



Contribution ID: 8

Type: **Research Paper**

Social Media Neologisms; Made in Kenya for Kenyans: A case Study of Facebook

This study investigated the use of Kenyan generated neologisms in the social media. This study was informed by the fact that human language is a dynamic and an ever-changing phenomenon only stable in performing its communicative function. The researcher conducted a survey of Facebook, one of the most common social networking sites in Kenya, where people from all walks of life engage one another on a litany of issues touching on their lives be they personal, social, economic or even political. Facebook was chosen specifically as it has a wider outreach than all the other social networking channels. The researcher purposely sampled 50 neologisms of Kenyan origin in Facebook and thereafter using a descriptive qualitative data analysis approach made a description of the word formation processes involved in their generation. This study was able to identify and document a large number of neologisms on Facebook of Kenyan origin and laced with a local flavor. The study also made an analysis of the word formation processes involved in their creation. This study will go a long way in illustrating the universal feature of language as a dynamic and a productive artefact at human disposal.

Primary author: Mr KANDIE, Vitalis (Kabarak University)

Session Classification: Media, Communication and Education

Track Classification: Media, Communication and Education