A study of coinages: the case of a stand-up comedy

Neologizmy w komedii stand-upowej – studium przypadku

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Abstract
This paper investigates neologisms in data retrieved from stand-up comedies. It postulates social media interaction as a main source of new words, and analyses coined words as specific wordforms in the stand-up comedy routines that mirror current society events. Preconditions, formation of coined words in the stand-up comedy discourse, and their perception by non-native speakers are considered. The article touches the derivational potential of new coinages, discusses the most productive word-building techniques, and describes respondents' reactions to coinages in order to understand whether they can adequately interpret the words' meanings. Obtained results demonstrate the relevance of digitally coined words in modern English. They prove the hypothesis that satirical work across the world has a strong impact on our society and the language we use. Potential future research in the field of social mass media neology on the basis of other non-related languages is suggested.

Keywords: word-formation pattern, coined word, stand-up comedy, neologism, media discourse

Streszczenie
Niniejszy artykuł przedstawia studium przypadku dotyczące neologizmów w dyskursie mediów społecznościowych. Głównym źródłem rozważań jest interakcja w mediach społecznościowych oraz analiza nowo tworzonych wyrazów jako charakterystycznych form słownych pojawiających się w programach komediowych i odzwierciedlających bieżące wydarzenia w przestrzeni społecznej. W tekście uwzględnione zostały warunki wstępne, powstawanie neologizmów w stand-upowym dyskursie komediowym oraz ich percepcja przez non-native speakerów. Zastosowane metody pozwalają ocenić potencjał derywacyjny neologizmów, omówić najbardziej produktywne techniki słowotwórcze jak również opisać reakcje respondentów na neologizmy, badając jednocześnie poprawność interpretacji danych jednostek. Uzyskane wyniki wskazują na charakterystyczną rolę cyfrowych innowacji językowych we współczesnym języku angielskim. Dowodzą one hipotezy, że twórczość satyryczna ma silny wpływ na nasze społeczeństwo i język, którego używamy. Nakreślono również potencjalne przyszłe kierunki badań w dziedzinie neologii mediów społecznościowych w innych niepowiązanych językach.

Słowa kluczowe: wzorzec słowotwórczy, innowacja językowa, komedia stand-up, neologizm, dyskurs medialny

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1. Introduction

Due to modern digitalization, a wider audience is exposed to both new phenomena and words that name them, which motivates the emergence of neologisms. For this reason, the article reviews established approaches to coinages as specific modes of word formation process that involves conventional word-formation patterns. Recent linguistic elaborations are focused on creativity and various verbal mechanisms that are used to form neologisms o through diverse language unit types. Researchers who deal with English neology (Metcalf, 2002; Holemhaus, 2007; Newmark, 2009; Guilbert, 1975; Janssen, n.d.; McKean, 2015; Payack, 2008; Sablayrolles, 1997; Yule, 2006) testify to the need to address the issues related to the nominative potential of a new word, and its ability to fix, accumulate and reproduce certain real-world cognates, for changes in language necessarily reflect changes in society: from a new phenomenon designation to a human thought expression.

The study aims to partly review the theoretical foundations of neology in relation to coined words, in particular, to clarify these terms and to discuss various approaches to the taxonomy of linguistic innovations as well as to classify coined words as a subgroup of neological lexicon retrieved from stand-up comedy. In this paper I hypothesize that newly coined lexical units may acquire new meanings in multicultural surroundings; the coined word can often be derived from different morphemes and etymologically can hardly be related to meaningful sounds. New vocabulary and phraseology always address certain social problems.

The relevance of the paper is determined, on the one hand, by the role of stand-up comedy vocabulary in expanding English language composition, and, on the other hand, the need for a comprehensive analysis of innovative processes related to the stand-up comedy topicality, causes and results of its qualitative changes in English vocabulary.

1.1. Neologisms and their derivational potential

Neologisms are believed to be words that name unfamiliar ideas, either by the way of coining or adding a new definition to the existing words (Rey, 1995, p. 64). According to Guilbert (1975, p. 34), a neologism presents a lexicon from various periods in history that may be juxtaposed. Furthermore, the identification of neologism is possible only in the written language, with the exception of dictionaries, and either a reader or an author can identify a neologism as such. Yet, a very different approach is presented by Janssen

(n.d.) who argues that dictionaries are incomplete and, therefore, serve as an unreliable source to collect newly-formed lexical units. The linguist assumes that modern mass media presents exceptionally good authentic reference material for new vocabulary. Linguistic motivation of neologisms is based on four parameters: psychology, lexicography, diachrony, and instability was proposed by Cabre (1999, p. 205). The problem of diachrony constitutes not only the sole issue of labelling neologisms, but also applies to a form and concept of a lexical unit. Typologists distinguish between formal neologisms and semantic neologisms. The former are new phonetic or morphosyntactic forms, for example, *belfie*, and the latter are defined by the conventional utterances with new meaning but without their form alteration, for example, *snowflake* (Sablayrolles, 1997, p. 26). Luise Guilbert (1975) distinguishes between four types of neologisms: phonological, semantic, morphosyntactic and borrowings, whereas Cabre (1999, p. 207) introduces the taxonomy of formal neologisms, namely, abbreviations, phrases, morphological derivations, and compounds. Alain Rey, a French linguist and the author of a theoretical model, stated that '[...] the neologism will be perceived as belonging to the language in general or only to one of its special usages; or as belonging to a subject-specific usage which may be specialized or general.' (Rey, 1975, cited in Yiokari, 2005, p. 3). However, regarding the definition of neologisms, a consensus among linguists has not been achieved yet.

A continuous growth and expansion of vocabulary characterize the modern lexicon. Among three ways of creating new words, the first mode entails adding to our vocabulary; the second deals with attaching a new meaning to the existing words; the third operates through applying derivational morphology rules. These classifications help differentiate the three phases in the neologism's lifecycle (Parianou & Kelandrias, 2002, p. 756). At the initial stage, a neologism is introduced across a narrow community, and, as Mikhail Epstein (2007) puts it an utterance named *protologism*, from Greek *protos* 'first, original' and *logos* 'word', operating a verbal prototype at this point. During the subsequent phase, it undergoes diffusion of utterance to finally acknowledge its well-established position within the language (Epstein, 2007, p. 35). Still, there appears no unified mechanism of a protologism-into-neologism transformation, as creativity along with productivity motivate the new vocabulary to form.

Ideally, languages primarily consist of neologisms which are used to facilitate the way of communication in certain cultures, thus making

the language more fluid. The opposing view advocates for a tendency to create new things starting from either conventional forms or created ones that serve as an aberration to language. However, simplifying a word enhances cultural expansion, which, obviously affects modern societies in various ways. Involvement of neologisms into derivational, semantic, and phrase-forming processes constitutes the elements of word-formation and the lexical-semantic phraseological paradigm. Peter Newmark (2009) distinguishes 2 groups of neologisms: existing utterances given a new meaning and new forms. It's linguistically justified that a neologism's non-/entry into the main lexical fund of the language also depends on pattern features according to which it is formed.

1.2. Neologisms in social media networks

The Internet has achieved an ultimate status as an imperative and inescapable tool for both professionals and ordinary users (Raacke & Bonds-Raacke, 2008). The onset of technology has changed individuals as much as the society has. As human beings we naturally possess a need for affiliation, we aspire to belong to associations or organisations, the available technology having pushed it to a formidable level. The networks created by virtual reality not only facilitate new acquaintances but introduce users to a whole new world, for the groups created by people who share common values and interests make synchronous and asynchronous communication possible.

The importance of social networks lies in their relative ease of establishing communication between people across the world (Hall, 2001; Leach, 2010). Young people are shifting their attention towards fast and efficient messaging, which in turn produces an alternative rhythm and vocabulary within a language. Language rules are being transgressed as functionality is prioritized. When social media is used in place of face-to-face communication, it takes over some features of direct communication (Chambers and Schilling, 2013). Virtual dialogues are supposed to imitate conversation, and, therefore, the element of instantaneous response is required. Furthermore, an interesting phenomenon occurs as the users of social networking platforms such as WhatsApp, Instagram, TikTok, Facebook, or Twitter use a fixed number of characters (determined by the platforms).

A study of neologisms in social media carried out by Sakina Shahlee & Rosniah Mustaffa (2019)[2] assumes that acronyms constitute a preferred word formation process used by youths, as opposed to printed mass media, where neologisms are predominantly formed by affixation. Within the composition processes, across social networking platforms the percentage-wise acronyms apply a preferred method of abbreviations and compounding respectively. The results of the research are illustrated below (see *Fig. 1*).
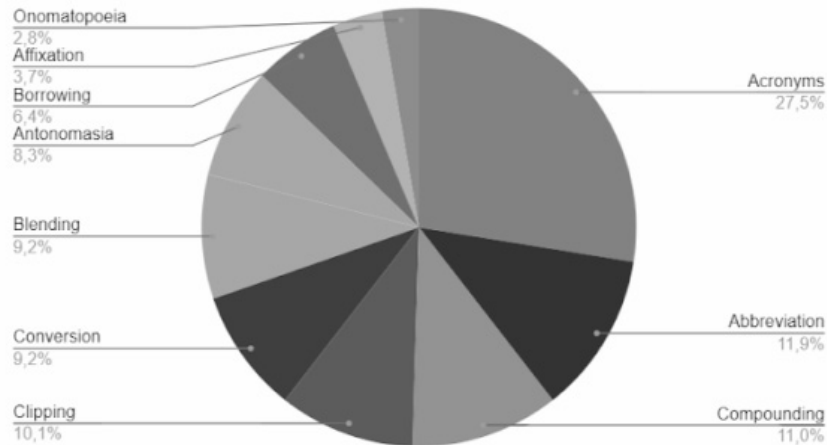

Figure 1. Overall performance across word formation on social networking platforms
(Source: Sakina Shahlee and Rosniah Mustaffa, Research on social media, 2019)

Common acronyms used among the younger generation in social media include *SMH*, which stands for *shaking my head* in a disapproving manner, and *YNWA*, which represents words *you never walk alone*, *YOLO* for example, *you only live once*, *BLM black lives matter* are more commonly used, symbolizing general motivational words of wisdom, expressing social support etc. From an international perspective, this type of English entering our daily life causes the spread of newly formulated utterances, initialisms, and acronyms such as *HBD (happy birthday)* or *FB (Facebook)* are omnipresent and considered international words. Other examples of abbreviation that have become staples in many parts of modern society are *LOL* and *ASAP*.

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[2] The research was based on four main social networking platforms: WhatsApp, Facebook, Instagram, Twitter; 90 neologisms were extracted and divided into 11 groups depending on the morphological process of forming.

According to the study, a spike in the circulation of such neologisms is facilitated by the non-application of grammar rules and lack of spelling conventions. For example, the expression *see you later* appears in social media as: *CUL, SUL, CUL8ER, CUL8R, CYL, SYL, CYAL8R, CUL83R, CU L8R, l8r or L8RS*[3] appealing first and foremost to both genders of the younger generation. However, regarding to conventional similar language forms remain effective means during communication due to their succinctness of words, simplicity of interpretation, and frequency of use.

1.3. Coined words as specific mental representations

Over the past few decades, we have been observing a considerable increase in coinage growth internationally. Globalization seems a plausible cause of such growth, due to close interaction between various cultures which motivates the emergence of borrowings and word blends. Linguistically, across the media it appears difficult to differentiate between neutrally connotated derived neologisms and snappy ingenious derived neologisms, blends in particular[4]. Accelerated development of technology, communication, science, and economics is yet another important factor in the above-mentioned surge.

Given the universality in business and entertainment particularly, English appears the most heavily influenced when compared to other languages with one million words and constantly expanding English shows no inclination to halt its expansion. On the contrary, researchers claim that English acquires several thousand new words annually, still remaining lexicographically unregistered. For example, one of relatively recent creations is *champing*, defined as '*a new slow-tourism escape of camping in churches*', introduced by The Churches Conservation Trust in the United Kingdom. *Champing* is recognized as a blend of two word stems *churches* and *camping*. (http://www.ideas.ted.com)

Astonishingly, the Global Language Monitor carried out a survey which reported that the English language acquires a new word every ninety-eight minutes (Payack, 2008). Understanding new terminology can be beneficial to both native and non-native speakers. Obviously, social, economic, and political

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[3] Acronyms are taken from allacronyms.com, which is a database of acronyms and abbreviations constantly evolving. It was made available for the public in 2005. On a daily basis the editors receive around 50 new suggestions to be added.

[4] Interestingly, George Yule, a British linguist, defined coinages as nonce words invented on purpose or accidentally with no use of other processes of word formation, which often are adopted by a broader population becoming common words used in everyday life (Yule, 2006, p. 53).

situations undergo continuous transformations which lead to the coinage of adequate topic-related words, expressions, sentences, or utterances which reflect the subject matter. Unawareness of such lexicons might provoke a feeling of being left behind or inability to fully comprehend spoken and written material (e.g., articles in the newspapers or websites, satirical TV programmes, live performances, or news coverage). This situation is particularly difficult for non-native speakers who try to keep up to date with the latest jargon. The lack of apprehension might contribute to demotivation, misunderstandings, and failed appreciation of culture. Native speakers tend to feel excluded and undervalued, as language often impacts public perception[5].

2. Methodology and data analysis

The paper addresses the coinages in stand-up comedy conceived and made widely popular by satirists and stand-up comedians concurrently focusing on the usefulness of such lexicon and its attribute of universality. Novelty is regarded as a pivotal aspect of nonce words, which is why they must relate to unfamiliar experiences and objects. The words must not exist in the metalanguage nor in jargon; furthermore, they must be original in the spoken as well as the written form of the language[6]. Thus, I base my research on new forms or existing coinages that acquired a new meaning over the past six years. The words made their debut in satirical programmes such as *The Daily Show with Trevor Noah*, and *The Late Show with Stephen Colbert*, as well as during live stand-up performances *Pay Back The Funny – Emojis and Selfies; Cellphones Are Robbing Us*. Since the entertainment domain remains one of the most prolific areas for coining new words, analysing satire (Hodgart, 2009) and stand-up seemed to me an apparent choice.

For this study, thematically I focus on of vibrant and dynamic societal developments around the world, with the former president of the United States, Donald Trump, and the Covid-19 pandemic to name but a few. A further criterion used in the suggested research relates to analysing the linguistic characteristics of coinages in social media and mass communication

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[5] Feeling Left Out: Underserved Audiences in Science Communication work prepared by Christian Humm, Philipp Schrögel, Annette Leßmöllmann – Research findings published in March 2020.

[6] In this study, pinpointing a definition of coinage was rather straightforward, however finding a group of non-native speakers having a command of English good enough to take part in the survey proved to be somewhat challenging, keeping in mind that in the mass media discourse any kind of neologisms can be recreated.

channels. The aim of the suggested survey conducted during the research was to determine how non-native speakers of English comprehend coinages and how they interpret context-free words. A target group numbers 50 non-native speakers, all of whom were either students at the online language school – Edoo.pl or used English extensively at work. In the research, fifty English language speakers (levels B2 and C1), responded and took part in the survey by filling out a questionnaire and suggesting their definitions for 10 coined words with no contextual clues. Coinages that participants were asked to explain were: *belfie, britccine, corona-coughing, destunktification, donsplaining, obamagate, pandemmy awards, pomptober, quarantinewhile,* and *splitsville*. The survey consists of two parts: the initial section contained the aforementioned coinages used in social media over the past years. On completing this task, actual definitions were provided, the suggested respondents' answers were compared to the original meaning. The second stage presupposed the participants' evaluation over an introductory activity and assessment of the coinages' complexity under analysis.

3. Findings and interpretation of results

The findings proved my hypothesis that coinages as a subtype of neologisms emerge in particular socio-political or cultural circumstances. They do not constitute a mere linguistic representation of conveyed abstract ideas, for they reflect contemporary trends, current situation, and unfamiliar sensations. The results of the survey fully support Professor Janet L. McDonald's approach[7], according to which all of the above mentioned elements constitute an invaluable repository of knowledge about a nation, its culture, and livelihood. For example, coinages like *donsplaining* indicate a scale of ignorance and ubiquitous shame that accompanied each press conference, a state visit, and an interview with the President of the United States Donald Trump. Furthermore, it explicitly shows frustration degree on the nation's part as it witnessed countless faux pas, and an apparent inconsideration expressed by their president. The reason behind learning the meaning of coinages is amplified by the fact that many coined words enter everyday lexicon, penetrate and spread across various social groups, invade the language of social classes and nations only to settle in their lexicon for good. Finally, they climb

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[7] Professor Janet L. McDonald teaches at the Louisiana State University; she specializes in cognitive psychology and psycholinguistics and the area of her interest includes acquisition of a second language.

the imaginary ladder from zero to hero being eventually granted a place in dictionaries[8].

    As mentioned before, 50 non-natives English language speakers took part in the survey to provide their definitions for 10 coined words with no contextual clues. Regarding to the survey results, all of the coinages were frequently used during the past few years, for they refer to Covid-19 and other recent political and social scandals with a vast media coverage. Their structure and phonetic patterns were familiar to participants; each coined word contained at least one compound that the participants knew, which enabled them to derive the right meaning. However, there were no participants who were able to define all words correctly. Coinages that referred to Covid-19 proved to be easier to decompose and analyze, for 80% of respondents correctly described the word *quarantinewhile*, with one native speaker pointing at the source of that coinage. A number of respondents focused on individual parts in their answers; their responses included associations like *'a period of time during quarantine'* or *'time one must spend at home during quarantine'*. *Corona-coughing* ended in second place with 72% of acceptable interpretations followed by the words *britccine* and *obamagate,* equally scoring 64%. In both cases, the explanation of meaning inferred that participants determined the units and defined them by constructing a required definition afterward.

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[8] Noteworthy, the American Dialect Society has been assessing the most important words in the public sphere each year since 1990 and in many instances, coinages like *bushlip* (1990), *truthiness* (2005), *subprime* (2007), or *tender-age shelter* (2018) have been granted the status of the word of the year. When asking adult English learners about their desired and expected outcomes, they unanimously express their wish to be able to communicate fluently. Smooth and effective interaction on current topics calls for a constant lexical update and, therefore, motivates reviewing the coinages that are circulating in social media. The concept of learning coinages might be challenged by those who oppose the idea of memorizing lexis which may soon become useless due to the impossibility to verify its prospective endurance in a corpus. Nevertheless, it seems essential to understand the vocabulary that native speakers use in order to achieve commendable language competencies and improve their communication and comprehension skills.
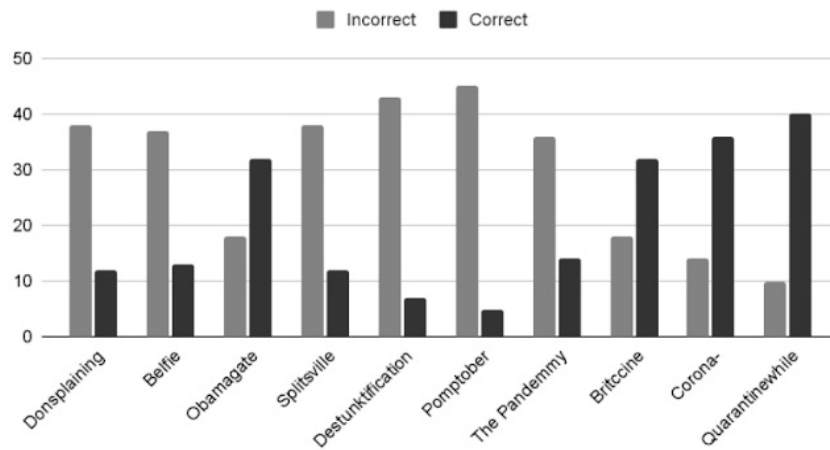
Figure 2. Overall performance across the coined words perception
(Source: The survey results across 50 respondents, the author's observations)

The survey suggests that, regardless of different phonetic representations, coinages do correlate with their counterparts in other languages. Figure 2 demonstrates that the most challenging vocabulary entry represents a particular culture-bound name *pomptober*. This coinage scored the lowest among respondents as only 10% of answers, identified mainly by native speakers, correctly referred to a vocalised scandal involving a well-known politician Mike Pompeo, who in times of severe restrictions and amid pandemic chose to organise a public function for a few hundred people ignoring at the same time all precautions imposed due to a grievous situation with Covid-19 in the country. *Destunktification* was second from the bottom with only 17% of accurate definitions. Interestingly, it was originally coined by Stephen Colbert during one of his recent shows. Once the announcement of the 2020 presidential elections was made, Donald Trump refused to accept the result. Apparently, he realised that none of his lawsuits filed during the vote count was to bring him the anticipated outcome. During relaxation sessions at the White House, the President consumed a vast amount of his favourite fast food. The remark made by Stephen Colbert during one of his shows applied to the need of removing a strong and unpleasant smell of fast food in the aftermath. Structurally, the noun is composed of a prefix *de*, used to express the opposite idea, attached to a verb *stunk*, meaning a very unpleasant smell, and 'i' serves an interfix to ease pronunciation; with several suffixes at the end. In terms of morphological composition, this coinage breaks into six components, namely: a derivational prefix *de-*, a base word (past participle of *stink*) and four bound morphemes *-if, -ic, -at, -ion*. The coinage

belfie (used to name a city or village) also received a relatively low score and was not easily defined by respondents.

The table below summarises the data under analysis by presenting the quantitative characteristics of the surveyed coined words along with the number of correct and incorrect definitions given by the 50 respondents.

Table 1. Quantitative-qualitative characteristics of coinages
(Source: The survey conducted by the author of the article)

coinage	incorrect	correct	total
belfie	37	13	50
britccine	18	32	50
corona-coughing	14	36	50
destunktification	43	7	50
donsplaining	38	12	50
obamagate	18	32	50
pandemmy awards	36	14	50
pomptober	45	5	50
quarantinewhile	10	40	50
splitsville	38	12	50

In the survey, all respondents reacted positively to the task, with 84% stating they quite liked the task, despite the words at times being somewhat problematic to define. They were curious and motivated to discover the meaning upon completing the questionnaire. Those with negative feedback explained disappointment with their English. A number of participants admitted that the approach they adopted in this survey was similar to that of situations that arise in real life: where they are often faced with content and studded with vocabulary they don't know. They also confessed to using the internet to check the meaning of coinages, once such a situation occurs.

Regarding to their knowledge of coinages, a staggering 87.8% acknowledged usefulness of such vocabulary. Similar exercises stimulate our brains when learning new languages and allow us to think in an unconventional way, pulling our imagination and creativity. I can assume

that awareness of coinages enhances confidence and self-reliance in the linguistic environment where the competent lexicon is required.

From the didactic perspective with regard to teaching neologisms, I discovered that students are extremely fond of materials taken from life. They enjoy learning, even if it contains complicated vocabulary, if their lesson contains an element of practicality. On numerous occasions, I had a chance to hear feedback from the students who mentioned that content covered within the syllabus is nowhere near as challenging and exciting as the one extracted from real life communicative situations. Students' inspiration to familiarise themselves with coined words is catalysed by their presence in social and mass media because of their topicality. Unlike in the survey, reality testifies to a speaker's ability identify lexical units in context, thus guiding toward an accurate meaning. Background information proves to be invaluable in many cases. For example, most of the respondents righteously associate *obamagate* with a scandal by considering the derivational morpheme – *gate* which is recognisable from the publicised and well documented historical event – Watergate.

Undoubtedly, language is constantly undergoing alteration and adjustments of its structure to mirror reality and respond to cultural needs. The formation of coinages is motivated by various factors, for example, cramming activities, double booking, multitasking, watching our favourite podcasts on fast forward to save time, or even reading summaries to have more time for other things, causes the language to follow suit. We compress the vocabulary to speed up our message transmission. We no longer *thank* people instead we *ty*. The long winded question: *How is it going?* more and more often is replaced by short: *Whasup* or even *supp*. Things are no longer *brilliant, fabulous,* or *favourite*, these days they tend to be *bril, fab,* and *fave*.

One of the participants in the survey expressed discomfort, referencing his reluctance to replicate the young generation's proclivity to replace multiple word expressions with one word. Currently due to technological developments, top group of coinages occupy abbreviations and, therefore, they promptly turned into *ASAP (as soon as possible)* or *MOOC (massive open online courses)*. We drift towards expressive and emotionally treasured language as we describe the *dream world* as *la-la land*. We are inclined to use systematization and retronyms[9] when forming coinages. The word *recycling*

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[9] A term created as the existing one has to be distinguished from it due to new developments https://www.wordnik.com/words/retronym.

led to creating the words like *upcycling, downcycling,* and most recently *wishcycling*. Another illustrative example serves the word *activism*, which initiated coining *slacktivism* and *clicktivism* where both refer to descriptions of lazy forms of activism. *Selfie* appears representative in this respect as well. Winning the Word of the Year contest in 2013 was added to the Oxford Dictionary the same year. People have managed to create a plentitude of retronyms namely: *belfie* - bottom selfie, *drelfie* - picture taken by the drone, *felfie* - a picture of a farm, *helfie* - a selfie focused on hair, *selfeye* - a selfie displaying eye makeup, *shelfie* - a picture of items on the shelf, and these are only a few variants of the word *selfie*.

Affiliation with antonyms also plays an important role in coinage creation e.g. *infantilize - adulting*, which means 'to grow up, starting to behave like an adult. There is also a group of words that gains another meaning, for example, the word *thirsty* until fairly recently it meant 'needing water'. However, recently it acquired another meaning, especially with regard to social media, it needs acceptance. Satirical programs tend to pertain to relevant topics be it cultural, societal, economic, political, domestic, or global. Stand-uppers touch subjects that the public might be troubled by, they trigger thinking and reasoning processes in our minds (Kay, 2007). Acquiring knowledge of coinages may aid in broadening the language imagery; to some extent laughter allows us to swallow tolerably bitter loads.

4. Concluding assumptions and research perspectives

Creation of neologisms is driven by the fashions and needs of new denominations. Practically speaking, there are no unnecessary neologisms, be it those that lengthen words by turning them into multisyllabic utterances or shorten them as is the case with acronyms. Today, the media serves as the main propagator of neologisms and loanwords. Some of these terms enter the lexicon and enrich the corpus permanently while others have a short-shelf life as nonce words. Let me pose a question at this point: Is there a way of adding the times a coinage has been used on social media? It turns out that with regard to an exact number of word transmissions through BBC, Fox News, or MSNBC on the radio, we would face a serious problem due to the inability to compile data from all radio stations across the world. The case is rather similar if it comes to the Internet, for most of us associate and visualise it as a worldwide web with *Skype calls, P2P, emails, IRC, FTP or YouTube* comprising it too. Gathering information constiues one hurdle, interpreting it

might come equally tedious. Further issues arise with the spelling variations of the wordforms like *Bbc, BBC,* or *BbC*. It is possible to narrow down the request to only one formation and use a particular batch of information (e.g. Google search engine), then is a solvable yet a time-consuming request. The discussion of the survey results proves the hypothesis that satirical work across the world has a strong impact on our society and the language we use (Aitchison, 2001). The number of languages diminishes and the languages that remain become more entwined with one another via English. As universal as our daily problems, the language of satire also becomes increasingly universal. Vocabulary is borrowed into our languages, and we can often judge a speaker's age by the words they choose to use during the conversation.

I wish the language of stand-up were used internationally, for people tend to listen to native stand-uppers and only those with a high command of English. Because of their length, some words do not fit for practical use across social media networks. Although satirical programmes are very active on Twitter or Facebook, the vocabulary doesn't seem to circulate at the same rate as one produced by social media itself. Often the utterances are long and unsuitable for short and quick messaging. All words are closely knit to specific cultural, social, political, or economic issues, and, therefore, unless one is aware of them, there appears no fun in 'reading' the meaning. The situation looks different if the issue acquires a global awareness about the problem. It doesn't take much to unravel and either adopt the word, or come up with an equivalent in their mother tongue. Over the years, the tools used in the satirical genre have significantly changed and developed extensively. However, humour remains its perpetual attribute. By far, the aforementioned quality seems a vital device in the combat against frustration, injustice, and other negative characteristics portrayed in our global society. Comedy and wit have helped us through the most difficult of times: wars, political unrest, and racial discrimination to name but a few. Satire and especially stand-up comedy entail one of the most competent and pragmatic tools in delivering words to people. It might sound cliché but in my view, laughter remains the best medicine.

Nevertheless, interesting prospects of further research lie in social media, for this domain seems a truly prolific area in terms of word formation. Such studies would inevitably need to be cross-cultural, the same applies to descriptive translation studies. Due to a palpable difference between American and British stand-up, British comedy tends to be riskier and at times more offensive with the use of irony often taken for sarcasm, whereas in the United States, neither irony nor sarcasm is acceptable. The divergence between the two styles suggests that more specific comparative linguistic research would

prove valuable in the field of entertainment to describe any implicit and explicit discourse text features and its lexical potential on the basis of other non-related languages from the contrastive perspective.

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