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**Bachelor's thesis**

**“COVID-19 PANDEMIC COVERAGE IN SOCIAL MEDIA”**

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## INTRODUCTION

**Actuality of the topic.** The research topic is important due to the COVID-19 pandemic and its profound impact on societies worldwide. The rapid spread of the virus, coupled with the abundance of information and discussions on social media platforms, makes it crucial to understand the role of social media in shaping public opinion, disseminating information, and combating misinformation. The pandemic has demonstrated the significance of social media as a powerful communication tool during crises. It showed the speed of appearance and spreading of the new words and phrases, which are used daily and need to be analyzed.

**Object of study** – the coverage of the COVID-19 pandemic in social media platforms.

**Subject of study** – the emergence and use of neologisms and word formation related to COVID-19 in social media.

**The purpose** of the study – to analyze the themes, sentiments, and engagement levels of COVID-19-related content in social media, with a focus on neologisms. According to the goal, the following **tasks** were set:

- to examine the prevalence and types of Covid-19-related content shared on major social media platforms, such as Facebook, Twitter, Instagram, and YouTube;
- to analyze the thematic variations in Covid-19 discussions on social media, including topics related to health guidelines, vaccine information, government policies, and public opinions;
- to investigate the patterns of user engagement, such as likes, shares, comments, and hashtags, in relation to Covid-19 content on social media;
- to study the nature of the new English neologisms and expressions which emerged in the wake of the COVID-19 crisis;

- to determine the most trending English neologisms emerging during the COVID-19 pandemic;
- to identify and examine the most dominant word-formation processes that characterized the COVID-19-stimulated neologisms;
- to explore and analyze the neologism in the perspective of the outbreak of COVID-19;
- to conduct the linguistic analysis of neologisms related to Coronavirus (COVID-19).

**Research methods.** *The historical method* is used to establish the reasons and preconditions for the entry of neologisms into the languages. *The quantitative method* is used to analyze numerical data collected from social media platforms. This analysis is focused on engagement metrics, such as likes, shares, comments, and hashtags, to quantify the patterns and dynamics of user interactions and information dissemination related to COVID-19 content. *The qualitative method* is employed to conduct a detailed content analysis of textual, visual, and audio content shared on various social media platforms. This approach involves systematically examining and interpreting the themes, topics, and sentiments present in COVID-19-related discussions and narratives. *The descriptive method* is used to establish the role of neologisms, their spread and usage in the language.

**Structure of the work.** The work consists of an introduction, two chapters, six subsections, two-chapter conclusions and a general conclusion, a list of references, as well as a glossary. The total volume of work is 49 pages. The list of used sources includes 43 names.

# **1. SOCIAL MEDIA AND THE COVID -19 PANDEMIC**

## **1.1. Theoretical perspectives on social media and crisis communication**

The advent of social media has given rise to a novel communication ecosystem within the contemporary media landscape. Prior to delving into the relationship between the media and crises, as well as crisis communications, it is imperative to provide a succinct overview of the principal components of the present-day media landscape. The ubiquitous presence of social media platforms has rapidly gained significance in the everyday routines of billions of individuals who use the Internet. Obviously, a considerable proportion of individuals who use the Internet on a regular basis also visit social media platforms. The present era is evidently characterized by a novel media landscape, which is primarily shaped by the impact of social media platforms such as Facebook, Twitter, and YouTube, owing to their vast user base that runs into billions. Social media exhibits unique attributes with regards to the generation of content, models of communication, levels of interactivity, extent of reach, intended audience, and perceived credibility.

The advent of social media has brought about a revolutionary change in the pace at which information is disseminated, thereby resulting in noteworthy consequences for the development and perception of crises. The rapid advancement of novel technologies has expedited the widespread distribution of information on a worldwide level, resulting in a heightened sense of immediacy during times of emergency [9]. The expeditious dissemination of information poses a constraint on organizations, as they are afforded a restricted timeframe to implement an efficacious response [19]. According to extant research, organizations that are unable to provide prompt responses are at a higher risk of facing criticism and experiencing adverse effects [14]. The rapid dissemination of information in the digital era has altered the dynamics of crisis communication, requiring organizations to respond quickly and strategically.

The employment of social media has surfaced as a potent means of communication during times of emergency, such as the ongoing COVID-19 outbreak. A number of theoretical frameworks provide insight into the ever-changing interplay between crisis communication and social media [6].

According to the Social Amplification of Risk Framework (SARF), social media has the potential to intensify the perception of risk and facilitate the dissemination of inaccurate information in times of crisis. According to the SARF (Social Amplification of Risk Framework), social media has the potential to function as an echo chamber, wherein information, whether precise or imprecise, is swiftly propagated and intensified through virtual networks. The aforementioned phenomenon has the potential to exert an influence on the general populace's understanding of the pandemic, thereby molding their outlooks, actions, and reactions [35].

The Information-Seeking and Processing Model elucidates the manner in which individuals utilize social media platforms to acquire and assimilate information in the context of emergency situations. The statement underscores the proactive involvement of individuals in acquiring information from social media platforms and subsequently analyzing and interpreting said information to construct their own perceptions and comprehension of the pandemic. Various factors, including the credibility of information sources, cognitive biases, and information overload, can significantly impact the way individuals perceive and utilize information obtained from social media platforms [23].

The theory of Diffusion of Innovations provides valuable insights into the dissemination of information pertaining to the pandemic across social media networks. The theory posits that the dissemination of information across social networks can vary based on several factors, including the attributes of the information itself (e.g., novelty, accuracy), the attributes of network members

(e.g., opinion leaders, influencers), and the communication channels employed (e.g., sharing, retweeting, direct messaging). Comprehending these factors can yield valuable insights into the propagation of both accurate and inaccurate information on social media platforms amidst the ongoing pandemic 29].

The Crisis and Emergency Risk Communication (CERC) model offers direction on how institutions and governing bodies can effectively disseminate information regarding the pandemic through social media channels. The significance of prompt, precise, and open communication during emergencies to establish reliance and authenticity with the general populace is underscored by CERC [16]. Social media can serve as a valuable instrument for crisis communication, enabling entities to effectively distribute crucial information, rectify erroneous data, and interact with the populace in a timely manner.

The definition of crisis communications is not universally agreed upon and has been the topic of significant debate regarding its precise meaning. According to Coombs and Holladay (2012), crisis communication refers to the activities involved in gathering, analyzing, and distributing information necessary for managing a crisis situation (p. 20). According to Fearn-Banks (2007), crisis communication encompasses the exchange of information between an organization and its audience before, during, and after an adverse event, thus introducing a temporal component to the matter. According to various scholars, crisis communications refer to the tactics employed to address the legitimacy issues that corporations and other influential organizations encounter during times of uncertainty and risk (Greenberg & Elliott, 2009, p. 191; Beck, 1992; Giddens, 1990). According to Greenberg and Elliott (2009), crisis communication refers to the efforts made to manage information and mitigate adverse public response in the event of an abrupt and significant alteration in an organization's surroundings that damages its image and undermines its operational independence.

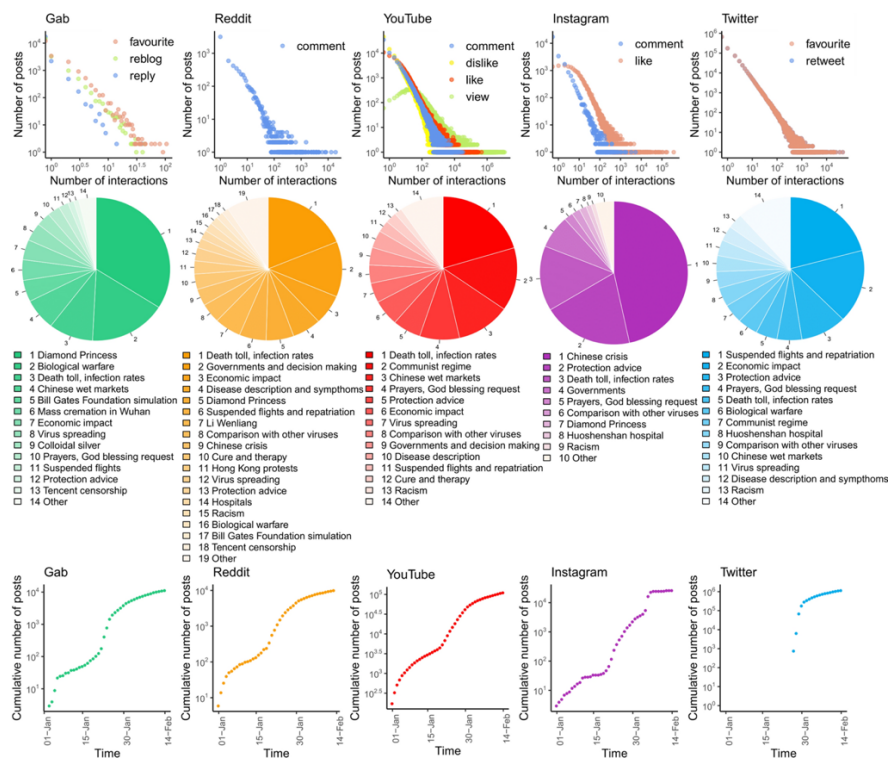
Overall, these theoretical perspectives provide a framework for understanding the complex interplay between social media and crisis communication during the COVID-19 pandemic. Analyzing the pandemic coverage in social media through these theoretical lenses can provide valuable insights into how social media has been used as a communication tool during the crisis, its impact on public perception, and the challenges and opportunities associated with social media in crisis communication. This analysis can contribute to a comprehensive understanding of the role of social media in the coverage of the COVID-19 pandemic and inform strategies for effective crisis communication on social media platforms.

## **1.2. Social media as a source of information during the pandemic**

The ongoing COVID-19 pandemic has underscored the crucial function of social media as a primary information source for individuals seeking news and updates regarding the crisis. The utilization of social media platforms, including but not limited to Facebook, Twitter, Instagram, and YouTube, has emerged as a crucial avenue for the proliferation of pandemic-related information, originating from both authoritative entities and private individuals. Amidst the pandemic, social media has functioned as a conduit for diverse categories of COVID-19-related information, encompassing health organization updates, governmental declarations, preventative and mitigative guidelines, news coverage, and individual anecdotes. Social media has emerged as a platform for deliberations, discourse, and viewpoints pertaining to diverse facets of the pandemic, encompassing public health protocols, economic ramifications, and societal concerns.

A comprehensive analysis of prominent social media platforms, namely Twitter, Instagram, YouTube, Reddit, and Gab, was carried out to examine the dissemination of information pertaining to COVID-19. The study conducted an

evaluation of the level of engagement and interest exhibited towards the subject matter, while also analyzing the overall development of communication across various platforms and their respective user bases [30]. The utilization of epidemic models facilitated the characterization of the fundamental reproduction number ( $R_0$ ) for every platform. The analysis has additionally identified the dissemination of dubious information, uncovering differing levels of misinformation across each platform. It is noteworthy that there were no discernible differences in the dissemination patterns between credible and dubious sources. Furthermore, the analysis presented numerical estimates specific to the platform regarding the amplification of rumors [22].

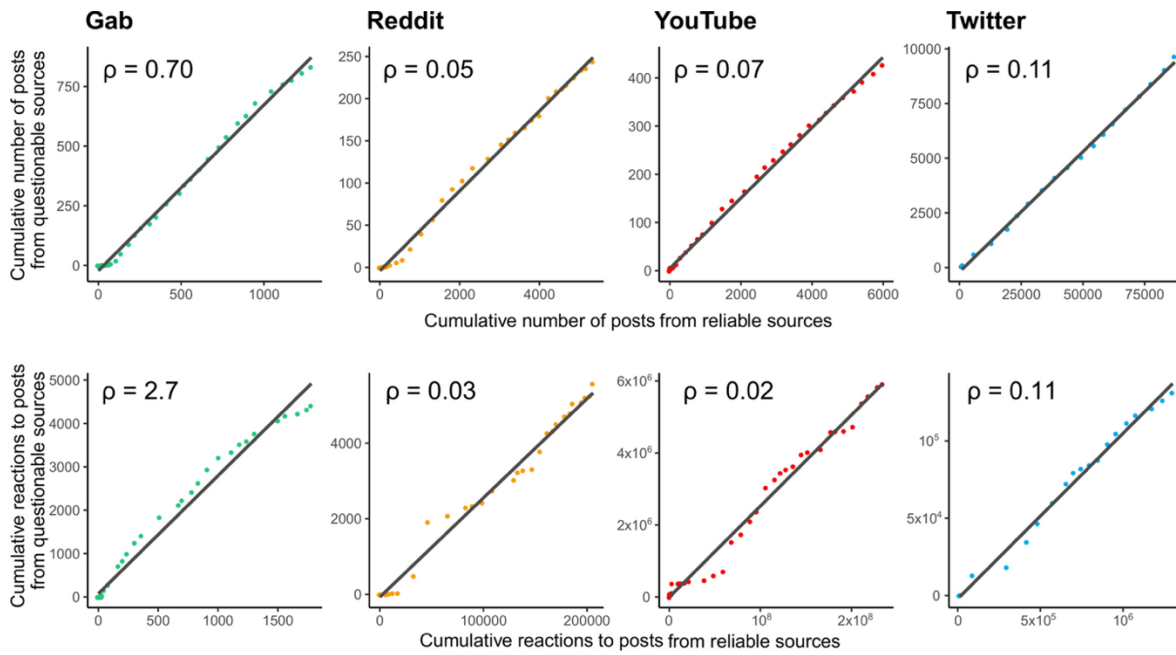


**Figure 1.** Upper panel: activity (likes, comments, reposts, etc.) distribution for each social media. Middle panel: most discussed topics about COVID-19 on each social media. Lower panel: cumulative number of content (posts, tweets, videos, etc.) produced from the 1st of January to the 14th of February. Due to the Twitter API limitations in gathering past data, the first data point for Twitter is dated January 27th.

The present study's analysis included popular social media platforms such as Twitter, Instagram, and YouTube, alongside less regulated platforms like Gab and Reddit. Gab is a social media platform that functions on a crowdfunding model and bears resemblance in configuration and characteristics to Twitter [22]. The platform exhibits limited content moderation and is recognized for its user demographic that is largely oriented towards far-right political ideologies. Conversely, Reddit is a social news aggregation, web content rating, and discussion website based in the United States that functions on the concept of communal information filtering.

The accessibility and rapid dissemination of information are among the primary factors contributing to the widespread adoption of social media as a source of information during the pandemic. Real-time sharing of information on social media enables prompt and effortless updates on the dynamic situation. In addition, social media offers a medium for the creation of user-generated content, which enables individuals to disseminate their viewpoints, personal encounters, and judgments regarding the pandemic, fostering a feeling of camaraderie and affiliation amidst a period of emergency.

It is imperative to acknowledge that social media, as a means of obtaining information during the pandemic, presents certain obstacles and constraints. A significant obstacle that has emerged pertains to the proliferation of misinformation and counterfeit news on social media platforms. The proliferation of inaccurate information, speculations, and conspiratorial claims pertaining to COVID-19 on social media platforms has resulted in widespread perplexity, anxiety, and skepticism among the populace. This underscores the necessity for rigorous scrutiny and authentication of data procured from social media platforms amidst the ongoing pandemic.



**Figure 2.** Upper panels: plot of the cumulative number of posts referring to questionable sources versus the cumulative number of posts referring to reliable sources. Lower panel: plot of the cumulative number of engagements relative to questionable sources versus the cumulative number of engagements relative to reliable sources. Notice that a linear behavior indicates that the time evolution of questionable posts/engagements is just a re-scaled version of the time evolution of reliable posts/engagements. Each plot indicates the regression coefficients  $\rho$ , representing the ratio among the volumes of questionable and reliable posts ( $\rho_{post}$ ) and engagements ( $\rho_{eng}$ ). In more popular social media, the number of questionable posts represents a small fraction of the reliable ones; same thing happens in Reddit. Among less popular social media, a peculiar effect is observed in Gab: while the volume of questionable posts is just the  $\sim 70\%$  of the volume of reliable ones, the volume of engagements for questionable posts is  $\sim 3$  times bigger than the volume for reliable ones. Further details concerning the regression coefficients are reported in Methods.

The findings of our analysis indicate that the prevalence of posts originating from sources that lack credibility on widely used social media platforms, such as Twitter and Reddit, is comparatively low in relation to the volume of posts generated by trustworthy sources. In comparison, social media platforms such as Gab, which are subject to less stringent regulations, exhibit a lower proportion of posts originating from sources that are deemed unreliable, amounting to approximately 70% of those originating from reliable sources. However, the responses to the former category of posts are observed to be approximately three

times higher than those to the latter. The results of this study indicate that distinct social media platforms may exhibit varying reactions to data originating from reliable and unreliable sources [2].

Furthermore, the extent and influence of social media as a means of obtaining information amidst the pandemic may not be evenly distributed among all demographics. Individuals belonging to specific demographics, such as those with restricted technological resources or inadequate proficiency in digital literacy, may encounter impediments in obtaining dependable information through social media platforms. The exacerbation of pre-existing inequalities in information access and health outcomes highlights the crucial need to address these disparities. Therefore, the analysis suggests that the drivers of information diffusion are dependent on the platform and subject to the group dynamics of the users engaged in the discussion.

### **1.3. The Role of Social Media in the COVID-19 Pandemic**

The COVID-19 pandemic has been impacted by social media in a complex manner, involving diverse elements such as communication, dissemination of information, engagement of communities, and shaping of public perception. The objective of this section is to examine the multifaceted functions that social media has fulfilled throughout the pandemic, elucidating its favorable and unfavorable effects. The COVID-19 pandemic has led to an increase in social media usage as individuals seek health information for themselves and their loved ones from online sources. The utilization of social media platforms has emerged as a source of solace amidst the health catastrophe and worldwide emergency amid the COVID-19 pandemic. In light of their fundamental function, digital platforms have emerged as significant players in crisis communication, with social media assuming a particularly prominent role. Numerous social media platforms of various types have surfaced in recent years, each functioning distinctively within

this realm. Several social media platforms have implemented a policy in response to the COVID-19 crisis, which involves identifying and flagging instances of misinformation and disinformation, providing access to reliable sources of information, and eliminating posts and users who disseminate harmful content. Conversely, certain platforms have yet to establish crisis policies. [34].

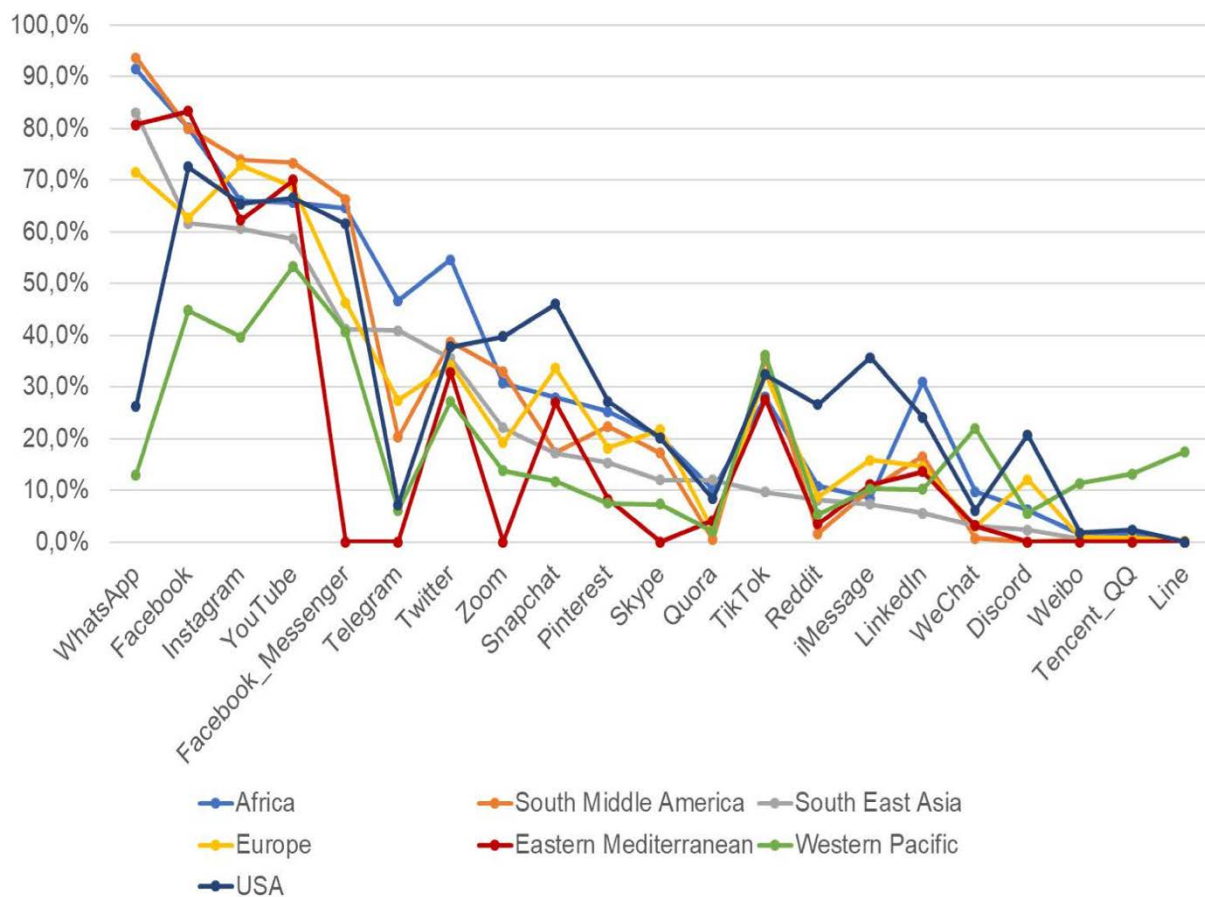
Social media platforms have a significant impact on the contemporary globalized digital crisis communication landscape, particularly among young individuals from diverse economic and geographic backgrounds. It is imperative to establish unambiguous and comprehensive global regulations and crisis policy frameworks that delineate the obligations and entitlements of these platforms, particularly in the context of crisis communication. It is imperative for governmental, media, and public health organizations at the local, national, and international levels to comprehend and adopt these platforms to effectively involve citizens.

**Source of Communication and Information Dissemination.** The COVID-19 pandemic has seen social media emerge as a pivotal platform for communication and dissemination of information. Health organizations, government agencies, and public health experts have employed social media platforms to disseminate information regarding the virus, disseminate preventative and mitigative guidelines, and communicate public health measures. These sources are considered official. The utilization of social media has expedited the expeditious distribution of significant information, effectively reaching a broad demographic and facilitating prompt updates on the developing circumstances.

In addition, social media has facilitated the dissemination of personal accounts, narratives, and viewpoints pertaining to the pandemic by individuals. Social media has facilitated the sharing of personal anecdotes, testimonials, and narratives of recovery or loss, fostering a sense of communal solidarity and empathy among its users. Social media has been employed as a medium for

disseminating information regarding accessible resources, including testing centers, vaccination sites, and support services, and for facilitating the linkage of individuals with pertinent information and services amid the pandemic.

The present illustration depicts the distinct peaks of platforms in 23 countries, with the exception of China, that were encompassed in the current investigation. The countries have been categorized based on their respective regions to offer a comprehensive understanding of the intricate significance of platforms across diverse geographical areas.



The data depicted in Figure 3 indicates that social media monopolies with a global reach exhibit the most prominent peaks across various regions. However, comparatively smaller platforms also exhibit peaks in specific regions of the world. TikTok has garnered a substantial user population in various regions,

including the Western Pacific (as exemplified by Australia and Japan), the eastern Mediterranean (as represented by Egypt and Morocco), the European region (as represented by France, Italy, and Sweden), and the United States. The communication platform known as Discord, which has limited global recognition, was utilized by 20% of participants hailing from the United States.

Social media platforms serve distinct functions in the context of COVID-19 crisis communication, facilitating direct user commentary on crisis updates, enabling the production of personalized perspectives through the use of visual media, and allowing for the sharing and dissemination of crisis-related content within user communities. Furthermore, platforms are utilized concurrently. Figure 3 illustrates that certain platforms are regarded by users as primary channels, while others are utilized as supplementary sites for distinct purposes, such as connecting with particular peers or obtaining COVID-19 crisis-related information.

### **Community Engagement and Mobilization**

The COVID-19 pandemic has witnessed a significant contribution of social media in promoting community engagement and mobilization. Social media platforms have been utilized by local communities, organizations, and grassroots initiatives to mobilize resources, raise awareness, and coordinate efforts aimed at supporting vulnerable populations and those affected by the pandemic. The advent of social media has enabled the coordination of virtual events, fundraising initiatives, and volunteer undertakings, thereby enabling individuals to collaborate and make meaningful contributions towards response and recovery endeavors.

The advent of social media has facilitated a medium for promoting and campaigning for causes and movements pertaining to the pandemic. Social media has been employed by individuals to increase awareness regarding the social, economic, and health inequalities that have been amplified by the pandemic.

Additionally, it has been utilized to advocate for policy modifications and to advance social justice concerns. Social media has been utilized as a mechanism to enhance the volume of voices, generate social movements, and champion underrepresented communities impacted by the pandemic.

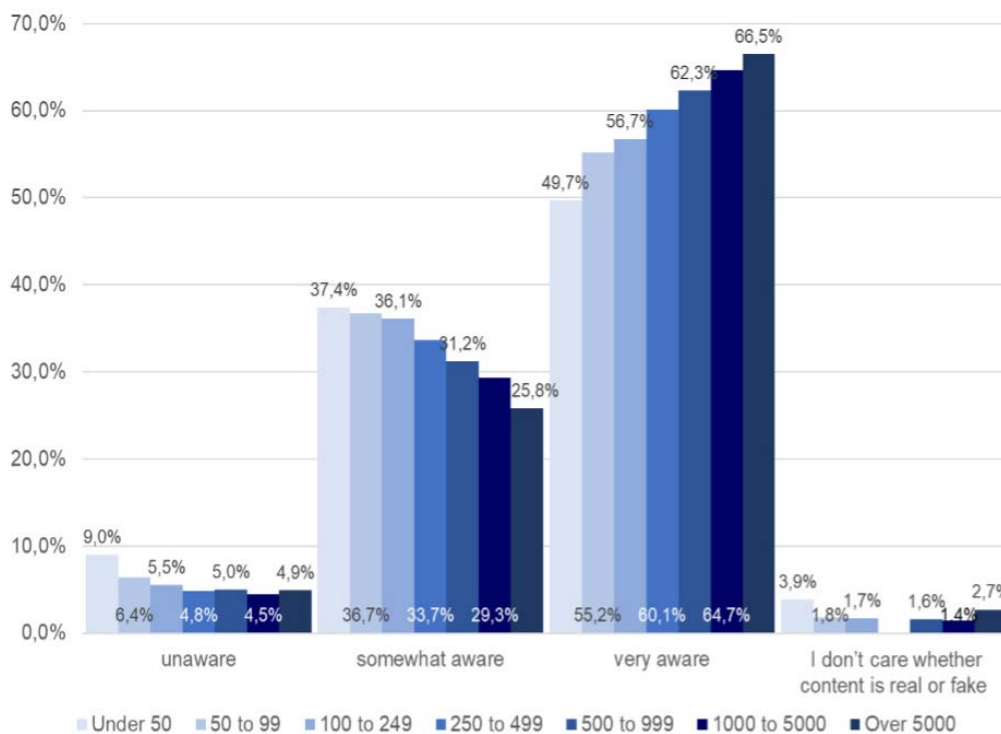
### **Public Perception and Misinformation**

The utilization of social media in influencing public perception amidst the pandemic has presented a dichotomous outcome. Social media has enabled individuals to share their personal narratives, encounters, and viewpoints, thereby providing a platform for diverse perspectives and fostering empathy and comprehension. The utilization of social media has facilitated the expeditious distribution of information, empowering individuals to remain up-to-date with the most recent advancements concerning the pandemic.

Conversely, social media has served as a conducive environment for the proliferation of inaccurate information, hearsay, and conspiratorial conjecture pertaining to the COVID-19 pandemic. Misinformation pertaining to the virus, including its origins, treatments, and preventative measures, has been disseminated extensively across social media platforms, resulting in a state of perplexity, apprehension, and skepticism among the general populace. The dissemination of inaccurate information through social media platforms has contributed to the development of doubt and opposition towards public health measures, vaccination campaigns, and other interventions that are grounded in empirical evidence. This has created obstacles for the successful management and response to pandemics.

According to the survey findings, a considerable proportion of individuals who utilize social media platforms are cognizant of the potential for misinformation regarding COVID-19 on these platforms, including messaging applications. Merely a minor proportion of participants, specifically 6%, professed to lack

knowledge regarding this information, while nearly 4% expressed apathy towards the veracity of content. According to the research, there appears to be a correlation between the possession of a community exceeding 5000 followers and an increased sense of accountability for the dissemination and exchange of information within such a vast network [32].



**Figure 4.** Number of followers and awareness of fake news

The majority of survey participants demonstrated cognizance regarding the potential for misinformation pertaining to COVID-19 on social media platforms. A mere 6% of respondents professed a lack of awareness, while 4% expressed indifference towards the veracity of content. Individuals with a greater number of followers, specifically 5000 or more, exhibited a higher propensity to verify the accuracy of content prior to dissemination and to report instances of misinformation. Additionally, this cohort expressed greater apprehension towards the dissemination of fake news in comparison to individuals with smaller follower communities, ranging from 250 to 499. Individuals with a follower count

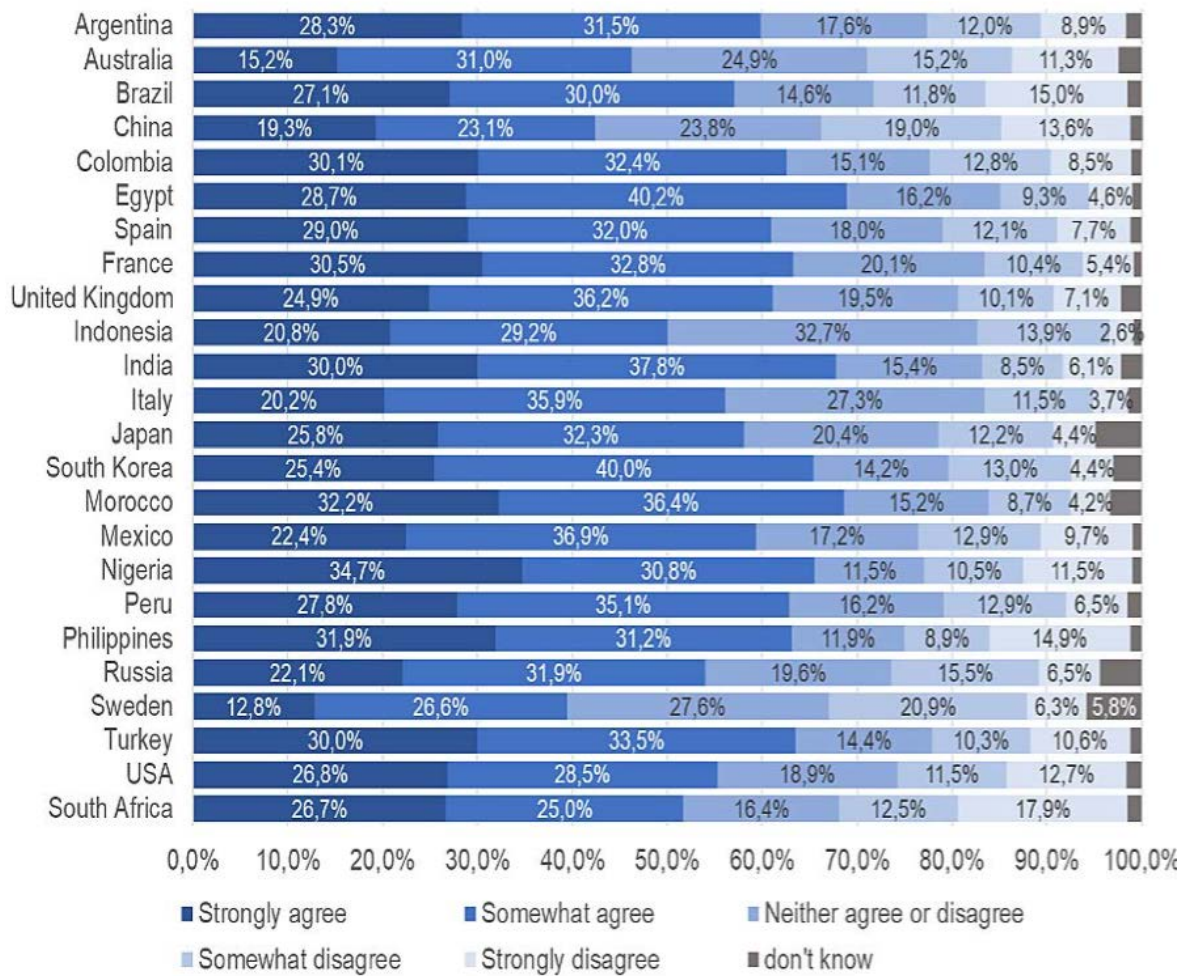
ranging from 1000 to 5000 exhibited comparable perspectives to those with a follower count exceeding 5000.

In general, the aforementioned discoveries indicate that individuals who utilize social media are increasingly cognizant of the possibility of misinformation, particularly those who possess a greater number of followers. Notwithstanding, there exists a requirement for heightened responsibility and accountability among individuals who utilize social media platforms to guarantee the precision and dependability of the information they disseminate.

### **Mental Health and Well-being**

The COVID-19 pandemic has had a noteworthy influence on mental health and overall well-being, and social media has played a multifaceted role in this regard. Social media has facilitated a means for individuals to establish connections with others, exchange their personal encounters, and pursue emotional assistance amidst a period of turmoil. The advent of social media has enabled remote socialization, thereby enabling individuals to maintain connections with their loved ones, communities, and support systems, even in situations where physical distancing measures were implemented.

Conversely, social media has been linked to adverse effects on mental well-being amidst the pandemic. The persistent inflow of news, data, and social media content pertaining to the COVID-19 pandemic.



**Figure 5.** I feel overwhelmed by the amount of information on COVID-19

The research indicates a proclivity towards the juxtaposition and evaluation of COVID-19 data. The act of contrasting and comparing can unveil noteworthy levels of digital literacy, but it may also create a perception of an uncertain information landscape. As a result, a significant number of participants from all nations expressed their concurrence, both strongly and to some extent, with the notion that they experienced a sense of being inundated by the volume of information.

The survey participants were queried regarding their level of concurrence with diverse assertions pertaining to the COVID-19 pandemic. The sentiment of agreement across all countries is depicted in Figure 5. The confluence of responses indicating "strong agreement" and "somewhat agreement" with respect

to experiencing a sense of being overwhelmed by the abundance of information pertaining to COVID-19 implies a climate of information that is indeterminate in most nations, with Australia, China, and Sweden exhibiting the least proportion of participants who articulated this sentiment. The countries with the highest proportion of respondents who strongly agreed to experiencing feelings of being overwhelmed were the Philippines (31.9%), France (30.5%), Colombia (30.1%), India (30%), and Turkey (30%). A considerable proportion of participants across all nations reported experiencing a degree of being inundated, which could potentially contribute to the perception of uncertainty. The sensation in question is not inherently associated with misinformation and disinformation, but rather arises from the copiousness of information, ambiguous origins, and challenges in navigation. Upon analyzing the aggregated responses of "strongly agree" and "somewhat agree" regarding the sentiment of being overwhelmed, it was observed that the nations of Egypt, Morocco, and India exhibited the highest percentages at 68%. Nigeria followed closely behind at 66%, with South Korea, the Philippines, and Turkey displaying similar levels of agreement at 65% and Brazil at 57%. France exhibited a 62% agreement rate, while Spain and the UK displayed a 61% agreement rate. Japan and Italy exhibited a 58% and 56% agreement rate, respectively. The US, Indonesia, and Russia displayed a 55%, 54%, and 54% agreement rate, respectively, with South Africa exhibiting a 52% agreement rate. According to a study, respondents from Australia, Sweden, and China reported the lowest level of being overwhelmed, which was determined by combining the categories of "strongly agree" and "somewhat agree". This was found in a research article [32].

## CONCLUSION

Based on the analysis conducted in the three sections of this study, we have gained valuable insights into the role of social media in the context of the COVID-19 pandemic. The COVID-19 pandemic has brought to the forefront the crucial

role that social media plays in disseminating information, shaping public opinion, and impacting decision-making. Social media platforms have become primary sources of news and information for millions of people worldwide, providing a space for individuals to share their experiences, opinions, and ideas. As such, the role of social media in the COVID-19 pandemic has been significant and multifaceted.

In the first section, we explored the theoretical perspectives on social media and crisis communication. This provided us with a solid foundation for understanding how social media platforms function as communication channels during times of crisis. We examined the different theories and frameworks that shed light on the dynamics of information dissemination, user engagement, and the influence of social media in shaping public opinion. Understanding the dynamics of social media as a source of information during the pandemic is crucial for effective crisis communication and public health interventions. Further research and analysis of social media content and its impact on information dissemination and public perception during the pandemic can provide valuable insights for improving communication strategies and addressing the challenges posed by social media as a source of information during crises like the COVID-19 pandemic.

In the second section, we focused on the use of social media as a source of information during the pandemic. Through a comprehensive analysis of platforms such as Twitter, Instagram, YouTube, Reddit, and Gab, we examined the language used, the types of content shared, and the linguistic features observed. We also compared COVID-19 coverage across these platforms and identified the presence of misinformation and its impact on the spread of information. Social media has been a breeding ground for misinformation, fake news, and conspiracy theories, which can be dangerous and potentially life-threatening if believed and acted upon. The research finds that information from both reliable and questionable sources spreads similarly on social media. Another role of social

media in the COVID-19 pandemic has been its ability to foster connection and community during a time of physical distancing. Social media platforms have enabled individuals to stay connected with friends and family, participate in online events and activities, and share their experiences and emotions during a time of unprecedented uncertainty and anxiety.

In the third section, we delved into the specific role of social media in the COVID-19 pandemic. We analyzed user behavior, including awareness of false information, engagement with reliable sources, and the dissemination of questionable content. We discovered that the size of follower communities influenced users' responsibility for the accuracy of shared content. Furthermore, we found variations in the reaction to reliable and questionable sources across different social media platforms. However, social media has also been criticized for exacerbating the mental health impacts of the pandemic, including feelings of isolation, anxiety, and depression. The constant barrage of information, coupled with the pressures of social comparison and the spread of misinformation, can be overwhelming and lead to negative mental health outcomes.

Collectively, these findings highlight the complex nature of social media's role in the COVID-19 pandemic. While social media platforms serve as important sources of information and communication during crises, they also present challenges in terms of misinformation and the overwhelming volume of content. It is crucial to promote media literacy, encourage critical thinking, and implement measures to mitigate the spread of false information. This study contributes to our understanding of the interplay between social media and the COVID-19 pandemic. It underscores the need for further research and the development of effective strategies to leverage social media platforms for accurate and reliable information dissemination during times of crisis. By recognizing the strengths and limitations of social media, we can work towards harnessing its potential while mitigating its negative impacts in future public health emergencies

## **2. ANALYSIS OF COVID-19 COVERAGE IN SOCIAL MEDIA**

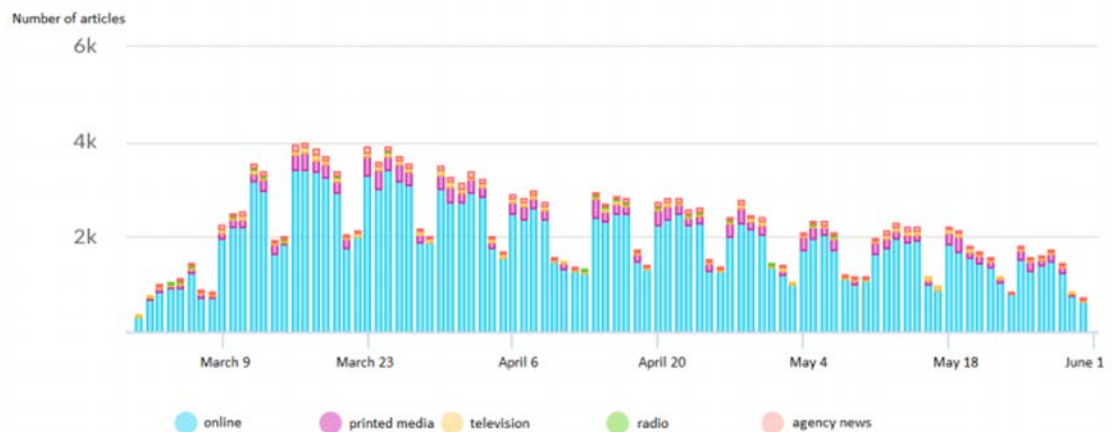
### **2.1. The language of Covid-19 in social media**

With the onset of the COVID-19 pandemic, social media has rapidly become a crucial communication tool for information generation, dissemination, and consumption. Social media platforms are meant to connect people and helped the world remain connected, largely increasing usage during the pandemic. Since many people are asked to remain home, they have turned to social media to maintain their relationships and to access entertainment to pass the time. The COVID-19 pandemic has affected the usage of social media by the world's general population, celebrities, world leaders, and professionals alike. The coronavirus pandemic of 2020 is the first global health crisis in the age of social media. During this pandemic, there have been countless examples of social media being used to both mitigate and, unfortunately, propagate harm.

The COVID-19 pandemic has not only impacted our physical health and well-being but has also brought about significant changes in the way we communicate and consume information. In today's digital age, social media platforms have become crucial sources of news and updates, offering a space for individuals to share their thoughts, concerns, and experiences related to the pandemic. The language used in these platforms plays a vital role in shaping public understanding, attitudes, and behaviors towards COVID-19.

This chapter focuses on exploring the language of COVID-19 in social media and its implications. The aim is to delve into the various linguistic aspects and patterns observed in the discourse surrounding the pandemic on popular social media platforms such as Twitter, Facebook, Instagram, and others. Through an analysis of the language used in COVID-19-related content, valuable insights can be gained into how information is conveyed, shared, and interpreted within the digital realm. The language used in COVID-19-related social media content can

provide valuable insights for communication strategies and public health campaigns. By understanding how information is framed, communicated, and received by different social media users, we can tailor messaging and interventions to effectively reach and engage with diverse audiences.



**Figure 6.** Number of articles on COVID-19 and coronavirus in the media in seven languages (Russian, Ukrainian, Slovak, Polish, German, English, and Italian) in the period March 1 – May 31, 2020 (MONITORA2 2020)

The term "infodemic" is used to describe the "overabundance" of information produced in reaction to an epidemic, and it can refer to both accurate and false information. This knowledge is disseminated similarly to a pandemic, but due to the ease of contact provided by social media, it spreads even more quickly [1]. Due to the nature of social media, celebrities and influencers have a disproportionately large impact on the information that is transmitted, making social media equally effective at disseminating accurate information as well as false information [17].

Since the present pandemic has made it impossible for us to engage in any type of physical contact or go about our daily lives, technology and digital experiences are now more important than ever. We have access to the internet and have become accustomed to terminology that was either rarely used before COVID-19 (such as quarantine and pandemic) or was only known to a small number of people (such as coronavirus, super-spreader, or the abbreviations PPE

for "personal protective equipment" or WFH for "working from home"), while also understanding the implications of other terms like "self-isolation," "lockdown," and "social distancing" ( The emergence of numerous novel lexical forms, primarily blends, has been attested to in brief studies of coroneologisms. According to Thorne (also referenced in CBC, 2020), the present epidemic has resulted in the creation of more than 1,000 new words, including both general and technical vocabulary.

All of these neologisms can be broadly categorized based on their constituent parts: under the previously mentioned covid, there are also covidials, which are defined as "babies born in an expected baby boom in late 2020," and covideoparty, which refers to "a video party during lockdown," while under corona, there are coronacation, used ironically to refer to the forced "holidays" during quarantine, corona trolls, and moron Although (at least initially) not all of the forms above have been borrowed into other languages, their use appears to be growing. This is true for all of the new terms for breaking up that have appeared recently across various platforms (for example, in addition to zumping, see FaceTumping [FaceTime + dumping] and Skumping [Skype + dumping]).

Even though some of these terms are already in online dictionaries (see Macmillan Dictionary, s.v. drivecation, "time spent in your caravan or camper van parked at home during lockdown"), they may all become obsolete in the future. However, for the time being, they serve a useful purpose by helping people put names to new realities and psychologically process and endure these unprecedented times on a global scale. Our lives and language continue to be influenced by the coronavirus. The coronavirus is currently surging to new heights, so despite our earlier hopes that we could fling the year's coronacoinages out the door, that is obviously not going to be the case. When we initially learnt the words for the COVID-19, such as social distance and flatten the curve, it seemed like years, not months. We had to assimilate a lot of information quickly and learn to distinguish between key terms like "epidemic" and "pandemic,"

"isolation" and "quarantine," and "respirators" and "ventilators." Contagious vs. infectious and the function of antibodies were further topics of discussion.

Many of the new words we keep adding to our vocabulary speak to the continuing nature of our predicament. Perhaps in order to cope, we yearn for the Bygone Era or have turned to cluttercore. The ups and downs of this life have not been pleasant (to be honest, it is a coronacoaster), but the new vocabulary has helped us remain educated and secure throughout these tense situations.

## **2.2. Types of word formation**

The rule of using morphemes to create words is known as word formation. It provides a grammatical study of word structure and shows how morphemes are combined to form a word's internal structure. "Word formation is that branch of lexicology that studies the derivative structure of existing words and the patterns on which a language builds new words," writes G.N. Babich [10] in his book of English stylistics. It is a particular lexical classification principle and one of the primary strategies for expanding the vocabulary. Therefore, we can conclude that word-building, along with borrowing from other languages, is crucial for enhancing and expanding the English vocabulary. The majority of words in the English language are created by adding affixes to pre-existing words or by combining words to create compounds. There are many different ways that words are formed, and there are major and small ways to create new words as well."Neologisms are mainly coined according to the productive models for word-building in the given languages," according to G.N. Babich's book of lexicology [16]. The majority of literary coinages are created by word compounding and affixation. Additionally, it is claimed in numerous other publications on stylistics and lexicology that compounding and affixation are the two most effective and common techniques to create new words. Affixation and word compounding, which are still common techniques for creating new words,

constitute the foundation of the majority of literary and bookish coinages. The other methods for creating words include mixing, sound-imitation, clipping, and acronyms. Let us take a closer look at each type in the paragraphs that follow.

**COMPOUNDING** or word-composition is a type of word-building, in which coinages are produced by combining two or more stems. It is one of the most productive and important types of word-formation in Modern English. Examples: dining-room, blackbird, sunflower, bedroom, bluebell, mother-in-law, good-for-nothing. Lexicology mentions three aspects of composition that present special interest, which are also subdivided into different types and subtypes. The first is the structural aspect, which consists of compounds: neutral, morphological and syntactic. Neutral compounds contain two stems that are combined without any linking elements (e.g. tallboy, blackbird). These examples have affixless stems, but also, there are derivational compounds that have affixes in their structure (e. g. Blue-eyed, lady-killer, broad-shouldered, music-lover, teenager, babysitter). The last two examples are relatively recent formations. The majority of nonce-words are coined on this pattern that shows us high productivity of this word-forming type. The third type of neutral compounds is contracted compounds. The main peculiarity is in their shortened stem in the word structure (e.g. TV-set (-program, -show, -channel, etc.), G-man (Government man "FBI agent"), H-bag (handbag), T-shirt, etc.). In morphological compounds two stems are combined together by a linking element: a consonant or a vowel (e. g. Anglo-Saxon, Franko-Prussian, handiwork, handicraft, craftsmanship, spokesman and etc.). They are few in number. Finally, syntactic compounds are formed from different parts of speech (nouns, verbs, articles, prepositions, adverbs) as they occur together in phrases: such as in the nouns lily-of-the-valley, good-for-nothing, mother-in-law, sit-at-home, pick-me-up, know-all, know-nothing, go-between, get-together.

**PREFIXATION:** Prefixes are such particles that can be prefixed to full words. But they are not with independent existence. Native prefixes have developed out of independent words; there is a small number of them: a-; be-; mid-; fore-; mis-. The system of English word formation was entirely upset by the Norman Conquest. From French English borrowed many words with suffixes & prefixes. Borrowed prefixes in English: Auto-; Demi-; Mono-; Multi-; Semi-; Post-.

**SUFFIXATION:** A suffix is a derivative final element, which is or was productive in forming new words. There are two groups: 1) A foreign word is combined with a native affix: -full, -less, -ness: clearness, faithless, faithful. 2) Foreign affixes are added to native words: -ance, -al, -ity, -able. Semi suffixes are elements, which stand midway between full words & suffixes like, worthy, way, wise, a Godlike creature, trustworthy, clockwise, midway.

**CONVERSION** is the way of making a new word from an already existing word by changing the category of part of speech without any additional suffixes. Mainly change such parts of speech as: nouns, adjectives, and verbs –primarily the verbs that come from nouns and the nouns that come from verbs (Crystal 1995). Ingo Plag [17] provides some examples of words which are made by means of conversion. These words are derivationally related and are completely identical in their phonetics.

A.the bottle –to bottle; the hammer –to hammer; the file –to file; the skin –to skin; the water –to water

B.to call –a call; to dump –a dump; to guess –a guess; to jump –a jump; to spy –a spy

C.better -to better; empty -to empty; hip -to hip; open-to open; rustproof -to rustproof

D.poor -the poor; rich -the rich; well-fed -the well-fed; blind -the blind; sublime-the sublime/

As can be seen, different types of conversion can be distinguished, in particular noun to verb (A), verb to noun (B), adjective to verb (C), and adjective

to noun (D). Of course, there are other types which are insignificant and which are few in number. These four types are the most important and productive (Plag 2003).

**CLIPPING** is the way of shortening, realised by clipping off some part of a word, and removing the rest, with the result that the word acquires some linguistic value of its own (for example: phone from telephone, plane from airplane, flu from influenza). In this process not only words can be shortened but also whole phrases (for example: zoo is made from zoological gardens). In that case, a new obtained word is not really new; it is a stylistic option of already existing word. More examples of clipping are: ad ← advertisement, condo ← condominium, demo ← demonstration, disco ← discotheque, fax ← telefax, lab ← laboratory, photo ← photography, prof ← professor (Minkova Stockwell 2009) [18].

**BLENDING** is part of one word that is stitched into another word without any regard for morpheme or lexeme boundaries. Blending tends to be done by taking word elements anywhere, the most important thing is to create new words that are memorable and easy to remember by readers or listeners. The examples of blending words: Smoke + fog = smog; Breakfast + lunch = brunch; Smoke + haze = smaze

**WORD MANUFACTURING:** A word or word combination that appears or especially coined by some author: Sentence – sentenceness; “I am English & my Englishness is in my vision” (Lawrence).

Classifications of derivational affixes are based on different principles such as:

- 1) the lexico-grammatical character of the stem the affix is added to,
- 2) the part of speech formed,
- 3) the meaning,
- 4) the generalising denotational meaning,
- 5) the stylistic reference, etc.

The productivity of derivational affixes is relative and conditioned by various factors. Many of the Modern English derivational affixes were at one time independent words. Others have always been known as suffixes or prefixes within the history of the English vocabulary. Some of them are of international currency. The degree of productivity and factors favouring it make an important aspect of synchronic description of every derivational pattern within the two types of word-formation. Three degrees of productivity are distinguished for derivational patterns and individual derivational affixes:

- 1) highly-productive,
- 2) productive or semi-productive,
- 3) non-productive.

To sum up, neologisms represent active changes in society and dynamic trends in language. They are the driving force that triggers language development. Word formation is the process of forming words, by adding a word suffix and forming words with other meanings by adding prefixes and suffixes. Besides, the process of forming words, by combining, cutting, summarizing, or borrowing from other languages to change the form of the word from its origin.

### **2.3. The word formation models of COVID-19 - related neologisms**

In fact, very few of the new words which appear in the English language are completely ‘new’ – they account for less than 1% of all English neologisms [20]. The vast majority of new words and expressions include at least one lexical component which is already familiar to us. Like all other challenging circumstances throughout history, COVID-19 has its own share in the creation of new concepts and terms expressing those challenges, which have become part of our everyday conversation.

Since one of the objectives of this study is to examine the most dominant word-formation processes that characterized the COVID-19-stimulated neologisms, the types of word-formation processes mentioned above are discussed below.

**Coinages.** It is the invention or creation of totally new terms either deliberately or accidentally (Yule 2020). The most discrete and dominant lexical addition throughout the coronavirus pandemic is the coinage COVID-19. Not only that the term has been recognized by lexicographers and was added to English language dictionaries as a new dictionary entry, but it has equally been adopted as an undisputed neologism, a coinage in other world languages. Examples: *Coronavirus* was relatively rare outside medical and scientific discourse, while *COVID-19* was only coined in February; however, the two terms came to dominate global discourse nowadays.

**Affixation.** As a word-formation process, affixation involves adding bound morphemes to existing roots, which results in newly created derivatives. Based on the compiled list of neologisms, the word *masklessness* is a case in point. In this example, a double-affixation occurs where the adjective-forming suffix *-less* is added to the root *mask* (n.), and then another noun-forming suffix *-ness* is added to the stem *maskless* (adj.) to create the word *mask-less-ness* (n) [4].

**Compounding.** Compounding is the combination of two distinct words to produce a single form. The most popular word-forming method in English is compounding. It is also a composition, it is from the Latin language for "putting together." Compounds often can be written as a single word, hyphenated terms, and separated terms. Examples of this process include *coronacoma* (*Corona+coma*) for 'the period of shutdown or that long quarantine sleep'; *coronaviva* (*Corona+viva*) which means 'an oral examination or thesis defense taken online during the lockdown'; *handsanitizer* (*hand + sanitizer*); *lockdown* (*lock + down*); *coronaspeck* (*Corona +speck*); *self-quarantine* (*self + quarantine*) and *zombombing* (*Coom+bombing*) which means 'hijacking and/or interrupting videoconferencing on the Zoom platform.' It is

noteworthy that while viewing such coronavirus-related compounds as neologisms, we cannot confirm the ability of these terms to survive the passing of the COVID-19 crisis. These terms may be best described as ‘nonce’ words, which have an extremely limited and contingent currency, and they usually disappear as soon as the social conditions change

**Blending.** It is a word-formation process where parts of two or more words combine to create a new word whose meaning is often a combination of the original words. The following 16 examples may be cited: *coronials* (*Corona* + *millennials*), referring to ‘kids who were conceived by their parents during the quarantine that resulted from the coronavirus. Most of these babies are born post-December 2020. They may also be referred to as *COVID-kids*. Another example is *coronacation* (*Corona* + *vacation*) which is defined as ‘a vacation that takes place because of cheap flights and hotels that exist because of the 2020 coronavirus’ and *drivecation* (*drive*+*vacation*). The same applies to *quaranteens* (*quarantine* + *teens*), which refers to ‘the generation who will become teenagers in 2033/2034’; *Covid* (*Corona* + *Virus* + *Disease*); *Covidiot* (*Covid* + *Idiot*); *Covidient* (*Covid* + *Obedient*); *Quarantini* (*Quarantine* + *Martini*); *Infodemic* (*Information* + *Epidemic*); *Quaranteam* (*Quarantine* + *Team*); *Coronials* (*Corona* + *Millennials*); *Covexit* (*Covid* + *Exit*); *Covidivorce* (*Covid* + *Divorce*); *Quaranteen* (*Quarantee* + *Teen*); and *Loxit* (*lockdown* + *exit*) ‘the process of exiting from lockdown impositions.’

**Clipping.** Clipping is reducing the element of blending that is noticeable in the process described. There are two samples of this type, „sanny” and “iso”. The word “Sanny” comes from handsanitizer. This process is done by omitting the last syllable “tiser”. The word “Iso” comes from “isolation”. This process is done by omitting the last syllable “lation” letters after the consonant “o” and only the first syllable ”iso”. Examples are: *Handwashing* (*Hand* + *Wash* + *Ing*); *Zoombombing* (*Zoom* + *Bomb* + *Ing*); *Coronababies* (*Corona* + *Baby* + *es*); *Self-isolation* (*Self* + *Isolate* + *-ion*); *Covideoparties* (*Corona* + *Video* + *Party* + *-es*)

**Abbreviation:** It is the shortened form of a written word or phrase. Examples from the COVID-19 crisis are found in BCV, BC which refers to ‘(the period) before Corona (virus)’; nCoV ‘the coronavirus in technical designation or shorthand’; PUI ‘Person Under Investigation’; WHF ‘Working From Home’; PUM ‘Person Under Monitoring’; and PPE ‘Personal Protection Equipment.’

**Acronym:** It is an abbreviation formed from the initial letters of other words and pronounced as a word. In the coronavirus context, examples are found in *COVID-19* ‘Coronavirus Disease 2019’; *ARDS* ‘Acute Respiratory Distress Syndrome’; and *WHO* ‘World Health Organization; *WFH* ‘Work from Home’; *PPE* ‘Personal Protective Equipment’; *WFO* ‘Work from Office’; *PUI* ‘Person Under Investigation’.

**Borrowing:** It is the process through which a word is adapted for use in another language. An example of borrowing in the coronavirus context is found in words: *Rapid test* (no word-formation process), *Swab test* (no word-formation process). They are English borrowed words. These borrowed words have experienced changes in writing.

These processes were comprehensive enough to include all levels of linguistic theorizing, namely: 1) coinages, 2) affixation, 3) compounding, 4) blending, 5) clipping, 6) abbreviation, 7) acronym, and 8) borrowing. These word-formation processes are in the core of research on historical linguistics as they shed light on the process of language change over time, and more so about the relationship between language variation and social change. Interestingly, some word-formation processes such as compounding and blending were more dominant than the others. This is attributed to the fact that these two are perhaps the most productive word-formation processes which have been most popular throughout. In other words, most of the terms and lexical entries are not necessarily new; they have already been there, but they were reintroduced within the COVID-19 context.

Historically, significant social, political, and other upheavals, including pandemics, leave their footprints on language through their short-term and long-term effects. As is the case with the COVID-19 lexical innovations and neologisms, other major world events such as the industrial revolution, WWI, and WWII, global pandemics like HIV, SARS, MERS, and social media applications have brought with them new concepts, terms, and lexical innovations whose survival and frequency of use varied over time. In this context, the question to ask is how much longer the COVID-19-inspired neologisms would remain in use after the post-pandemic era. As Ro (2020) put it, words that describe lasting behavioral changes such as *zoombombing*, being influenced by *photobombing*, which invades somebody else's video call, are expected to continue. Historically, coinages such as *Radar*, *Xerox*, etc., are but true examples of surviving neologisms.

On the other hand, and as we indicated earlier, some words which have been around for years, such as *self-isolate*, *self-quarantine*, *social distancing*, *social isolation* have changed their usage during the coronavirus crisis. Nowadays, the abbreviations WFH and PPE have become popular words in social media due to COVID-19. These and other examples, such as *lockdown*, *social distancing*, *super-spreader*, etc. show how social media and blogs, television and internet have played a vital role in spreading and adopting new words and expressions.

## CONCLUSION

In conclusion, the analysis of COVID-19 coverage in social media has provided valuable insights into the language, word formation, and neologism models related to the pandemic. The language of Covid-19 in social media has demonstrated its significance as a powerful communication tool during this global health crisis. The language used reflects the urgency, emotions, and rapid

dissemination of information within online platforms. It serves as a medium for sharing updates, expressing opinions, and influencing public perception.

It was also identified the types of word-formation processes that contribute to the emergence of neologisms in the English language. The analysis of types of word formation in COVID-19 coverage highlights the linguistic creativity and adaptability in response to the evolving nature of the pandemic. Through coinages, new words are created to capture emerging concepts and phenomena related to COVID-19. For example, terms like "infodemic" and "maskne" have emerged to describe the overwhelming spread of misinformation and the occurrence of acne caused by wearing masks, respectively. Another prominent word formation strategy is blending, where two or more words are combined to form a new term. Examples include "coronavirus" (corona + virus) and "lockdown" (lock + down), which have become widely used to describe the virus and the measures implemented to control its spread. These blends efficiently convey complex ideas by merging familiar elements and facilitating understanding. Borrowing is another common word formation process observed in COVID-19 coverage. Terms like "pandemic," "quarantine," and "social distancing" have been borrowed from medical and public health contexts to describe specific aspects of the crisis. Borrowed words help establish a common vocabulary across different languages and facilitate global communication and collaboration. Abbreviations and acronyms have also gained prevalence in COVID-19 coverage, allowing for concise and efficient communication. Examples include "COVID-19" (Coronavirus Disease 2019) and "PPE" (Personal Protective Equipment). These abbreviated forms have become widely recognized and widely used, simplifying communication and fostering information exchange. The utilization of these various word formation processes demonstrates the dynamic nature of language and its ability to adapt to new circumstances. By creating new terms and repurposing existing ones, language users can effectively communicate complex ideas and concepts related to the

pandemic. These linguistic innovations not only facilitate communication but also contribute to the consolidation of shared understanding and the formation of a collective language specific to the COVID-19 context. In conclusion, the analysis of word formation in COVID-19 coverage reveals a rich array of linguistic processes, including coinages, blends, borrowing, compounding, clipping, borrowings and abbreviations. These strategies enable efficient communication, capture emerging concepts, and facilitate a shared understanding of the pandemic. By embracing linguistic innovations, we can effectively navigate the challenges posed by the crisis and foster effective communication and comprehension among individuals and communities.

In summary, the analysis of COVID-19 coverage in social media has underscored the influential role of language in shaping public discourse and understanding of the pandemic. The dynamic nature of the language, along with the diverse word formation processes and neologism models, reflects the evolving nature of society's response to this global crisis. This research contributes to a deeper understanding of the linguistic aspects of COVID-19 communication and provides a foundation for future studies in crisis communication, language evolution, and social media analysis. By comprehending and analyzing the language used in social media during the pandemic, we can better grasp its impact on public perception, behavior, and response, ultimately contributing to more effective communication strategies and interventions in times of crisis.

## **GENERAL CONCLUSION**

As a result of research, we came to the following conclusions. The first part of the research explored the theoretical perspectives on social media and crisis communication, highlighting the transformative power of social media in facilitating real-time information sharing, amplifying messages, and connecting

individuals and communities. It was evident that social media has become a vital source of information during the pandemic, providing timely updates, expert opinions, and personal experiences. We analyzed six the most popular social media: Twitter, Instagram, Facebook, YouTube, Gab and Reddit. Twitter, known for its real-time nature and character limit, played a significant role in providing rapid updates and breaking news related to the pandemic. It allowed users to share concise messages, hashtags, and links to news articles, research studies, and official statements. The platform facilitated the spread of information, enabling users to engage in discussions, express opinions, and amplify important messages through retweets and trending topics. Instagram, being a visual-oriented platform, provided a unique perspective on COVID-19 coverage. Users shared images, infographics, and videos to convey information, raise awareness, and share personal experiences related to the pandemic. Influencers, organizations, and health professionals utilized Instagram to reach a younger demographic and foster engagement through visually appealing content. Facebook, being one of the largest social media platforms, played a crucial role in COVID-19 coverage. Users shared news articles, videos, and personal stories related to the pandemic, allowing for discussions and information sharing within communities and groups. The platform also served as a space for official announcements from health organizations and government agencies, providing users with authoritative information. YouTube, as a video-sharing platform, became a hub for COVID-19-related content. Users created and shared videos on a wide range of topics, including health tips, educational resources, and discussions on the impact of the pandemic. YouTube's algorithm recommended COVID-19 content based on user preferences, contributing to the dissemination of both accurate information and misinformation. However, efforts were made to promote authoritative sources and combat the spread of misinformation. Platforms like Gab and Reddit, known for their communities and user-generated content, presented a different

perspective on COVID-19 coverage. These platforms allowed for diverse discussions, including alternative viewpoints and conspiracy theories related to the pandemic. It was crucial to analyze the spread of misinformation and the influence of these platforms on public perception and behavior. As such, the role of social media in the COVID-19 pandemic has been significant and multifaceted. The research provides insights into user engagement and interest in the COVID-19 topic and the evolution of the discourse over time. The study also employs epidemic models to understand the spread of information on different social media channels and identifies Gab as the environment most susceptible to misinformation dissemination. Additionally, the research finds that information from both reliable and questionable sources spreads similarly on social media. The first part of the study concludes by emphasizing the importance of understanding social dynamics in content consumption and social media platforms to design effective communication strategies during times of crisis.

In the second part, the nature of the neologisms and new expressions words were established. It was also identified the types of word-formation processes that contribute to the emergence of neologisms in the English language. We examined word-formation processes that are the most dominant word-formation processes that characterized the COVID-19-stimulated neologisms. When a crisis or an issue in general emerges that concerns the general public, some factors come together: social media use neologisms to draw attention to about the situation. Neologisms might be coined in technical jargon in order to describe the situation accurately, politics might coin neologisms to describe plans in relation to the situation and advertisement might use neologisms to advertise certain properties of their products specifically aimed at the situation. Using samples from news articles, search engines, electronic publications, electronic dictionaries, different socio-journalistic articles and social media we

selected certain lexical items for analyzing. We also observed that all types of word formation process are not involved fully in the creation of neologism in the perspective of COVID-19. The surge of new words and phrase accompanying the sudden COVID-19 outbreak has created new lexical and sociolinguistic changes that have become part of our lives. The emergence of COVID-19's coinages has remarkably increased and already established a trending base of global neologisms. COVID-19 has brought significant linguistic changes at all levels. The pragmatic dimensions of some of the COVID-19-inspired terms, such as social distancing, have been particularly important. For example, strict adherence to matters of personal space, avoiding greetings through handshake, reconsidering seating arrangements in public gathering and events, and other manifestations of social interaction have emerged as new globally-acknowledged social habits. In addition, quarantine, self-isolation, personal hygiene, and sanitation practices have equally been enforced and observed to acquire social currency worldwide. The power of circulation and dissemination of those coinages and neologisms was so rapid and massive for several reasons; first, the graveness of the COVID-19 pandemic, which affected the international community indiscriminately, with the skyrocketing number of cases, fatalities, and the devastating impact of the pandemic on the global economy. Second, social media has been so effective in speeding up the mobility of these lexical innovations. We analyzed and revealed that word-formation processes were so varied to cover all possible forms of derivation, including affixation, compounding, blending, clipping, acronyms, among others, along with dual word-formation processes, with compounding and blending being the most discrete. The findings showed that the flux of new terms demonstrates the creativity and vitality of the English language to respond to emerging situations in times of crisis. The findings of this study revealed that with the outbreak of COVID-19, the majority of the people on social media and state briefings, the word-formation is utilized in the form of nouns, adjectives,

and verbs. The abbreviations and acronyms are also used which are related to the current situation of COVID-19. No doubt, neologisms present colorful portrayals of various societies and cultures but they don't exist in our own. The newly formed neologisms in English very clearly show and reproduce the current picture of the world and the state of people in this difficult period.

The results of our study have most clearly shown that the size and pace of COVID-19-inspired lexical innovations and manifestations have most rigorously dominated global discourse. In general, 54 English lexical items were analyzed. It was also examined that compounding and blending are the most common and popular types of word formation of COVID-19 neologisms. To conclude, the search for COVID-19-inspired neologisms has proven to be a relevant research topic as it translates the linguistic, social, health, and other changes brought by the coronavirus global crisis. The question of how much longer would the COVID-19 neologisms remain in use after the post-pandemic era is still unknown.

## **SUMMARY**

The analysis of COVID-19 coverage in social media has provided valuable insights into the language, word formation, and neologism models related to the pandemic. The language used in social media reflects the urgency, emotions, and rapid dissemination of information, and it is also identified as a medium for sharing updates, expressing opinions, and influencing public perception.

The topic of analyzing the coverage of the COVID-19 pandemic in social media is highly relevant due to the significant impact of these platforms on information dissemination, public opinion, and behavior during the crisis. Understanding how social media has been used during the pandemic is crucial for addressing

challenges such as misinformation and promoting accurate information. This research aims to contribute valuable insights to policymakers, health organizations, and the general public for effective communication strategies and navigating future health crises.

The purpose of our work is to determine and analyze social media coverage, using different sources and methods.

The subject of our research is the language, word formation, and neologism models used in the coverage of COVID-19 in social media, which reflect the urgency, emotions, and information dissemination in this digital space.

The object of our research is the COVID-19 coverage in social media, which serves as a medium for sharing updates, expressing opinions, and influencing public perception during the pandemic.

The main tasks of our work include analyzing different sources and methods to determine and analyze social media coverage of COVID-19, examining word-formation processes such as coinages, blending, and borrowing, and identifying linguistic strategies that facilitate efficient communication and shared understanding of the pandemic.

Word-formation processes in COVID-19 coverage highlight the linguistic creativity and adaptability in response to the evolving nature of the pandemic, such as coinages, blending, and borrowing. Coinages involve creating new words to capture emerging concepts and phenomena related to COVID-19, while blending involves two or more words being combined to form a new term. Borrowing is another common word formation process observed in COVID-19 coverage, which helps establish a common vocabulary across different languages and facilitate global communication and collaboration.

The analysis of word formation in COVID-19 coverage reveals a rich array of linguistic processes, including coinages, blends, borrowing, compounding, clipping, borrowings and abbreviations. These strategies enable efficient communication, capture emerging concepts, and facilitate a shared understanding of the pandemic.

The theoretical significance of our research lies in contributing valuable insights to policymakers, health organizations, and the general public in developing effective communication strategies, addressing challenges like misinformation, and navigating future health crises by understanding the impact of social media coverage during the pandemic.

By comprehending and analyzing the language used in social media during the pandemic, our research aims to provide a foundation for future studies in crisis communication, language evolution, and social media analysis, ultimately leading to more effective communication strategies and interventions in times of crisis.

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## **GLOSSARY**

1. Antisocial distancing: A humorous term used to describe the desire to avoid social interactions even after lockdown measures are lifted.
2. ARDS: Acute Respiratory Distress Syndrome - Abbreviation for a severe lung condition associated with COVID-19.
3. BCV: Before Corona (virus) - Abbreviation for the period before the COVID-19 pandemic.
4. Coronababies: Refers to babies born during the pandemic or conceived during the quarantine.
5. Coronacation: A vacation taken advantage of due to cheap flights and hotels during the pandemic.
6. Coronacoaster: Refers to the emotional ups and downs experienced during the pandemic.
7. Coronacoma: The period of shutdown or quarantine that feels like a prolonged state of sleep.
8. Coronaspeck: A small stain or mark on a surface caused by disinfecting with bleach or sanitizers.
9. Coronaviva: An oral examination or thesis defense conducted online during lockdown.
10. Coronials: Refers to children conceived by their parents during the quarantine period.
11. Coronials: Refers to the generation born or coming of age during the COVID-19 pandemic.
12. Covexit: Refers to the process of gradually easing or exiting from COVID-19 lockdown measures.
13. COVID-19: Coronavirus Disease 2019 - Abbreviation for the disease caused by the novel coronavirus.
14. Covid: An abbreviation for Coronavirus Disease.

15. Covideoparties: Refers to virtual parties or gatherings conducted through video calls.
16. Covidient: Refers to individuals who strictly adhere to COVID-19 safety guidelines and protocols.
17. Covidiot: A term used to describe someone who ignores or downplays COVID-19 safety measures.
18. Covidivorce: A term used to describe an increase in divorce rates during the pandemic.
19. Doomscrolling: The habit of continuously consuming negative news and pandemic-related information online.
20. Drivecation: A vacation that involves traveling by car to maintain social distancing.
21. Flexicurity: A term used to describe the balance between flexible work arrangements and job security during the pandemic.
22. Handsanitizer: A blend of "hand" and "sanitizer," referring to a product used for hand hygiene.
23. ICU: Intensive Care Unit - Abbreviation for specialized hospital units treating severe COVID-19 cases.
24. Immunity bubble: A small social circle of people who have achieved immunity or have been vaccinated against COVID-19.
25. Infodemic: Refers to the overwhelming amount of information, both accurate and inaccurate, about COVID-19.
26. Iso: A clipped form of "isolation," used to refer to the state of being isolated.
27. Lockdown: Refers to strict restrictions and stay-at-home orders implemented during the pandemic.
28. Loxit: Refers to the process of exiting from lockdown impositions.
29. Masklessness: The act of not wearing a mask, particularly in public settings.

- 30.Maskne: Refers to acne or skin irritation caused by wearing face masks for extended periods.
- 31.NCoV: Novel Coronavirus - Abbreviation for the new strain of coronavirus.
- 32.Pandemic pounds: Refers to weight gained during the pandemic due to lifestyle changes and stress.
- 33.PCR: Polymerase Chain Reaction - Abbreviation for a diagnostic test used to detect COVID-19.
- 34.PPE: Personal Protective Equipment - Abbreviation for protective gear worn to minimize exposure to COVID-19.
- 35.PUI: Person Under Investigation - Abbreviation for individuals suspected of having COVID-19.
- 36.PUM: Person Under Monitoring - Abbreviation for individuals being observed for COVID-19 symptoms.
- 37.Quaranteam: A group of people who support and rely on each other during quarantine.
- 38.Quaranteen: Refers to teenagers who experienced quarantine and its effects on their lives.
- 39.Quarantine fatigue: The feeling of exhaustion or weariness resulting from prolonged periods of quarantine or social distancing
- 40.Quarantine hair: Refers to the unkempt or unconventional hairstyles people develop during quarantine.
- 41.Quarantini: A cocktail made and enjoyed during quarantine.
- 42.Rapid test: A diagnostic test that provides quick results, typically within a short period of time (e.g., minutes to hours), to detect the presence of a specific virus or infection.
- 43.Sanny: A clipped form of "handsanitizer," used to refer to hand sanitizer.
- 44.SARS-CoV-2: Severe Acute Respiratory Syndrome Coronavirus 2 - Abbreviation for the specific coronavirus causing COVID-19.

45. Self-isolation: The act of isolating oneself to prevent the spread of COVID-19.
46. Self-quarantine: The act of isolating oneself to prevent the spread of COVID-19.
47. Staycation: A vacation taken at home or within a local area instead of traveling.
48. Swab test: A diagnostic test in which a sample is collected using a swab (a small tool, like a cotton bud) from the nose, throat, or other areas of the body to detect the presence of a virus or infection.
49. Testcation: A vacation or trip taken primarily to get tested for COVID-19 or undergo medical procedures.
50. Vaxication: A vacation taken after receiving the COVID-19 vaccine.
51. WFH: Work From Home - Abbreviation for remote work during the pandemic.
52. WHO: World Health Organization - Abbreviation for the global health agency providing guidance on COVID-19.
53. Zoom fatigue: The feeling of exhaustion or burnout resulting from excessive video conferencing.
54. Zoombombing: Refers to the hijacking or interruption of videoconferencing on the Zoom platform.