z-oriented contexts were included. Upon reaching the saturation point during data collection, the researchers noted that many neologisms were repeated across posts, resulting in a final dataset of 71 unique neologisms. Consequently, the analysis focuses on these 71 items, ensuring that the study examines distinct lexical innovations rather than duplicated instances, thereby providing a reliable representation of Gen Z neologistic practices across the selected platforms.

3.3. Data Generating Process

The data for this study were gathered through a systematic, multi-phase procedure designed to ensure the reliability, comparability, and theoretical alignment of the corpus drawn from TikTok, X (formerly Twitter), and Facebook.

Phase 1, Sampling and Data Collection, began by establishing inclusion criteria to ensure that the linguistic data genuinely reflects Generation Z usage. Posts were drawn only from publicly accessible accounts, and where age is not explicitly stated, age-indicative cues—such as self-descriptions (“Gen Z,” “Class of 20XX”), youth-culture references, meme participation, and digital vernacular typical of Gen Z discourse—were used as screening indicators. The sampling relied on the built-in search functionalities of each platform, employing keywords, trending hashtags, and topic filters strongly associated with Gen Z communities (e.g., fandom spaces, meme cycles, lifestyle trends, and micro-communities on Facebook, TikTok, and X). Only public posts from the given three-month period were included to ensure that the neologisms represent current linguistic innovation.

Phase 2, Coding and Annotation, involved a structured linguistic analysis of all extracted neologisms. A coding manual was developed and refined based on Aronoff's (1976) Word-Formation Theory, which guided the classification of morphological processes, such as clipping, blending, derivation, acronym formation, compounding, and semantic shift. Each neologism was coded for (1) its morphosyntactic formation type, (2) its communicative or pragmatic function following Jakobson's (1960) Communicative Function of Language (3) any grammatical and semantic shift such as noun-to-verb conversion or adjective refunctionalization, and (4) contextual information including the platform's affordances and the audience's visible reactions (likes, shares, comments). The coding process was manually performed to ensure interpretive depth.

Phase 3, Thematic and Identity Analysis, synthesizes the coded data to uncover broader sociolinguistic patterns. Building on theories of digital identity and mediatization (Androutsopoulos, 2014), this phase examines how neologisms function as markers of in-group solidarity, generational identity, pop-culture affiliation, or stance expression. The themes emerging from the data were interpreted in relation to how Gen Z users construct social belonging and linguistic creativity within and across platforms. Platform affordances, such as TikTok's algorithmic audio-based culture, X's brevity-driven discourse, and Facebook's hybrid public-private interactional spaces, were also considered in assessing how each environment shapes neologism usage. Cross-platform comparison highlighted convergences and divergences in morphological patterns, communicative functions, and identity signaling. The synthesis of these patterns allowed the researchers to articulate how neologisms operate not merely as linguistic innovations but as socially meaningful resources that Gen Z users employ to build and negotiate identity in digitally mediated environments.

4. Results and Discussions

4.1 Morphological Patterns of Neologisms

Table 1 summarizes sample social media neologisms by morphosyntactic formation, focusing on Taglish mixing, orthographic stylization, affixation of non-Filipino bases, clipping, and acronym formation. Each item is analyzed by identifying its base forms, grammatical categories, and English (EN) glosses for Filipino (FIL) elements where applicable. It also illustrates how linguistic hybridity and formal innovation function as key mechanisms in the development of contemporary Philippine online vocabulary.

Table 1

Morphological Patterns of Neologisms Across Platforms

Morphological Pattern	Sample Neologism	Structure
Taglish Mixing	<i>Grind tayo</i>	Verb (EN: <i>grind</i>) + Pronoun (FIL: <i>tayo</i> = “we/us”)
	<i>Laban girl</i>	Verb/Noun (FIL: <i>laban</i> = “fight/struggle”) + Noun (EN: <i>girl</i>)
	<i>Sana all</i>	Particle (FIL: <i>sana</i> = “I wish/hopefully”) + Quantifier (EN: <i>all</i>)

Orthographic Stylization	<i>Lavaaarrn</i>	Base word (EN: <i>lavarn</i> / <i>lavern</i> – expressive interjection) + vowel elongation for emphasis
	<i>Naurrrr</i>	Phonetic respelling (EN: <i>no</i>) + exaggerated vowel lengthening
	<i>Periodt</i>	Base noun (EN: <i>period</i>) + final consonant alteration (-t)
Affixation of non-Filipino bases	<i>Nagparebond</i>	Verb prefix (FIL: <i>nagpa-</i> = causative "had something done") + Noun (EN: <i>rebond</i>)
	<i>Nagpaveneers</i>	Verb prefix (FIL: <i>nagpa-</i> = causative) + Noun (EN: <i>veneers</i>)
Clipping	<i>Fam</i>	Clipped noun (EN: <i>family</i> → <i>fam</i>)
	<i>Moots</i>	Clipped noun (EN: <i>mutuals</i> → <i>moots</i>)
	<i>Rizz</i>	Clipped noun (EN: <i>charisma</i> → <i>rizz</i>)
Acronymy	<i>fr</i>	Acronym (EN: <i>for real</i>)
	<i>oomf</i>	Acronym (EN: <i>one of my followers</i>)
	<i>ikdr</i>	Acronym (EN: <i>I know that's right</i>)

The morphosyntactic patterns observed in Table 1 align with established findings on digital language innovation, particularly in youth-dominated online spaces. The prominence of Taglish mixing and the affixation of English lexical bases with Filipino verbal morphology (e.g., *nagpa-* constructions) reflects the localized adaptation of global English within Philippine social media discourse. This supports earlier claims that neologism formation in digital environments is shaped not only by structural linguistic processes but also by sociolinguistic context and bilingual competence (Androutsopoulos, 2014; Aronoff, 1976).

The frequent use of clipping and acronym formation further reinforces prior observations that linguistic economy is a defining feature of online communication, especially on platforms characterized by rapid interaction and attention constraints (Čilić, 2021; Crystal, 2011; Tagliamonte, 2016). These processes allow users to compress meaning while maintaining intelligibility within shared digital communities. Orthographic stylization, meanwhile, demonstrates how written form is manipulated to encode stance and affect, echoing Herring's (2013) argument that digital discourse relies heavily on visual and pragmatic cues.

Overall, Table 1 illustrates that neologism formation in Philippine social media is not random but systematically grounded in productive morphosyntactic strategies. These strategies function as tools for efficiency, expressivity, and identity construction, particularly among younger users who, as noted by Eckert (1997) and Tagliamonte (2016), play a central role in driving linguistic change. The findings thus reinforce the view that social media serves as a key site for ongoing lexical and morphological innovation.

4.1.1. Frequency of Morphological Patterns Across Platforms

Table 2 presents the distribution of neologisms from Twitter/X, TikTok, and Facebook according to five primary morphosyntactic processes found by the study. The table highlights the frequency and relative prominence of each process, illustrating the morphological strategies employed by users to generate and adapt new lexical forms in digital communication.

Table 2

Frequency of Morphological Patterns of Neologisms Across Platforms

Morphological Process	Frequency	Percentage
Clipping	9	37.5%
Orthographic Stylization	5	20.83%
Acronymy	5	20.83%

Taglish Mixing	3	12.5%
Affixation of non-Filipino bases	2	8.33%
Total	24	100%

Table 2 shows the distribution of morphological processes in the collected neologisms, highlighting the prominence of clipping, followed by acronym formation, orthographic stylization, affixation of non-Filipino bases, and Taglish mixing. Clipping, observed in examples such as *Fam*, *Moots*, and *Simp*, illustrates the digital preference for brevity and efficient communication, aligning with prior findings that short-form structures dominate youth-centered online discourse (Čilić, 2021; Tagliamonte, 2016;).

Acronyms like *IKDR*, *TFW*, and *Oomf* reflect another strategy for compact and rapid expression, allowing users to convey community-specific meanings and signal in-group membership (Herring, 2013). Orthographic stylization, as in *Lavaaarr* and *periodt*, demonstrates playful manipulation of spelling to emphasize affective intensity or create visual distinctiveness, consistent with observations of online creativity in social media language (Espinada, 2024; Shahlee, 2021).

Affixation of non-Filipino bases, exemplified by *Nagparebond* and *Nagpaveneers*, shows how borrowed English lexemes are adapted into Filipino morphological structures, highlighting bilingual flexibility in online spaces. Similarly, Taglish mixing, seen in *Grind tayo* and *Sana all*, reflects a sociolinguistic strategy for expressing solidarity, shared cultural knowledge, or peer alignment within bilingual communities (Eckert, 1997).

Overall, the patterns reveal that digital neologisms are heavily shaped by morphological creativity, brevity, and platform-specific communicative needs. These findings support the literature emphasizing that Gen Z users exploit morphological processes to construct identity, signal group membership, and optimize expression within the affordances of social media platforms (Crystal, 2011; Monroid & Odtuhan, 2024; Tagliamonte, 2016).

4.1.2. X (formerly Twitter) Neologisms

Table 3 presents a selection of English neologisms extracted from the corpus, categorized according to their primary morphological processes. It highlights examples of clipping, orthographic stylization, and acronym formation, detailing the specific morphosyntactic structures and meanings of each neologism.

Table 3

Neologisms in X

Morphological Process	Neologisms	Structure	Meaning
Clipping	<i>Simp</i>	Clipped noun (EN: simpleton → simp)	A person who shows excessive admiration or attention, often unreciprocated
	<i>Fam</i>	Clipped noun (EN: family → fam)	Close friends or trusted social group
	<i>Moots</i>	Clipped noun (EN: mutuals → moots)	Mutual followers on social media
Orthographic Stylization	<i>Periodt</i>	Base noun (EN: period) + final consonant alteration (-t)	Emphatic marker indicating finality or certainty
Acronymy	<i>fr</i>	Acronym (EN: for real)	Abbreviation for "for real"; expressing sincerity
	<i>IKDR</i>	Acronym (EN: I know that's right)	"I know that's right"; expressing agreement
	<i>IYKYK</i>	Acronym (EN: if you know, you know)	"If you know, you know"; referencing shared insider knowledge

The neologisms presented in Table 3 demonstrate the productivity and creativity of morphological processes in digital discourse, particularly within Gen Z social media communities. Clipping, as observed in examples such as *simp*, *fam*, and *moots*, reflects a preference for brevity and linguistic economy, a pattern widely noted in studies of online language (Čilić, 2021; Tagliamonte, 2016). These clipped forms not only reduce syllabic load but also serve as identity markers, signaling group membership and shared social understanding (Eckert, 1997; Herring, 2013).

Orthographic stylization, exemplified by *periodt*, illustrates how users manipulate standard spelling to convey emphasis and affective nuance. Such modifications align with Crystal's (2011) observations on the multimodal and expressive nature of social media language, where visual elements of text reinforce pragmatic meanings and emotional intensity.

Acronym formation, including *fr*, *IKDR*, and *IYKYK*, underscores the role of compact, formulaic expressions in conveying agreement, insider knowledge, or social alignment. Consistent with the literature, acronyms in online discourse function as tools for rapid communication and in-group signaling, reflecting the speed and interactivity of platforms such as Twitter/X (Shahlee, 2021; Tagliamonte, 2016).

4.1.3. Tiktok Neologisms

Table 4 below presents TikTok neologisms categorized under the clipping morphological process. It is important to note that the majority of neologisms in the TikTok dataset rely on semantic shift, in which existing lexical items acquire new meanings or connotations (Crystal, 2011; Herring, 2013). Clipping, however, represents the subset of neologisms that undergo morphosyntactic modification, reflecting the platform's emphasis on brevity, phonetic play, and digital stylistic preferences.

Table 4

Tiktok Neologisms

Morphological Process	Neologisms	Structure	Meaning
Clipping	<i>Delulu</i>	Clipped + reduplication (EN: delusional → delulu)	Unrealistic or delusionally optimistic
	<i>Mid</i>	Clipped noun (EN: middle → mid)	Average or unimpressive
	<i>Opps</i>	Clipped noun (EN: opposition → opps)	Enemies or rivals
	<i>Rizz</i>	Clipped noun (EN: charisma → rizz)	Romantic or social charm

The TikTok neologisms categorized under clipping illustrate the platform's preference for shortened, easily recognizable lexical forms that retain semantic clarity while enhancing digital efficiency. Words such as *mid*, *opps*, and *rizz* demonstrate that users favor clipped forms to rapidly convey meaning in fast-paced online interactions, a tendency aligned with the brevity and immediacy of social media communication (Čilić, 2021; Tagliamonte, 2016).

The inclusion of *delulu*, a clipped form with reduplication, further shows how TikTok users creatively manipulate morphology to encode affective meaning, in this case exaggerating unrealistic optimism. While these clipped forms are morphosyntactically modified, it is evident that semantic shift remains the dominant process on TikTok, as many lexical items retain their phonological form but acquire novel or context-specific meanings tied to digital culture, community norms, and performative identity (Dologuin, 2022; Herring, 2013).

4.1.4. Facebook Neologisms

Table 5 presents Facebook neologisms categorized by selected morphological processes—clipping, orthographic stylization, affixation of non-Filipino bases, and Taglish mixing. These categories illustrate how users creatively manipulate word forms, blend languages, and stylize spellings to convey affect, identity, and social meaning in digitally mediated communication. While many neologisms rely on semantic innovation, this subset emphasizes form-based processes that shape online expression.

Table 5

Facebook Neologisms

Morphological Process	Neologisms	Structure	Meaning
Taglish Mixing	<i>Grind tayo</i>	Verb (EN: grind) + Pronoun (FIL: tayo = "we/us")	Collective work or study effort
	<i>Laban girl</i>	Verb/Noun (FIL: laban = "fight/struggle") + Noun (EN: girl)	Encouraging empowerment vocative
	<i>Sana all</i>	Particle (FIL: sana = "I wish/hopefully") + Quantifier (EN: all)	Wish for shared good fortune
Clipping	<i>U</i>	Orthographic reduction / clipping (EN: you → u)	Informal digital address
Affixation of Non-Filipino bases	<i>Nagparebond</i>	Verb prefix (FIL: nagpa- = causative "had something done") + Noun (EN: rebond)	Underwent hair rebonding
	<i>Nagpaveneers</i>	Verb prefix (FIL: nagpa- = causative) + Noun (EN: veneers)	Underwent a veneer procedure
Orthographic Stylization	<i>Lavaaarrn</i>	Base word (EN: lavarn / lavern – expressive interjection) + vowel elongation for emphasis	Exaggerated emotional reaction
	<i>periodt</i>	Base noun (EN: period) + final consonant alteration (-t)	Marks finality or certainty

Table 5 highlights the productive use of clipping, orthographic stylization, affixation, and Taglish mixing in Facebook posts. Clipping, as seen with *U*, exemplifies the efficiency-driven morphology favored in online discourse (Tagliamonte, 2016). Orthographic stylizations such as *periodt* and *Lavaaarrn* reflect users' desire to emphasize stance and affect, consistent with prior findings on expressive, attention-grabbing spellings in social media contexts (Espinada, 2024; Shahlee, 2021).

Affixation with non-Filipino bases (*Nagparebond*, *Nagpaveneers*) demonstrates how Filipino morphological markers integrate English-derived words, allowing users to describe aesthetic practices within local linguistic structures. Similarly, Taglish mixing (*Grind tayo*, *Laban girl*, *Sana all*) shows the seamless blending of Filipino and English to express collective experiences, empowerment, or desires, which aligns with observations that cross-linguistic hybridization functions as both identity construction and pragmatic signaling in digital communities (Androutsopoulos, 2014; Eckert, 1997).

4.2. Communicative Functions and Semantic Shift

4.2.1 Communicative Functions of X (Formerly Twitter) Neologisms

Table 6 presents the Jakobsonian communicative function analysis of Gen Z neologisms used on X (formerly Twitter). As a platform characterized by brevity, real-time commentary, and public-facing interaction, X provides a linguistically constrained yet socially dense environment where meaning must be conveyed efficiently. The neologisms analyzed in this table reflect how Gen Z users adapt language to meet the platform's textual economy while maintaining expressive depth and social alignment.

Table 6

Communicative Functions of X (Formerly Twitter) Neologisms

Communicative Function	Neologism	Meaning
Conative	<i>Cancelled</i>	publicly rejected or boycotted due to controversial behavior
	<i>Clapback</i>	a sharp or witty response to criticism
	<i>Finna</i>	about to do something; intending to act
	<i>Salty</i>	bitter or resentful over a situation
	<i>Cap / No cap</i>	a lie / truthful or serious statement
Emotive	<i>Lowkey</i>	subtly or quietly expressed
	<i>High Key</i>	openly or strongly expressed
	<i>Periodt</i>	emphatic marker indicating finality or certainty
	<i>Sending me</i>	causing strong amusement or emotional reaction
	<i>Bussin'</i>	extremely good, especially referring to food
	<i>Fine shyt</i>	an attractive person
	<i>Fam</i>	close friends or trusted social group
	<i>TFW</i>	"that feeling when"; introduces a relatable situation
	<i>IYKYK</i>	"If you know, you know"; referencing shared insider knowledge
	<i>IKDR</i>	"I know that's right"; expressing agreement
Phatic	<i>fr</i>	abbreviation for "for real"; expressing sincerity
	<i>Glow up</i>	a noticeable improvement in appearance or confidence
	<i>Stan</i>	an enthusiastic or devoted fan
	<i>W</i>	Short for "with"
	<i>Simp</i>	a person who shows excessive admiration or attention, often unreciprocated
	<i>Camp</i>	deliberately exaggerated or theatrical style, often ironic
	<i>Drip</i>	fashionable clothing or overall stylish appearance
	<i>Bop</i>	a song that is highly enjoyable or catchy
	<i>Slaps</i>	exceptionally good or impressive
	<i>Snatched</i>	polished, attractive, or perfectly styled
Referential	<i>Oomf</i>	"one of my followers."
	<i>Moots</i>	mutual followers on social media

The data in Table 6 reveal a strong dominance of referential and phatic functions among X-based neologisms. Terms such as *glow up*, *stan*, *drip*, *oomf*, and *moots* function referentially by labeling recognizable social practices, identities, and relationships within digital culture. This aligns with previous research suggesting that X favors evaluative labeling and social categorization due to its discourse-driven and commentary-oriented design (Androutsopoulos, 2014; Zappavigna, 2012).

Phatic expressions such as *fam*, *IYKYK*, *fr*, and *IKDR* serve to maintain social alignment and in-group cohesion, reinforcing Jakobson's notion of language used to establish and sustain contact. Emotive neologisms like *salty*, *periodt*, *bussin'*, and *sending me* foreground affective stance, allowing users to convey attitude and emotion concisely. Conative forms, though less frequent, appear in socially regulatory terms such as *cancelled* and *clapback*, which function to influence behavior and enforce community norms. Overall, the table illustrates how Gen Z users on X balance informational density with interpersonal alignment, using neologisms as multifunctional tools for social meaning-making.

4.2.2 Communicative Functions of TikTok Neologisms

Table 7 shows Gen Z neologisms used on TikTok through the lens of Jakobson's communicative functions. TikTok's highly multimodal environment—combining short-form video, audio, text overlays, and algorithmic circulation—creates a discourse space where language is closely tied to performance, affect, and audience engagement. The neologisms captured in this table reflect TikTok's emphasis on immediacy, humor, and embodied reaction.

Table 7

Communicative Functions of TikTok Neologisms

Communicative Function	Neologism	Meaning
Conative	<i>Red flag</i>	Warning sign of potential harm
	<i>Lock in</i>	Command to focus or commit effort.
	<i>Yap / Yappaholic</i>	Excessive or pointless talking
	<i>Cooked</i>	Defeated, exhausted, or beyond recovery
Emotive	<i>I'm dead</i>	Expression of extreme amusement
	<i>Delulu</i>	Unrealistic or delusionally optimistic
	<i>Gyatt</i>	Exclamation of shock or admiration
	<i>Zesty</i>	Lively or flamboyant demeanor
Phatic	<i>Chat</i>	Collective address to an online audience
	<i>Aura</i>	Perceived social charisma or status value
	<i>Brainrot</i>	Cognitive fatigue from excessive trivial content
	<i>Coded</i>	Implicitly associated with specific traits
Referential	<i>Lore</i>	Background narrative or personal history
	<i>Mid</i>	Average or unimpressive
	<i>Opps</i>	Enemies or rivals
	<i>Rizz</i>	Romantic or social charm

Table 7 shows a clear predominance of emotive and conative functions. Expressions such as *I'm dead*, *delulu*, *gyatt*, *ick*, and *cooked* are primarily emotive, serving to externalize internal reactions such as amusement, disbelief, disgust, or defeat. This aligns with research identifying TikTok as an affect-driven platform where emotional display enhances visibility and engagement (Abidin, 2021; Kaye et al., 2022).

Conative neologisms such as *red flag*, *lock in*, and *yap/yappaholic* function to regulate behavior, issue directives, or evaluate others' actions, reflecting TikTok's role in norm-setting and peer surveillance. Referential terms like *aura*, *lore*, *rizz*, and *mid* categorize identity, status, or narrative background, often transforming abstract traits into measurable or performative constructs. The dominance of emotive and conative functions underscores TikTok's orientation toward persuasion, reaction, and social alignment, demonstrating that neologisms here function as tools for both expression and behavioral influence.

4.2.3 Communicative Functions of Facebook Neologisms

Table 8 presents the Jakobsonian functional analysis of Gen Z neologisms used on Facebook. Unlike X and TikTok, Facebook supports longer textual interaction, mixed-age audiences, and varied discourse contexts, including personal posts, group discussions, and private messaging. This hybridity allows for a wider range of communicative intentions and linguistic experimentation. The neologisms in this table reflect Facebook's dual role as both a relational platform and a semi-public narrative space. The classification of neologisms by communicative function highlights how Gen Z users navigate affect, solidarity, and persuasion in environments where visibility and audience composition are less predictable.

Table 8

Communicative Functions of Facebook Neologisms

Communicative Function	Neologism	Meaning
Conative	<i>Grind tayo</i>	Collective work or study effort
	<i>Laban girl</i>	Encouraging empowerment vocative
	<i>Kaya please</i>	Appeal for capability or hope
	<i>Red flag</i>	Warning sign of potential harm
	<i>Lavaaarrn</i>	Exaggerated emotional reaction, encouraging empowerment vocative
	<i>Yap / Yappaholic</i>	Excessive or pointless talking
Emotive	<i>Ate</i>	Marker of excellence or praise.
	<i>Bombastic</i>	Ironic exaggeration of style or behavior
	<i>Serve</i>	Display confident aesthetics
	<i>It's giving</i>	Introduces subjective evaluation
	<i>mothered</i>	Asserted authority or excellence
	<i>Bedrot</i>	Intentional prolonged rest
	<i>Slay</i>	Perform exceptionally well
	<i>Soafer</i>	Ironic form of "super"
	<i>Periodt</i>	Marks finality or certainty
	<i>No cap</i>	Signals honesty or sincerity.
	<i>Shookt</i>	Heightened surprise or shock
	<i>sheesh</i>	Reaction of awe or disbelief
Phatic	<i>Sana all</i>	Wish for shared good fortune
	<i>Naurrrr</i>	Dramatic refusal or disbelief
Phatic	<i>U</i>	Informal digital address and shortened "u"

	<i>Sis</i>	Shortened “sister”
	<i>Person</i>	Playful substitute for “person.”
	<i>Hard launch</i>	Public relationship reveal
	<i>Girl math</i>	Ironic justification of decisions
	<i>Face card</i>	Assessment of physical attractiveness
Referential	<i>Glow up</i>	Positive personal transformation
	<i>Sigma</i>	Meme-based independent persona
	<i>Nagpaveneers</i>	Underwent veneer procedure
	<i>Nagparebond</i>	Underwent hair rebonding

The data show a strong presence of emotive and phatic functions, particularly in neologisms such as *sis*, *ate*, *slay*, *bedrot*, *shoott*, and *sheesh*. These forms facilitate emotional expression and interpersonal bonding, supporting Jakobson’s view that affect and contact are central to everyday communication. Phatic items like *u*, *person*, and vocative uses of kinship terms reinforce familiarity and casual interaction, even in semi-public spaces.

Conative neologisms such as *lavaaarrn*, *grind tayo*, *kaya please*, and *red flag* function as motivational calls, appeals, or moral evaluations, often directed at peers within shared communities. Referential terms like *hard launch*, *face card*, *girl math*, and *sigma* index shared cultural knowledge and social practices, allowing users to position themselves within contemporary digital discourse. Collectively, the table demonstrates that Facebook neologisms balance emotional expression with relational maintenance and subtle social regulation, reflecting the platform’s role as a bridge between intimate and public communication.

4.2.4 Semantic Shift on X (Formerly Twitter) Neologisms

Table 9 presents the semantic shifts observed in Gen Z neologisms used on X (formerly Twitter), analyzed through the lens of Construction Grammar. Rather than treating neologisms as isolated lexical items, this table conceptualizes them as form-meaning pairings whose meanings emerge from repeated use within specific morphosyntactic and pragmatic constructions. X, as a platform characterized by brevity, public discourse, and rapid interaction, provides fertile ground for the conventionalization of such constructions. The table documents how frequently used expressions on X undergo constructional reanalysis, whereby words or phrases acquire new semantic values when embedded in evaluative, stance-taking, or identity-indexing constructions. This approach aligns with Goldberg’s (1995, 2006) claim that grammar stores meaningful patterns shaped by usage frequency and discourse function, rather than abstract rules alone.

Table 9

Semantic Shift on X (Formerly Twitter) Neologisms

Neologism	Original Form/Meaning	Morphosyntactic Shift	Semantic Shift
<i>Glow up</i>	Verb phrase meaning “become brighter”	Verb phrase (evaluative noun/adjective construction)	Personal transformation framed as identity achievement
<i>Bop</i>	Noun meaning a physical hit or dance move	Noun → evaluative predicate construction (“This song is a bop”)	Reanalyzed as a positive quality label for music or content
<i>Bussin’</i>	Present participle of <i>bust</i> (to	Verb form (adjectival evaluation construction)	Signals high approval or exceptional quality (esp. food)

	break/explode)		
<i>Camp</i>	Noun referring to exaggerated theatrical style	Noun (stance adjective construction)	Reinterpreted as ironic aesthetic appreciation
<i>Cap / No Cap</i>	Noun meaning a hat	Noun phrase (discourse-level truth-value construction)	Encodes deception (<i>cap</i>) or authenticity (<i>no cap</i>)
<i>Drip</i>	Noun/verb meaning liquid falling slowly	Noun (evaluative identity construction)	Signifies fashionable style and social capital
<i>Snatched</i>	Past participle of <i>snatch</i> (grab quickly)	Verb participle (adjectival appearance construction)	Describes polished, attractive appearance
<i>Stan</i>	Noun (fan)	Noun (verb within fandom construction)	Fandom becomes performative identity, not mere admiration
<i>Salty</i>	Adjective (taste)	Adjective (stance adjective construction)	Emotion encoded as evaluative stance
<i>Cancelled</i>	Verb (terminated)	Past participle (social sanction construction)	Moral judgment enacted collectively
<i>Slaps</i>	Verb (hit)	Verb (evaluative predicate construction)	Quality expressed through embodied metaphor
<i>Simp</i>	Noun	Clause (phatic identity construction)	Social identity reduced to relational conduct
<i>Periodt</i>	Noun	Noun (behavior-label construction)	Assertion of epistemic authority

The data shows that many X neologisms undergo semantic shift through evaluative and stance constructions. Items such as *slaps*, *salty*, and *periodt* illustrate how verbs and adjectives are reanalyzed as markers of judgment or epistemic authority. For instance, *slaps* no longer denotes physical action but functions within a construction that encodes strong positive evaluation. Similarly, *periodt* operates as a discourse-finality construction, signaling assertive closure rather than referring to a lexical noun.

Other neologisms, such as *stan* and *cancelled*, demonstrate identity- and norm-regulating constructions. *Stan* shifts from a nominal label to a performative identity construction, while *cancelled* becomes part of a collective moral-sanctioning construction enacted through public discourse. These shifts support Traugott and Dasher's (2002) claim that pragmatic inference drives semantic change, particularly in highly visible communicative environments like X. Overall, the table highlights how semantic change on X is accelerated by repetition, public uptake, and evaluative discourse.

4.2.5 Semantic Shift on TikTok Neologisms

Table 10 examines semantic shifts in TikTok neologisms using a Construction Grammar framework, emphasizing how meaning emerges from multimodal, affect-driven constructions. TikTok's affordances—short-form video, algorithmic circulation, and audience address—encourage neologisms to function as part of expressive and directive constructions rather than as standalone lexical units. The table focuses on how Gen Z users repurpose existing lexical items by embedding them in reaction, evaluation, and performance constructions, leading to new conventionalized meanings. This perspective reflects usage-based models of language development, which posit that linguistic structure arises from repeated communicative practice (Tomasello, 2003).

Table 10

Semantic Shift on TikTok Neologisms

Neologism	Original Form/Meaning	Morphosyntactic Shift	Semantic Shift
<i>Aura</i>	Abstract noun (spiritual energy)	Noun (scalar evaluative construction)	Social value quantified and gamified
<i>Cooked</i>	Past participle (food)	Adjective (situational evaluation construction)	Failure conceptualized as irreversible state
<i>Brain rot</i>	Noun phrase (medical decay)	Noun phrase (meta-commentary construction)	Overstimulation reframed humorously
<i>Rizz</i>	Noun (charisma)	Clipped noun (status construction)	Romantic competence becomes measurable trait
<i>I'm dead</i>	Clause	Clause (affective reaction construction)	Hyperbolic emotion replaces literal meaning
<i>Chat</i>	Noun	Noun (vocative audience construction)	Collective audience treated as interlocutor
<i>Zesty</i>	Adjective meaning citrus-flavored	Adjective → ambiguous stance construction	Conveys flamboyance, suggestiveness, or heightened expressiveness

TikTok neologisms display strong affective amplification and metaphorical constructional shifts. Expressions such as *cooked*, *I'm dead*, and *brain rot* demonstrate how literal meanings are overridden by hyperbolic affective constructions. For example, *cooked* becomes a situational evaluation construction indicating irreversible failure, while *I'm dead* functions as an affective response construction signaling extreme amusement.

Other neologisms, such as *aura* and *rizz*, illustrate identity-quantification constructions, where abstract traits are resemanticized as measurable social values. This reflects TikTok's tendency to gamify identity and visibility, as noted by Abidin (2021). The emergence of vocative constructions like *chat* further demonstrates how audience address becomes grammatically encoded. Collectively, the table shows that semantic shift on TikTok is driven by performance, emotional display, and audience alignment rather than referential precision.

4.2.6 Semantic Shift on Facebook Neologisms

Table 11 presents the constructional semantic shifts found in Gen Z neologisms on Facebook, a platform characterized by more extended discourse, mixed audiences, and relational interactions. Unlike TikTok or X, Facebook allows neologisms to develop within narrative, affiliative, and lifestyle-oriented constructions, making it a hybrid space for both public and intimate communication. The table illustrates how semantic shifts on Facebook often occur through relational reanalysis, in which verbs, nouns, and phrases are repurposed to index identity, solidarity, and social positioning. This aligns with Construction Grammar's view that meaning is shaped by repeated contextualized use within specific discourse environments.

Table 11

Semantic Shift on Facebook Neologisms

Neologism	Original Form/Meaning	Morphosyntactic Shift	Semantic Shift
<i>Ate</i>	Verb (past of eat)	Verb (evaluative adjective construction)	Praise encoded through ironic reanalysis

<i>Serve</i>	Verb (provide service)	Verb (performance evaluation construction)	Success framed as aesthetic delivery
<i>Mothered</i>	Verb (gave birth)	Verb (authority-performance construction)	Power and excellence detached from biology
<i>Bedrot</i>	Verb/noun	Compound (lifestyle identity construction)	Rest and burnout normalized socially
<i>Girl math</i>	Noun phrase	Phrase (reasoning schema construction)	Logic reframed through ironic femininity
<i>Hard launch</i>	Verb phrase	Verb phrase (social ritual construction)	Relationship disclosure ritualized
<i>Face card</i>	Concrete Noun	Noun (abstract value construction)	Appearance treated as social capital
<i>Slay</i>	Verb (kill)	Verb (success predicate construction)	Violence metaphor becomes empowerment

Several neologisms, such *ate*, demonstrate affiliative constructions, where kinship or verbal forms are reanalyzed as markers of solidarity and praise. Similarly, *serve*, *slay*, and *mothered* undergo semantic shifts through performance-evaluation constructions, reframing actions as displays of confidence, authority, or aesthetic success. These shifts reflect broader Gen Z discourses of empowerment and self-presentation.

Lifestyle-oriented constructions such as *bedrot*, *girl math*, and *hard launch* show how Facebook supports semantic reframing of everyday experiences into socially recognized practices. *Bedrot*, for instance, resemanticizes rest and burnout as an identity stance, while *hard launch* ritualizes relationship disclosure. These patterns confirm that Facebook neologisms prioritize narrative coherence and relational meaning, supporting findings by Boyd (2014) and Tagg (2015) on identity work in networked social spaces.

4.3 Identity Construction and Social Positioning

The data revealed that neologisms were central to how Gen Z users constructed, performed, and negotiated identity online. Using the Social Identity Model of Deindividuation Effects (SIDE) as an interpretive lens, the study demonstrates that digital environments amplify group norms, making neologisms powerful tools for identity signaling.

Neologisms such as '*bebe*' (baby), '*beh*' (babe/baby), '*loves*' (used as an endearment for a loved one), '*slay*' (to do something exceptionally well), '*nauuur*' (no), and '*sana all*' (hopefully all can have that) function as markers of shared generational culture. On X, this is heavily supplemented by fandom-specific markers like '*stan*' (marks intense dedication), which identifies the user's position within a specific pop-culture hierarchy. These expressions create a linguistic boundary that distinguishes Gen Z communicative practices from those of older generations. SIDE posits that anonymity and reduced social cues online heighten group-based behavior; in this case, the use of neologisms reinforces the speaker's affiliation with Gen Z values, humor, and linguistic trends.

Neologisms also enable individual persona crafting. Expressions like '*kween*' (phonetic respelling of 'queen'), and '*slay this sem*' allow users to adopt humorous, dramatic, or empowered identities. On X, the use of '*drip*' (style or swagger) or '*snatched*' (looking very attractive) allows for the performance of an "aesthetic" or stylish persona, while '*simp*' (excessive submission/obsession) and '*lowkey*' (subtle or understated) allow for self-deprecating identity performance. On TikTok, identity is performed through coded labels (e.g., "*main character coded*") or '*lore*', (personal background/story) which frames an individual's past struggles as essential to character development. The terms '*drip*', '*snatched*', and '*gyatt*' allow for the performance of aesthetic personas, while '*mid*' (mediocre) and '*opps*' (from oppositions) serve to position the self in opposition to others. These linguistic choices highlight personal stance-taking while still resonating with collective cultural frames shared across Gen Z online spaces.

Humor and irony are central markers of identity in Gen Z discourse. Expressions such as 'piano tiles teeth', 'dasal is real', and '*our beauty is tired*' embody self-deprecating humor, dramatization, and playful exaggeration. On X, the 'clapback' (witty retort) is a prized identity resource that signals verbal wit and defensive agility. TikTok adds '*brainrot*' (low-quality hyper-stimulating content) and '*yapping*' (talking excessively) as self-aware critiques of the generation's own digital habits. SIDE theory explains that shared humor styles reinforce group cohesion by drawing on mutual cultural understanding and collective linguistic

norms. Identity construction varies across digital environments. Facebook posts tend to feature motivational and relational neologisms tied to school or community identity (e.g., slay this sem, second sem be good to us). X (Twitter), with its brevity-driven discourse, features high-speed "in-group" identifiers like 'oomf' and 'iykyk', which signal platform-specific literacy. Facebook Messenger conversations, meanwhile, include teasing and banter-oriented neologisms (e.g., *gaga beh*), which reflect the intimate nature of one-on-one or tight-knit group chats. TikTok's algorithmic nature fosters "main character" identities and community-specific slang like 'cooked' (indicates a hopeless or defeated situation) and 'rizz', which signal a user's immersion in specific video-based trends. These differences demonstrate contextual adaptation of linguistic identity across platforms.

5. Conclusion

This study concludes that Gen Z neologisms across TikTok, X, and Facebook constitute a systematic and socially meaningful form of linguistic innovation shaped by digital environments. Rather than functioning as random or ephemeral slang, these neologisms reflect patterned morphosyntactic processes and pragmatic strategies that enable efficient communication in fast-paced online contexts. The consistency of these processes across platforms suggests the emergence of a shared generational linguistic repertoire, while platform-specific affordances influence how these forms are stylistically realized and socially deployed.

Moreover, the study concludes that Gen Z neologisms serve crucial interpersonal and interactional purposes beyond lexical novelty. They function as resources for stance-taking, emotional expression, and social evaluation, often through flexible grammatical category shifts that prioritize pragmatic impact over structural stability. This adaptability demonstrates Gen Z users' sophisticated linguistic competence and highlights the role of digital discourse in accelerating language change.

Finally, the study affirms that neologisms play a central role in the construction of Gen Z social identity in online spaces. Through shared lexical choices, users signal group membership, cultural fluency, and normative alignment, particularly in environments where individual cues are reduced. In line with the Social Identity Model of Deindividuation Effects, these shared linguistic practices reinforce collective identity while allowing for platform-specific self-presentation. Overall, Gen Z neologisms emerge as key mechanisms through which language, technology, and identity intersect in contemporary digital communication.

For educators, particularly in English language teaching and literacy studies, the findings underscore the importance of recognizing Gen Z neologisms as legitimate linguistic resources rather than mere informal deviations. Understanding how students use neologisms to express stance, emotion, and identity can help teachers bridge academic language with learners' everyday digital practices. Incorporating controlled discussions of neologisms into classroom instruction may also enhance students' metalinguistic awareness, critical digital literacy, and engagement with language change.

Future studies may expand this research by examining longitudinal changes in Gen Z neologisms, cross-cultural comparisons, or multimodal features such as emojis, sound, and visuals. Further research could also explore how Gen Alpha adopts, adapts to, or resists Gen Z neologisms, or how these linguistic forms transition from digital spaces to offline discourse.

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