

An Analysis on How Current Social Media Trends Affect the Transformation of Sri Lankan English Morphological Processes; A Study Based on ‘Aunty Netta’ YouTube Channel

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Regular changes in language can be identified as a common phenomenon in most countries, including Sri Lanka. Accordingly, such deviations have caused dramatic changes in all major languages in use. From a societal perspective language change can be identified as a historical and also a contemporary feature. Even though many tend to misunderstand this phenomenon as a situation where corruption occurs, in reality this shift is unavoidable and it occurs due to various socio-cultural reasons. Accordingly, Sri Lankan English (SLE) is one of the languages that is constantly influenced by various languages and social aspects. Among them in the present context social media platforms perform a crucial role in causing a number of language changes. In fact, various morphological processes can be identified in SLE due to the social media influence. The present study is based on eight selected videos from “Aunty Netta” YouTube channel by Nimmi Harasgama. The data analysis is conducted according to the morphological processes found in the selected videos by incorporating some theoretical frameworks developed by scholars. Collected data was classified according to four morphological processes; borrowing, compounding, affixation, and reduplication. According to the conducted study, it is revealed that compared to other morphological processes, borrowings from other language roots retain the largest number of entries in SLE.

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