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**ENGLISH LANGUAGE NEOLOGISMS IN
MULTICULTURAL BUSINESS MEETINGS IN THE
PERIOD OF PANDEMICS**

**ANĢĻU VALODAS NEOLOĢISMI MULTIKULTŪRĀLĀS
BIZNESA SAPULCĒS PANDĒMIJU PERIODĀ**

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ANOTĀCIJA

Pētījumā ar virsrakstu “Angļu Valodas Neoloģismi Multikulturālās Biznesa Sapulcēs Pandēmiju Periodā” mērķis ir atrast un analizēt neoloģismus, kas radušies multikulturālās biznesa sapulcēs COVID-19 un HIV/AIDS pandēmiju periodā, lai attaisnotu, ka lielāks skaits neoloģismu radās COVID-19 pandēmijas, nevis HIV/AIDS pandēmijas laikā.

Šajā darbā izmantotās pētniecības metodes ietver gan kvantitatīvās (morfoloģiskās analīzes – vārdu veidošanas analīzes, gan kvalitatīvās (aptaujas) metodes. Tika secināts, ka neoloģismi ir jaunradīti vārdi un, runājot par multikulturālu biznesa sapulces pandēmiju periodā, patiešām ir iespējams un jāanalizē, pārsvarā radušies COVID-19 pandēmijas, nevis HIV/AIDS pandēmijas laikā.

Atslēgas vārdi: neoloģismi, pandēmijas, COVID-19, HIV/AIDS, biznesa sapulces, multikulturālisms, morfoloģija, analīze.

ABSTRACT

The research under the headline ‘The English language neologisms in the multicultural business meetings in a period of pandemics’ aims is to find and analyse neologisms that were coined in multicultural business meetings in the period of the COVID-19 and HIV/AIDS pandemics in order to justify that a bigger number of neologisms were coined during the COVID-19 outbreak rather than the HIV/AIDS outbreak. The research methods used in the thesis include both quantitative (morphological analysis – word-formation analysis) and qualitative (survey). It has been concluded that neologisms are newly coined words and, in terms of multicultural business meetings in the period of pandemics, were mostly generated during the COVID-19 pandemic rather than during the HIV/AIDS pandemic.

Key words: neologisms, pandemics, COVID-19, HIV/AIDS, business meetings, multiculturalism, morphology, analysis.

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INTRODUCTION

The proliferation of global markets, the expansion of digital technologies, trade policies, greater numbers of mergers and acquisitions, and increasing interdependence amongst businesses are making a significant contribution to the increasing sophistication of international business. As a result, multicultural teams are widespread in all kinds of sizes, and business meetings gather together people from different backgrounds and cultures. Due to this, the requirement for language abilities is increasing as globalisation grows, as seen by the recent pandemic caused by COVID-19. Apart from that, other pandemics including the HIV/AIDS, as well as the advancement of society and culture, the development of new technologies, tools, and the establishment of new world order, new things and concepts emerge that require naming. These things are called neologisms.

The COVID-19 outbreak began in December 2019 in Wuhan, China, and has taken away millions of lives, while the HIV/AIDS outbreak began in 1981 and originated in the Republic of Congo, Central Africa, and has taken away millions of lives as well. The outbreaks have caused significant economic losses all over the world. Restrictions were imposed on almost every possible aspect of life, including worker mobility, internal and external travel, transportation, etc. Furthermore, the pandemics have a severe socioeconomic impact, including the biggest global recession since the Great Depression. To illustrate, as a result of the COVID-19 outbreak, a large number of sporting, religious, political, and cultural events, as well as the massive shortages of goods caused by panic buying, were postponed or cancelled. Businesses were forced to close, temporarily suspend the working process or change the way of doing business. Due to this, on the one hand, emissions of pollutants and greenhouse gasses were reduced. However, on the other hand, workers lost their positions and money. Shortages in various areas arose as a result of the COVID-19 pandemics as well.

The development of technologies made it possible to overcome the crisis caused by pandemics, especially the COVID-19. Many kinds of services were held and done online, including education, documentation, registrations, voting, etc. Businesses had no other choice than to switch from offline businesses to online. Due to this, the majority of the work was held virtually. Business meetings in the period of pandemics were conducted in a variety of modes, including video and audio conferencing, depending on the purpose of such meetings. Whether the goal is to share general information, discuss something or build relationships.

Usual communication and working conditions have been changed as a result of the pandemic, in favour of the demand for social separation. New ways of doing business have been implemented. The majority of them were performed through the Internet, for instance, Zoom, Microsoft Teams, Google Meet, and many other platforms were used by companies to

communicate and work. Business meetings, conferences, training, and interviews in most companies occurred online.

Due to the above-mentioned factors, a lot of new concepts, phenomena, and things appeared that needed to be named. Based on this, a lot of neologisms have appeared. However, the problem is that neologisms do not have an exact definition and are not unambiguously fixed for this or that phenomenon.

The goal of the thesis is to find and analyse neologisms that were coined in multicultural business meetings in the period of the COVID-19 and HIV/AIDS pandemics.

The hypothesis of the thesis is the following: a bigger number of neologisms were coined during the COVID-19 outbreak rather than during the HIV/AIDS outbreak.

In order to reach the goal and answer the research question, the following **objectives** were set:

- to provide a review of the literature that concerns the topic of English language neologisms in multicultural business meetings in the period of pandemics;
- to read and analyse theories on neologisms, multicultural business meetings, the impact of COVID-19 and HIV/AIDS on business, including business meetings and the way these meetings are held and the pandemics, as well as the ways they can be analysed;
- to choose a corpus for the research and to conduct a survey concerning the usage of the English language neologisms in the period of the COVID-19 pandemic;
- to apply the theoretical framework available;
- to find out appropriate qualitative and quantitative research approaches in order to analyse English neologisms in multicultural business meetings in the period of pandemics;
- to implement research activities in order to analyse the use of the corpus data chosen;
- to draw relevant conclusions concerning the topic of English language neologisms in multicultural business meetings in the period of pandemics in order to justify the hypothesis set.

In order to draw relevant conclusions, attain the goal and justify the hypothesis of the thesis, the following research methods will be implemented:

- Quantitative (morphological analysis – word-formation analysis);
- Qualitative (survey on the usage of the English language neologisms in multicultural business meetings in a multicultural company).

The thesis will contain information on the correlation between neologisms and multicultural business meetings in the period of pandemics. Neologisms will be analysed on the basis of morphology. To be more specific, word-formation will be the method based on

which the analysis of the neologisms found will be made. Furthermore, the thesis will contain a survey and an analysis of the survey made. The results indicate that the research could benefit further studies on the topic of English language neologisms in multicultural business meetings in the period of pandemics and give some material for it.

The corpus of the information analysed will include 10 mixed-type multicultural business meetings that occurred in the period of pandemics. Also, an additional corpus of the survey answers will be used for the analysis.

The first chapter will summarise the literature on the topic of the English language neologisms in multicultural business meetings during the period of pandemics and will be described and analysed. The chapter will consist of four sub-chapters – English language neologisms and their classification, the role of the English language in contemporary society and multicultural business meetings in the period of pandemics, business meetings in the period of pandemics, types of business meetings, and the impact of pandemics on business or the way it has influenced the English language.

In the second chapter, the meaning of the linguistic analysis and the tools used for the thesis will be defined, described, and analysed. The chapter will consist of three sub-chapters: the meaning of linguistic analysis, units of linguistic analysis, and linguistic tools used for analysis will be described and investigated.

The third chapter will be dedicated to the empirical part and will concern such topics as a description of the methodology, description of the corpus, and description of the data extraction.

The empirical part will be made based on the data available online and will concern a small corpus of five multicultural business meetings chosen and the analysis of the survey taken among a company's employees.

In the final part of the thesis, the empirical analysis of the corpus data will be done. The analysis will be divided into two parts. The first part will provide a word-formation analysis of the English language neologisms in multicultural business meetings in the period of pandemics. The second part will provide the word-formation analysis of the surveys taken.

1 ENGLISH LANGUAGE NEOLOGISMS IN MULTICULTURAL BUSINESS MEETINGS IN THE PERIOD OF PANDEMICS

In this chapter, literature on the topic of the English language neologisms in multicultural business meetings in the period of pandemics is described and analysed. The chapter consists of four sub-chapters – English language neologisms and their classification, the role of the English language in contemporary society and multicultural business meetings in the period of pandemics, business meetings in the period of pandemics, types of business meetings, and the impact of pandemics on business or the way it has influenced the English language.

1.1 Theory of The English Language Neologisms

With the advancement of society and culture, the development of new technologies, tools, and the establishment of new world order, new things and concepts emerge that require naming. Due to this, words emerge with a distinct tint of freshness when compared to more common terms or extremely old words that refer to ancient objects or events. New terms are known as neologisms. The term originates from Greek: *neo* means “new” and *logos* means “word”. New English language words are being generated on a daily basis (Lehrer, 2003: Online).

In order to understand what neologism is it is important to find and compare some definitions available:

- The first source, The Collins Dictionary, defines neologisms as ‘a new word or expression in a language, or a new meaning for an existing word or expression’ (Online 1). It is also important to mention that apart from that, it could also be a new sense of the word that can be called a neologism in this case.
- The second source is the Merriam-Webster Dictionary. According to it, a neologism is ‘a new word, usage, or expression’. (Online 2)
- Apart from dictionaries, a Dutch linguist, M. Janssen, offers five criteria that can explain what neologism is: psychological, lexicographic, exclusive, diachronic, and reference corpora. The author claims that ‘any word that does not appear in the dictionary is considered a neologism’ (Janssen, 2005:1). The first definition provided refers to the lexicographic field. The psychological one has the following explanation ‘a neologism is a word that is perceived as new by the language community’ (Janssen, 2005:2). The diachronic meaning, according to the author, signifies “any word-form that appears in a recent general text, and was not previously part of that language [...]”. (ibid)

- Speaking about the same author, later in the research, M. Janssen coined his own definition of neologism, which is the following: “any word that does not occur in a morphological database derived from the dictionary because of its recentness is a neologism”. (Janssen, 2005:8).

Based on the definitions provided, it can be pointed out that each definition mentioned that neologism is a new word or word phrase, even though several of them have more broad and defined explanations of the term researched.

As suggested by the same author, M. Janssen (2005), it is also important to mention that the linguistic study of neologisms has two basic purposes. On the one hand, new terms are being added to existing lexicons and dictionaries. On the other hand, the study and description of neologisms in terms of word-class distribution, statistics on derivational techniques, data on loan word origination, and so on. The discovery of all neologisms in a corpus is especially important in this thesis.

Only a few neologisms become part of the English language's vocabulary, as discussed by Louviot and Delesse (2017) in *Studies in Language Variation and Change 2*. This is due to the fact that technology and concepts known as words are not commonly employed in people's daily lives. According to the authors, neologisms lose their novelty over time and are replaced by more regularly used terms. There was a period when new words like astronaut, rocket, and internet were used. Nowadays, these words are understood by everyone who speaks English. Furthermore, there are certain terms that remain as neologisms and never catch on. They are constructed using morphemes found in the English language and using well-established word-formation patterns as suggested by Liu, W. and & Liu, W. in their work *Analysis of the word-formation of English netspeak neologism*. Words like this can be found in the writings of English poets and authors.

Peter Newmark, in his book *A Textbook of Translation*, argues that the biggest challenge for him as a translator is working with neologisms (1998:140-141). Due to the constant development of technologies, media, science, slang, and dialect, new words and word phrases are being coined. Up to 3000 neologisms appear every year, according to the author. These neologisms appear to respond to some events or needs and have only one meaning, which makes them difficult to work with. (ibid).

1.1.1. Classification of English Language Neologisms

An important topic to research is the classification of neologisms. The linguistic unit has to be classified by more than one criterion. Therefore, it has to be multidimensional.

Based on the function a neologism is responsible for, it can be divided into referential and expressive (Castellví, 1992: 206). According to the author, referential neologisms ‘develop because they are required’ (ibid, 1992: 207), while expressive ones ‘develop simply to introduce new forms of expression into the discourse’. (ibid, 1992: 207),

Furthermore, from the formation perspective, neologisms can be divided into four groups (ibid, 1992: 208),

- Neologisms in form (e.g. derivations, compounds, phrases, and shortenings);
- Functional neologism;
- Semantic neologisms;
- Borrowed neologisms.

1.2. The Role of English Language in Multicultural Business Meetings in The Period of The COVID-19 and HIV/AIDS Pandemics

People from various cultures and backgrounds are coming into contact more regularly and on a broader variety of contexts as business becomes more global, according to Poncini (2010), author of the *Discursive Strategies in Multicultural Business Meetings* book. The proliferation of global markets, the expansion of digital technologies, trade policies, more significant numbers of mergers and acquisitions, and increasing interdependence amongst companies are all making a significant contribution to the growing sophistication of today’s worldwide business arena. As a result, multicultural teams are widespread in kind of all sizes, and business meetings routinely bring together people from many cultures. According to the author, in this environment, cross-cultural communication in business, which has already garnered attention in applied linguistics, administration, and related fields, is becoming highly significant.

The requirement for language abilities increases as globalization grows, as seen by the recent pandemic caused by a coronavirus. The abundance of languages provides an opportunity for specialists and businesses to reach out to a larger marketplace. Those specialists and businesses depend on cross-cultural communication in order to build international business alliances, serve their clients all over the world, and help their workers to develop.

According to Ginna Poncini, the knowledge of the English language provides considerable benefits. First of all, it improves communication clarity, allowing you to collaborate more alongside other professionals. Secondly, English facilitates worldwide

business collaborations and global expansion. Lastly, it helps customers feel better assisted and enhances skill learning and professional success possibilities. (Pochini, 2010: 55)

There is a variety of other reasons why language is crucial. It is well evident that English is spoken at a decent level by about 1.75 billion people globally and by nearly 400 million people at a native level, according to official statistics published on [statista.com](https://www.statista.com), the most respected statistical data source (Online 4). It is a significant figure, considering that there are over 7000 languages spoken today. Knowing the language also improves the chances of landing a decent job in a global organization, whether it is located within the country of residence or abroad.

Since English is considered to be as an international language, it is spoken in almost every country as well. If considering Latvia, just by walking down the streets or taking public transport, it can be noticed that the younger generation tends to use English daily. Many phrases, words, and neologisms are used in their speech. It is also a widely known fact that having a decent knowledge of English opens up a lot of possibilities for finding the right school or university.

Furthermore, English-speaking countries such as the United Kingdom, the United States, Australia, and New Zealand are home to several of the world's most respected universities. It is essential to be able to comprehend, think, speak, and listen in English to gain admission to one of these top universities. Also, it is worth mentioning that a considerable part of the media industry is produced in English. And, even though there are translations available, it brings an entirely different experience when obtaining it in its original language.

Returning to Gina Pochini's book, working professionals frequently communicate with their co-workers in a foreign language daily. Studying a business language is an expense for business: the stronger an employee's communication skills are, the less money they are spending solving problems and the greater productivity they make. The author made such a conclusion. The language also aids in multitasking and causes workers bond with their colleagues. (Pochini, 2010: 55-60)

One more thing to mention here is that professional advancement is a significant motivator for second language acquisition. Due to the ability to speak several languages, employees are able to create additional employment options in terms of a new role and in terms of salary by engaging with clarity and confidence. Also, language learners increase business by developing ties with partners and customers. Furthermore, it can also improve the internal and external abilities they need to grow by learning the language through various multicultural business meetings, seminars and different kinds of resources.

Society has made several well-known attempts of replacing the English language as the main international language. This was done to ensure that delegates from all countries had equal opportunities to acquire a foreign language. These efforts resulted in the invention of numerous new languages, the most popular of which is-called Esperanto.

As suggested by Brigit O’Neeffe in her book *Esperanto and Languages of Internationalism in Revolutionary Russia*, Lazar Markovich Zamenhof, a linguist from Warsaw, is the originator of Esperanto. The language was invented in 1887, and the creator spent ten years perfecting it. (O’Neeffe, 2018: 17-21). However, progress and popularisation decreased dramatically beyond a certain point. Presumably, this was due to the artificially constructed language's lack of history, whereas English has a long and illustrious past. As a result, worldwide summits and negotiations are now held in English, as is the study of global experience in many sectors and fields, the signing of significant state agreements, and meetings of presidents of other nations. International trade is made in English, as is the activity of the banking and transportation networks. The majority of the business activities are also prioritising the following language nowadays.

The English language plays a significant role in the contemporary world. The language is taught at various educational institutions – both online and offline. Due to the advancements in digital technology, it is possible to learn a language remotely. In today's culture, such an attitude is not only a standard but also a need. Do you speak English? - this is a famous phrase used by people from many nations attempting to communicate in English. When a positive "Yes" is heard in return, active dialogue between strangers begins.

It is also worth mentioning that there are quite a lot of spheres and directions in which used as a communication language, including:

- Science - scientific conferences and discussions on global issues, sharing of experience and essential scientific information, authoring scientific articles and works;
- Sports - all international sports tournaments (e.g. Olympic Games);
- Travelling - while it is hard to ascertain the languages of all nations and cultures, knowing English gives an opportunity to travel all over the world without difficulty. Also, English makes is possible to interact with representatives from other countries;
- Employment - knowing English and knowing it well enable quickly and easily achieve the desired role in a large foreign business in any country;

- Education - knowing English provides an opportunity of obtaining a higher education in the best academic establishments all over the world, not only in English-speaking countries.
- Cinema and literature - English makes it possible to watch movies and read classic literature in its original form.

As suggested by David Crystal, the author of *English as a Global Language*, English can be regarded as a primary language of communication. Business talks, high-level meetings, and the signing of important papers all take place in English. As a result, knowing an international language is no longer a luxury but rather a must for any specialised and educated individual. (Crystal, 2012: 72-78)

Furthermore, English proficiency is highly vital for people who work in the corporate world. Many businesses collaborate with overseas partners regularly. It is worthwhile to devote time to learning English to have fruitful conversations with co-workers without the use of a dictionary. Furthermore, having a decent grasp of language allows you to win over overseas partners by exhibiting your commitment to conducting business. (ibid, 2012: 86, 104)

Nowadays, the importance of learning a language is enormous. At the same time, English is not a language that some other global languages are attempting to replace; instead, it is a valuable complement. Given that the entire planet is continually progressing in all possible aspects. English is being considered an attribute for professionals.

Not knowing English, shuts people away from many of nowadays and civilization achievements in general. Instead of understanding the processes and being able to participate in many events, some people are being limited to the lack of knowledge and language. The majority of the content on the Web is in English once again. A good education at a famous university, a remarkable career, and complete contact with foreigners from all over the world are all possible with an international language. (ibid, 2012: 90-114).

1.3. Multicultural Business Meetings in The Period of Pandemic

COVID-19 has influenced individuals all across the world, affecting lives in ways no one could have expected. As a result of the epidemic, people have encountered life-altering repercussions, both individually and collectively. Due to this, virtual communication is now the standard. Technology has emerged as the hero for preserving and strengthening commercial ties since the corporate world has welcomed these changes. It has been done in a pretty short amount of time.

Due to technological development, it was possible to overcome the crisis caused by pandemics. Many kinds of services were held and done online, including education,

documentation, registrations, voting, etc. Furthermore, businesses had no choice other than to switch from offline corporations to online. Due to this, the majority of the work was held virtually. Business meetings in the period of pandemics can be conducted in various modes, including video and audio conferencing, depending on the purpose of such arrangements. Whether the goal is to share general information, discuss something or build relationships.

Regular communication and working conditions have been changed as a result of the pandemic in favour of the demand for social separation. New ways of doing business have been implemented. The majority of them were performed through the Internet; for instance, Zoom, Microsoft Teams, Google Meet, and many other platforms were used by companies to communicate and work. Most companies' business meetings, conferences, training, and interviews occurred online. According to statista.com, the most respectable statistic data source, the top ten most used meeting providers for companies in 2021 were Microsoft Teams (55.4%), Zoom Meetings (52.3%), Microsoft Skype for Business On-Line (33.4%), Cisco Webex Meetings (33.8%), Google Meet (29.2%), Microsoft Skype for Business (on-premises) (21.5%), Cisco Meeting Server (on-premises) (17.9%), Amazon Chime (15.4%), Avaya Equinox (13.3%) and Avaya Spaces (12.3%). (Online 4)

It has also been reported that the second-leading platform, Zoom, has had customer growth of 354% over the year – from 10 million daily video participants to over 300 million in only the first four months. At the same time, it was marked that the 2021 leading videoconferencing platform, Microsoft Teams, has had an additional 3 million users a day (Online 5).

Mark Roberts, a Forbes Council Member, in his article, *Five Ways of Pandemic Has Already Changed Meetings*, has described how COVID-19 influenced the employee-gathering process in any kind and type of business. According to the author, meetings, which are a staple of the workweek, seem different during the period of pandemics. And it is not only because those meetings are virtual. Some people tend to cause debates and discuss whether the changes caused bring benefits or harm. But it is important to remember that the changes are most likely going to last after the pandemic ends as well. Mark Roberts believes that there will be some changes in the future; however, the alterations have already been significant. (Roberts, 2020: Online)

This might appear that people should have more time now that many of them are not spending time travelling from home to work and otherwise working remotely. However, a combination of work and personal duties is more crucial than it has ever been before, as people are tugged in more paths. Some businesses are “erasing” the distinctions between personal and work time. Since companies do not provide a decent break in most cases, remote working is

regarded as “forever available for work” or “forever online and ready”. According to the author, it is not a paradigm for leading a team that can be sustained. (ibid)

As stated in the article, successful businesses value both work and personal duties, and they recognise that a remote job does not imply that one is always fulfilling their obligations. Such companies recognize that time has never been so valuable as it is now. It also does not matter whether it concerns work or personal life. (ibid)

Meetings are one of the best examples of this. There is a greater sense of urgency throughout the day. Employees used to have more time to talk and build relationships with their co-workers before or after meetings, breaks, etc. Those kinds of connections are not easily noticeable and as common these days. (ibid)

Author considers brainstorming sessions as an example. A team would set aside time to meet and consider the options back in the day. The meeting organiser may send out a brief detailing the goals and other important details before the meeting. However, nowadays, there is frequently a meeting to discuss the plans, followed by brainstorming itself. Alternatively, teams may conduct these brainstorming sessions over email, with members sharing written notes, suggestions, and also feedback. In any case, the brainstorming session and other gatherings have dramatically altered. (ibid)

Meetings, according to Phill Race, the author of *The Lecturer's Toolkit: A Practical Guide to Assessment, Learning and Teaching*, are a particular work environment activity. Some individuals are more vociferous than others, while others remain silent, providing few thoughts. Even though quieter team members show up and are noticeable, their contribution appears to be restricted. It is, however, more difficult to hide when everything and everybody is virtual, and activities are more evident. Furthermore, it is also more challenging to overpower a conversation with meaningless blather. The author believes that there is no time left for this kind of issue. (Race, 2019: 10-14)

Furthermore, it has been pointed out that remote participation changes the way work is done by ensuring that all voices are heard, and all efforts have been taken into consideration. This helps the team to focus on the most critical insights and contributions instead of having to filter out irrelevant remarks during virtual meetings. When all the staff members work from the same place, it is simpler to gather everyone into the meeting room and have a meeting. (Race, 2006: 20-24)

Returning to Mark Roberts, ‘From my own experience and what my counterparts tell me, there is a renewed focus on making the most of a meeting, so it has a clear objective and decisive action items.’ (Roberts, 2020: Online). Nowadays, many work aspects that were previously done during meetings are performed through emails, calls, or videoconferencing.

All this happens due to remote working conditions. Worth mentioning that unnecessary and unproductive meetings have been removed in businesses, allowing teams to better understand tasks and focus more on work. As a result, the work output is frequently crisper and more concentrated.

‘In quarantine, people are more willing to schedule both earlier and later meetings. While teams previously might have been reluctant to schedule an appointment for first thing in the morning, they are now more open to the idea,’ says the author. (ibid) Employees are often available to meet as soon as possible if it is not necessary to go anywhere. This kind of approach allowed companies to modify their workdays, meetings and demands to meet the needs and expectations of their teams.

‘Not long ago, it wasn't uncommon for teams to schedule both internal and external retreats or multiday planning sessions. Such gatherings might mix business and pleasure and include team-building exercises alongside strategy discussions.’ (ibid) A limited number of employees have to travel for business purposes. Most likely, according to the author, they will not be able to do this for a while. Internal gatherings have gone virtual, allowing organisations to make spending a priority in the same way that trade exhibits and client events have gone virtual.

1.3.1 Types of Business Meetings

There are different types of multicultural business meetings. “Business events are social events in business: conferences, presentations, round tables, forums, seminars, and meetings, which surpass classic office meetings in composition, duration, and geographical coverage.” Such a simple and exhaustive definition of business events was given by Maarten Vanneste, author of the international bestseller *Meeting Architecture Manifesto*.

Business events are an essential component of any social activity and business process. Periodic holding of such events and meetings contributes to the formation of a favourable reputation of the company and the creation of its favourable image. It is also the key to the successful building of intra-corporate relations and relationships with target groups, including partners, customers, investors, and the media. (Vanneste, 2009: 25-32)

There are different types of business meetings. The book *The Language of Business Meetings* written by Handford, emphasises the nine most essential types of business meetings: business conferences, press conferences, seminars, training, focus groups, events for dealers, narrowly focused meetings, round tables, and business games. (Handford, 2010: 25-29)

The author of the book *Successful Meetings: How to Plan, Prepare and Execute Top-notch Business*, Shri L. Henkel, has provided another classification of business meetings.

According to the author, there are the following types of business meetings: problem-solving meetings, decision making, planning meetings, meetings for reporting and marketing presentations, “reach and evaluate” meetings, meetings that focus on multiple tasks, nominal group and brainstorming meetings. (Henkel, 2007: 29-34)

Since the opinions on the number of types of business meetings differ, it is essential to elaborate on each type suggested. Nevertheless, it is important to mention that the second classification of business meetings seems to be more reasonable and versatile. The second type is also more well-organized and covers a broader range of researched topics. However, it is more affordable to elaborate on the first book since the kinds of business meetings provided there are rarer and more unusual, non-canonical. (ibid)

According to the first book, *The Language of Business Meetings*, written by Michael Handford, the first type of business meeting is a business conference. Business conferences are usually initiated by commercial and non-profit organisations. These types of organisations host conferences for their partners and colleagues in order to address the different kinds of challenges the businesses are facing or have overcome, as well as the personal and general concerns related to the industry, regional business, and company in general. One more reason for hosting such events is the recruitment of partners and clients, among other things. According to the tasks to be solved, conferences are divided into a dealer, marketing, presentation, and industry, according to the method of organisation - into local and distributed, audio and video conferences. (Handford, 2010: 25-29)

The second type of business meeting is a press conference. A press conference can be defined as a meeting of local and regional media representatives organised by a company to publish its position, socially important news, or on any other occasion. It involves the participation of persons directly related to this news or representatives of the organising company who want to bring an important message to the general public. The organisation of a conference with the participation of journalists is of great importance for the company since it provides it with the opportunity to attract the attention of a large audience to its activities and remain in the public eye for a specific time. (ibid)

The next type of business meeting is business events for dealers. Such events can occur in different formats that combine the same goals - information exchange, market analysis, networking, increasing the customer base, product, and brand presentation. Usually, large-scale field conferences, forums, exhibitions, seminars, and congresses combine business meetings and entertainment events. Therefore, the preparation of business events for dealers takes from 1 to several months. It is necessary to effectively solve the tasks that a specific event format implies during this time. (ibid)

Furthermore, there is a narrowly focused business event, the task of which is primarily education. Participants discuss reports on topical business issues, projects, and successful experiences, receive new information on a given topic, hold discussions, and exchange their own experiences. (ibid)

The next is training. The training can be defined as short-term activities of a predominantly educational nature. During the training, specific narrow skills and abilities are worked out, new knowledge is acquired, and behavioural models are changed. Furthermore, pieces of training on sales and business communication and business role-playing games are in great demand. Business coaches are invited to conduct them. They choose a site, design, and draw up an event program if it is planned to be expanded. Despite the short duration of the training, event companies must make every effort to ensure that the training meets expectations. Its success depends on the coach's choice and on the team's mood, which is formed by a complex of factors - from the date of the event to the place of residence. (ibid)

Round table is also one of the types of business meetings. The round table is a democratic meeting that is held as part of a more significant event with the aim of multilateral discussion of issues relevant to participating firms and the search for a mutually beneficial solution. An event of this format makes it possible to summarise opinions on the topic under discussion and make decisions based on which new agreements can be concluded. (ibid)

Moreover, there is a business game, which is, according to the author, believed to be a workflow modelling, simplified reproduction of production situations for educational purposes. It is a sequence of actions that participants must perform in order to obtain the desired result. Allows you to predict management decisions, create conditions as close as possible to real ones, and develop the necessary skills. (ibid)

The next one is a focus group. A focus group can be defined as a business event held in order to obtain the target audience's opinion about the objects of research, which can include goods and services, or a marketing company, by making interviews with some individuals. The discussion of the task set is carried out directly in a group consisting of up to 10 people. (ibid)

The forum is also a part of business meetings. A forum can be defined as a group session which is held with an intention of sharing experiences and information that is fairly successful and important with business partners, discussing new projects, finding solutions to any problems and getting the opinion of experienced participants. Such classes can be closed (for a particular circle of people) and open when anyone can participate in the seminar. (ibid)

Nowadays, all the meetings mentioned above can occur either online or in person. Online meetings usually occur in Zoom, Microsoft Teams, Google Meet, or any other online platforms mentioned in the previous subchapters. A significant advantage of such media is that

the number of participants is unlimited, and it is more convenient for all parties to gather together.

1.4 Impact of The Pandemics on Multicultural Business Meetings

Pandemics and their influence on the business world are significant topics to cover. Pandemics have influenced every aspect of contemporary life, including how business is done and the emergence of new words, collocations, etc.

1.4.1 Impact of The COVID-19 and HIV/AIDS Pandemics on Business

As stated by World Health Organisation in Situation Report 41, concerning the Coronavirus Disease 2019 (COVID-19, the coronavirus (COVID-19) outbreak that began in late 2019 in China's Wuhan has already claimed many lives and caused significant economic losses in nations worldwide. Restrictions were put on almost every possible aspect of life, including worker mobility, international and even internal travel, and transportation. These examples are among the particular precautions adopted by authorities to avoid the growth of illness, resulting in unforeseen delays in the restart of production. Outbreaks all over the world have prompted specific restrictive measures, such as quarantine and border restrictions. (Online 6)

The COVID-19 pandemic has had severe social and economic impacts, including the most significant global recession since the Great Depression and malnutrition that has affected about 265 million people. This resulted in the postponement or cancellation of numerous sporting, religious, political, and cultural events, and massive shortages of goods were exacerbated by panic buying. It was reducing emissions of pollutants and greenhouse gasses. Schools, universities, and colleges were closed at the national or local level in 172 countries, affecting approximately 98.5% of the world's population of schools and students (ibid).

The continued spread of the COVID-19 virus around the world led to a stock market crash that began in February 2020. To be more specific, the Dow Jones Industrial Average fell almost 30% over the following month. Moreover, by February 2021, against the backdrop of an increase in the number of cases, the fall affected European exchanges significantly as well. Mining stocks fell the most on the London Stock Exchange due to fears of declining Chinese demand for metals and minerals. Shares of hotel holdings, airlines, and luxury retailers suffered a decline, and the price of oil on international markets fell as well. At the same time, the prices of safer assets such as gold and government bonds jumped. (ibid)

The pandemic and related quarantine measures have led to decreased demand for energy resources from their largest consumer and importer - China. The price of European Brent oil

has experienced a downturn, as well as the cost of spot contracts for Russian natural gas, which fell significantly as well. In the future, the decline will accelerate sharply, as believed by the authors of the source. (ibid)

There are also concerns that the further active spread of COVID-19 could become a thread for food security. The pandemic has driven up food prices and caused market panic in the areas affected by the virus. Nevertheless, no significant signs that COVID-19 is leading to food shortages or rising prices have been observed. Moreover, in China, where there has been some tension, the overall food supply is considered to be quite satisfactory. The same situation concerns the whole world. It can be explained by the fact that the expenditures for major crops have remained relatively stable since the start of the COVID-19 outbreak, and global market prices for wheat and corn even declined slightly. Although the cost of rice increased, none of the observed fluctuations is related to the coronavirus outbreak. (ibid)

Furthermore, as stated by the Congressional Research Service in *Global Economic Effects of COVID-19*, governments are expected to act quickly and impartially to overcome the coronavirus and its economic impact. Effective and proactive measures are expected to be put in place to prevent infection with the virus, and well-targeted policies must be put in place to support healthcare systems and their workers, as well as protect the incomes of vulnerable social groups and businesses during this pandemic. Supportive macroeconomic policies are believed to help to restore confidence and to encourage a resumption of demand. In case if the downside risks and growth remain at a low level for some more time, it will be sufficient to ensure adequate health policies, contain and ease business controls, and, as an option, support businesses and ordinary citizens with low incomes, income levels etc. (Online 7)

The emergence of new COVID-19 and other pandemic types, and rolling epidemiological hotspots exacerbate these concerns, making it harder for authorities and governments to reduce the spread of the virus and completely restore economic activity. Major industrialised economies, which account for 60% of global economic activity, are expected to function below their potential output levels for a couple of years after the pandemics start, making it possible for occurring worse national and individual financial wellbeing than before the epidemic. In contrast to the communal nature of the international economic downturn, the economic growth has already shown signs of healing, labelled by a newly formed recovery in developed and developing economies with high vaccination rates. However, a slower rate of growth in other economies, where the vaccination rates are at a low level. (ibid)

Speaking about the workers, 'In a report prepared for the January 25-29, 2021, World Economic Forum, the International Labour Organization (ILO) estimated that 93% of the world's workers at that time were living under some form of workplace restrictions as a result

of the global pandemic and that 8.8% of global working hours were lost in 2020 relative to the fourth quarter of 2019, an amount equivalent to 255 million full-time jobs.’ (ibid)

To put it in other words, almost every worker around the globe has been affected by the restrictions caused by the outbreak of coronavirus.

Furthermore, as stated by The Guardian’s *Power, equality, nationalism: how the pandemic will reshape the world.*, ‘The epidemic is expected to enhance the state and nationalist sentiment. All governments are implementing emergency steps to deal with the situation, and many will be unwilling to relinquish additional powers after the crisis has passed. COVID-19 will hasten the transition of authority and influence from the West to the East.’ (Tisdall, 2020)

This is explained by various countries' differing degrees of response; for example, South Korea and Singapore responded quickly, but China replied late, as stated in the article *How the World Will Look After the Coronavirus Pandemic*. Furthermore, as a result, the response in Europe and America has reduced the importance of the Western. (Allen, 2020).

As stated by OECD Interim Economic Assessment in *Coronavirus: The world economy at risk*, assessing the economic impact of a virus outbreak is not an easy task due to uncertainty. However, it is possible to try to model several scenarios for further restructuring of the world economy and its recovery. According to the OECD, under the first scenario, which is based on the fact that China and some other countries, including Italy and South Korea, where the virus has already spread significantly during the first months of the COVID-19 outbreak, significant losses were recorded. However, the decrease in economic activity, according to the report, will remain insignificant in countries where the virus is not significantly widespread. The second scenario is considered to be risky. According to it, at the event which the global spread of the infection is expected to increase dramatically. In this scenario, countries, where the outbreak has not yet reached significant proportions, are still at risk of COVID-19. (Online 8)

Also, there is one more possible scenario for this case ‘[...], the most pessimistic scenario called by the OECD the "domino" one, which provides for a much wider spread of coronavirus than it is now in the Asia-Pacific region and the main developed countries of the Northern Hemisphere. In this case, the epidemic will somehow cover countries that account for more than 70% of world GDP.’ (ibid)

In comparison, the pandemics of HIV/AIDS (human immunodeficiency virus infection and acquired immunodeficiency syndrome), or simply HIV, has spread to practically every country on the planet since the mid-1980s. One of the most distressing elements of HIV is that it disproportionately affects young people who are at the centre of economic and social activity, as stated by Nabila et al. in *A Study of The Economic Impact of HIV/AIDS on Selected Business Organizations in Ghana*. (Online 9)

This illness and its repercussions pose a significant barrier to economic growth and labour stability in both the public and private sectors. HIV/AIDS has long been recognised as having a significant influence on both the public and private sectors' economic development. The illness and its repercussions pose a significant barrier to economic growth and labour

stability. Due to the pandemic's negative effects on the human welfare and earnings of nations, it has become widely acknowledged that HIV/AIDS is a threat to the progress that has been made in various fields over the past several decades. This has led to the establishment of effective programs and organisations focused on fighting this disease. (ibid)

Several studies conducted in African nations have revealed that HIV/AIDS has a major economic impact. Households, health care, education, agriculture, and business all feel the effects of HIV/AIDS. Both higher expenditures and lower-income represent the disease's influence on the business sector. Many industries are dealing with rising absence and are having to hire replacement workers when employees grow ill or die. As a result of increased recruiting and training expenses, medical healthcare coverage, and sickness, substantial expenditures ensue. (ibid)

1.4.2 Impact on The English Language in The Period of Pandemics

As stated previously, starting with December 2019, the world has changed due to the pandemics. The COVID-19 pandemic is the current pandemic caused by the spread of the SARS-CoV-2 coronavirus. The virus outbreak was first reported in Wuhan, China, in December 2019. As of March 2022, there are over 478 million cases worldwide; more than 6.1 million deaths have been confirmed, making the COVID-19 pandemic one of the deadliest in history, as stated by Worldometers. (Online 10)

Since covering the topic of the recent pandemics, it is essential to elaborate on that. Therefore, it is crucial to explain not only when and why the Coronavirus appeared but also to explain in which way the virus is spreading due to an acceptable reason – the ways one can get infected influence the emergence of new words and phrases.

As the academic article, Scientific Brief: SARS-CoV-2 Transmission explains, ‘the principal mode by which people are infected with COVID-19 is through exposure to respiratory fluids carrying the infectious virus. Exposure occurs in three main ways:

- Inhalation of very fine respiratory droplets and aerosol particles;
- Deposition of respiratory droplets and particles on exposed mucous membranes in the mouth, nose, or eye by direct splashes and sprays;
- touching mucous membranes with hands that have been soiled either directly by virus-containing respiratory fluids or indirectly by touching surfaces with the virus on them.’ (Online 11)

There are different ways how the virus can be transmitted ‘in the form of droplets across a spectrum of sizes. These droplets carry viruses and transmit infection. The largest droplets settle out of the air rapidly, within seconds to minutes, while the smallest, very fine droplets and aerosol particles formed when these fine droplets rapidly dry are small enough that they can remain suspended in the air for minutes to hours.’ (Ibid)

The length of the incubation period from the moment of infection to the onset of symptoms can vary from 2 to 14 days. Since there are no antiviral drugs for the treatment of the disease, the primary treatment is symptomatic therapy. And since the end of 2020, there have

been several vaccines against COVID-19 (Pfizer, AstraZeneca, Moderns, Jonhsen, Sputnik, etc.) and mass vaccination against COVID-19 all over the world. (ibid)

Recommended preventive measures include handwashing, covering your mouth and nose with your elbows when coughing or sneezing, maintaining distance from other people (or so-called social distancing), wearing a face mask in public places, disinfecting surfaces, increasing ventilation and indoor air filtration, and monitoring and self-isolation for people who suspect they are infected. Governments have implemented restrictions on travelling, working at offices and many more. In addition, many institutions are working to increase testing capacity and contact tracing of infected people. (ibid)

Based on the information provided above and the article published on one of the most respected dictionary-related sources, dictionary.com, all the activities described have led to the emergence of such terms and phrases as “*social distancing*”, “*flatten the curve*”, “*coronapocalypse*”, “*the before times*”, “*rona*” (shortening of “coronavirus), “*cornteen*” (misspelling of quarantine), “*doomscrolling*” (a state of spending too much time on the internet), “*coronasomnia*” (a state of staying up late due to corona), “*coronacoaster*” (corona plus rollercoaster), “*coronacut*” (a haircut done during the coronavirus), “*cluttercore*” (a messy aesthetics), “*covidiot*” (slang used with an intention to insult), “*quaranteam*” (a group of peple on isolation or a small business team working during quarantine), “*quarantini*” (a drink), “*coronarita*” (a drink), “*virtual happy hour*” (a break during remote work), “*walktail*” (a walk on quarantine), “*zoom-bombing*” (uninvited guests), “*zoom moms*” (people who use zoom tfor work too much), “*zoom fatigue*” (the exhaustion that occurs when spending too much time on zoom), “*zoom town*” (a place with a high concentration of remote workers), “*quarantine and chill*” (Netflix and Chill), “*coronials*” and “*coronababies*” (people and newborns), “*covidivorce*” (a divorce in the period of COVID-19), “*coronacation*” (vocation) and etc. (Online 12)

There is also another source, Oxford English Dictionary, which editors revised in April. It had been issuing quarterly updates for the past twenty years, announcing the new definitions of words that had been chosen for inclusion. These upgrades are usually released in the months of March, June, September, and December, as stated in the article under the headline *Oxford dictionary revised to record linguistic impact of Covid-19*.

The dictionary's editors issued notable revisions in late spring, claiming a necessity to chronicle the COVID-19 pandemic's influence on the English language. Even though the editors have recorded several coronavirus-related language alterations, some of their findings are unexpected. They say, for example, that just one really new term has emerged from the COVID-19 pandemic. (Flood, 2020)

The preponderance of the coronavirus-related adjustments reported by the editors is older, more esoteric terms and phrases, including such reproduction number and social distance, being launched into mainstream usage. They've also recorded the generation of new term additives using existing vocabulary. One of the pandemic's repercussions, for example, is that it has pushed previously arcane medical words to the centre of ordinary conversation. (ibid)

Historically, dictionary editors have only included scientific and technological terms if they have gained some level of currency outside of their respective fields. Nevertheless, at least one or two pharmaceutical labels have emerged as a result of the epidemic. Although the drug's name had appeared in literature as early as 1951, hydroxychloroquine, a malaria medication promoted by others as a miracle cure against the virus, was introduced to the Oxford English Dictionary in July. (ibid)

Dexamethasone, a corticosteroid that has lowered the COVID-19 mortality rate, is another newly well-known medication. It first appeared in print in 1958 and was included in the dictionary's second edition. The editors included a quote in the July version demonstrating the drug's current use in the fight against the coronavirus. New citations have been added for phrases like community transmission, which was first reported in print in 1959, and community expansion, which was first recorded in print in 1903. (ibid)

Social isolation terms have been around since before the COVID-19 epidemic, but they had grown considerably more widespread in 2020. The terms self-isolate, self-isolated, and shelter in situ all acquired new citations to highlight their present usage. The meaning of several terminologies has shifted. Initially, the term "sheltering in place" meant taking refuge during a specific catastrophe, such as a storm or an active shooter assault. It's currently used to describe a time of protracted social seclusion. Thus, an elbow bump has developed from a high-five-like gesture to its current form: a safe method to welcome another person, as described in 1981. (ibid)

As stated by The Conversation in *How COVID-19 is changing the English language*, the COVID-19 language is showing some local variances as well. In British English, the word "self-isolate" is favoured, although in the United States, the term "self-quarantine" is more generally used. Although "Rona" or "the one" has been noted as jargon for coronavirus in the United States and Australia, the dictionary developers have not confirmed widespread use to support its inclusion. (Kreuz, 2020)

The decision of whether or not a phrase has enough persistence to be incorporated into the dictionary is a recurring problem for lexicographers. Due to the COVID-19 pandemic, some already existing terms have become neologisms by gaining more meanings. For instance,

"*maskne*," an acne rash induced by face coverings, "*zoombombing*," when strangers invade on video conferences, and "*quarantini*," a drink drunk alone, are among them. (ibid)

Other new neologisms include "covidiot," which refers to someone who disregards public safety advice; "*doomscrolling*," which refers to skimming anxiety-inducing pandemic-related news on your smartphone; and "*hamsterkauf*," or panic shopping, which is a German phrase. (ibid)

This chapter provided literature on a wide range of topics. Based on the information provided it can be concluded that, first of all, neologisms are constantly coined, updated, and modified. Therefore, it is riveting to research. Neologisms are in charge of defining up-to-date needs. Secondly, the role of the English language in multicultural business meetings in the period of pandemics is enormous due to the proliferation of global markets, the expansion of digital technologies, trade policies, more significant numbers of mergers and acquisitions, and increasing interdependence amongst companies. Furthermore, regardless of the restrictions, businesses have managed to find ways to handle business meetings even more successful and productive than they did before the pandemic. It is also important to mention that the pandemic has influenced each and every aspect of life, including business and the English language.

The next chapter reviews linguistic analysis, the meaning of the linguistic analysis, and the tools used for the thesis.

2 LINGUISTIC ANALYSIS OF THE ENGLISH LANGUAGE

NEOLOGISMS IN MULTICULTURAL BUSINESS MEETINGS

In this chapter called Linguistic Analysis, the meaning of the linguistic analysis and the tools used for the thesis is defined, described, and analysed. The chapter consists of three sub-chapters: the importance of linguistic analysis, units of linguistic analysis, and linguistic tools used for analysis are described and investigated.

2.1 The Meaning and Purpose of Linguistic Analysis

There are numerous definitions of linguistic analysis. The definitions provided do not vary significantly and, in general, are interdependent since each of them has the same key points.

According to the lecturer Peter Oyewole Makinde and his research paper Linguistic Analysis of Kwesi Brew's "The Mesh", 'linguistic analysis has been referred to as the scientific analysis of a language sample used to describe the unconscious rules and processes that speakers of language use. [...] studies have looked at linguistic analysis from concept extraction, as is the case with rules-based linguistic analysis, to textual analysis, as well as analysis of language and its structures. [...] the goal of linguistic analysis is to understand the content of a text'. (Makinde, 2022: 2)

Furthermore, as stated by the online dictionary dictionary.com, linguistic analysis can be perceived as 'a 20th-century philosophical movement inspired by Ludwig Wittgenstein and marked by the close attention paid to the way words are used in order to clarify concepts and to eliminate confusions arising from the mystifying preconceptions about language'. (Online 13)

There is also another definition of the term provided by Jane Lapham, a speech-language pathologist, in the article *What is Linguistic Analysis?*. According to the author, 'linguistic analysis refers to the scientific analysis of a language sample. It involves at least one of the five main branches of linguistics: phonology, morphology, syntax, semantics, and pragmatics. Linguistic analysis can be used to describe the unconscious rules and processes that speakers of language use to create spoken or written language, and this can be useful to those who want to learn a language or translate from one language to another'. The author also claims that this tool can look into the minds of people speaking specific languages, even though this statement is doubtful. (Lapham, 2018: Online)

It is also essential to explain the aim of the linguistic analysis. According to the article published on the official webpage of the University of California, What is Linguistics, 'the main goal of linguistics, like all other intellectual disciplines, is to increase our knowledge and understanding of the world. Since language is universal and fundamental to all human interactions, the knowledge attained in linguistics has many practical applications.'" (Online 14)

2.2 Units of Linguistic Analysis

The book *The Oxford Handbook of Linguistic Analysis*, edited by Bernd Heine and Heiko Narrog, provides a classification of the units of linguistic analysis (the other books that have provided sorts as well are mentioned in the previous subchapters). Furthermore, it explains the goal of linguistic analysis, which is to comprehend and characterise the information that underpins a person's capacity to speak a particular language and comprehend how the individual's cognitive generates and develops language.

The book claims that phonology, morphology, syntax, semantics, and pragmatics are the five major linguistic areas. An extended linguistic analysis might encompass all five branches or concentrate on just a single language component under consideration. Each of the different branches is dedicated to a particular aspect of language. (Heine and Narrog, 2015: Online). To compare, Britannica Dictionary claims that linguistics 'traditionally encompasses semantics, syntax, and phonology' (Online 15), which points out that the opinions on this topic vary from author to author and from dictionary to dictionary. To better understand, it is crucial to elaborate on the above-mentioned linguistic branches: phonology, morphology, syntax, semantics, and pragmatics.

According to *The Oxford Handbook of Linguistic Analysis* book, the study of a language's sounds is known as phonology. Each language has its own set of sounds and rules for putting those sounds together to form words. The sound system of a language, as well as the procedures employed to mix sounds in spoken language, are referred to as phonology. (Heine and Narrog, 2015: Online).

The second unit of linguistic analysis is morphology. It is the study of the inner structure of a language's words. There are numerous words in any given language to which a speaker might add a suffix, prefix, or infix to form a new term. These techniques are more fruitful in specific languages than others. The word-building principles that speakers employ to generate new words or change the definition of particular words in a given language are referred to as morphology. (ibid)

The analysis of sentence structure is known as syntax. Each language does have its own set of rules for putting words together to form sentences. The syntactic analysis seeks to identify and characterise the regulations by which speakers combine words to artificial system phrases and sentences. (ibid)

The study of meaning in language is known as semantics. Linguists try to figure out not just how speakers of a language figure out the definitions of words within their language but also how they use logical rules to figure out the meanings of phrases, sentences, and entire

paragraphs. The definition of a term can vary significantly depending on the situation in which it is used, and it can also differ a little bit. (ibid)

Pragmatics is the study of how people utilise language in social situations. Based on the company under which people operate, all language users use distinct registers or conversational styles. A pragmatic linguistic analysis may characterise the social features of the language example under consideration, including how the position of the persons participating in the speech act may influence the meaning of a specific utterance. (ibid)

Linguistic research is used to uncover historical connections among languages and individuals from various parts of the globe. Several government entities utilise linguistic analysis to affirm or refute citizenship claims. This application of linguistic analysis is contentious since language usage varies considerably between geographical regions and socioeconomic classes, making it difficult to precisely identify and characterise the language spoken by a country's population.

2.3 Linguistic Unit Used For The Analysis

In order to conduct the research, a morphological unit of linguistics has been chosen. Therefore, it is essential to explain what morphology is and which tools are used for the analysis.

As mentioned in the previous sub-chapter, morphology is an area of linguistics that studies the structure of a word, the components of a word and their functions, and the rules for constructing and changing a word within a sentence. The most critical morphological items are root, affix, suffix, stem, morpheme, phoneme, etc. (Hamawand, 2011: 58-81)

Several dictionaries have provided a definition of what morphology is. According to Merriam-Webster Dictionary, it is 'a study and description of word formation (such as inflection, derivation, and compounding) in language' (Online 16). While Collins's Dictionary has provided another definition, which is 'the branch of linguistics that deals with word structure and with functional changes in the forms of words, such as inflection and compounding'. (Online 17) By adding that it is also 'the study of the structure, classification, and relationships of morphemes'. (ibid)

It has already been mentioned that among the most morphological items, there are root, affix, suffix, stem, morpheme, phoneme, etc. Therefore, it is sufficient to elaborate on each of the items separately:

- According to Merriam-Webster Dictionary, an affix is 'one or more sounds or letters occurring as a bound form attached to the beginning or end of a word, base, or phrase or inserted within a word or base and serving to produce a

derivative word or an inflectional form'. (Online 18) It is essential to mention that prefixes and suffixes are both affixes.

e.g. (ex)change, class(ic).

- A **prefix** is the part of the word that is located before the root and serves to form new words. By adding prefixes, it is possible to change the meaning, give a negative definition, or coin a new term, as suggested by Hamawand (2011: 81)
e.g. (ex)change, (dis)placement, (un)likable.
- A **suffix** is a part of the word, which is located after the root and serves to form new words. As well, suffixes can give additional meaning to the words. The speaker or writer expresses their attitude toward the topic, object, or phenomena by adding a suffix. (Hamawand, 2011: 153)
e.g. class(ic), technolog(ical), reli(able), init(ial).
- 'A **stem** of a word is the main part of it, which does not change when the ending changes,' according to Collins Dictionary. (Online 19)
e.g. in the word "produce", the stem is "produc".
- Colling dictionary defines a **morpheme** as 'the smallest unit of meaning in a language.' The words 'the', 'in', and 'girl' consist of one morpheme. The word 'girls' consists of two morphemes: 'girl' and 's'.' (Online 20)
- The same source, Colling Dictionary, has defined **phoneme** as 'one of the sets of speech sounds in any given language that serves to distinguish one word from another.' (Online 21)

There is one more crucial morphological component that is used in the analysis, which is compounds. Compounds are two or more words that are linked in order to coin a new lexeme. Compounds can be made in all word classes: adjectives, verbs, adverbs, nouns, pronouns, numerals, prepositions, and conjunctions.

2.4 Linguistic Tools Used For The Analysis of The English Language Neologisms Found in Multicultural Business Meetings

In order to conduct the research, the Neologism Model (Krishnamurthy, 2010), presented in his study *The Chutnification of English: An examination of the lexis of Salman Rushdie's Midnight's Children*, has been chosen. The model offers a three-step analysis:

1. Word formation analysis;
2. Lexical Deviation analysis;
3. Borrowing analysis;

Therefore, according to this model, the analysis consists of three parts, starting with word formation. Word formation, as suggested in the book *Word-Formation in English* (Plag, 2003: 130), is analysed through the following tools:

- **Compounding** – is a linguistic technique of linking two or more word bases into one. (Plag, 2003: 131)
e.g. a compound “dollhouse” is formed from the words “doll” + “house”.
- **Derivation** – a process of word coining that includes changing the base or adding affixes, including suffixes, prefixes, etc. (Plag, 2003: 105)
e.g. the word “hope” by adding the suffix “less” becomes a derivation. Also, the word “childish” was formed from the word “child” plus the suffix “ish”.
- **Affixation** – is the process of adding a morpheme to a word stem or, to put it in another word, by adding affixes to a stem. (Plag, 2003: 71)
e.g., the word “wonder(full)” has been coined due to an affixation process.
- **Blending** – is ‘a type of word formation in which two or more words are merged into one so that the blended constituents are either clipper or partially overlap.’ (Online 22)
e.g. “brunch” is a blending of “breakfast” plus “lunch”.
- **Clipping** – is a process of shortening already existing words into one-syllable words.
e.g. “math” is a clipping of “mathematics”.
- **Abbreviations** – is a shortened form of a word, phrase or even a sentence.
e.g. abbreviation “UN” – United Nations.
- **Acronyms** – are abbreviations formed out of the first letters of several words and are pronounced as a word.
e.g. acronym “NASA”.

The second tool that is used for the analysis is lexical deviation. ‘Lexical deviation tends to produce a neologism which refers to the process of creating new words by applying the existing rules of word formation based on the principle of generalisation’ according to Katherine B. Akut and her work *Morphological Analysis of the Neologisms during the COVID-19 Pandemic* (2020: 2).

However, there is a simplified definition The author states that lexical deviation is a state in which a person or a group of people make up a word that did not exist previously. (ibid)

According to *New Perspectives on Lexical Borrowing* written by Zenner and Kristiansen, the third and last tool that is used for the analysis is borrowing. Borrowing is

defined as the ‘linguistic process of transferring linguistic material from one language to another’. (Zenner, Kristiansen: 2004: Online)

In summary, this chapter explains the meaning behind the linguistic analysis and the linguistic unit used for the study, which is morphology. Furthermore, teams of linguistic analysis, phonology, morphology, syntax, semantics, and pragmatics) are described. Also, tools used for the thesis - compounding, derivation, affixation, blending, clipping, abbreviation, and acronym – are defined.

The next chapter reviews the theoretical part of empirical analysis. It discusses such topics as a description of empirical analysis, methodology, corpus data and data extraction methods.

3 THEORETICAL PART OF EMPIRICAL ANALYSIS

Empirical research or analysis can be defined as a form of research approach that relies on factual information to reach conclusions. In other words, information gathered from observing or scientific evidence collecting methods is used only in this sort of study.

The third part of the thesis is dedicated to the empirical domain and concerns such topics as a description of the methodology, description of the corpus and description of the data methods used in order to achieve the goal and justify the hypothesis.

The empirical part is being made based on the online data and concerns a small corpus of 10 multicultural business meetings (5 refer to the COVID-19 pandemic and the other 5 refer to the HIV/AIDS pandemic) chosen. Furthermore, the survey analysis taken among Printful supervisors is done as well. The survey consists of five questions that cover the topic thoroughly.

3.1 Description of Methodology

Research methodology is believed to be referred to the methods or strategies used to find, collect, process, and analyse (or to perform any other similar procedure) data on a subject. A methodology is a tool which helps the reader to critically examine a study's overall relevance and dependability. To put it in other words, research methodology describes how the research will be done.

The following thesis is done according to the qualitative and quantitative research methodology. It means that it consists of two parts:

- Quantitative (morphological analysis – word-formation analysis);
- Qualitative (survey on the usage of the English language neologisms in multicultural business meetings in a multicultural company).

In the research, the quantitative analysis will be done on a basis of the morphological aspect of linguistics or, to be more specific, the analysis will be done based on the word-formation properties of neologisms. The qualitative analysis will be done in a survey form. The survey will concern the usage of the English language neologisms in multicultural business meetings in a multicultural company.

Furthermore, it is important to mention the software used for the methodological parts, which are, YouTube, Google Scholar, and Grammarly. Apart from that, a tool for analysing the origin of the neologisms found was used in order to find out whether the word is a neologism and whether it is reasonable to conduct further research.

The corpus data analysis is done based on the information that is collected online from the multicultural business meeting available and concerns a corpus of 10 multicultural business

meetings chosen. Each multicultural business meeting is regarded and analysed separately. The efficiency of the results that are conducted through this method will help to attain the goal and answer the research question.

Last but not least, the analysis of the survey will be comprised of 5 mixed-type questions and will be collected through the Google Survey application from the Printful company's supervisors anonymously.

3.2 Description of The Corpus Data

In research, the corpus is defined as a set of linguistic material, either these are written texts or transcriptions of voice records, that is used in the study. A corpus' principal aim is to test a hypothesis about language. It can include such aspects as identifying how the use of a certain sound, word, or grammatical structure changes.

The corpus of the following research includes five multicultural COVID-19 related business meetings:

1. Google Keynote (Google I/O 21) (Online 23)

Google is a multicultural global company that holds an annual developer business conference. During the pandemic, the conference was held online.

2. Google Keynote (Google I/O 20) (Online 24)

The second meeting is held by Google as well, and it is an annual developer business conference. During the pandemic, the conference was held online as well.

3. Printful Threads: How Design Can Help You Run a Successful Ecommerce Business (2022) (Online 25)

Printful is a multicultural company that is based in Latvia, USA, and operates in almost every country in the world. Printful Threads is a business meeting for potential and already acquired customers that are willing to create their own businesses.

4. Hiring at Amazon Web Service Zoom Event Recording (2021) (Online 26)

Amazon is a multicultural company as well, and it operates all over the world alongside Google and Printful. The video chosen is an employment interview that occurred online through the Zoom online video-conferencing platform.

5. Printful Leader Meeting Q4 (2021)

The last business meeting is the Printful supervisor quarterly meeting.

The corpus of the following research includes five multicultural HIV/AIDS-related business meetings:

1. Business Meeting: Division of Metropolitan HIV/AIDS Programs by Ryan White HIV/AIDS Program TargetHIV. (Online 27)

Ryan White HIV/AIDS Program TargetHIV is a programme which helps HIV-positive people to adapt and to live fully, without any obstacles. The programme is international and works in multiple countries.

2. Business meeting: DCHAP Engagement of People with HIV: Sustaining What Matters Most to People with HIV by Ryan White HIV/AIDS Program TargetHIV. (Online 28)

The purpose of this business meeting is to find out what matters the most to people that are HIV-positive, including the career prospects.

3. The third meeting was held by Ryan White HIV/AIDS Program TargetHIV as well. The title is Business Meeting: State of the Division of Community HIV/AIDS Programs. (Online 29)
4. The fourth meeting was held by the Center for Strategic and International Studies under the headline Reflections on the 2021 IAS Conference on HIV Science. (Online 30)

The Center for Strategic and International Studies is an international institution, which holds an impressive amount of multicultural business meetings.

5. The last multicultural business meeting is the IAC – the International AIDS Conference – the 22nd international conference. (Online 31)

At the conference, HIV/AIDS-related topics are discussed, including business and career ones.

The choice of the corpus was based on such factors as the culture and language diversity in the company and the possibility of accessing the sources. The intention was also made based on the popularity of the meeting and the number of views. Furthermore, the business meetings chosen corresponded with the topic and occurred in the period of pandemics.

3.3 Description of the Data Extraction

Data extraction can be defined as the process of gathering or obtaining various sorts of data from a variety of channels, many of which are disorganised or completely unmanaged. Data extraction allows users to aggregate, process, and filter data before placing it in a central area where it may be altered.

The data is distracted from the sources that are available online and from the sources that were requested for research purposes.

The data is extracted in the following way:

- The videos chosen are found in the special search section (Google and YouTube) or requested.
- The necessary customisation process is done.

- The data is extracted based on the customised preferences and needs of the research.

In summary, this chapter discusses the theoretical part of the empirical analysis by explaining the empirical analysis, methodology, corpus data, and data extraction methods. It has been concluded that the empirical part is being made based on the data available online and concerns a small corpus of five multicultural business meetings chosen. Furthermore, the survey analysis taken among Printful supervisors will be done as well. The survey consists of five questions that cover the topic thoroughly. Moreover, a small corpus of 5 videos is used for the analysis. And finally, the data is distracted from the sources that are available online and from the sources that were requested for research purposes.

The next chapter reviews the empirical analysis of the thesis. It discusses such topics as analysis of neologisms, including word-formation analysis and analysis of the survey.

4 EMPIRICAL ANALYSIS

In this chapter, the empirical analysis of the corpus data is done. The study is divided into two parts. The first part provides a word-formation analysis of the English language neologisms in multicultural business meetings in the period of COVID-19 and HIV/AIDS pandemics. The two pandemics are analysed in order to compare the results. The second part offers the word-formation analysis of the surveys taken.

4.1 Analysis of The English Language Neologisms Found in Multicultural Business Meetings

As mentioned previously, the neologisms are to be by the three-step analysis, which includes

1. Word-formation analysis;
2. Lexical Deviation analysis;
3. Borrowing analysis.

However, it is essential to mention that, since all three steps are interdependent, it has been decided to continue with the word-formation analysis only.

Before that, it is important to list and explain the most used neologisms found. In general, there were 25 neologisms found in 5 videos regarding the COVID-19 pandemic and 12 neologisms found in 5 videos regarding HIV/AIDS pandemic. Most of them have been repeated several times in different videos. These neologisms were created since there were no terms that would describe people, events, conditions, and states during the pandemic.

The neologisms concerning the COVID-19 pandemic and their explanations are the following:

- **COVID-19** – or the ‘coronavirus disease 2019’, is a neologism that is defined as ‘a potentially severe, primarily respiratory illness caused by a coronavirus and characterised by fever, coughing, and shortness of breath. In some people, the disease also damages major organs, such as the heart or kidneys’. (Online 32). COVID-19 is a widely used neologism on a daily basis.
- **Coronavirus** – the neologism which has the following meaning ‘any of a family (Coronaviridae) of large single-stranded RNA viruses that have a lipid envelope studded with club-shaped spike proteins, infect birds and many mammals including humans, and include the causative agents of MERS, SARS, and COVID-19’. (Online 33)
The term itself has been coined before the COVID-19 outbreak; however, it gained an entirely new meaning and value in 2019-2020, when the first wave of pandemics began. It is used widely on a daily basis.
- **Rona** – or “corona” is the neologism that signifies coronavirus outbreak. It is defined as ‘a name for coronavirus or Covid-19 that started in the African-

American community’. (Online 34). Rona is not as widely used term as corona itself; however, it has been used several times in the multicultural business meetings analysed.

- **Pandy** – the neologism is a shortened form of the word “pandemic”. The term means ‘a disease prevalent throughout an entire country, continent, or the whole world’. (Online 35). The neologism refers to a period of time from 2019 to nowadays. This context signifies the time when COVID-19 or coronavirus outbreak occurs.
- **Self-quarantine** – the neologism can be defined as ‘the time a person spends during the outbreak of a deadly virus, trying to avoid any contact with other people for a duration of time, generally by staying at home and restricting contact with family and friends’. (Online 36)
- **WFH** – or “work from home” is a neologism that means a state of working remotely, mainly from home instead of the office. Nowadays, WFH is a widespread concept. During the lockdown, most of the businesses had to work remotely.
- **Wuhaned** – the neologism has no official explanation; however, the term wuhaned means a state of catching coronavirus disease. It is named after a city in China, Wuhan, where the coronavirus outbreak began at the end of 2019.
- **Quarantine** – the neologism can be defined as a length of time during which a person who has or may have disease should stay or be isolated from others to prevent the sickness from spreading.
- **Quaranteam** – the neologism means a group of individuals who form a support network around themselves during the COVID-19 outbreak, preventing them from interacting with others. Usually, the neologism is used when referring to business teams that work through online meeting platforms (e.g., Zoom or Microsoft Teams) during the quarantine.
- **Maskless** – the neologism means a state of not wearing a mask. In the context of pandemics, it means that an individual is not wearing a mask in the places where it is required.
- **Coronacoma** – the neologism means a never-ending coronavirus pandemic, lockdown and restrictions. This term is used to highlight the fact that the coronavirus outbreak lasts for a too long period of time.
- **Coronials** – the neologism is used for the children conceived or born in the period of coronavirus outbreak (2019-present), similar to the term Millennial for

those born at the millennium's turn. The term is also used as a general designation for people that live or lived during the COVID-19 pandemic.

- **Coronacation** – the neologism means a vacation taken during COVID-19 pandemics. Moreover, it also means going on a vacation in a location where the danger of getting COVID-19 still exists in order to take advantage of meagre travelling expenses.
- **BCV / BC** - the neologism means “before coronavirus” or “before corona” and refers to the times when there was no coronavirus (COVID-19). The term has been coined from the “Before Christ” concept.
- **PUM**– or a “person under monitoring”. The neologism refers to a person suspected of coronavirus illness or a person that has the disease and is being self-isolated. The term is not widely used due to the fact that the neologism “self-isolation” is preferred instead.
- **ISO** – or “isolation” is a neologism that means complete isolation due to the coronavirus infection from the external world. The period of ISO usually lasts from one to two weeks, depending on the condition of the infected.
- **SARS-CoV-2** – the neologism stands for Severe Acute Respiratory Syndrome COVID-19 and signifies the illness caused by coronavirus disease. The neologism is the full name of the illness that causes pandemics.
- **Social distancing** – the neologism stands for the practice of keeping a larger than average distance from other people or avoiding direct contact with people or things in public settings to prevent exposure and infection transmission.
- **Coronababies** – the neologism refers to the children born during the coronavirus outbreak from 2019 till nowadays. The term is primarily used in a sarcastic manner in order to laugh and make fun of those children by pointing out that they will lack socialisation in the future.
- **Zoombombing** – the neologism means is a kind of cyber-harassment in which uninvited and unexpected individuals disrupts online meetings using online meeting platforms, including Zoom, Microsoft Teams, Google Meeting, etc.
- **Covexit** – the neologism is defined as ‘a gradual disengagement from the effects of the Covid-19 pandemic’. (Online 37) It is derived from another neologism, “Brexit”.
- **Zoom** – the neologism that does not have an official explanation; however, it refers to the action of doing video conferencing through any of the platforms

available, incredibly Zoom. It is named after the online videoconferencing platform as well.

- **Zooming** – the neologism refers to making video calls using the Zoom platform. Zoom is the most extensively utilised tool for online meetings and lectures alongside Microsoft Teams during pandemics.
- **Covideo** – the neologism means a virtual movie watching during the COVID-19 pandemic. Due to the restriction imposed, cinemas were closed, and it was not allowed for individuals that were not from the same household to gather together. Therefore, online platforms were used in order to television or movies together.
- **Elbow-bump** – the neologism refers to a handshake-like action in which two individuals bump elbows together instead of shaking hands due to the risk of getting infected with COVID-19.
- **nCoV** – the neologism stands for COVID-19 in “technical designation” and is one of the types of coronavirus diseases.

The neologisms concerning the HIV/AIDS pandemic and their explanations are the following:

- **AIDS** – or an acquired immunodeficiency syndrome. The neologism is defined as a result of damage to the immune system. Also, it is the last stage of HIV. (Online 38)
- **HIV** – or a human immunodeficiency virus. The neologisms can be defined as ‘a virus that attacks cells that help the body fight infection, making a person more vulnerable to other infections and diseases’. (ibid)
- **HIV-1** – the neologism signifies the most widespread type of HIV (human immunodeficiency virus). The virus attacks the human immune system and destroys CD4 cells.
- **HIV-2** – the neologism stands for the second most spread type of HIV (human immunodeficiency virus). It is considered to be less dangerous than HIV-1 and is regarded as equivalent to COVID-19’s omicron.
- **PrEP** – or pre-exposure prophylaxis. The neologisms can be explained as a medicine prescribed to people that might get infected with HIV in order to prevent the infection from other people through various channels, including drug injection. It is considered to be highly effective.

- **KnowYourStatus** – is a neologism that means that sexually active people should be tested for HIV infection. In case of infection, the treatment is going to start right away and prevent the following death.
- **ELISA** – or the enzyme-linked immunosorbent assay. The neologism means a blood test which is made in order to check whether there is a presence of antibodies to HIV (human immunodeficiency virus).
- **Seronegative** – the neologism means the state of being tested negative for HIV (human immunodeficiency virus).
- **Seropositive** – the neologism means the state of being tested positive for HIV (human immunodeficiency virus).
- **Serosorting** – the neologism signifies a decision-making process in which people choose partners based on the fact whether they are seropositive or seronegative.
- **AIDS cocktail** – the neologism means a state of taking more than 2 (usually 3) medicines in order to prevent HIV (human immunodeficiency virus). It is considered to be the most effective HIV treatment since it allows people to live normal lives with a completely healthy immune system.
- **TasP** – or treatment as prevention. The neologism means medicine that could prevent the further transmission of HIV (human immunodeficiency virus). It is taken by seropositive patients.

4.1.1 Word-formation Analysis of The English Language Neologisms Found in Multicultural Business Meetings

In this subchapter, a word-formation analysis of the neologisms found is presented.

Table 1.1. Word-formation Analysis of The Neologisms Found in Multicultural Business Meetings Concerning the COVID-19 pandemic.

Neologism	Word-Formation	Explanation	Video
COVID-19	coinage	COVID+2019	1, 2, 3, 4, 5
Coronavirus	blending	Corona+Virus	1, 2, 3, 4, 5
Rona	clipping	<i>Corona</i>	1, 2, 5
Pandy	clipping	<i>Pandemic</i>	5
Self-quarantine	blending	Self+Quarantine	1, 2, 3, 4, 5
WFH	abbreviation	Work From Home	1,2, 3, 4, 5
Wuhaned	affixation	Wuhan+ <i>ed</i>	5
Quaranteam	blending	Quarantine+Team	3, 4, 5
Maskless	affixation	Mask+ <i>less</i>	5
Coronacoma	compounding	Corona+Coma	5

Coronials	blending	Corona+Millenials	2
Coronacation	blending	Corona+Vacation	2
BCV / BC	acronym	Before Corona Virus	5
PUM	abbreviation	Person Under Monitoring	5
ISO	clipping	Isolation	4, 5
SARS-CoV-2	acronym	Severe Acute Respiratory Syndrome+Covid+2	1, 2
Social-distancing	blending	Social+Distancing	1, 2, 3, 4
Coronababies	compounding	Corona+Babies	5
Zoom-bombing	compounding	Zoom+bombing	5
Covexit	blending	Covid+Exit	3
Zoom	-	To Zoom	4, 5
Zooming	affixation	Zoom+ing	4, 5
Covideo	blending	Covid+Video	1, 2
Elbow-bump	blending	Elbow+Bumb	5
nCoV	abbreviation	coronavirus in technical designation	1

By looking at the table, it can be concluded that the most widespread word-formation process is blending – it has been indicated in 9 out of 25 neologisms. The second most widespread word-formation process is shared by abbreviation, affixation, compounding, and clipping – 3 out of 25 neologisms each. The acronym has been indicated 2 times, while coinage – 1 time. It can be concluded that bending is used the most in neologism coinage.

Table 1.2. Word-formation Analysis of The Neologisms Found in Multicultural Business Meetings in Terms of the HIV/AIDS Pandemic.

Neologism	Word-Formation	Explanation	Video
HIV	abbreviation	human immunodeficiency virus	1, 2, 3, 4, 5
AIDS	acronym	acquired immunodeficiency syndrome	1, 2, 3, 4, 5
HIV/AIDS	abbreviation+acronym	human immunodeficiency virus+ acquired immunodeficiency syndrome	1
HIV-1	coinage	human immunodeficiency virus+1	1, 2
HIV-2	coinage	human immunodeficiency virus+2	1, 2

PrEP	acronym	pre-exposure prophylaxis	4
KnowYourStatus	compounding	Know+Your+Status	4
ELISA	acronym	Quarantine+Team	4
Seronegative	compounding	Sero+negative	4
Seropositive	compounding	Sero+positive	4
Serosorting	blending+ affixation	Sero+sort+ing	3
AIDS cocktail	acronym+compounding	acquired immunodeficiency syndrome+coctail	1
TasP	acronym	treatment as prevention	4

By looking at the table, it can be concluded that the most widespread word-formation process is acronym – it has been indicated in 5 out of 12 neologisms. The second most widespread word-formation process is shared by abbreviation, affixation, compounding, and coinage – 2 out of 12 neologisms each.

4.2 Analysis of The Survey on The English Language Neologisms in The Period of The COVID-19 Pandemic

In order to make a survey, 5 questions were conducted and 30 results were collected. The survey has been collected from supervisors (mostly managers) in order to get answers from more experienced employees.

The purpose of the survey was to find out whether the employees have taken cognisance of newly coined neologisms during the coronavirus pandemic and whether these neologisms are used in their company’s multicultural business environment.

Also, it is important to understand what Printful exactly is, how it operates, and what is the purpose of the company. Therefore, a short introduction to the company has to be made. Primarily Printful is a multicultural start-up (it is also called a “unicorn”) that lets people transform their ideas into brands and products through on-demand printing and delivery services. Printful assist in creating an original internet brand and creating personalised stuff. Printful receives, fulfils, and ships orders instantly whenever someone makes a purchase.

Furthermore, Printful is a company that only prints on demand. Compared to other industrial printers, most printers consume less electricity, water, and chemicals. The company is gradually developing more environmentally friendly packaging and exploring the possibility of cooperating with more environmentally conscious companies. (Online 39)

The survey, as mentioned previously, consists of 5 questions. There were about 128 words suggested; however, not all of them were neologisms and, therefore, are not mentioned below in the thesis. The questions and the answers are the following:

1. *Were there any new words coined during the coronavirus outbreak? If yes, please list them.*

30 out of 30 respondents answered positively to the question. The full answers were the following: *coronavirus* (25), *COVID-19* (26), *SARS* (2), *covidiot* (6), *quaranteam* (4), *quarantine* (1), *coronial(s)* (3), *zoombombing* (8), *zoom moms* (1), *coronacut* (2), *doomscrolling* (4), *quarantine and chill* (1), *coronacation* (5), *pandemics* (6), *self-isolation* (10), *maskless* (1), *isolation* (7), *lockdown* (17), *key workers* (4), *covidivorce* (3), *covimarrriage* (3), *covibaby* (3), *social distancing* (10), *zooming* (1), *elbow-bump* (2).

2. *Has pandemics brought new English words into the world of business? If yes, please list them.*

28 out of 30 respondents answered positively to the question. The full answers were the following: *zoombombing* (7), *restrictions* (7), *remote work* (4), *coronacation* (5), *lockdown* (17), *key workers* (4), *quaranteam* (2), *work from home* (1), *layoff* (3), *SBA* (1), *additional (stimulus) payment* (1), *furlough* (2), *social distancing* (7).

3. *Do You or Your colleagues use such words during business meetings? If yes, please list the ones You use the most.*

28 out of 30 respondents answered positively to the question. The complete answers were the following: *coronavirus* (21), *COVID-19* (23), *lockdown* (7), *self-isolation* (7), *layoff* (6), *remote work* (6), *restrictions* (3), *furlough* (2).

4. *Do these words help You during business meetings? If yes, please explain how.*

19 out of 30 respondents answered positively to the question. The full answers were the following: “*I am able to understand the currents events*”, “*..due to them I am able to explain myself better*”, “*It allows me to communicate without any barriers*”, “

5. *Do You know which term describes the new word-formation process? If yes, please name it.*

15 out of 30 respondents answered positively to the question; however, only 3 of them answered correctly by adding that they have a degree either in humanities or linguistics.

Furthermore, it is essential to list and explain the most used neologisms listed by the 30 respondents. In general, there were 128 answers. Most of them have been repeated several times by different respondents. Therefore, the neologisms that were not defined previously and their explanations are the following:

- **Layoff** – the neologism
- **Furlough** – the neologism meaning that a person is on a *furlough* or *furloughed*, which means that he or she is not working at the moment since there is not enough business due to the pandemic.
- **SBA** – or Small Business Administration, is a neologism that signifies the organisation that is offering loans to small businesses in order to support them and their workers due to the struggles caused by COVID-19.
- **Stimulus payment** – the neologism refers to the government, authorities, and other organisations that support families during pandemics by providing them with finances.
- **Key workers** – the neologism refers to the best of the best workers that boost a company’s revenue and is in favour of promotion.
- **Covibaby** – the neologism refers to the children born during the COVID-19 pandemic.
- **Covimarrriage** – the neologism refers to the people that got married during the COVID-19 pandemic.
- **Covidivorce** – the neologism refers to the people that got divorced during the COVID-19 pandemic or because of the COVID-19 pandemic.

The purpose of the survey, which was to determine whether the employees have taken cognisance of newly coined neologisms during the coronavirus pandemic and whether these neologisms are used in their company’s multicultural business environment, has been reached. The answer is satisfactory – newly coined neologisms in the period of pandemics are indeed used at multicultural business meetings.

4.2.1 Word-formation Analysis of The English Language Neologisms Conducted From The Survey

Table 1.3. Word-formation Analysis of The Neologisms Conducted From The Surveys

Neologism	Word-Formation	Explanation	Number of Respondents
COVID-19	coinage	COVID+2019	26
Coronavirus	blending	Corona+Virus	25
Covidiot	blending	Corona+Idiot	6

ZoomMoms	blending	Zoom+Moms	1
Self-quarantine	blending	Self+Quarantine	10
Coronacut	blending	Corona+Cut	2
Doomscrolling	compounding	Doom+Scrolling	4
Quaranteam	blending	Quarantine+Team	4
Maskless	affixation	Mask+less	1
Covibaby	blending	Covid+Baby	3
Coronials	blending	Corona+Millenials	3
Coronacation	blending	Corona+Vacation	5
Covimarrriage	blending	Covid+Marriage	3
Covidivorce	blending	Covid+Divorce	3
Lockdown	compounding	Lock+Down	17
SARS-CoV-2 / SARS	acronym	Severe Acute Respiratory Syndrome+Covid+2	2
Social-distancing	blending	Social+Distancing	10
Coronababies	blending	Corona+Babies	5
Zoom-bombing	compounding	Zoom+bombing	8
Layoff	compounding	Covid+Exit	3
SBA	abbreviation	Small Business Administration	1
Zooming	affixation	Zoom+ing	1
Furlough	compounding	Fur+Lough	2
Elbow-bump	blending	Elbow+Bumb	2

Based on the information provided in the table, it can be concluded that, first of all, 14 out of 24 neologisms are formed by blending, 5 out of 24 are formed by compounding, 2 out of 24 out of affixation, 1 out of acronym, abbreviation, and coinage.

Secondly, it can be seen that blending is the most widespread word-formation technique used in neologism coinage. It means that words are created mainly by putting together two words that form a new word with a meaning that can be understood just by reading it. In most cases, the term “covid” or “corona” is used for this kind of purpose.

4.3 Results of The Analyses and Survey Made

After completing two analyses, it can be concluded that the first analysis, which is the *Word-formation Analysis of The English Language Neologisms Found in Multicultural Business Meetings*, and the second one, *Word-formation Analysis of The Neologisms Conducted From The Surveys*, correspond with the goal of the research, which is, to find and analyse neologisms that were coined in multicultural business meetings in the period of the COVID-19 and HIV/AIDS pandemics.

Furthermore, the analyses correspond with the hypothesis set, that is, a bigger number of neologisms were coined during the COVID-19 outbreak rather than during the HIV/AIDS outbreak. Apart from that, the hypothesis can be justified by both analyses made.

As a result, it has also been conducted that entirely new and unexpected neologisms for the author of the thesis were discovered in the survey analysis, including a *layoff*, *furlough*, *SBA*, *stimulus payment*, and *key workers*.

Also, it has been concluded that 24 COVID-19 and 12 HIV/AIDS-related neologisms were found.

In general, there are $24+12=36$ neologisms:

- $24*100:36=66,7\%$ - COVID-19 related neologisms;
- $12*100:36=33,3\%$ - HIV/AIDS related neologisms.

This phenomenon could be explained by the fact there has been extreme technological development and revolution since the 80s when the HIV/AIDS pandemic started. Therefore, due to the new technologies, it is easier for people to transmit the information, to create new words, to give new meaning to the words and to use them in order to explain things that have never existed before.

Furthermore, blending is the most widespread word-formation unit that appeared in both analyses. Apart from blending, compounding, affixation, abbreviation, acronym, and coinage were used actively as well.

To compare, there were some similar researches done on the topic. For instance, in a research under the headline “How Has The Coronavirus Affected Our Use of Language?” written by Huan Luo, it is pointed out that there is a greater amount of neologisms coined during the COVID-19 outbreak rather than during HIV/AIDS (and other pandemics including EBOLA and HIN1). The author highlights that even though the virus is quite new, it has already influenced the way people use their language significantly. (Luo, 2021: 1-2).

One more research under the headline “COVID-19 trending neologisms and word-formation processes in English” has been made. According to the authors, Saleh Al-Salman and Ahmad S. Haider, neologisms that refer to pandemics are common and are likely to spread faster. The authors claim that the neologism HIV is a good example of that. However, the COVID-19 related newly coined words tend to spread faster and have a bigger variety rather than the ones that refer to HIV/AIDS pandemic and other pandemics as well.

To sum up this last chapter, two analyses of neologisms were done. The first one concerned neologisms found in the multicultural business meetings, and the second one concerned neologisms collected from the survey.

The further thesis will concern such topics as a conclusion, thesis, and a list of references.

CONCLUSIONS

All the things considered, it can be concluded that the goal of the thesis, which is to find and analyse neologisms that were coined in multicultural business meetings in the period of the COVID-19 and HIV/AIDS pandemics, was attenuated. The hypothesis, which is: a bigger number of neologisms were coined during the COVID-19 outbreak rather than the HIV/AIDS outbreak, was justified by following the objectives set, including:

In order to reach the goal and answer the research question, the following **objectives** were set:

- to provide a review of the literature that concerns the topic of English language neologisms in multicultural business meetings in the period of pandemics;
- to read and analyse theories on neologisms, multicultural business meetings, the impact of COVID-19 and HIV/AIDS on business, including business meetings and the way these meetings are held and the pandemics, as well as the ways they can be analysed;
- to choose a corpus for the research and to conduct a survey concerning the usage of the English language neologisms in the period of the COVID-19 pandemic;
- to apply the theoretical framework available;
- to find out appropriate qualitative and quantitative research approaches in order to analyse English neologisms in multicultural business meetings in the period of pandemics;
- to implement research activities in order to analyse the use of the corpus data chosen;
- to draw relevant conclusions concerning the topic of English language neologisms in multicultural business meetings in the period of pandemics in order to justify the hypothesis set.

In order to draw relevant conclusions, attain the goal and justify the hypothesis of the thesis, the following research methods will be implemented:

- Quantitative (morphological analysis – word-formation analysis);
- Qualitative (survey on the usage of the English language neologisms in multicultural business meetings in a multicultural company).

A list of conclusions has been made based on this thesis. First and foremost, it has been concluded that neologisms are newly coined words that are being constantly generated and modified. Neologisms can be classified into four groups: neologisms in form, useful neologisms, semantic neologisms, and borrowed neologisms. Second, newly coined words can be analysed based on different linguistic branches, including phonology, morphology, syntax, semantics, or pragmatics. Furthermore, morphology has been chosen as a niche for the analysis.

The morphological analysis is done by using one of the morphological tools that include compounding, derivation, affixation, blending, clipping, abbreviation, an acronym, and by using one of the morphological items, that are root, affix, suffix, stem, morpheme, phoneme, etc. as well.

Also, it has been concluded that there are more neologisms concerning the COVID-19 pandemic rather than the HIV/AIDS. It can be explained in a way that due to the extreme development of technologies (or so-called technological progress), the HIV/AIDS global pandemic started in the 80s, while the COVID-19 one was only a few years ago.

Furthermore, it is also important to mention that there were only a few researches done on the topic of English language neologisms in multicultural business meetings in the period of pandemics. The researches have some common features; however, there was no research that would correspond fully with the topic of this bachelor thesis. According to those researches, it has been concluded that neologisms conducted in the period of COVID-19 pandemics tend to expand faster and these neologisms are greater in amount when compared with other pandemic-related newly coined words, including the HIV/AIDS pandemic.

Speaking about the novelty of the thesis, English, as a widespread phenomenon, evolves in response to social upheavals. As the globe changes, languages change as well. New words and phrases have emerged as a result of new technology and discoveries. Due to this, neologisms are being coined. Pandemics, including COVID-19 and HIV/AIDS, have influenced the emergence of entirely new and undiscovered neologisms that have not been explained yet or have not been explained adequately, or, as an option, gained a new meaning.

Furthermore, only new of these new words are written in dictionaries. In the thesis, all the neologisms found are presented and analysed. Therefore, the thesis can be considered a novelty according to the above noted and could contribute the further studies.

Also, due to the pandemics, almost every aspect of life has changed, including the emergence of new words. These words are used not only in multicultural business meetings but also daily, especially the ones that concern the COVID-19 outbreak. People use neologisms everywhere, including daily talks, social media, studies, and work. It signifies that people are used to these words and have accepted them as terms of specific subjects and phenomena. Due to this, neologisms have gained extreme popularity.

Since the research is focused on the linguistic, or, more precisely, morphological aspect of neologisms, it could contribute to the development of the studies concerning English language neologisms in multicultural business meetings in the period of pandemics. Also, it could contribute to English language learners since the research concerns linguistic aspects

and helps not only to understand several of them but also to distinguish a difference between them.

New neologisms were discovered in the research as well. The neologisms are *Wuhaned*, *layoff*, *furlough*, *SBA*, *stimulus payment*, *elisa*, and *key workers*.

The thesis has a list of strengths worth mentioning, including the following ones:

- The topic of the research is clearly defined. It corresponds with the goal, hypothesis, theoretical and empirical parts, as well as with the analyses made and the results of the analyses that were conducted.
- The objectives set help to achieve the goal and justify the hypothesis.
- All keywords, terms, and expressions are well defined, explained, and supported by arguments and examples.
- The argumentation is logical and consistent. All chapters are in the correct order.
- The topic of the thesis is new, contemporary, and up-to-date; therefore, there are only a few researches done on the subject, which makes it more unique and explicit.
- The research contains a list of the book, research, and research articles that might help with further studies and research as well.

The thesis also has a list of weaknesses that should be mentioned to prevent them in the future, including the following ones:

- Even though there is plenty of books, research, and research articles used in the thesis, there should have been more of them. However, because the topic is relatively new, there are not that many reputable sources available.
- The online sources were used only in some chapters since no information on a particular topic could be found.
- In the analyses part, more multicultural business meetings should have been used in the period of pandemics. However, due to the fact that companies prefer not to expose themselves, it was not possible physically to find any more of them. Nevertheless, a company agreed to share one video of their Zoom business meeting.
- Furthermore, in the empirical part, there is a lack of neologisms. There should have been more of them to make a fuller analysis.

As for further studies, this thesis could be quite helpful. A few recommendations for further studies can be made. Firstly, choosing a more extensive corpus is essential to collect more neologisms. Second, it is crucial to use more up-to-date sources to deal with the theoretical part. Also, it is necessary to look into the previous studies more carefully.

THESIS

1. As a result of the COVID-19 and HIV/AIDS pandemics, severe socioeconomic issues occurred, including one of the most significant global recessions in history. As a result, postponement or cancellation of numerous sporting, religious, political, and cultural events and the massive shortages of goods caused by panic buying occurred. Due to this, the format of multicultural business meetings has changed from offline to online.
2. Due to the COVID-19 outbreak, businesses were forced to change the way they operate by temporarily suspending the working process or changing the way they do business.
3. The requirement for language abilities is increasing as globalisation grows, as seen by the recent pandemic caused by the COVID-19. Due to the lockdown and restrictions implemented, English has become a global language and the demand for English speaking workers has increased significantly as well.
4. The pandemics, as well as the advancement of society and culture, the development of new technologies, tools, and the establishment of new world order, new things and concepts, emerge and require naming. Therefore, neologisms are being actively coined.
5. Neologisms are newly coined words or word combinations that first exist in a language at a particular time and whose novelty and uniqueness are immediately apparent to native speakers.
6. Neologisms usually appear as a response to some events or needs and have only one meaning. Such events as pandemics, cause a significant growth in neologism coinage.
7. Most of the neologisms mentioned in this thesis are not included in dictionaries; however, they are still used in the documentation provided by governments, authorities, businesses, and educational institutions.
8. Neologisms can be classified into four groups: neologisms in form, useful neologisms, semantic neologisms, and borrowed neologisms.
9. Neologisms can also be classified based on word-formation methods, including compounding, derivation, affixation, blending, clipping, abbreviation, or acronym.
10. Neologisms can be analysed based on different linguistic aspects, including phonology, morphology, syntax, semantics, or pragmatics.
11. Morphology is one of the most convenient linguistic branches that allows analysing of neologisms.
12. The morphological analysis of the neologisms is done by using one of the morphological tools that include compounding, derivation, affixation, blending,

clipping, abbreviation, an acronym, and by using one of the morphological items, which are root, affix, suffix, stem, morpheme, phoneme, etc.

13. The most widespread word-formation approaches are bending, compounding, affixation, abbreviation, and acronym.
14. There are the nine most essential types of business meetings: business conferences, press conferences, seminars, training, focus groups, events for dealers, narrowly focused meetings, round tables, and business games.
15. The neologisms analysed were taken from the multicultural business meetings that occurred in the period of pandemics and from the survey results.
16. It has been found that neologisms were coined more during the COVID-19 outbreak than during the HIV/AIDS one due to the advancement of technologies.
17. Several topic-related research were made; nevertheless, there was no research that would fully correspond with the topic of this bachelor thesis. Therefore, it could be considered a novelty.
18. The other researches were made a year after the COVID-19 outbreak and it has been concluded that the COVID-19 related neologisms are greater in numbers and are most likely to spread faster than other pandemic-related neologisms, including the HIV/AIDS pandemic. The other pandemics mentioned include EBOLA and HIN1.

The total number of words: 17541.

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Appendix 1

Dokumentārā lapa

Bakalaura darbs „English Language Neologisms in Multicultural Business Meeting in The Period of Pandemics” (Neoloģismi Multukulturālās Biznesa Sapulcēs Pandēmiju Periodā) izstrādāts LU Humanitāro zinātņu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

Autors: Alise Kolesničenko 26.05.2022

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Recenzents: Docente Laimdota Ločmele

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Darbs iesniegts Anglistikas nodaļā 26.05.2022

Darbu pieņēma:

Darbs aizstāvēts bakalaura gala pārbaudījuma komisijas sēdē

2021. gada..... jūnijā, prot. Nr., vērtējums

Komisijas sekretāre: lektore Tatjana Bicjutko