Neologisms in the 21st Century

Kerry Maxwell

1. Language change in the 21st century

- An especially interesting period in the history of language change – why?

- The Internet
  - Huge repository of language data
  - Global
  - Dynamic
  → an unprecedented explosion in the invention and spread of new words
2. Language change in society

As society changes, language changes….

<table>
<thead>
<tr>
<th>1. Technology</th>
<th>3. The Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>dial-up → broadband</td>
<td>green?</td>
</tr>
<tr>
<td>WiFi ... LiFi</td>
<td>footprint</td>
</tr>
<tr>
<td>podcast</td>
<td>+ carbon, reduce, calculator</td>
</tr>
<tr>
<td>QR code</td>
<td>cookprint</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Leisure/Entertainment</th>
<th>4. Electronic Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>zorbing, tombstoning</td>
<td>BTW, IOW, OH</td>
</tr>
<tr>
<td>planking</td>
<td>hat tip, HT</td>
</tr>
<tr>
<td>staycation, 4-D</td>
<td>facepalm, LOL</td>
</tr>
<tr>
<td>blog, tweet</td>
<td></td>
</tr>
</tbody>
</table>

3. Creating New words

- Brand-spanking new?
  - sandwich
  - google (verb)
  - stepford (adjective)
  - Zumba (noun)

- Word formation principles
  - use existing forms - creatively
  - recognizable spelling, pronunciation, meaning…
  - survival of the fittest
4. Re-use, recycle

- Conversion
  - text (verb), friend (verb), medal (verb)

- Which are the core senses?
  - browse, browser

- breadcrumb, baguette
- mosquito
- troll
- occupy

5. Two are better than one...

- Compounding
  - Closed
    - crowdfunding
  - Open
    - gas sipper
6. Mixing and Matching

- Blends (‘portmanteau’ words)
- Blend parts of words
  - framily
  - kangatarian
- Blend whole words and parts of words
  - staycation
  - chillax
7. Cutting and pasting

- Affixation
  - Use familiar prefixes and suffixes
    - re-, -ology
  - Put them in new places
    - rewind, recalculate
    - regift

flexitarian
babymoon
upcycling
locavore
glamping
manny
bustitution
cosmeceuticals
voluntourist
clickprint
smirting
sofalising
greenwash
pineberry
8. Go forth and multiply

- Derivations
  google
    googler, googleable, ungoogleable, googleability

- Agent nouns
  drug driving/drug driver
greentailing/greentailer
set jetting/set jetter
regifting/regifter
9. Keep it brief

- Abbreviations
  - VHS→DVD→HD
  - VOIP
  - SEO
  - H5N1

- Acronyms
  - BOGOF/bogof
  - RINO, DINO
  - WAG
  - FOMO

- wilfing
  - What was I looking for?

- skier
  - Spend the kids inheritance

- Clipping
  - weblog
  - blog
  - application
  - app

10. Something borrowed...

- borrowing, loan words.
  - tsunami
  - sudoku
  - wiki
  - vuvuzela

- borrow and blend...
  - smushi
    - sushi + smørrebrød
“I’ll leave it to the horserace pundits to decide who won tonight’s debate and to the voters to decide who will win the election. I know who lost: Jim Lehrer, PBS, old media and the myth of the “sensible center.” Tonight’s moderator, Jim Lehrer, got utterly, totally, savagely pwned.”

The Nation, 4th October 2012
A global influence

- **Transliteration**
  - IMXO (Russian, = IMHO)
  - eko-turizam (Serbian, = eco-tourism)
  - metrosessuale, googlare (Italian = metrosexual, google v.)
  - blogosfeer, speedatien (Dutch = blogosphere, speed dating)

- **Adoption**
  - lo zorbing, il Web
  - baby crash
  - fairshoppen (fair trade + shopping)

Macmillan Dictionaries ‘Buzzword’
http://www.macmillandictionary.com/