

**A Morpho-Pragmatic Analysis of Culinary Neologisms from Instagram Pages**Ms. Ezzah Shakil<sup>1</sup>, Dr. Sadaf Siddiq<sup>\*2</sup>

Original Article

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**Abstract**

*This paper aims to analyse the new form of pseudo-language that has been proliferated due to the burgeoning use of Instagram. The scope of this paper is limited to neologisms of culinary domain or the nascent language of food traditions. The study is descriptive qualitative. Data comprises of 20 culinary neologisms taken from Instagram pages. The theoretical framework of the study is based upon An Onomasiological Theory of Word-Formation in English by Pavol Štekauer (1998). A detailed morphological and pragmatic analysis of selected items is done by keeping in view the postulates of onomasiology. The findings of the study affirm that fluidity is in the nature of language. Moreover, speech communities create new terms to satisfy their conversational needs. The study is significant in a way that it can contribute new coinages to English lexicon. Studying about neology enhances mastery over vocabulary. Furthermore, linguistic ingenuity is a vital skill that needs to be mastered by advertisers and marketers to augment the interest of consumers.*

**Keywords:** Culinary, Conversational needs, Instagram, Onomasiology, Morphological and pragmatic analysis, Neologisms.

**Introduction**

The paper in hand targets at analysing morphological typology of culinary neologisms from Instagram pages. This study is set against the background of inevitability of introduction of nascent terminologies (neologisms) in English language due to the burgeoning use of Instagram. We are living in an age that is at its pinnacle of technological advancement, so language change has become an order of the day due to the constant addition of new words in English language. Social networking sites, specifically Instagram, has completely remodelled the ways in which we converse with each other. In order to carry out conversation with ease, people create informal lexical items, diverse abbreviations and clipped words.

According to Woodhouse dictionary (1972), a neologism could be an entirely nascent word (example: meme), a changed meaning of an existing word (example: swag, epic), an inclusion in the currently existing word (example: unfriend). Rey (1975) gave a distinct definition of neologisms that a neologism can be interpreted as belonging naturally to language or as belonging to subject-specific usages or as belonging to beyond the subject-specific usages.

Crystal (2001) observes that languages are fluid and embryonic, but it is a questionable topic that whether the language evolving through internet (netspeak) is destructive or productive. According to his study, E-communication consists mostly of standard English, but the remnant amount of language belongs to the domain of modish and reshaped terminology. The syntax, truncation, or

abbreviations people employ on social media are context dependent. Favilla (2007) exclaims, "Instagram's newly fashioned punctuation usage opens doors to subtle expressions". For instance, writing "bots" instead of robots on Facebook, Twitter or Instagram has become a common culture.

Net generation of today's epoch is solely credited for the usage of words like selfie, status, bae, nibba, boo etc. Usage of abbreviations (such as LOL, IDK, IHY) and emoticons (for non-verbal communication) has become an order of the day. Some of these neologisms have become so naturalised in our community that it has become quite intractable to avoid using them. Instagram serves as a fertile platform for the experimentation of English language. Language reflects contextualized system of words that reflect cultural norms, so language is unstopably evolving because of the constant conversational needs and to signal solidarity among each other.

Crystal (2001) ascribes internet as "an individualistic, empowering and creative medium" because it permits people to experiment and play with it. Resultantly, people succeed in producing terms i.e., neologisms laden with meaning. Le Page (1986) opines that people possess in themselves a craving to get meshed with different social groups so they devise their own linguistic system to quench this need. Due to such needs of people, a distinctive speech community of net generation has resultantly been produced that is in spotlight since the last decade. It possesses odd linguistic features of electronic discourse. He further argues that this speech community makes use of their innate ability to cope with new linguistic situations and circumstances to a great extent.

Language is the most exceptional invention by man of all times so far. But the point here is that it is still in its manufacturing state. Language shapes our perceptions and aids in communication. Dearth of language entails lack of life. A large corpus of lexicon (vocabulary) is like storing a toolbox for entire life. Coulmas (2005) is of the view that the desire of people for social amalgamation results in linguistic versatility in electronic communication because people loathe social aloofness so language changes. Linguistic preferences of a speech community perpetuate linguistic system of that community.

Culinary Linguistics, according to Fitrissia et al. (2018), is the study of language with the perspective of food. Being, universal human traits, both language and food, can transfer meaning from culture to culture. Food is not only a means of survival of human biology and language is not only a means of information transmission. Infact food and language can be explored by applying the methodology of culinary linguistics as both of them are a source of identity construction and socialisation. This paper deals with the genre of food discourse and how people verbalise the expressions to satisfy their culinary needs.

Restaurant agencies or advertisers create new terms to enhance the interest of prospective customers. It does not only promote the sale of the nascent dish but also informs and persuades people to buy them. Creating captivating names for dishes aid in winning customers and increasing revenues. Language is a powerful channel to publicise the introduction of a new item in the hotel. Such flowery names build up the reputation of the agency and develop a fresh taste among the consumers and compel them to purchase the dish with an idiosyncratic name. Such unique names given to dishes "create an exotic experience and imply originality" (Low, 2021).

### Research Goals

This study has the following research goals that explain what is being explored:

- To determine processes of word formation behind chosen neologisms from Instagram pages
- To unveil the communicative needs that drive the creation of such neologisms in culinary domain
- To examine the contextual usage of selected culinary neologisms

### Research Questions

To seize, a closer glance at the mechanism by which culinary neologisms are conceived, the researchers have designed the following research questions:

1. By which word formation processes, the selected culinary neologisms have been coined?
2. What conversational needs are being represented behind the coinage of selected neologisms?
3. How are the selected culinary neologisms used contextually within Instagram pages and related culinary contexts?

### Significance of the Present Study

Social media, particularly Instagram, serves as a significant platform for the construction of new terms. These new terms (neologisms) ensure the burgeoning of English language. Neologisms redesign English language. Exploring the aura of freshly conceived words is an innovative way to know about the fluidity and flexibility of English language. This research paper will serve in the multiplication of episteme regarding Instagram neologisms. Getting a know how about neologisms will aid in vocabulary augmentation, mastery over language skills and language learning. By being proficient in this field of study, one can get involved with the language effectively. Moreover, this research throws a light upon the mental ingenuity residing within humans that compels them to create words.

Furthermore, linguistic creativity and innovation of neologisms is used for marketing purposes. Such unique linguistic items can enhance the relationship between brand and consumer. Neologisms are a source of establishing brand's identity. Hence, the study will contribute in comprehending the phenomena of language evolution and will aid to discern the practical implications of linguistic creativity for the purposes of marketing and communication.

### Review of Literature

Culinary neologisms, the newly coined words and expressions in the realm of food and cooking, have recently gained significant attention in the fields of linguistics, gastronomy, and philosophy (Ferguson, 2006; Leyva, 2017). Culinary neologisms, a compound word, refer to novel terms created to describe emerging food trends, innovative cooking techniques, ingredients, or dishes (Gerhardt, Frobenius, & Ley, 2013). They play a pivotal role in enriching the culinary vocabulary and capturing the dynamic nature of the culinary world.

An understanding of conception of neologisms is a constructive way of learning how English vocabulary evolves and to understand the way the words we already know have evolved and developed (Behera & Mishra, 2013). These neologisms can take various forms, often arising from

a dynamic interplay of linguistic creativity and culinary innovation. Several word-formation process are involved behind the creation of these culinary neologisms (Dziubina, Tatarovska, Dudok, & Lyubomyr, 2022; Karpova, 2019). A few examples are:

- Coinage: Culinary neologisms can be the result of coining entirely new words such as “cronut” (croissant + doughnut) to represent innovative culinary concepts.
- Blending: Blending involves merging two or more already existing words as seen in “brunch” (breakfast + lunch) and “pizzadilla” (pizza + quesadilla).
- Compounding: Culinary neologisms can also be formed through compounding, which joins existing words, for instance “sea-salt” and “chocolate chip cookies”.
- Metaphorical Extension: Existing words are used metaphorically to describe culinary concepts, as in “surf and turf” (seafood + meat) and “Choco-lava”.

The life cycle of neologisms can be understood as a dynamic process that tracks their journey from inception to potential incorporation into English lexicon. The life cycle of neologisms is influenced by multiple factors including cultural and technological shift and evolving linguistic trends. Here is an overview of typical stages of life-cycle of neologisms as presented by Behera and Mishra (2013):

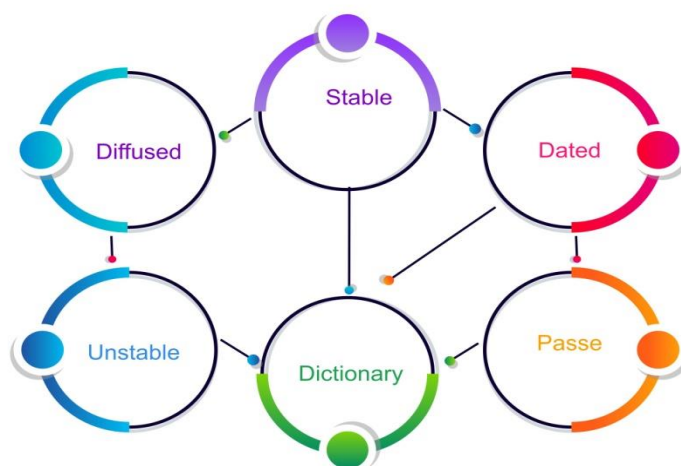


Figure 1. Neologisms Life Cycle as Adopted from Behera and Mishra (2013)

Behera and Mishra (2013) have provided following description of different phases of the life cycle of neologisms:

**Unstable:** These neologisms are very new and are limited to a niche or sub-culture only.

**Diffused:** When a neologism attains significant level of recognition and usage, yet has not gained widespread acceptance.

**Stable:** This phase indicates wider recognition, usage and lasting acceptance. People take a neologism as trendy.

**Dated:** When a neologism becomes a routine word and no longer considered as novel.

**Dictionary:** The formal linguistic acceptance of a neologism, it may have even become a cliché.

**Passé:** At this stage the neologism becomes culturally outdated, and its use ceases. Sometimes this word is removed from the lexicon altogether.

There can be several factors influencing the creation of these unique denominations for culinary items or contexts (Gerhardt *et al.*, 2013). Culinary neologisms often emerge in response to innovations within the culinary field. As chefs experiment with new ingredients, cooking techniques and dishes, they require new terminology to describe those innovations accurately. It can be caused by the exchange and fusion of culinary traditions from different cultures. Cultural exchange or influence is a key factor in emergence of culinary neologisms (Murugova & Evtushenko, 2023). As culinary ideas and practices intermingle, new words are combined or borrowed to describe foreignness of a culinary item or concept.

Similarly, marketing and promotion of culinary products and experiences often involve the creation of catchy and memorable neologisms. These terms are designed to differentiate products or concepts. The marketers and promoters are usually interested in attracting a big consumer market by coming up with unique words, slogans and promotional ideas (Suci, Maryanti, Hardi, & Sudiar, 2022) to verbalize sensory experiences of the consumers (Temmerman, 2017). They come with innovative terms such as “foodie” to attract their audience.

Another influential reason behind the creation and spread of culinary neologisms is the advent of social media (Onyedum, 2012). The online communication platforms and social media applications have accelerated the creation and dissemination of culinary neologisms. The rapid and informal nature of online communication allows for the swift introduction and popularization of new words. Food enthusiasts, chefs, and culinary influencers often use social media platforms such as Instagram, Facebook, Twitter, TikTok, and YouTube to share new culinary concepts and coin corresponding neologisms to attract the audience, which then spread and become global.

Another way of making culinary ideas and related neologisms famous on social media is called “social-eating” (filming yourself while eating) (Katermina & Solovyeva, 2020). Advancement in technology also plays its role in changing the culinary paradigms and bringing in neologisms. These neologisms serve as linguistic markers for culinary trends and innovations. They provide insights into the ever-evolving nature of culinary practices and preferences, reflecting contemporary culinary paradigms.

Onomasiology is a branch of linguistics that studies the relationship between concepts and the words that are used to express them (Domínguez, 2019). In the context of culinary neologisms, an Onomasiological approach would examine how new culinary concepts lead to the creation of neologisms.

Culinary neologisms play a significant role in shaping culinary language and culture. They provide new ways of conceptualizing and communicating about food, they reflect the ever-evolving nature of culinary practices and tastes. As the culinary world continues to expand and diversify, we can expect to find the emergence of interesting and creative culinary neologisms.

The present research aimed at studying culinary neologisms from morphological and pragmatic perspectives. Yule (2022) defines morphology as the branch of linguistics concerned with the internal structure of the words and formation of new words, while pragmatics as the branch of linguistics that studies how language is used in context. It focuses on how context influences the interpretation of meanings in communication. Thus, the present study by delving into a morpho-pragmatic analysis of culinary neologisms aims to provide a deeper understanding of the

morphological processes involved in the formation of new culinary terms and also how these neologisms function within the social and cultural contexts.

### Research Methodology

The design of this study is descriptive qualitative. Purposive sampling is done to select 20 neologisms from Instagram pages related to food, kitchen or culinary items. The data on the Instagram pages is openly accessible for public. So, the issue of confidentiality and anonymity does not exist in this case. Hence, the data collection has been non-invasive. This study is delimited to scrolling and browsing only those pages of Instagram that pertained to culinary domain. After gathering the sample, the chosen neologisms were categorised according to the word formation process responsible for their coinage.

In the analysis section of the study, each chosen neologism is dissected and its morphological structure, word formation, denotative and connotative meaning is discussed. Moreover, the possible conversational needs behind the coinage of each item are discussed. This analysis is done by taking insights from Štakauer's (1998) theoretical foundations of Onomasiology where he discusses five components of word formation. In this study, the primary source of data is Instagram because it is the original site from where these words are taken while the secondary sources of data are *An Onomasiological Theory of Word-Formation in English* (1986), *Oxford Advanced Learners Dictionary* (2020) and *Merriam Webster Dictionary* (2023) because the researchers tried to figure out the meanings of neologisms in order to comprehend its morphological typology.

### Theoretical Framework

Language users conceptualise ideas or thoughts and then retrieve words for those ideas during communication. Navigation with mental vocabulary to come up with most suitable word is known as onomasiology.



Figure 2. A Schematic Representation of Onomasiology

Štekauer (1998) provides five different processes that occur in the speaker's mind about the naming process that how the speakers strive to name something. These five processes are illustrated in figure 3.

1. The conceptual level: Speaker intends to nominate the nameless concepts floating in the society (e.g., coinages).
2. The semantic level: Speakers strive to semantically extend the scope of existing words (for e.g., "gay" meant "happy" but its semantic scope has been widened and now it also means "homosexual").

3. The Onomasiological level: This involves cognitive-semantic component of language and role of extra-linguistic reality in naming process. This is the broadest level.
4. The onomatological level: Speakers make certain morphological choices to invent a new term (e.g., affixation). It incorporates “form to meaning assignment principle” (FMAP).
5. The phonological level: Speakers often blend or compound different forms to produce a new term (e.g., smog, friendsversary, Hatchday).

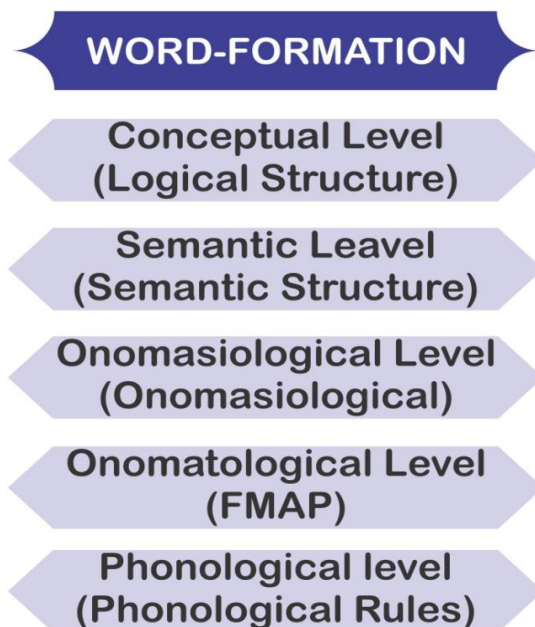


Figure 3. Word Formation Components Adapted from Štekauer (1998)

### Conceptual Framework

In the dynamic landscape of language, the creation and evolution of words are complex processes that are influenced by a variety of factors including cultural shifts, technological advancements and evolving linguistic trends (Gavin *et al.*, 2013). Understanding these processes requires comprehensive framework that encompasses both the inception of neologisms and their journey through linguistic landscape.

In the present article, the researchers present a conceptual framework that combines the intricacies of word formation described by Štekauer (1998) with the life cycle of social media neologisms which is an extension of life cycle of neologisms by Behera and Mishra (2013). The researchers of the present study took insights from Behera and Mishra (2013) and developed a life cycle of social media neologisms. This conceptual framework is designed to facilitate the analysis of how words are conceived, adopted and transformed within the context of a language. By exploring the journey of words from their conceptual inception to their integration into the lexicon, we can gain insights into the dynamic nature of linguistic evolution.

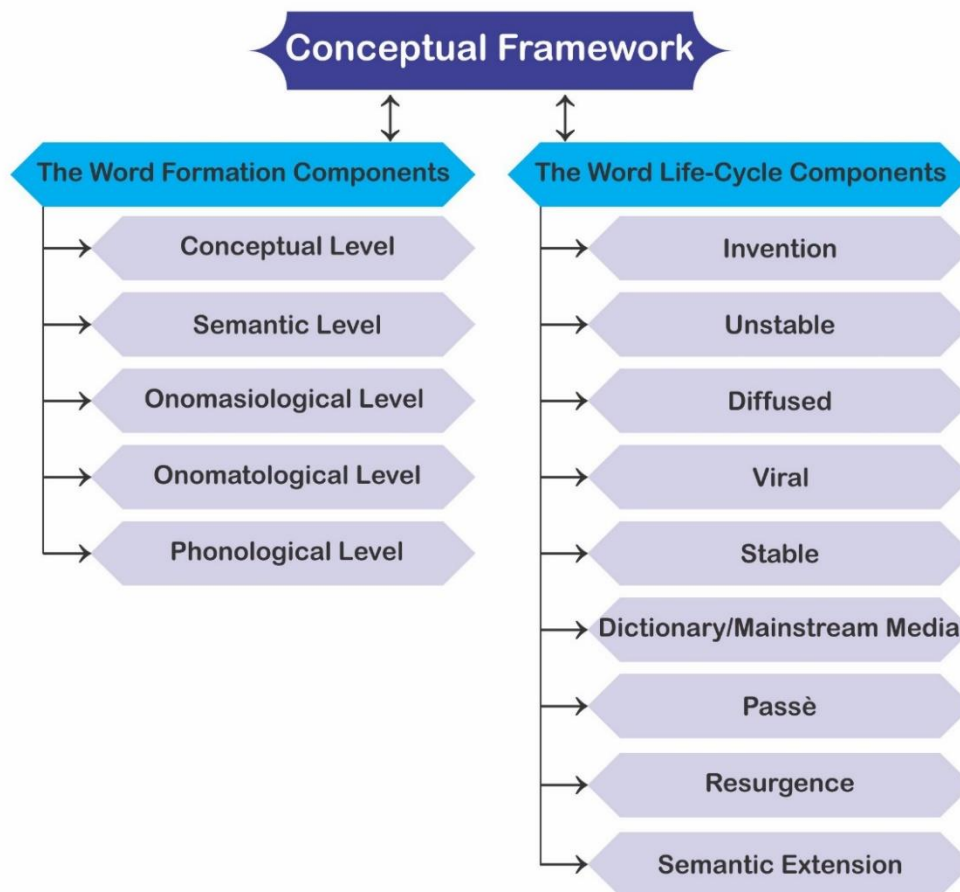


Figure 4. Conceptual Framework of the Present Study

The life cycle of the social media neologisms presented in this framework (Figure 4) does not represent a fixed or linear process. It can vary in duration and not all neologisms progress through all these stages. The life cycle of social media neologisms is heavily influenced by the social, cultural, and technological context in which they emerge. By employing this comprehensive framework, the study aims to provide a holistic view of the intricate processes that govern word creation, adoption, and evolution within a language.

### Discussion and Findings

The discussion of this paper is divided into three segments. After gathering a purposive sample of 20 neologisms from food-oriented pages of Instagram, the researchers have identified the morphological typology of the neologisms by placing them under the category of relevant word formation processes. By taking theoretical guidance from the postulates of word formation components, form to meaning assignment principle and onomasiological level by Štekauer (1998), the researchers have conducted a morpho-pragmatic analysis of these terms by throwing a light upon their denotative and connotative meanings. The researchers have also depicted that due to what conversational needs these coinages have occurred.

### a) Morphological Typology

Table 1. Morphological Typology of Culinary Neologisms

Blending	Affixation	Compounding	Semantic Extension
foodaholic	foodie	Pizzalogist	Kababish
cakraving	bubblify	Pizza-o-clock	
meatreat		Cooknook	
zingratha			
exStrawberry shake			
surpRice			
satisfries			
exciteMint margarita			
Rango drink			
cakelicious			
flavourohoria			
yummilicious			
yummazing			
Hazelnutopia cake			

### b) Morpho-Pragmatic Analysis

The detailed analysis of each term is provided below:

#### 1. Kababish

The word “kababish” has undergone “semantic extension”. According to Webster Dictionary (2023), Kababish refers to a nomadic tribe belonging to Sudan, particularly from Northern Kordofan region. In culinary domain, this word is mostly used as a cuisine’s name and it has become a popular brand name. This can be due to its structural similarity with the famous Middle Eastern dish “kabab”. It can be treated both as a noun and as an adjective. Considering it as a brand’s name, makes it a noun. But due to the suffixation of “ish” after “kabab”, it seems like an adjective written as a brand’s name as in “Kababish restaurant” or “Kababish grill”.

#### 2. Pizzalogist

The word “pizzalogist” is a compound word consisting of two lexemes; pizza and logist. Pizza is a famous Italian dish while “logist” has its roots in Greek which implies a skilled person. Hence, collectively Pizzalogist means pizza specialists. It is a noun. Few Instagram pages were observed with this title that denoted cafes, restaurants or pizza shops with this name. Brands often coin unique names to entice the attention of customers.

#### 3. Pizza-o-clock

The neologism “pizza-o-clock” is the resultant of compounding and it is functioning as a noun. This word was observed on the advertisement of a special discount offer on pizzas of a particular restaurant. The phrase “o-clock” is mainly used by ESL speakers to represent a particular hour of the clock. Catchy phrases like this compound “pizza-o-clock” hold pivotal significance in this consumer-driven society.

#### 4. Cooknook

According to Webster dictionary (2023), “nook” means a place or a corner. Above mentioned neologism is a result of compounding of “cook” and “nook”. The word “cooknook” pertains to the locale of food and cooking experts. This term was observed on Instagram page and was the name of a cafe. Such unique words are chosen as brand names for the portrayal of distinct brand identities. Such terms allow the producers to educate consumers about their identities, specialities and distinguished features. “Cooknook” is a noun.

#### 5. Foodie

The neologism “foodie” is a noun and sometimes it is used as an adjective. It refers to an epicure, gastronome or a food lover. The term foodie is the resultant of affixation (particularly suffixation). The suffix “ie” is added after “food”. This word has become popular among social media users and is commonly used in day-to-day interactions. This term is coined and used by food enthusiasts when they are mentioning their interest towards food.

#### 6. Bubblify

The word “bubblify” is entirely a nascent coinage. The researchers saw this word on Instagram where it was used in the advertisement of Dairy Milk Bubby chocolate. The ad slogan of the chocolate said, “bubblify your evening with Cadbury bubbly”. The neologism is formed by suffixation of “fy” after “bubbly”. The resultant bubblify is a verb. Hence, this term was also observed as being used for advertisement and marketing purposes on Instagram.

#### 7. Foodaholic

“Foodaholic” is a concoction of “food” and “alcoholic”. Hence, the word formation process at work here is blending. Foodaholic has same connotations as foodie. This term is also used by food lovers on social media sites like Instagram. It is a noun. Foodaholic is a very popular Instagram neologism from culinary domain.

#### 8. Cakraving

“Cakraving” is the blend of “cake” and “craving”. So, “cakraving” is the resultant of blending. On Instagram, this word was being used by food lovers when they had a craving to eat cake. Netizens were observed using this word frequently. It is a verb and its usage is highly colloquial. Netizens often coin various terms by blending, compounding and clipping to voice their sentiments.

#### 9. Meatreat

“Meatreat” is formed by blending “meat” and “treat”. It refers to a type of meat that is a treat for the customers. This word was observed on the advertisement of a dish that was made of meat. Meatreat is a noun. This neologism falls under the category of terms coined by advertisers for the publicity of a dish.

#### 10. Zingratha

“Zingratha” is a blend of “zinger” and “paratha”. Zinger is a type of crispy chicken while paratha is a famous bread peculiar to Pakistani cuisine. One restaurant had this name on its menu card which was displayed on Instagram page. Thus, giving an impression to the customers that the dish is a unique blend of two different dishes. This item is coined by marketers and advertisers for the dishes’ publicity. Zingratha is a noun.

**11. ExStrawberry shake**

“ExStrawberry” is a blend of “extra” and “strawberry”. This linguistic portmanteau/blend gives a unique name to strawberry shake which makes the impression of the shake different than the other shakes. This neologism, like others, was also seen as being used for advertisement purposes. This is because, as soon as the reader will see the name, he will get an impression that the strawberry shake of this cuisine has an element of extra in it.

**12. SurpRice**

This name was given to a dish consisting of soupy rice. Surp refers to syrup. So, blending surp and rice in such a way that it sounded like “surprise” provided another captivating name for the customers. “SurpRice” is the resultant of blending and is a noun. This can fall under the category of onomatopoeia which is the chief construct of Štekauer’s (1998) theory. Oxford Advanced Learner’s Dictionary (2020) defines onomatopoeia as, “words containing sounds similar to the noises they describe”.

**13. Satisfries**

The mechanism behind this neologism is that “fries” is added to the tail of “satisfies” which gives a meaning to the customer that these fries will satisfy your appetite. “Satisfries” is a resultant of blending and is a noun. This word was observed on Instagram page and it is used for advertisement and publicity purposes to entice the attention of customers.

**14. ExciteMint margarita**

Mint margarita is a renowned drink. Adding “mint” to the tail of “excitement” made a blend “excitemint”. Such catchy names of the dishes become a centre of attraction of the customers. “Excitemint” is a noun and is formed by blending.

**15. Rango drink**

The neologism “rango” is a blend of “mango” and “orange” that refers to drink or a juice that incorporates a combined flavour of two fruits. In order to publicise the newly introduced drink via social media (Instagram in this case), the advertisers coined the unique term to grab the attention of consumers.

**16. Cakelicious**

“Cakelicious” is the by-product of blending. “Licious” is a suffix that refers to something delightful. On Instagram page, this neologism was observed as the name of a cake shop that refers to their unique culinary identity that this shop has an art of producing delicious and presentable cakes. Cakelicious is an adjective.

**17. Flavourphoria**

The word “flavourphoria” was observed on Instagram as the name of a restaurant. The name “flavourphoria” is the representative of the restaurants’ unique culinary identity. It is a blend of “flavour” and “euphoria”. Euphoria pertains to intense feelings of excitement and gaiety (Oxford Advanced Learners Dictionary, 2020). This neologism implies that the brand has such a unique taste or flavour that one will get euphoric. Flavourphoria is noun.

**18. Yummilicious**

The word “yummilicious” is formed by combining “yummy” and “delicious”. Yummy is a colloquial term that refers to something very tasty. Yummilicious can be an adjective or a noun. It is a blend

coined by food lovers to refer to something very relishable. This term was frequently used by Instagram users.

### 19. Yummazing

The word “yummazing” is formed by combining “yummy” and “ammazing”. Yummy is a highly informal term while yummazing can be an adjective or a noun. It is a blend/portmanteau created by food enthusiasts to refer to something very cherishable. On various Instagram pages, this word was used by people to express their approval for various edibles.

### 20. Hazelnutopia cake

“Hazelnutopia” is a blend of “hazelnut” and “utopia”. An ideally blissful place is called utopia (Oxford Advanced Learner’s Dictionary, 2020). Hence, the name “hazelnutopia” was given to a category of cakes to represent an epitome of perfect hazelnut cake. This neologism (blend) was observed to be coined by advertisers/marketers for the promotion of their dish. Hazelnutopia is a noun.

**The selected gastronomic terms are placed below according to the conversational needs that became the reason of their coinage:**

#### c) Conversational Needs

Based on the sample, the researchers have figured out the following communicative needs due to which the chosen neologisms have been coined. In order to list these conversational needs, the researchers have taken insights from mentioned theoretical framework.

##### (i) Brand-specific terms that depict their unique culinary identities

- Pizzalogist
- Cooknook
- Flavourphoria
- Kababish
- Cakelicious

##### (ii) Expressions coined by food enthusiasts/lovers

- Foodie
- Foodaholic
- Yummilicious
- Yummazing
- Cakraving

##### (iii) Terms for the publicity of dishes coined by advertisers

- Bubblify
- Pizza-o-clock
- exStrawberry shake
- exciteMint margarita
- meatreat
- hazelnutopia cake
- rango drink
- zingratha
- surpRice
- satisfries

**Conclusion**

Culinary discourse on Instagram has revealed a diverse variety of newly coined terms (neologisms). These terms reflect the creative input of food lovers and the strategic input of advertisers. This emphasizes the evolving nature of language. This study highlights the importance of these neologisms as effective tool for communicating culinary experiences. These terms have originated from Instagram pages, and they serve as linguistic assets. These terms perform the role of attention seeking for the consumers. In this paper, the analysis of their literal and associative meanings is conducted, along with a morpho-pragmatic examination. Examination of various word formation processes observed in these neologisms showcases the adaptability of language in fulfilling conversational needs. These processes contribute significantly to the culinary landscape and marketing dynamics in the digital sphere.

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