The Cultural Impact Of Generation Z On Neologism And Its Translation: Internet Slangs As A Model

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ARTICLE INFO	ABSTRACT
	There is a new linguistic revolution made by Generation Z, which is often called "the digital natives. A trend after a trend on social media, this generation of speakers have developed a new distinctive speaking and writing style to describe a certain situation or action concerning their activities on social media platforms such as Facebook , Instagram and Youtube. This study focuses of the formation of new slangs used by generation Z on social media and how trends on these platforms can have an impact on language. The research starts with an introduction of neologism and language development. Then explains internet culture and internet slang, generations and their effect on language, define neologism and its types, and identify neologism translation procedures. Finally the data is analyzed depending on Miles, Huberman and Saldana (2014)'s model and Newmark's (1988) model of neologism translation procedures. The aim of this study is to 1. Study the new meaning of selected new internet slangs 2. Study the types of procedures used for neologism. **Keywords**: Generation Z, Social Media Platforms, Internet Slangs, Neologism and neologism translation.

1.Introduction

Technology has a huge influence of language. New words are created and produced because of social media and the new generation. Newmark (1988) states that neologism are created because of a specific need or reason and mostly they are existing words or terms with new meanings. Parker (2020) states that generation Z is a digital native, which means they were born in the digital era. This generation make their own language beyond standers. They don't follow specific pronunciation, grammar of punctuation (Ardi, 2019).
Related to the aforementioned explanation, it can be concluded that generation Z creates or modifies their own slang as they want and they use it as an identity. Further, generation Z slang commonly is hard to be understood chiefly by elders either the form or the meaning. Moreover, the slang is temporary and flexible either the form or the meaning hence, it can change anytime following the users' wish. Therefore, their slang is needed to be documented and through this research, the researcher wanted to study their slang by focusing on finding and determining the forms and types of word formation process of their slang.

1.2 Statement of the Problem
The problem focuses on:
1. How to improve the understanding of the new words (neologism) created by the new generation which make them new and can be not understandable to the other generations.
2. Since new words are created by the new generation, then they need to be translated to the speakers of other languages. How these words should be translated and depending on which translation procedures?

2. Internet Culture and Internet slang
Schultz and Lavenda (1995) defines culture as s "Sets of learned behaviour and ideas that human beings acquire as members of society. Human beings use culture to adapt to and to transform the world in which we live". Culture is shared and learned and it affects the attitude, the perspectives, the language and the behavior. The culture of the young generation may differ from the older generation and the internet has its role in the change. Kozinets (1998) mentions that the term 'cyberculture' was given to the internet culture. Hauben and Hauben (1997) says that the internet has become a new community which its users are called

'netizens'. They have a defined etiquette called 'netiquette' and they use a symbolic language to express their emotions called ''Emoticons' (for example [:)]) (Shea, 1994; Spinks, Wells and Meche, 1999). A wide range of cultural values have been credited to the internet culture and internet communities such as equality, democracy, freedom, and openness.

Internet culture reflects a new era of new language and slangs. Hutabarat et al. (2020) says that slangs are non- standard language used in non-formal situations. Muliawati and Murfi (2017) mention that slangs do not follow specific rule of grammar, pronunciation or spelling. Allan and Burridge (2006) says that slangs can be divided into five types which are: creative, Imitative , Fresh, Clipping , Acronym and Flippant . They (2006) mention that slangs have specific functions:

1. expressing an impression
2. Addressing
3. starting a relaxed conversation
4. expressing intimacy
5. abusing people
6. Humiliating
7. creating an intimate atmosphere

3. Generations and their Impact on Language

Hung , Gu and Yim (2008) define generation as s "the generational cohorts or groups, who belong to the same age group, experience or will experience accordingly the similar life experience in the years they may shape their lives". Rogers (2021) classify generation into four categories as follows:

1. Baby boomers: These individuals were born between 1946 and 1964. This term refers to the individuals who were born after World War II and during the period of economic success (jakštaitė & Valickas, 2017). This generation is described as a hardworking, competitive, and appreciates visibility (Rogers, 2021). Unlike the other generations, this generation was not born into technology. So, they have had to adopt to technology when they were adults between 31 and 49 years old (Ciocca and Huyler, 2016).
2.   Generation X: These individuals were born between 1965 and 1980. There are different opinions regarding the reason behind the meaning of name of this generation but the most popular opinion is that "X" refers to ambiguous factor or the demand to avoid definition (Robbins, 2007). This generation is characterized by well educated, they fell ease using technology and independent (Rogers, 2021).
3. Millennials: These individuals were born between 1981 and 2000. This generation is also referred to as Generation Y. The eldest member of this generation reached the maturity age at the beginning of the new Millennium, so they giving the name "Millennials" 2000 (Maxwella, G. A. & Broadbridgeb, A., 2014). This generation is characterized by collaborative, receptive to criticism, influence oriented generation, natural understanding of technology because they have grown up with the internet (Stein, 2013).
4. Generation Z: these individuals were born between 2000 and 2020. This generation is also referred to as "Zoomers". This generation is characterized by adoptability, risk averse; technology is an integral part of their professions because they were raised in a digital age. In addition to trying to adopt non-traditional professions, they have the ability to work remotely (Seemiller and Grace, 2016).

The language gap between the generations happens because of the language evolution. Social causes are the main reason for linguistics change (Welocalize, 2017). New words and terms are borrowed and coined, pronunciations are changed, in addition to the meaning of words is changed and shifted as well as morphology. The generation gap affects the way of communication. Patters of communication differ from one generation to another. New patters of communications are used such as text messages, E-mails tweets, GIF and Emojis which have replaced face to face communication nowadays (Pelta, 2007).

Technology has an important role in the revolution of new language patterns and the introduction of new slangs and words. Generation Z plays the main role of this linguistic revolution, since they use technology as the main mean of communication most of their day. This generation's linguistic repertoire is unique which is made by their interaction through the internet. Generation Z has rapidly crafted new linguistic era and they have developed written and speaking style which is adopted even by the non-native speakers (Shalevska, 2023).

4. Neologism

Neologism is derived from Greek (neo) which means new and (logos) which means word. According to Pimat (2016), neologism is "a new word that has recently been included in the vocabulary of a language". The use of neologism, which is known as slangs, is increased. The influence of neologism revolution is related to generation Z mainly because of trends on social media.

Bojo and LANČARIČ (2020) Sates that neologism is any innovation of words or expressions. They (2020) add that neologism is creating new words which are more suitable to a context which there is no suitable one to fit in.

According to Li (2024) neologism is the appearance of new linguistic phenomena in specific time to develop specific linguistic application.

According to a combination of Mattiello (2008) and Yule's (2010) theories, there are fifteen types of word formation process. The following is some of these processes:

Etymology: is the study of the history and the origin of the word. This definition means that etymology analyses the word historically and originally.

Coinage and Fanciful: is the process of inventing a new word totally. Coinage is used for naming a new product or brands but fanciful is the same process but general words not for trade-mark purpose.

Borrowing: is the process of producing a new word by borrowing (adopting) it from another language.

Compounding: it means a combination of two words that make a new word. It is divided into compound nouns, compound adjectives and compound verbs.

Clipping: it is the process of cutting or shortening a words by cutting or deleting one or more syllabus to make a new word.

Back-formation: is the process of deleting part of a word to make a new word.

Conversion: it is the process of making a new word from another word without changing the form of the original word.

prefixation: it is the process of adding prefixes to the root or the base of the word.

Infixation: is the process of adding infix to the middle of the word.

Suffixation: is the process of adding suffixes to the base or the root of the word.

Reduplicatives: is the process of playing with sounds. It means that it is the process of make new words by the repetition of the sounds. It is devided into four types: ablaut reduplicatives, rhyming reduplicatives, rhyming compounds and copy reduplicatives.

Reversed forms: it is the process of creating new words by reversing an already existing word.

5.Neologism Translation Procedures

Newmark (1988) divides translation procedures concerning neologism into fifteen procedures as follows:

1. Cultural equivalent: is the process of finding the most suitable translation from ST into TT depending on the culture of the language.
2. Transference: it is also called transliteration and borrowing.it is the process of transferring the ST into TT without changing the form of the word.
3. Functional equivalent: this process focuses of the function of the word. It is close to the cultural equivalent procedure which is related to finding the cultural term in the TL.
4. Naturalization: this process adopts the ST and transfer it into ST by adopting its morphological forms pronunciation to sound natural in the TT.
5. Descriptive translation: this procedure defines the word in the TL in details.
6. Synonyms: translating the words form ST into the TT by finding the most suitable and similar word in the TL.
7. Componential analysis: is the process of adding one more or two words to the TT to reach the closest meaning in the TT.
8. Shifts and transpositions: it is the process of changing the grammatical form of the word in the TT.
9. Through translation : it is also called literal translation. It means translating the word from ST into TT literally.
10. Paraphrasing: it is the process of translating by paraphrasing the word.
11. Modulation: in this process the ST and the TT have different perspectives. It is conducted by changing active into passive sentences.
12. Compensation: this process occurs when the loss in the meaning occurs, sound effect, pragmatic effect or metaphor in the translation.
13. Couplets: this procedure means using more than one process at the same time to reach the suitable translation.
14. Recognized translation: it occurs by translating words in the SL into recognized words in the TL.
15. Notes: this process means giving a description of the words by adding it to the footnote or additional description at the end of a paper.

6.Methodology

the methodology is concerned with the study of 10 new terms (neologism) created by gen Z (generation Z) and these terms are collected from the social media and the researcher used specific models to analyze the formation of these terms and specific procedures to translate them.

6.1. Data Collection

The data of the research are 10 new words and phrases collected from social media apps such as Facebook, Instagram and YouTube.

6.2. Models Analysis

The chosen data is analyzed depending on Miles, Huberman and Saldana (2014)'s model which includes three steps as follows:

1. Data concentration
2. Data display
3. Verification or conclusion drawing.

And the researcher identified and classified the types of neologism depending of their characteristics. Then the researcher suggestes a translation for these new words depending on Newmark's model (1988) which divides neologism translation procedures into fifteen procedures.

6.3 Data Analysis

Table (1) shows the data analysis divided into the new words used by generation Z, meaning, types of neologism, the suggested translation and the translation procedure.

Table (1) Data Analysis

No. Data	Generation Z neologism	Meaning	Type of neologism	The suggested translation	Translation procedure
1.	Ghosting	Means you start ignoring them or stop texting them back.	Conversion (existing term but with new sense)	شبحية او الاختفاء المتعمد في العلاقات	literal translation or translation note
2.	Cap	Cap is a word that means a lie. If someone says "no cap," it means something like "I'm being totally honest."	Conversion (existing term but with new sense)	كذبة	Cultural equivalent
3.	Boujee	This term can be used if someone is describing something or someone that is extravagant or fancy.	Conversion (existing term but with new sense)	مسرف	Cultural equivalent
4.	Sheesh	Sheesh is used to hype someone up if they're looking good or doing something good.	Conversion (existing term but with new sense)	يا الهي او يا للروعة	Cultural equivalent
5.	Drag	If someone drags another one, he/she is criticizing or making fun of them. This can be equated to roasting someone.	Conversion (existing term but with new sense)	يسخر	Cultural equivalent
6.	bet	A term of affirmation, agreement, or approval along the lines of "Cool!" or "I'm down!"	Conversion (existing term but with new sense)	موافق او حسناً	Cultural equivalent
7.	Bussin	If something is really, really good or excellent.	Conversion (existing term but with new sense)	رائع	Cultural equivalent
8.	Vibing	Generation Z is big on vibes. Vibing describes a generic positive feeling that someone has about something.	Conversion (existing term but with new sense)	يستهوي	Cultural equivalent
9.	Finesse	Means to trick or manipulate someone or a situation in order to get what you want.	Conversion (existing term but with new sense)	دهاء	Cultural equivalent
10.	Valid	a word that people use to express that something is understandable.	Conversion (existing term but with new sense)	مفهوم	Cultural equivalent

7.Discussion and results

According to the data analysis, most of the new words used by generation Z are already existing words but with new meaning without any change in the form. The translation of all of the new words were suggested because the lack of existing translations. They were translated by using the translation process (Cultural equivalent) because all the words can't be translated literally because each word has its original meaning which its meaning is far away from the meaning meant by generation Z. It was more suitable to translate the words culturally.

Table (2) Types of procedures

Types of procedures	Percentage
literal translation and translation note	10%
Cultural equivalent	90%

Table (3) Type of neologism

Type of neologism	Percentage
Conversion (existing term but with new sense)	100%

8.Conclusion

Generations have an impact on language; each generation depending on their different habits, cultures; interests and development have their own unique influence on neologism. The four generations (Baby boomers, generation X, millennials and generation Z) have their own terms and words, but technology has an impact on each generation. Therefore, Generation Z is the generation that was raised in a digital age, so these people have the most impact on the internet. Many words were created and produced by generation Z in English and began to be used even by the individuals of other languages. Most of these words follow the types of neologism (conversion) which means they are existing term but with new sense). In addition to the difficulty of finding a suitable equivalent because these new words are usually used in in their original form and language (English). The researcher found that the most suitable translation process is (cultural

equivalent) because the impact of culture on each word. In addition to trying to avoid the original or the know translation of the word, since they are not new words but they have new meanings.

9.Recommendations

1-The best translation strategy used to translate neologism is Cultural equivalent.
2-The translator must be familiar with the new terms by the new generations to be able to translate them.
3-The translator must be familiar with the old and the new meanings of the terms and understand the context to be able to translate the term correctly.

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