

A Morphological Analysis of Sri Lankan English Neologisms in Youtube Content

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Abstract

Language evolves through neologisms in response to individuals' societal circumstances. This study intends to conduct a morphological analysis of the Sri Lankan English neologisms identifiable in selected Sri Lankan YouTube videos in English. In this mixed method study, the purpose was to identify the Sri Lankan English neologisms that are apparent in Sri Lankan YouTube videos in English and to identify what are the Sri Lankan English morphological processes that are frequently used in the formation of identified neologisms and how they help to enhance the Sri Lankanness of the content. Data was collected from a purposive sample of 100 Sri Lankan YouTube English videos selected from 4 Sri Lankan YouTube channels. A content analysis was conducted through which data was analyzed according to the morphological framework built based on the research findings of the scholars; Gunasekera (2005), Senaratne (2009), and Fernando (2012). The analysis yielded 88 Sri Lankan English neologisms, which were used to convey context-specific meanings. Borrowings, compounding, loan blending, and semantic change are the most frequently used Sri Lankan English morphological processes incorporated in creating new words while affixation, clipping, backformation, acronyms, and loan translations have less productivity in creating neologisms.

Keywords: *Sri Lankan English, Neologisms, Sri Lankan English neologisms, Sri Lankan English morphological processes, content analysis*

1. Introduction

Language is a dynamic system that constantly evolves by subjecting to different Social, political, and cultural phenomena. Bharati (2020) states that Language is a social phenomenon that is subjected to many changes as a consequence of social upheavals. Thus, this statement suggests that to fulfill the communicative needs of the speakers, the language can be varied and adapted into different forms. Indeed, with the changes that happen in human lifestyle, culture, and technology, there is a necessity to introduce glossaries with new terms to express ourselves. Henceforth, to fill this linguistic void people create new words as per their desire to express themselves and their thoughts effectively. According to Payack (2008), as per a study conducted by Global Language Monitor, every 98 minutes a new word is added to the English language. These newly formed words can be identified as Neologisms. Crystal (2007) explains neologisms as the formation of new words to accommodate the changes happening in the surroundings and further, she asserts that these new words are accepted by the particular speech community with time.

With the advancement of technology, the time spent on the Internet has increased with the usage of social media, it has become one of the key drivers of language change and evolution. Social media is one of the online media through which people can be involved with each other, find information, communicate, and make friends across the world. Social media platforms such as Facebook, Twitter, Instagram, and TikTok have revolutionized communication, creating new opportunities and challenges for language use and development. Asserting the above factor, Crystal (2007) claims in the 21st century use of social media applications has greatly shaped the way people communicate. Thus, it is evident that social media platforms majorly contribute to creating new words to facilitate the language requirements of the people.

The present study is situated within the World Englishes framework (Kachru, 1986; Schneider, 2007), which explains how localized varieties of English emerge through sustained contact between English and indigenous languages. Within this framework, Sri Lankan English is understood as a nativized variety in which linguistic innovation, particularly morphological innovation, functions as a mechanism of localization. When considering Sri Lankan English, it's vocabulary has been enhanced with the continuous addition of new words formed through the emergence of new trends and social phenomena. It is visible that different morphological processes are used in the construction of these new words with or without the acknowledgment of the speakers. As per the study conducted by Fernando (2012), borrowing is the most productive morphological process that adds new words to the Sri Lankan English vocabulary in comparison to the other processes such as compounding, loan translations, affixation, coinage, acronyms, and abbreviations.

Scholars like Onyedum (2012), Mworia (2015), Nisar (2014), Shahlee and Mustaffa (2019), Nkhata and Jimaima (2020), and Shahlee and Ahmad (2022) have conducted studies on English neologisms

based on social media and have revealed a lot of important findings on neologisms and morphological processes used in creating neologisms which will be discussed in the literature review. When considering the Sri Lankan context scholars like Gunawardana (2018), Wijewantha (2021), and Ranthilini (2022) have researched neologisms added to Sri Lankan English while discussing the morphological processes that created them. Besides, Harankaha (2022) has directed her study to investigate Sri Lankan English neologisms found on social media. Thus, it is conspicuous that an adequate number of studies have been conducted on neologisms related to social media both locally and internationally. Yet, by studying the literature it was visible that even though there are studies conducted on social media, studies conducted specifically on YouTube are quite rare. In the present context, YouTube is quite famous among people as a platform to share creative content and influence videos. Thus, it is a platform where it shares creative content with creative language and the probability of introducing new words is quite high. Per that, an effort to identify and acknowledge some of the neologisms academically is necessary to look at the significant contribution of the process of word formation in the English language which is an ongoing process. Hence, it can be identified that there is a necessity to research identifiable on YouTube. As a consequence, the present study is conducted to identify the Sri Lankan English neologisms in selected Sri Lankan YouTube channels and to discuss the morphological processes used in constructing them.

1.1. Research Objectives

1. To identify Sri Lankan English neologisms from selected Sri Lankan English YouTube videos in English.
2. To discover how content creators have used neologisms to enhance Sri Lankness in their content videos.

1.2. Research Questions

1. What are the Sri Lankan English neologisms identifiable in the selected Sri Lankan English YouTube channels?
2. How have content creators used neologisms to enhance Sri Lankness in their content videos?

2. Literature Review

2.1. Sri Lankan English

Windford (2003) accounts, New Englishes have emerged as a result of contact situations and as a result of the contact situation that has happened between the vernacular languages; Sinhala and Tamil and

English, 'Sri Lankan English' emerged with distinctive features that varies it from the other varieties of English. In supporting to the above claim Künstler et al (2009) elaborate that due to the presence of English language in Sri Lanka for more than 200 years, it is evitable that the English language has been changed, and it has undergone a structural nativization. Schneider (2003) explains structural nativization as a "process that has immediate linguistic consequences, for the drastically increased ranges of communication between the parties involved now makes language use a major practical issue and an expression of a new identity" (p.246). With the emergence of the new variety 'Sri Lankan English', different scholars have defined the term according to their viewpoints and Kandiah (1981) explains that "Lankan English is an independent, distinctive and fully formed linguistic system adequate for the communicative and expressive needs of its users" (p.102). Moreover, Parakrama (1995) further elaborates the above fact stating that Lankan English or Sri Lankan English is a distinctive variety with its own phonological, morphological and syntactic features.

The context of Sri Lankan English in World Englishes can be demonstrated through the model of 'Three concentric circles of Englishes' by Kachru (1991). He explains that World Englishes spread in three circles as inner circle, outer circle and expanded circle in which Sri Lankan English lies in the outer circle which represents the institutionalized non-native varieties of English (ESL). Moreover, Kachru (1985) explains that outer circle is with two major features as English is one of the two or more languages in the linguistic repertoire of bilinguals or multi-linguals and the second is, English language has acquired an important status in the language policies of the multilingual countries. Kachru (1985) further goes on explaining the fact that, norm developing countries (outer circle countries) are both endonormative (local educated variety as the model for teaching and learning) and exonormative (native variety for emulation and teaching).

2.2. Emergence and Spread of Neologisms in Social Media

Onyedum (2012) in his study "Social media neologisms: A morpho-semantic analysis" focuses on the analysis of word formation, word classes, and meanings of neologisms identifiable on Facebook, Twitter, LinkedIn, and YouTube. As the results of his study, 70 neologisms were identified and five morphological processes; blending, compounding, affixation, semantic extension, and coinage were recognized as the most productive strategies in the construction of neologisms. In partial to the previous study, Nisar (2014) in her study "Social media neologisms in modern lexical system of English language" asserts that most of the neologisms that are identifiable in social media belong to the process of semantic extension, compounding, blending, and coinage. Moreover, this study reveals that neologisms can be classified into the word classes of nouns and verbs.

In contrast to the previous studies, Mworira (2015) claims that the most productive word formation method to use is the Initialism among the other strategies; compounding, blending, and clipping which

she has found in her study “The use of English neologisms in social media: A case study of Twitter language”. In this study, the researcher focuses on what factors influence the production and usage of neologisms in social media and to what extent social media neologisms are effective in Kenyan’s context of communication.

Shahlee and Mustaffa (2019) conducted the study “Neologisms in Social Networking among youths” to examine the neologisms used by youngsters on social media platforms in terms of word formation methods and word class. Consequently, the study identifies 90 neologisms which mostly come under the word class of verbs. In addition to that, the study reveals that the highest number of words were created as acronyms. Further, Nkhata and Jimaima (2020) also identify in their study “Neologisms: A Morphological Analysis of Social Media Discourses on the Zambian Online Media” that acronyms are the most productive morphological process in creating neologisms.

2.3. Impact of Neologism in Sri Lankan English

Linguistic, cultural, and technological factors influence the rise and transmission of new terms on social media, playing dynamic roles. In the context of Sri Lankan English, these elements significantly contribute to developing language behavior on web-based communication platforms (Ananda et al., 2023).

“Productive strategies of generating neologisms in Sri Lankan print media” a study conducted by Gunawardana (2018) investigates the productive strategies used in constructing neologisms in Sri Lankan print media. In her study, she identified 43 neologisms through which she revealed that borrowing is the most productive strategy that has been used while loan blending, loan translation, hybrid compounding, and derivation strategies were also identifiable. Moreover, the study reveals that clipping and acronyms are fairly productive and blending and coinage are the least productive strategies for creating neologisms.

Ranthilini (2022) in her study on “Neologisms entering Sri Lankan English in the backdrop of Argalaya: an analysis of print media” researches the expansion of Sri Lankan English vocabulary with new words added as a result of the political turmoil within the country. As a result of this social phenomenon, a set of words has emerged as new vocabulary that has become a part of daily communication. The purpose of this study is to investigate neologisms that have entered the Sri Lankan English vocabulary of print media and to identify the strategies used to create them. Thus, from her study 10 neologisms have been identified, and loan words, loan translations, compounds, and acronyms have been identified as the morphological processes involved in creating those new words.

Harankaha (2022) in her study “A morphological analysis of English language neologisms used in Facebook, Viber and Whatsapp” proclaims that the most widely used methods of word formation are

clipping, acronyms, and abbreviations. In this study, the researcher attempts to focus on social media platforms to investigate how neologisms created in social networking are different from standard English. Moreover, the researcher asserts that the use of neologisms varies according to the user.

However, despite all the studies cited above, no empirical research has been conducted in a systematic or principled way to investigate the extent of Sri Lankan English neologisms identifiable in the social media platform, YouTube. Besides, no study presents evidence of the Sri Lankan English morphological processes involved in creating neologisms in social media, especially on YouTube. It is necessary to mention that excessive amounts of studies have been conducted to examine and analyze the neologisms identifiable in print media and other social media platforms such as Facebook, Twitter, Instagram, and LinkedIn. In contrast, it is evident that little less concern and focus is given to the platform YouTube. Social media platforms like YouTube serve as catalysts for linguistic innovation, providing a platform for individuals to create and disseminate new linguistic forms. Neologisms on YouTube often arise in response to cultural trends, events, or online interactions, showcasing the adaptability and creativity of language users. Thus, it is worth studying language on YouTube to study neologisms, especially in Sri Lankan English since such studies are rare to find. There is a noticeable gap in this particular area that needs to be enhanced by more knowledgeable contributions. Moreover, the study intends to discuss how the content creators have used Sri Lankan English Neologisms to enhance the Sri Lankaness in their content videos which have not been explained in previous studies. Accordingly, the present study aims to identify the Sri Lankan English neologisms identifiable in Sri Lankan YouTube channels while discovering how these Sri Lankan English neologisms involved in making the language more localized with the intention of filling the above gap in the linguistic field.

3. Methodology

Thus, the present study “A morphological analysis of the Sri Lankan English neologisms in YouTube content” employed a mixed method content analysis that encompasses both qualitative and quantitative analysis. The study used qualitative data to focus on examining the neologisms, Sri Lankan English morphological processes, the contexts in which they are used, and the purpose of using them. The quantitative data were analyzed to provide numerical values to provide more validity to the qualitative data collection and analysis. A content analysis is used to determine the presence of certain words or concepts within texts or sets of texts. For the purpose of this study, a Sri Lankan English neologism was operationally defined as a lexical item that (a) is not listed in standard English dictionaries, (b) shows morphological or semantic integration into English, and (c) is used recurrently within Sri Lankan English discourse.

The data for the present study was collected by analyzing 100 Sri Lankan YouTube videos that were taken from 4 Sri Lankan YouTube channels that create content in English. The rationale for selecting YouTube videos is that they can be identified as a platform that recreates real-life situations and provides people with the opportunity to acquire knowledge on a new variety of languages through authentic language usage. YouTube (2018) claims that YouTube is the most popular online video site with users watching 4 billion hours' worth of video each month and uploading 72 hours' worth of video every minute. Hence, it is evident that studying language usage in YouTube videos encompasses an opportunity to analyze language change and how it affects language evolution. Besides, language in YouTube videos is in spoken language or, in other words, speech. YouTube videos deal with authentic situations where they employ authentic or spoken words that are conveyed directly without being mediated or filtered as in any other form of literature and it can be identified as an ideal genre to study neologisms. Accordingly, YouTube videos were selected as the data-collecting instruments for the present study.

The purposive sampling method, also known as judgment sampling, was employed to choose the sample; a participant is purposefully chosen based on the attributes that the subject possesses (Bernard, 2002). Consequently, the purposive sampling method was used in this study to select 100 Sri Lankan YouTube videos from 04 selected Sri Lankan YouTube channels that create content in English. The YouTube Channels are "Block and Dino" which has 877K subscriptions with 98,227,286 views, "Stage light & magic Inc." which has 36.5K subscribers with 4,997,254 viewers, "Eric and Mani" with 163K subscribers with 33,643,133 viewers, and "Aiyo Aiyo" with 175K subscribers with 31,491,444 viewers.

Weber (1990) contends that content analysis is "a research technique that uses a set of procedures to make valid inferences from the content" (p.9). Thus, the procedure of the present study started with identifying the research questions and choosing the samples. Once the sample was chosen, the data were coded into manageable categories on a variety of levels; words, phrases, or sentences related to the classification framework built based on the studies conducted by Gunasekera (2005), Senaratna (2009), and Fernando (2012). The process of coding was basically on selective reduction. Then, the coded text was examined using thematic analysis and descriptive analysis. The present study incorporated the procedure that Neuman (2011) has declared to conduct the content analysis as depicted in the following diagram. The data were approached by first browsing through YouTube videos and then identifying and selecting the neologisms and morphological processes based on the theoretical framework.



Figure 3.1 Content Analysis Process

As per the incorporated content analysis procedure, first all lexical items that deviated from Standard British or American English were extracted from the selected YouTube videos. Second, these lexical items were cross-checked against existing Sri Lankan English literature to distinguish neologisms from established Sri Lankan English vocabulary and from instances of code-switching. Third, the identified neologisms were categorized according to their dominant morphological process based on the classification proposed by Gunasekera (2005), Senaratne (2009), and Fernando (2012).

3.1. Classification Framework

Based on the research findings of Gunasekera (2005), Senaratne (2009), and Fernando (2012), the fundamental classification framework for the present study was developed. The aforementioned experts' research studies were chosen because they provided a thorough investigation on Sri Lankan English morphological processes and found several unique characteristics of Sri Lankan English morphology that were later acknowledged by some other scholars, such as Rajapakse (2008). Accordingly, the collected data from the selected YouTube videos were mainly identified and classified in terms of 13 morphological processes: Borrowings, affixation, compounds, abbreviations, acronyms, tags, duplications, back formation, expressions, and clippings, loan blends, loan translation, and semantic change.

4. Data analysis and Discussion

4.1. Analysis and Discussion of Question 01

Contemporary society can be defined by profound changes in many realms of social life, driven by the rapid development of information and communication technology. The significant impact that social media and the media have on public awareness has further amplified this trend. As a result of these massive changes, language has been altered dynamically demonstrating language's ability to react quickly to outside stimuli, adjust to unfamiliar situations, and develop into a strong and stable system. As a consequence, neologisms have emerged to address different social requirements of the people and Sayadi (2011) claims that neologisms are new words, word combinations, or fixed phrases that emerge in a language as a result of the development of social life, culture, science, and technology.

Pimat (2016) defines neologism as a new word that has been added to the vocabulary of a particular language to fulfill a linguistic need in that language. Colina (2021) further exemplifies that it does not necessarily have to be a word but can be an idiom or an expression that has been incorporated into the speakers' everyday use of a language.

As per the study conducted by Fernando (2012), with the contact situation that happened between English and indigenous languages, Sinhala and Tamil Sri Lankans started to develop a vocabulary that can express the characteristically Sri Lankan thoughts and feelings. Moreover, Fernando (2012) further explains that the focus of the expanded vocabulary is on more topics that investigate deeply into the thoughts and emotions of a wider area of Sri Lankan society and culture.

Thus, this research question aims to identify Sri Lankan English neologisms that can be seen in Sri Lankan English YouTube videos that have been created to fill a linguistic gap in Sri Lankan English. The data that has been collected from 100 YouTube videos is presented under different spheres that have resulted in the creation of neologisms found.

As findings, 88 neologisms have been recognized by analyzing the YouTube videos out of which 79 neologisms have been identified under the category of social and cultural phenomena. As a percentage, it indicates 90% of the entire quantity. Simultaneously, 07 words have been recognized as neologisms related to politics while 02 neologisms have been identified as related to technology. As percentages, they indicate 8% and 2% respectively.

4.1.1.Social and Cultural Phenomena

When considering the neologisms added to the language, it is quite evident that social and cultural situations play a vital role in creating them. These occurrences exhibit how human society is dynamic and always changing, which is reflected in the language that people speak. As per the claim made by Rets (2016), neologisms are more the results of the human conceptual framework than they are significant linguistic signs, as demonstrated by their social and cultural references. They offer proof of

the present patterns in society's evolution and codify the new cultural experiences that it has. As these patterns keep evolving, these movements help linked neologisms find their way into the general public's vocabulary, indicating the start of new sociocultural orientation trends. In a similar vein, specific cultural aspects or circumstances cause new terms or phrases to emerge that describe online behaviors, communication modalities, or processes within the framework of social media and digital technology. Considering this social and cultural situation, McDonald (2005) states that studying the neologisms of a particular language is quite beneficial to learning about contemporary cultural values, ways of thinking, and ways of living of the community that speaks that language. Globalization, which spreads ideas and languages from one culture to another and encourages borrowing and contact, is another factor accelerating these changes. As a result, people acquire foreign terms or hybrids to accurately represent specific thoughts and issues in new circumstances. Henceforth, it is conspicuous that social and cultural phenomena create an impact on linguistic innovation, leading to continuous expansion and adaptation of neologisms to reflect the complexities and language requirements of contemporary life. As per the results, 79 neologisms (*see in Appendix 01*) have been identified under this category.

Ex: *Kunukunufying* – This word has the meaning of nagging all the time about things that a person does not have.

Stop always **kunukunfying** men. (Blok & Dino, 2023)

Colombusted – It is a journal which has all the gossip about the people who live in Colombo.

I read it from **Colombusted**. They know all the dirty details about everyone in Colombo.

(Eric & Mani, 2023)

4.1.2. Technology

Despite social and cultural references, technology also leads to the creation of neologisms or new words with associated meanings in language. Lehrer (2003) proclaims that neologisms are newly coined words or existing words with new meanings that are added to a language to identify new concepts. As it is stated by Abbas (2009), “the ever-changing world of technology has aided a constant changing of the English language” (p.2). He further elaborates that people construct neologisms when there is a necessity to introduce new tools, technologies, and phenomena that require verbal description. Thus, by analyzing the language used in the selected YouTube videos, it is evident that the content creators have constructed new words referring to technology to express new concepts creatively.

Ex: *Techmandawa* – This means a place that helps to heal people who are suffering because of technology.

Tech therapy – It conveys the meaning of providing therapy with the assistance of technology.

4.1.3. Politics

Bharati (2020) states that language, being a social phenomenon, is subjected to many changes when there are social upheavals. Hence, political influence on word creation in language is significant. It discloses shifts in societal discourse, beliefs, and government. Ideas, terms, and phrases are frequently created by significant events, groups, and ideologies. These depict changing power dynamics and political settings. Furthermore, words and phrases are frequently introduced or repurposed in political speech by providing new meanings, and linguistic shifts. Thus, linguistic innovation finds abundant inspiration in politics which conveys political ideologies, movements, and confrontations. By analyzing the selected YouTube videos, it was able to recognize 7 Sri Lankan English neologisms (see in Appendix 01) that were inspired by the current political situation of the country. The identified neologisms as below.

Ex: *Baiyyo* – This is a term that refers to people who vote for SLPF.

Toiyyo – This is the term used to call people who are anti-party to SLPF.

Baiyyo, Toiyyo all vote for Chuti putha. (Blok & Dino, 2021)

SLPFier – people who vote for the political party, SLPF.

UNPier – People who vote for the political party, UNP.

Now he is neither a **SLPFier** nor **UNPier**. He is a **hoier**.

Arsikland – This word is created to refer to Sri Lanka giving the meaning of the land of wonders.

Yahapalanaya – This is a political method used by the government back then to rule the country. Yet, in the present context, the word *Yahapalanaya* is used with reference to indifferent behavior.

(Stagelight & Magic, 2020)

Koloskova (2022) asserts that the most significant number of frequently used neologisms has been recorded in political discourse, Internet discourse, and everyday discourse. As per the findings of the present study, it is evident that most neologisms are found in everyday discourse while a few numbers of neologisms were found in other discourses. By analyzing 100 selected Sri Lankan YouTube videos, it was able to find 88 neologisms out of which 79 words were created to convey new concepts and meanings concerning social and cultural phenomena. While the majority of neologisms are from everyday discourse, 07 neologisms were found concerning political discourse, and only 02 neologisms were found related to technological discourse.

4.2. Analysis and Discussion of Question 02

The quantitative analysis of the present study reveals that Sri Lankan English morphological processes like borrowings, compounds, Loan blending, semantic change, affixation, clipping, duplication, and loan translation are predominant in forming neologisms. These morphological processes are analyzed concerning their frequency of occurrence in the contents with the aim of making the language more localized. Accordingly, the data reveals that the highest frequency can be seen in the usage of borrowings at 40.48% while the next highest frequencies are visible in compounds at 34.32%, Loan Blending at 14.08%, and semantic change at 11.44% respectively (see in Appendix 02). Thus, the aim of this question is to discuss how content creators have used these processes to create Sri Lankan English neologisms and to make language more localized. In this question, Sri Lankanness means the Sri Lankan aspects conveyed through language like social, cultural, and linguistic elements. It intends to analyze the neologisms to discuss how they have been used to localize the language to make it familiar to the viewers.

4.2.1. Borrowings

As per the findings of the study, it was evident that coining new words tends to use a lot of borrowings compared to other morphological processes. According to Senaratne (2009) “Sinhala, heavenly influences the variety of English spoken in Sri Lankan and Sri Lankan English or Lankan English is used by Sri Lankans who speak English as their first language and Sri Lankans who are bilingual” (p.52). Hence, it is a conspicuous fact that Sinhala or Tamil borrowings have a greater impact in constructing neologisms. However, when people tend to use borrowings rather than translating or replacing it with an English word, it localized the word by giving the original sense making it unique to the Sri Lankan context. Thus, when analyzing the selected Sri Lankan YouTube videos in English, there were abundant situations in which borrowings from Sinhala were used to give a sense of originality and to make the language more familiar to the viewer.

Ex: “What about this place? **Patta** Instagram friendly.” (Blok and Dino, 2019)

The word ‘*patta*’ in Sinhala is used as an adjective to give the meaning of super or awesome. It is a frequent word used by many young people nowadays in their everyday communication. In this situation, by incorporating this borrowing from Sinhala, the content creators have tried to bring the intense feeling conveyed by that localized word. When it says ‘*patta*’ it has more weight and meaning rather than saying superb for Sri Lankans.

Ex: “**Moorichchi**, just shut up.” (Blok and Dino, 2022)

In Sri Lankan context the word *Moorichchi* is referred to as the female word for *modaya* which means stupid in English. In this context, instead of saying *you stupid, just shut up!* The content creators have used the borrowing *moorichchi* to add more Sri Lankanness to the language. Since this is an everyday

conversation rather than using standard English, it brings more localized feeling to the context, and it has been done by using the above Sinhala borrowing as a neologism.

Ex: “Don’t be a **Coronambek**.” (Blok and Dino, 2022)

With Corona pandemic which influences the whole world many neologisms were added to the vocabulary. Among those Covidiot is a neologism used to call people who act carelessly and spread the virus. In the current context, the content creators have used the Sinhala borrowing coronambek instead of the English neologism with the intention of making the content and the language localized and familiar to the Sri Lankan audience.

4.2.2. Compounds

Gunasekara (2005) ascertains that “compounding is a productive process in Sri Lankan English, with borrowing of compounds from Sinhalese or Tamil, forming of compounds with two English words, and forming of compounds with one word in Sinhalese or Tamil and the other in English. From the findings of the present study, it was revealed that identified compounds contain all the three types mentioned by Gunasekara (2005).

Ex: “I read it from **Colombusted**.” (Eric and Mani, 2023)

In this context, Colombusted is referred to as a gossip journal that publishes everything about everyone in Colombo. This particular video is an adaptation of the famous English drama series ‘The Bridgeton’ into the Sri Lankan context. Thus, with the intention of making it more Sri Lankan the content creators have created the neologism colombusted (Colombo + busted) to introduce the gossip journal which is known as Lady Whistledown in the original series. Hence, it is evident that by using Sri Lankan English neologisms the content creators have been able to add a more localized sense to the content as well as language.

Ex: “You are asking me **kakulmattu questions** men.” (Blok and dino, 2024)

In the above situation, kakulmattu questions are referred to as very tricky questions that put someone in trouble. Here, the content creators have used the word *kakulmattu* instead of tricky to make the term more familiar and localized to the viewers as it makes more sense to Sri Lankans to use the word *kakulmattu* rather than using any other word to intend the meaning tricky. The content creators have delivered the intended idea very clearly and directly by using the above Sri Lankan English neologism.

4.2.3. Loan blends

As it is explained in the previous question, loan blends form neologisms by blending a Sinhala stem into an English suffix. In the present study, a considerable amount of loan blends was visible in different contexts which have been used to express and identify new concepts and ideas with a localized sense.

Ex: **Avaretus Pol Enavas** (Block and Dino, 2020)

This is a title created for a person who used to come to the gym on a very rare basis. In Sinhala to imply things that happen very rarely, Sri Lankans use the phrase '*Avareta pol enawa wage*'. Thus, in order to deliver this meaning in a direct manner with the Sri Lankan sense the creators have converted it into a neologism by using the method loan blends.

Ex: Don't you think you can come to my house and **nondify** me in front of my friends?

(Blok and Dino,2023)

In this context, the loan blend *nondify* (*nondi* + *fy*) has been used as a verb to convey the idea of insulting someone. Even in a situation where the content creators have the possibility to use the verb to insult, they tend to use the Sri Lankan English neologism as it is more productive to use the word *nondi* to imply the intended meaning since it is a very frequent word used by most of the Sri Lankans nowadays.

4.2.4. Semantic change

In the present study, it was identifiable that YouTube content creators have used the morphological process of semantic change in a very creative manner to construct Sri Lankan English neologisms to convey new concepts and meanings as they intend to deliver to the Sri Lankan audience.

Ex: "You are the **maalu** in my **maalu paan**."

(Eric and Mani, 2023)

Maalu paan is quite a famous food in Sri Lanka which is a bun stuffed with a fish curry. Thus, fish is the most essential ingredient in making *maalu paan* or fish bun. In this context, these borrowings have been used by giving new meanings through the process of semantic change. Here, the word *maalu* or fish is referred to the loved one. Hence, the phrase *You are the **maalu** in my **maalu paan*** intends to deliver the meaning that *you are the most important person in my life*. Moreover, it intends to convey the meaning of how compatible they are together. By using the borrowings *maalu* and *maalu paan* by giving new meanings have delivered the intended meaning in a more localized and creative manner.

Sri Lankan English is a new variety of English that emerged as a result of the contact situation that happened between English and indigenous languages Sinhala and Tamil. With the influence of the indigenous languages, Sri Lankan English exhibits distinctive features, especially in the areas of morphology and vocabulary it tries to convey the Sri Lankanness. Kachru (1986) explains that the new varieties of English became transplanted languages, and he defines transplanted language as follows:

"... a transplanted language is cut off from its traditional roots and begins to function in new surroundings, in new roles and new contexts. This newness initiates changes in language. It is these changes which eventually result in certain characteristic linguistic manifestations and are identified with labels such as the 'Australianness' in one variety, the 'Americanness' in another variety, or 'Indianness' in still another variety of English" (p.130).

Thus, it is evident that the Sri Lankan English neologisms which are the findings of the present study are the results of the changes in certain linguistic manifestations that show Sri Lankaness of the language.

A significant observation made in the present study is that Sri Lankan YouTube channels Blok and Dino and Eric and Mani who create contents in English tend to speak a lot in Sri Lankan English while creating more Sri Lankan English neologisms as their target audience is the Sri Lankans who speak English as their native or the second language. Simultaneously, it was noticeable that the YouTube channel StageLight and Magic tend to use Standard English in speaking as their target audience is more of educated native speakers of English in Sri Lanka. Thus, they have incorporated Sri Lankan English neologisms only to identify certain terms. This finding can be further elaborated by the statement made by Fernando (1977). Fernando (1977) refers to two groups of bilingual speakers in Sri Lanka where group one typically shows a highly Anglicized lifestyle and speaks a language closer to Standard English. Simultaneously, the group two bilinguals are generally people in the lower middle class and at the working class who regards English as a foreign language. They have adopted a variety of languages with the influence of their first language for convenience in usage.

As it has been described in the Literature review, Sri Lankan scholars Wijewantha (2021), Ranthilini (2022), and Gunawardana (2018) have researched neologisms in Sri Lankan print media. As per their research findings, morphological processes of loan words, loan translations, compounds, acronyms, abbreviations, and derivation have the highest productivity in creating neologisms. Moreover, Harankaha (2022) in her study which was conducted on social media platforms: Facebook, WhatsApp, and Viber revealed that morphological processes of clipping, acronyms, and abbreviations have the highest potential of creating neologisms. As depicted above, the previous studies have been conducted in written contexts. In contrast to their findings, the present study revealed that in spoken contexts like YouTube where people share creative and everyday situations tend to create neologisms frequently by using morphological processes borrowings, compounds, loan blending, and semantic change with the purpose of enriching the Sri Lankaness in the language.

5. Conclusion

As the key finding of the present study, it was evident that Sri Lankan YouTube creators who create content in English construct Sri Lankan English neologisms to convey new ideas and concepts by using more localized language rather than by using standard English. Thus, in creating these neologisms the content creators have frequently used the Sri Lankan English morphological processes borrowings, compounds, loan blends, and semantic change with the high involvement of the indigenous languages Sinhala and Tamil.

In addition to the above key revelation, it was conspicuous that Sri Lankan YouTube content creators have constructed new words that are slang which can be highly visible in the informal spoken discourse rather than in the formal discourse. It shows the power of creating neologisms in the oral language of the spoken discourse in conveying new concepts and meanings in a manner that is familiar and easily comprehensible to the people.

The present study shed light on Sri Lankan English neologisms apparent in Sri Lankan YouTube videos in English. The study explored the abundant usage of various Sri Lankan English neologisms and how content creators have used those neologisms productively within the videos to address the audience.

5.1. Limitations of the Present Study

In the process of conducting the present study, the researcher has identified several limitations. The main limitation was the selected sample group and the size of the data collection. The researcher has decided to collect data only from 100 YouTube videos. Thus, if the data collection had been widened to the spectrum of social media including Facebook, Instagram, and Twitter, it could have presented a larger variety of Sri Lankan English neologisms. Moreover, the other limitation of this study is that it only used quantitative and qualitative content analysis methods. If the researcher had used discourse analysis together with content analysis the findings could have been enhanced.

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Appendix

Appendix 01

Neologism	Meaning	Morphological Process	Source
Patta	It means excellent or brilliant	Borrowings	පට්ට (Patta) Travels https://youtu.be/y6KfrWVE-Jo
Badu Sira	A person who takes things by force	Borrowings	Types of Sri Lankans at the Supermarket https://youtu.be/uYBpyopzdxQ
Coronambek	This means covidiot spreads Corona	Borrowings	Corona චිට්දුව https://youtu.be/zm3lsRWhms0
Jalcharus	Getting things done without using the proper manner	Borrowings	ජිනි Christmas Games https://youtu.be/gwdEvPAWDfM
Nana	It is referred to as a male Muslim	Borrowings	බබුKARAYOS https://youtu.be/gyC5QpJe33c
Memes	Funny posts on FaceBook	Borrowings	බබුKARAYOS https://youtu.be/gyC5QpJe33c
Kuna	It is referred to as a stingy person	Borrowings	Tuition Wars https://youtu.be/fB5vwo-IwJU
Bokka	It means a very close friend	Borrowings	The Assembly https://youtu.be/_t3HvL-P9QM
Supiri	It means superb	Borrowings	Bank Thief https://youtu.be/ygB9w-3T1eM
Kadimudiya	A person who is in a rush	Borrowings	Types of Sri Lankans at the Supermarket https://youtu.be/uYBpyopzdxQ

Billa	A person who pays bills at the supermarket	Borrowings	බඩුKARAYOS https://youtu.be/gyC5QpJe33c
Gobbaya	A stupid person	Borrowings	The Bad Cop https://youtu.be/jHPjeQJGwuk
Galsan	A person who steals stuff	Borrowings	Types of Sri Lankans at the Supermarket https://youtu.be/uYBpyopzdxQ
Watha case	It means someone annoying	Compounds	How to balance your බබා(Baba) https://youtu.be/8JlzfdNRO_0
Kunuweera	People who try to be heroes by talking about garbage disposal.	Compounds	Meet the Kunuweeras https://youtu.be/9nT0tIE0RJu
Dhanakunuweera	A rich person who talks about garbage disposal and does the opposite	Compounds	Meet the Kunuweeras https://youtu.be/9nT0tIE0RJu
Ginikunuweera	A person who burns all the plastic	Compounds	Meet the Kunuweeras https://youtu.be/9nT0tIE0RJu
Bailakunuweera	A person who gives big talks about proper garbage disposal but does the opposite	Compounds	Meet the Kunuweeras https://youtu.be/9nT0tIE0RJu
Bukiyekynuweera	A person who talks about garbage disposal on Facebook	Compounds	Meet the Kunuweeras https://youtu.be/9nT0tIE0RJu
Thaththa Wars	An argument between two fathers	Compounds	තාත්තා (Thaththa) Wars https://youtu.be/WyBcbAMAHpM
Backseat randepeya	The drama which happens in the backseat of a cab ride	Compounds	Cabsperiences https://youtu.be/B2B38BQdZTw

Corona Virinduwa	A song based on Coronavirus	Compounds	Corona විරිඳුව https://youtu.be/zm3lsRWhms0
Wal Tour	This means a tour that goes on with bad intentions.	Compounds	The ඉස්සීම https://youtu.be/VK1lBBok8Q8
Preethi Christmas	It means happy Christmas	Compounds	ප්‍රීති Christmas Games https://youtu.be/gwdEvPAWDfM
Deadly Guti Sambolay	A name of a game in which players have to hit each other's by balls.	Compounds	ප්‍රීති Christmas Games https://youtu.be/gwdEvPAWDfM
Kawakatu Petti Goal	A name of a game which plays like football	Compounds	ප්‍රීති Christmas Games https://youtu.be/gwdEvPAWDfM
Important Prashna	It means important questions	Compounds	ප්‍රීති Christmas Games https://youtu.be/gwdEvPAWDfM
Local but kawalam	It means local but mixed	Compounds	Blokula https://youtu.be/0FBgfoXI9q0
The Haparena	It is a name of a song	Compounds	Blokula https://youtu.be/0FBgfoXI9q0
Scene eka	It means what is the problem	Compounds	බඩුKARAYOS https://youtu.be/gyC5QpJe33c
Promoshanthi	It refers to ladies who promote goods at supermarkets	Compounds	Types of Sri Lankans at the Supermarket https://youtu.be/uYBpyopzdxQ
Choka Stuff	It means cheap stuff	Compounds	Couple Wars https://youtu.be/DQJT24egI7c
Hora catch	It means secret lover	Compounds	Tuition Wars https://youtu.be/fB5vwo-IwJU

Bus picco	This refers to people who are crazy over buses	Compounds	Tuition Wars https://youtu.be/fB5vwo-IwJU
Pushup Putha	A person who always does pushups	Compounds	The Gymming Planet (Types of Sri Lankans at a Gym) https://youtu.be/YzmBcNAPJZo
The Halparu Ghost	A useless person	Compounds	Lionel the හැල්පරු Ghost https://youtu.be/KJQu0Q_xFbU
Butha Busters	It means ghostbusters	Compounds	Lionel the හැල්පරු Ghost https://youtu.be/KJQu0Q_xFbU
Lankan Matchmaking	Matchmaking in the Sri Lankan Context	Compounds	Lankan Matchmaking https://youtu.be/RntTW9YwFys
Kakulmattu questions	It means tricky questions	Compounds	Lankan Matchmaking https://youtu.be/RntTW9YwFys
Maru Amaru	A person with the difficulty to keep the stuff in correct place	Compounds	Types of Sri Lankans at the Supermarket https://youtu.be/uYBpyopzdxQ
Badu Sira	A person takes goods by force	Compounds	Types of Sri Lankans at the Supermarket https://youtu.be/uYBpyopzdxQ
Thadha Retreat	It means a serious retreat	Compounds	A Christmas Quarrel(චලිය) https://youtu.be/G7Hp9e2GZno
Bloody Kuna	A very stingy person	Compounds	A Christmas Quarrel(චලිය) https://youtu.be/G7Hp9e2GZno
The hunt for Budale	It means finding the hidden inheritance	Compounds	The Hunt for the බුදලේ https://youtu.be/LbYiTGXQQxQ
Wedding Baila	A song without context	Compounds	Wedding බයිලා https://youtu.be/bfUs9eKhBM4

Kachal friend	An annoying friend	Compounds	Wedding බිමේ https://youtu.be/bfUs9eKhBM4
Colombusted	It refers to a journal that covers everything about Colombo	Compounds	Bridgerton Sri Lanka EP 2 https://youtu.be/3NEzC-bqBnk
Weligama behavior	It refers to the typical behavior of the Weligama boys	Compounds	Operation Lanka EP 2 https://youtu.be/klIh_LTXqXc
Cabsperience	It means cab experience	Compounds	Cabsperiences https://youtu.be/B2B38BQdZTw
Thanhadasas	People who are stingy over materialistic things	Loan Blends	The තණ්හාදාස (Annex 3.15) https://youtu.be/8zIaAuzDaSM
Unandaas	Very enthusiastic people	Loan Blends	Types of Sri Lankans at the Movies https://youtu.be/H4VVADbqsEU
Trumpachchi	People who are very tall and there for cover the screen at cinemas for the people at the back row.	Loan Blends	Types of Sri Lankans at the Movies https://youtu.be/H4VVADbqsEU
Kaamadadas	People who always eat	Loan Blends	Types of Sri Lankans at the Movies https://youtu.be/H4VVADbqsEU
Avaretus Pol Enavas	People who rarely come	Loan Blends	The Gymming Planet (Types of Sri Lankans at a Gym) https://youtu.be/YzmBcNAPJZo
Sevelus Snapus	Old men who try to talk to girls in a romantic manner	Loan Blends	The Gymming Planet (Types of Sri Lankans at a Gym) https://youtu.be/YzmBcNAPJZo

Weightus Thanhavas	People who do not share weight lifts at the gym	Loan Blends	The Gymming Planet (Types of Sri Lankans at a Gym) https://youtu.be/YzmBcNAPJZo
Kaiyus Maximus	People who talk continuously	Loan Blends	The Gymming Planet (Types of Sri Lankans at a Gym) https://youtu.be/YzmBcNAPJZo
Fullus Shittus	People who try to show off in front of girls	Loan Blends	The Gymming Planet (Types of Sri Lankans at a Gym) https://youtu.be/YzmBcNAPJZo
Gymas Gedaras	People who live in the gym	Loan Blends	The Gymming Planet (Types of Sri Lankans at a Gym) https://youtu.be/YzmBcNAPJZo
Badukarayos	People who distribute goods	Loan Blends	බඩුKARAYOS https://youtu.be/gyC5QpJe33c
Godian	People who are not modernized	Loan Blends	Lankan Matchmaking https://youtu.be/RntTW9YwFys
Nondify	To insult someone	Loan Blends	A Christmas Quarrel(චූෂ්) https://youtu.be/G7Hp9e2GZno
Walikukula	In Sinhala Walikukula means Jungel fowl. Yet, in this context, it refers to a person who always gets into arguments and fights.	Semantic Change	Types of Sri Lankans at the Movies https://youtu.be/H4VVADbqsEU
Dial	In English dial means the face of a clock or to call for a person using a phone. In the present context, it is referred to identify a person.	Semantic Change	Types of Sri Lankans at the Movies https://youtu.be/H4VVADbqsEU

Learners	This means people who still acquire the knowledge to do something. Yet, in the current context, it is used to call people who do not know how to control a trolley properly at a supermarket.	Semantic Change	Types of Sri Lankans at the Supermarket https://youtu.be/uYBpyopzdxQ
Chat Bot	It is given the meaning of a person who always talks without stopping.	Semantic Change	Cabsperiences https://youtu.be/B2B38BQdZTw
Deal man	It means people who always talk about business deals.	Semantic Change	Cabsperiences https://youtu.be/B2B38BQdZTw
Aunty networks	This means a person who is having relationships with older women.	Semantic Change	Lankan Matchmaking https://youtu.be/RntTW9YwFys
Track	This means not in the right mind.	Semantic Change	The Hunt for the බුද්ධ https://youtu.be/LbYiTGXQQxQ
Maalu paan	It is a food item in Sri Lanka but in the current context, it is referred to as a loved one.	Semantic Change	Bridgerton Sri Lanka EP 2 https://youtu.be/3NEzC-bqBnk
Weligama behavior	Typical behavior of the boys in Weligama who go after girls while catcalling.	Semantic Change	Operation Lanka EP 2 https://youtu.be/kllh_LTXqXc
Cheese to your Kottu	This phrase means to be an important person in someone's life	Semantic Change	Bank Thief https://youtu.be/ygB9w-3T1eM

Dam wenawa Dum wenawa	It means to get confused over something	Semantic Change	Bank Thief https://youtu.be/ygB9w-3T1eM
Malu in my Maalu Paan	This phrase means to be an important person in someone's life	Semantic Change	Bridgerton Sri Lanka EP 2 https://youtu.be/3NEzC-bqBnk
Billa	In Sinhala Billa means a person who scares people special children but, in this context, it means a person who always pays bills at the supermarket.	Semantic Change	Types of Sri Lankans at the Supermarket https://youtu.be/uYBpyopzdxQ
Kunukunufying	Kunu Kunu + fy + ing That means always nagging	Affixation (double suffixation)	A Christmas Quarrel(චූෂය) https://youtu.be/G7Hp9e2GZno
Pitstopper	Pit + stop + er A person who always stops at different places while on a journey.	Affixation (double suffixation)	Cabsperiences https://youtu.be/B2B38BQdZTw
Glam	Glam for glamorous	Clipping	A Christmas Quarrel(චූෂය) https://youtu.be/G7Hp9e2GZno
Dum Dum	Dumb Dumb Use to call a stupid person	Duplication	A Christmas Quarrel(චූෂය) https://youtu.be/G7Hp9e2GZno
Golden Boy	It is the translation for <i>Rattaran Putha</i> in Sinhala	Loan translation	A Christmas Quarrel(චූෂය) https://youtu.be/G7Hp9e2GZno

Appendix 02

Sri Lankan English Morphological Processes	Frequency of Usage	Percentage
Borrowings	46	40.48%
Compounds	39	34.32%
Loan Blends	16	14.08%
Semantic change	13	11.44%
Affixation	02	1.76%
Clipping	01	0.88%
Duplication	01	0.88%
Loan Translation	01	0.88%