

# The Next Normal Terminologies in Malaysia: Morphological Landscape in the Future of Work

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## ABSTRACT

This paper analysed the Morphological Landscape in the perceptibility and prominence of word formation on commercial and public signs in the digital platforms during the next normal in Malaysia. The surge of new terminologies accompanying the next normal created new lexical and sociolinguistic changes that have become part of our lives. It can't be denied that many Malaysians are having problems understanding the new terms used in digital platforms during the pandemic. If someone occasionally struggles to understand the terms and their importance, they are not alone, a quote from a daily newspaper. This study aimed to 1) record new terminologies of the future of work in Malaysia and 2) analyse the headedness of compounds and blends to determine their meaning. It can be hard to keep up with the next normal terminology used in media reports and official statements about employment and employability, such as acronym (WFH), blend (workcation □ work + vacation), compound (remote work) and an alphabet-and-numbers blend of virus (COVID-19). The researchers used a descriptive qualitative approach to gather samples from various digital platforms (online advertisements) to identify new terminologies and adapted Yule's and Lieber's theoretical frameworks to analyse the concepts morphologically. It also identified compounding contributed to the rise of these new terminologies. The analysis revealed that new terms are coined from word-formation processes of acronyms, blending, compounding, and multiple processes. This study will educate the public about the new terminologies of the next normal in the future of work in Malaysia regarding its meanings and function in daily life.

**Keywords:** The next normal; Morphological landscape; Future of work; Terminologies; Word-formation

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## INTRODUCTION

The pandemic, COVID-19 (Coronavirus Disease 2019), has changed how people live and work, with up to 47.8 million people across ASEAN shifting to remote work arrangements from home resulting from the outbreak. According to The Star (2021), up to 26% of workers in Malaysia over the next few years is a trend that is well underway as people adapt to frequent lockdowns (Deloitte, 2021). However, the work-from-home (WFH) norm gives way to the work-near-home (WNH) paradigm, as loosening regulations and the national COVID-19 vaccine initiative point to a future with flexibility in their workstation. A Gartner survey (2020) discloses that 48% of employees are likely to work remotely at least part-time after COVID-19, compared to 30% before the pandemic. Therefore, digital collaboration skills are needed since organisations are transitioning to more remote work and adjusting employee experience strategies. The pandemic will have lasting effects on the world. Companies have spent the past few years scrambling to adapt to unexpected circumstances.

The year 2021 and 2022 are transitional years to combat the COVID-19 consequences. Individuals, corporations, and society begin to anticipate shaping their futures rather than merely enduring the present, assuming no unforeseen catastrophes occur. The subsequent norm will be different. It will not imply a return to the conditions prevalent in 2019. In the 20th century, terms (e.g., 'pre-war' and 'post-war') were used to describe the situation, but this generation likely used 'pre-COVID-19' and 'post-COVID-19' (Sneider and Singhal, 2021). Since March

2020, the pandemic has introduced the public to numerous new terms widely used in English. Although not everyone initially understood, the public gradually adapted to these terms and used them in daily life, such as new normal and the next normal. These terms are primarily derived from English, and the public is becoming acquainted with them due to their prevalence in mass media. Some common terms were developed during the pandemic (Upham, 2020). The initial haste with which the government and people planned for the pandemic is called plandemic. The government urged citizens to adhere to SOPs to curb the pandemic in 2020. The new normal will define 2021 and beyond are the next normal.

Many researchers have studied the word formation of new terminologies during the pandemic (Akut et al., 2020; Asif et al., 2020), but there are only a few studies on Malaysia or Southeast Asia. Numerous studies focus on the language of different people and that the Second World War significantly modifies language change (Wagner and Sneller, 2020). Similarly, the current pandemic contributes new terminologies in many fields. However, there is no study on the morphological landscape of the terminologies for employment and employability during the next normal in Malaysia (research gap). This paper aims to analyse the new terminologies of future work to advance public knowledge in Malaysia regarding the morphological landscape.

## **BACKGROUND OF STUDY**

### **Linguistic Landscape**

Linguistic Landscape (LL) is a branch of sociolinguistics that studies multilingualism, language ecology, and globalisation (Landry and Bourhis, 1997). LL studies simultaneously diagnose society's cultural, economic, political, and social structures. Many researchers in the field of economics, law, linguistics, psychology, and sociology are looking into LL. Gorter (2006, 2018) defines LL as using written language in the public sphere. The language of advertising billboards, general signs on government buildings, place names, public road signs, shop signs, and street names are all part of the LL territory. LL is administrative signs, which are public signs at regional and private (billboards and signs) and spontaneous signs (menu boards, graffiti) that show multilingual territory (Landry and Bourhis, 1997). The role of language in space is determined by several factors that are part of LL. LL is a tool to rethink language policy in public spaces and how people interact with each other in the social-communicative system. Today, LL includes buildings, clothes, food, graffiti, history, images, language elements, movement, music, smells, sounds, and people in the space and interact with and within LL differently (Shohamy, 2015, 2018).

LL is a complex and multi-layered system in a particular territory, with different social and linguistic levels occupying specific places in the hierarchy of the area. This system is comprised of a variety of languages and dialects. LL is interacting as a result of elements correlating with one another, completing one another, and differing in the amount of planning (official) or randomness that has gone into their creation (graffiti). A few parameters must be considered, such as the person who created the sign, the addressee (pedestrian or driver), a social situation, and how the signs reflect the space to classify signs (Scollon and Scollon, 2003). LL is a historical phenomenon caused by social changes in the hierarchy of communities and languages. These changes were conditioned by history by fostering globalisation, migration processes, and increased international contacts. Studies in LL pave the way for the emergence of new technologies present in texts and encourage their development. Therefore, multilingual European states make it possible for signs to contain texts in languages spoken by a minority.

The increase in signs written in English, French, Japanese, and other languages is the primary trend that reflects changes in the LL in post-Soviet Russia. Some individuals read texts as components of LL, decode them, oppose and discuss them in real and virtual communication, and either ignore or destroy them. Other individuals are involved in creating LL as subjects and fall into one of two categories: they actively create LL or install LL elements. Individuals, as well as large and small groups of people, make up the subjects of this study. In a nutshell, language communities in the modern world use LL as a method of communication and interaction with globalisation processes to achieve their goals. The cultural, economic, linguistic, political and social in modern society are reflected in LL.

### **Morphological Landscape**

According to Luthfiyathi (2017), the study of morphology inspires many scholars to engage in research that is relevant to the study of morphology. This article presents a novel concept known as the 'Morphological Landscape', which refers to incorporating morphological (word-formation) elements in LL that can be seen in digital platforms in Malaysia. The formation of words can take many forms, which can be found in signage. Printed advertisements or brand names are designed with the help of carefully chosen lexemes, considering each element's morphological, phonological, and semantics (Smith, 2006). One example of a subtype of initialism is

the abbreviation GOT, which stands for ‘Genius Online Tuition’. An initialism is an abbreviation consisting of initial letters pronounced individually (e.g., WFH, work from home, or BDR, *bekerja dari rumah*). A phrase can be shortened using a device called an abbreviation. The most common abbreviations reduce the length of the word referenced by shortening the phrase, but they do not create a new word. An abbreviation, also known as an acronym, is a shortened form of a phrase that combines the first letters of each word in the sentence to generate a new term that can be pronounced. An initialism is another abbreviation related to an acronym but not the same. Initialisms are similar to acronyms in that they use the initial letter of each word in the phrase. However, the letters are spoken individually (e.g., WFH) rather than combined to produce a new word.

### Word-formation Processes in Morphological Landscape

Advertisements or signs are coined using word-formation processes such as blending and compounding. The formation of a new term is captivating to attract people; therefore, the terms are conceived ingeniously by selecting appropriate lexemes with careful attention paid to both their phonological (sound) and semantics (meaning). The headedness of a word or phrase determines the semantic headedness, which in turn determines the meaning of the word or phrase. As an illustration, a baking school in Surabaya (Indonesia) came up with the word (e.g., cakeversity □ cake + university) to use as an attractive word on the sign. The free morpheme university undergoes clipping to form bound morpheme, splinter -versity (university) to blend with cake. In terms of semantic headedness, it is classified as an endocentric blend which carries a head and modifier. The splinter -versity is considered the head, whereas cake acts as a modifier. It can be deduced that the baking school educates students in various baking arts.

In English, the process of creating a new word by combining two or more free morphemes into a new word without hyphens is called a closed compound (e.g., fullhardy). Fullhardy is a nationwide maker of leather products, and they specialise in producing items with an old fashion feel. The name fullhardy, a closed endocentric compound word, is also a homophone for the word foolhardy when pronounced by Indonesian because the Indonesian language only has the sound /ʊ/ for full and does not have the long /u:/ a for a foo. A homophonic pun is an engaging form of wordplay that produces a funny effect for an audience familiar with the English language—the combination of free morphemes full and hardy forms fullhardy. Hardy (head) is an adjective that refers to the quality of being resilient and able to withstand adverse environments, severe weather, or challenging circumstances. This firm aims to highlight that its items are crafted with fullhardy and created from high-quality materials. In addition, the company wanted to emphasise the exceptionality of its craft. On the other hand, to be foolhardy is to be unwise and silly for ignoring clear dangers by being overconfident. Although it has a pejorative connotation, the word foolhardy is frequently used as a book title.

### Word-Formation Processes

According to Norris (2015), there is no end to producing new words in any given language, and the English language is particularly fond of adding to its already substantial vocabulary. Traditionally, people check in a dictionary before using the right words to suit a situation. Still, technological advances coin new terminologies in conjunction with the situation: linguistic and social change in the language of COVID-19. It is rare for lexicographers to see a single word explode in usage in a short time, dominating world discourse to the exclusion of most other issues. Yet, COVID-19, or Coronavirus Disease 2019, has done just that. The emergence of a new lexicon describes the societal imperatives of imposed isolation and social distancing. Introducing new words or phrases not previously used has long been intriguing since it exemplifies a language’s dynamic nature.

The challenges humans must overcome are directly responsible for developing new word combinations inside a language. According to Nordquist (2019), the ability of a language to undergo and sustain change is demonstrated by the appearance of newly coined terms. The new terms are added and accepted due to their practical use during a particular period. The usage occurs at a specific point in history. The concept that considerable social change is always accompanied by sizeable linguistic change is one of the most fundamental premises of lexicography. This idea has never been more relevant than it is in the current crisis context. The term ‘working from home’, first used as a noun in 1995 and then as a verb in 2001, has become increasingly common in 2020. It follows the development of the language used during the pandemic and provides a linguistic and historical background for their usage. There has never been a time in history when the lexicographic notion that big social change brings about significant linguistic change has been more accurate than it is now. The Oxford English Dictionary (OED) updates its coverage to reflect these changes; however, this update occurs outside our regular publication schedule every three months. However, these are exceptional times, and OED lexicographers keep a close eye on the growth of pandemic language while offering linguistic and historical context to its application. Some of the terminologies used in the media, including the news, social media, and briefings and mandates issued by the government, have been around for years but have recently received new and wider use to characterise our current condition.

Word formation is the process of developing new words from existing components and establishing new terminologies according to its rules (Hacken and Thomas, 2013). In linguistics, word formation is distinct from semantic modification, which modifies the meaning of an existing term because it creates an entirely new word. The line that delineates word formation from semantic development can be challenging to define as a new use of an old word can be seen as a new word derived from an old one and identical to it in form. In short, the process of word formation refers to creating new words by combining existing words following specific rules, which can either be productive or non-productive. Bauer (2006) mentions the process of word formation will be productive if it is capable of producing new components, but it will be non-productive if it cannot be applied to the process of producing words.

According to Harley (2006), the most productive processes for developing new words are affixation, blending, and compounding. In addition, Xhina (2013) specifies that the procedures that result in new words consist of two primary stages: derivation and compounding. The paper studied the word-formation process of new terms by adapting Yule’s (2020) and Lieber’s (2009, 2016) theoretical frameworks (see Table 1). The processes of alphabetism, back-formation, blending, borrowing, clipping, coinage, compounding, and conversion have been identified as significant contributors to developing new words (Marlina and Giri, 2014). In some cases, multiple processes are involved in developing a single word (McGregor, 2015, 2018), and word-formation processes have certain characteristic patterns and peculiarities (Durkin, 2011). Yule’s (2020) model consists of the acronym, back-formation, blending, borrowing, clipping, coinage, compounding, conversion, derivation (prefix and suffix), and multiple processes.

**Table 1: The Word-formation Processes (modified from Yule’s Theory, 2020)**

Word-formation processes	Descriptions	Examples
Acronym	a word formed from the initial letters	CD ( <u>compact disk</u> ) - pronounce each letter separately
Back-formation	reduction process (a noun is reduced to another word class, usually a verb)	<i>television</i> (n) and then <i>televise</i> (v)
<b>Blending</b>	combination of two detached forms to produce a single word	<i>brunch</i> ← <b>breakfast</b> + <b>lunch</b> (combining the beginning of one word followed by the end of the other word)
Borrowing	words are taken from other languages	<i>croissant</i> (French), <i>dope</i> (Dutch), <i>lilac</i> (Persian), <i>piano</i> (Italian), <i>pretzel</i> (German), <i>sofa</i> (Arabic), <i>tattoo</i> (Tahitian), <i>tycoon</i> (Japanese), and <i>yoghurt</i> (Turkish)
Clipping	more than one syllable is a shortened form	<i>ad</i> (advertisement), <i>bra</i> (brassiere), <i>cab</i> (cabriolet), <i>condo</i> (condominium), <i>fax</i> (facsimile), <i>flu</i> (influenza)
<b>Compounding</b>	the linking of two separate words to produce a single form	<b>a) Nouns</b> <i>bookcase</i> , <i>doorknob</i> , <i>fingerprint</i> , and <i>sunburn</i> <b>b) Adjectives</b> <i>good-looking</i> , <i>low-paid</i> , <b>adjective</b> + noun (e.g., <i>fast food</i> ) <b>c) Verbs</b> <i>sky-dive</i> , <i>freeze-dry</i> , adjective + <b>verb</b> (e.g., <i>soft-land</i> ) <b>d) Adverbs</b> added with <i>-ly</i>
Conversion	a change in the function of a word (from noun to verb)	<i>We bottled the home-brew last night.</i>
Coinage	the invention of a new term	<i>Kleenex</i> , <i>Teflon</i> , <i>Xerox</i> , and <i>Google</i> <i>Google</i> - surfing the Internet to find information.
Derivation	generally added with affixes	<b>a) Prefixes:</b> <i>un-</i> (unhappy), <i>pre-</i> (prejudge) <b>b) Suffixes:</b> <i>-ful</i> (joyful), <i>-less</i> (careless), <i>-ish</i> (boyish), <i>-ism</i> (terrorism) and <i>-ness</i> (sadness)
Multiple Processes	involves more than one word-formation type	<i>deli</i> ( <i>delicatessen</i> ) is borrowed from Germany and reduces the form

**Table 2: Types and Semantic of Compounds (modified from Lieber’s Theory, 2009, 2016)**

Types of Compounds		
Attributive Compounds	Coordinative Compounds	Subordinative Compounds
<ul style="list-style-type: none"> <li>- consist of head and modifier</li> <li>- e.g., <i>mud wheel</i>, since the first one modifies the second one</li> <li>- meaning of <i>mud wheel</i> – [wheels used in mud, wheels made of mud, or wheels covered by mud]</li> </ul>	<ul style="list-style-type: none"> <li>- both words are heads</li> <li>- e.g.,: <i>doctor-patient</i></li> </ul>	<ul style="list-style-type: none"> <li>- one compound is a verb that creates the base of the synthetic noun</li> <li>- e.g., a <i>truck driver</i> is a person who drives a truck</li> </ul>
Semantic Headedness of Compound		
[Lieber (2009) stated attributive, coordinative, and subordinate compounds into endocentric and exocentric]		
Endocentric Compounds	Exocentric Compounds	
<ul style="list-style-type: none"> <li>- the referent of the compound is continuously the same as the referent of its head</li> <li>- e.g., a <i>windmill</i> is a kind of mill</li> </ul>	<ul style="list-style-type: none"> <li>- the referent is not the referent of its head (headless)</li> <li>- e.g., <i>blackhead</i> [not a type of head that has black colour], but a hair follicle that is darkened</li> </ul>	

**Terminologies of The Next Normal**

The emergence of new terminologies has always been an interesting phenomenon as it demonstrates the dynamism of language. The current pandemic causes language changes globally. In recent times, the entry of new terms has been increasing due to the effective use of people globally. The world is experiencing a global public health hazard brought about by COVID-19. This pandemic has afflicted millions and claimed thousands of lives of those who contracted this highly contagious disease. According to Akut (2020), as this outbreak had a tremendous impact on the health system of different countries, it has changed the operation mode in the business, economy, education, governance, and tourism. The wave of fear, worry, and uncertainty in society triggers new terms and expressions that better express or describe people’s situations. Accordingly, the formation of corona-related terms from various sectors and their emergence became exponential due to the prevalence of social media.

The coinage of the new terminologies during the pandemic and other old words can have very different meanings during a drastic change. This new vocabulary helped people understand that progressions have unexpectedly become an aspect of today’s lives. However, some terms are new, and their formation complies with the term formation guidelines, though not favourable among terminologists and Malaysians. The pandemic’s entry of new words and phrases has resulted in lexical and sociolinguistic modifications established in our culture (Al-Salman and Haider, 2021). The popularity of COVID-19 coinages has skyrocketed, resulting in a growing baseline of global terminology. This research examines the new English and Malay terms, highlighting the word-formation processes that contributed to new terminologies of future work in the Malaysian context.

**METHOD**

**Research Design**

This study used a descriptive qualitative method to explore specific subjects in-depth to attain the aim and objectives of the study. According to Bogdan and Taylor (1992), the qualitative approach is a research procedure with descriptive data in the form of written and oral communication of individuals or their behaviour; therefore, the collected data is in the form of pictures, sentences, or words. This design is appropriate for a holistic and subjective score because it involves understanding the morphological aspects of new terms. In addition, the openness and flexibility of the method made it an effective way for data collection and analysis for thoughtful results.

**DATA COLLECTION**

The researchers compiled 100 COVID-19-inspired new terminologies from different digital platforms, including social networking websites, search engines, news articles and online newspapers aligned with the concept of the linguistic landscape—digital platforms functions as an instrument in the data collection process. The researchers decided to gather employment and employability-related new terms from digital platforms due to the pandemic, which adhered to movement restrictions. The data collection process took place entirely using digital platforms such as Facebook, Twitter, Instagram, online newspapers, online magazines, and business or economy-related

websites. The researchers used various digital platforms to filter and save the samples responsiveness with the aim of the study. The researchers used the purposive sampling method to gather the data because the study only focused on the new terms of employment and employability used in Malaysia. Purposive sampling encompasses methods to collect data that have the potential to be more representative in the foreseeable future (Sugiyono, 2011). The digital platforms were used to gather sufficient samples. The data collection process only focused on gathering new terms related to employment and employability of future work in Malaysia. Therefore, attention was given to the new terms coined during the pandemic and endemic phases (2020-2022).

**Theoretical Framework and Data Analysis Procedure**

The researchers conducted a library study to find evidence and appropriate analytical and theoretical frameworks. The new terms were analysed by adapting Yule’s (2020) and Lieber’s (2009, 2016) theoretical frameworks. The researchers analysed the morphological aspects (word-formation and their relationship to other words in the same language) of the new terms in the employment and employability used during the next normal. This study analysed employment and employability-related new terms using morphological analysis. Morphological analysis is a method used in language study that breaks down a word into its parts to determine how it functions. Many words, though not all, contain more than one meaningful unit. The collected samples from various digital platforms were documented according to their word-formation, headedness, and meanings (see Tables 3 and 4).

**Table 3: New Terminologies (Acronyms and Compounds)**

New Terminologies (Acronyms)	Descriptions/ Meanings
MCO (movement control order)	restriction to travel during the lockdown
WFH (work from home)	work being done remotely instead of at an office
BDR (bekerja dari rumah)	
WNH (work near home)	working close to the place of residence is a middle path that ingeniously eliminates the cons of both working from home
WFA (work from anywhere)	working remotely from home, anywhere in the world
WOS (work on-site)	work from office
WFO (work from office)	
WFHyatt (hotel)	renting a space for day use for work
WFH (work from hotel)	
WFR (work from resort)	
BDH (bekerja dari hotel)	Allianz is at their new ways of working, focusing on flexible, collaborative, and agile that empower the employees and customers
WOW (ways to working)	
New Terminologies (Compounds)	Descriptions/ Meanings
<i>crowdfunding</i>	getting funds for a new business by asking from the online community
<i>fully flexible working</i>	fully allows the employee to start and finish the workday anytime
<i>staggered work</i>	freelance job
<i>gig economy</i>	
<i>gig worker</i>	freelancer
<i>hot-desking</i>	a work space sharing model in which employees outnumber desks
<i>hybrid working</i>	WFH + WFO
<i>new normal normalcy</i>	a phase of settling in the economy, and society following a crisis
<i>remote working</i>	work from home
<i>new remote normal</i>	
<i>work (permanently) from home</i>	work less, but work better and more effectively
<i>slow working</i>	
<i>virtual fashion</i>	design and sale of fashion clothing and accessories for virtual platforms

**Table 4: The Relationship between Compound Headedness and Semantic Headedness**

New terms (Compounds)	Compounds Types	Compound Headedness		Semantic Headedness
		Head	Modifier	
<i>gig economy</i> <i>gig worker</i>	open compound	gig = freelance	economy	<b>freelance job</b>
			worker	<b>Freelancer</b>
<i>work from home</i> <i>work from hotel</i> <i>work from resort</i>	endocentric compound	work	from office	<b>work</b> being done remotely instead of at an office
			from hotel	
			from resort	

The researchers used Yule’s (2020) framework to determine the word-formation types (refer to Literature Review) and Lieber’s (2009, 2016) framework to headedness of the new terms followed by morphological analysis (used digital dictionaries) to determine the meanings of the new terms. Yule’s (2020) model consists of the acronym, back-formation, blending, borrowing, clipping, coinage, compounding, conversion, derivation (prefix and suffix), and multiple processes. The collected data (new terms) were acronyms, blends, compounds and multiple processes. Lieber’s (2009, 2016) model has based on three types of relationships of compounds, namely attributive (either one word is the head), coordinative (both words are heads) and subordinative (a verb that creates a noun), which is sub-sectioned into endocentric and exocentric.

The model was meant for compound classification, but the researchers revised it to analyse acronyms, blends and multiple processes (acronym + compound) new terms.

The researchers focused on the headedness of the new terms, which define the meanings. The tabulation guides the readers to understand the relationship between the headedness and semantics of the new terms. Morphological analysis is executed to determine the headedness of the new terms to define their meaning. The researchers classified word formation and headedness of the new terms and interpreted the meaning using digital dictionaries, determining the semantic headedness. If the definitions of the words were synonymous in meaning, then both words are heads (coordinative), while attributive is a sequential chain with a head and modifier.

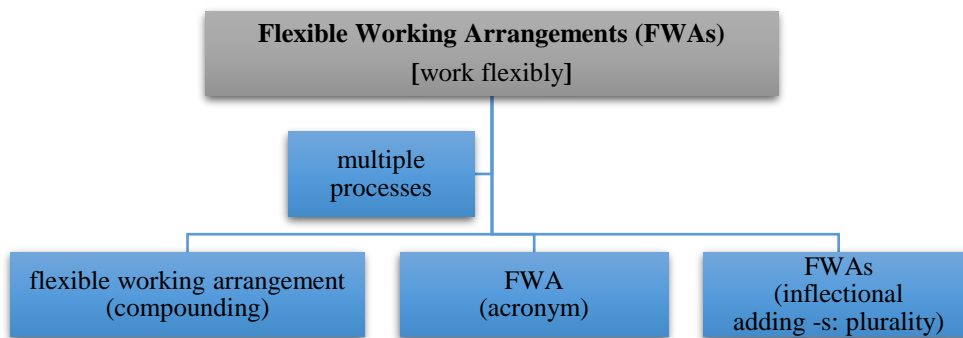
**FINDINGS AND DISCUSSION**

The lexicographic notion that significant social change brings great language change has never been more accurate than now. It is rare for lexicographers to see a single word expand in usage in a short time, dominating world discourse to the exclusion of most other issues. Yet, COVID-19 has done just that. As the pandemic ranged, new vocabularies emerged for the general public, incorporating specialist terms from employment and employability to represent the societal imperatives enforced in the next normal. The study used Yule’s (2020) and Lieber’s (2009, 2016) word-formation theories to analyse the data. The formation and headedness of blends and compounds will be analysed and discussed.

**Acronyms and Compounds**

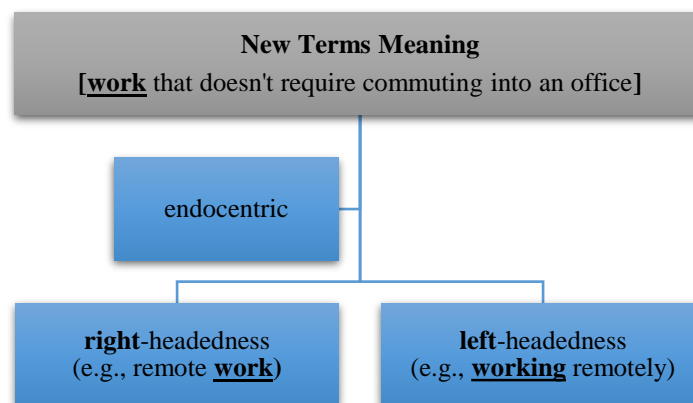
Abbreviations and acronyms are both shortened forms of words or phrases. An abbreviation is a shortened version of a longer word (e.g., Dr), while an acronym forms a new word using the first letter of each word from a phrase (e.g., ASAP). The researchers listed a few acronyms, such as WFH, WNH, WOS, BDR, and BDH, which were common terms in daily use today (Table 3). An initialism is a term formed by abbreviating a phrase by combining certain letters of words in the phrase (often the first initial of each) into a single term. The most used acronym during the pandemic was MCO, an initialism whose initials are uttered as separate letters. A series of MCOs were coined in Malaysia (e.g., CMCO, EMCO, FMCO, and TEMCO). Although the findings are initialism and pronounced separately, speakers more often say it as work from home, and WFH is used in written form and trending despite Malaysia heading towards an endemic phase and giving a new face of working mode where hotels started to open for people to work. Those bored of staying at home due to lockdown find different places to work (e.g., hotel or resort), which brings coinage of new terms such as work from Hyatt and work from an OYO near you. This style inspired the coining of a series of work from home (Figure 1). It can be concluded that acronyms are secondary processes from the compounding process. In addition, the formation of new terms takes many dimensions. It is modified according to its usage in a different context (oral or written communication); for instance, the term ‘flexible working arrangements’, FWA/ FWAs (bound morpheme, -s added to show plurality) is categorised in multiple processes in Chart 1.





**Chart 1: Multiple Processes of Compounds**

The study revealed that compounding is a prolific process of creating new terms. Researchers found that some terms are given new meanings during the next normal. In the 1980s, jazz musicians coined the word *gig* (shortened from engagement); now, *gig* refers to a freelancer. Apart from that, compound-headedness is considered to define the meanings of the new terms. The head (e.g., *gig*) stimulates the formation of other new terms like the *gig economy* and *gig worker* (Table 4). The compound endocentricity (Chart 1) is judged based on semantic headedness. This study presented a semantic characterisation of headedness to determine the endocentricity of the new terms. This applied to the new Malay terms coined by Dewan Bahasa dan Pustaka (DBP) in conjunction with the coinage of new global terms to be used locally. Allianz coined the acronym ‘WOW’ (ways of working), focusing on flexibility and collaboration that empowers employees and customers. The term *bekerja dari rumah* (BDR) was coined following work from home (WFH); the head ‘*bekerja*’ or ‘work’ determine the meaning of the terms. Based on the analysis, this study concluded that the head is vital in forming new terms. All the other words in a term depend on the head. Words that are part of the term and placed on the right are called right-headed, and placed on the left are called left-headed (see Chart 2). For example, in a verb compound (e.g., remote work), the head is a verb, and a modifier supports right-head or left-head words.



**Chart 2: Endocentricity of Compounds (right-headed and left-headed)**

**Blending**

Blending is a word-formation process combining two or more words, where the blended words are either clipped or partially overlapped. Blending also played a vital role in forming new terms. Entries of new terms were reported to be more prevalent during the pandemic (Table 5).



**Table 5: The Examples of New Terminologies (Blending)**

New Terminologies (Blending)	Descriptions/ Meanings
<i>dayworkcation</i> ( <b>daywork</b> + <b>vacation</b> )	day stay at a hotel or resort to work
<i>finfluencer</i> ( <b>financial</b> + <b>influencer</b> )	an influencer who focuses on money-related topics
<i>flexi-working</i> ( <b>flexible</b> + <b>working</b> )	allows the employee to start and finish the workday anytime
<i>workation</i> ( <b>work</b> + <b>vacation</b> )	a trip to a new destination and work from there
<i>metaverse</i> ( <b>meta</b> + <b>universe</b> )	virtual reality space to interact with computer-generated users

The Internet, television, commerce, and new industrial products or services have all given ideal ground for incorporating many new vocabulary elements. It would be bold to claim that English quickly adapts to new circumstances. Every day, new terms from ordinary life that reflect the most recent developments and evolutions become commonplace. Notably, blending is a creative way of forming new terms because it needs some central idea and justification for the amalgamation of two or more words. The endocentricity of blends is divided into right-headed and left-headed according to the head and modifier of the word (Chart 3). The head is the word that controls the other word and also determines its meaning; meanwhile, a modifier is the other word that explains and modifies the head (Table 6). Manokaran and Nian (2020) state blends are categorised into syntagmatic (one head and another modifier) and paradigmatic (both heads); however, this study examined the syntagmatic blends. In syntagmatic blends, either one word acts as a head and another as modifier. Syntagmatic blends can be categorised into right-headed and left-headed (Table 6).

**Table 6: Syntagmatic Blend and its Meaning Formation**

Left-headed Syntagmatic Blend		Right-headed Syntagmatic Blend	
<i>dayworkcation</i>		<i>flexi-working</i>	
<b>daywork</b> (head)	<b>vacation</b> (modifier)	<b>flexible</b> (modifier)	<b>working</b> (head)
work paid for daily	a period spent away from home or business in travel or recreation	able to modify to respond to different situations	having paid employment (work)
meaning: working from home with the change of environment		meaning: a mode of working allowing the employee to start any time of the day	

**Terminologies of The Future of Work: Employment and Employability in Malaysia**

COVID-19 has upended our personal and professional lives in recent months. Deloitte (2021) calls the rewired relationships between individuals, businesses, employees, customers, and societies ‘the new social contract’. The pandemic has forced businesses to change their operations and the future of work. Malaysia is no exception, suffering huge losses after businesses eventually reduced their workforce, leaving thousands unemployed. According to Job Street’s Malaysia Survey, one was permanently removed out of five people working pre-COVID-19, and about 13% remain employed but are not working. For those actively working during the COVID-19 outbreak, nine out of ten were impacted by the pandemic. Among companies still operating, 67% required their staff to work from home. Following COVID-19, a significant paradigm shift will occur in how business and society have traditionally been used. All sectors are back to normal entirely, but some have yet to return to the office or change their operations to comply with their new ways of working, focusing on flexibility, collaboration, and agility that empower employees and customers. The concept ‘work near home’ (WNH) has emerged to create a balance between work life and home living. The primary difference between WFH and WNH is location. As the name implies, WFH is a term for employees to work remotely from their residences.

Nearly all the 800 businesses experienced no effect on productivity from the pandemic. The uncertainty about the long-term consequences of the pandemic and the benefits of the WFH lifestyle leaves us in a position where CIOs and IT leaders find themselves. Many technology businesses have progressively moved toward digital transformation, such as implementing cloud-based IT, making employees use their own devices, and developing their technology stack. The adaption of remote work and virtual collaboration in many sectors revive the survival of their business amid the pandemic. In addition, the shift in location hasn’t stopped personnel from working. In the next normal, employees in Malaysia who want to work on flexible working arrangements (FWAs) can do so from September 1, 2022. Employees can submit written applications requesting working hours, days, or workplace location adjustments. As a result, Allianz created WOW (ways of working) to empower employees and customers.

Many terms used during the pandemic were first coined in previous outbreaks (Horobin, 2020). This contemporary language describes people's anxieties about the most significant health problem they have ever encountered, which has occurred over the past several decades. It is a social glue lexical type that brings individuals together around a collection of references to their shared cultural heritage. Digital connectivity is one of the most important aspects contributing to the proliferation of COVID-related terms. Instant access to social media is an essential component of our everyday lives. The expansion of social media platforms has made sharing content with family and friends simpler. The breadth of online connections significantly increases the opportunities for individuals to coin new terms and disseminate them beyond their specific local communities. Consequently, new COVID-related terms are being developed at an unprecedented rate (Lawson, 2020). For instance, there are terms such as 'covidiot', which refers to a person who disregards recommendations for public health; 'coveideopart' refers to parties held online using Zoom or Skype, and 'covexit' is a strategy to escape the lockdown. WFH assists individuals in adjusting to changing circumstances in their places of employment (e.g., remote work, flexi-work). The production of new terms involves specific processes such as an acronym, blend, or compound.

## **CONCLUSION AND RECOMMENDATIONS**

It can be concluded that many new terms are perpetually floating around in the centre of the post-pandemic phase. These terminologies can sometimes mislead individuals, particularly those who are not experts in those fields, because some of them are too closely tied to technical issues in health or other professions. The morphological landscape is the word-formation process by which words are combined and the process of developing new terms that have meaning in digital platforms. Word-formation processes such as acronyms, blending, compounding, and multiple processes are used to form new terms by combining, cutting, summarising, or borrowing from other languages to help change the word's form from its origin. This study delves deeply into the history of word-formation by tracing its evolution from one century to the next, all the way up to the present day, looking at how terms have evolved in function and how they have been put to use in a variety of contexts.

This study highlighted the new terms in employment and employability for future work in Malaysia. In 2022, 'slow-working', the principle that working less can allow us to be more efficient, is 'the new cool', where some tend to go for early retirement. Furthermore, the headedness of the new terms defines the meanings for the public to understand and use the terms in their daily life. The continuous entry of new terminology exemplifies the inventiveness and vitality of the English language in its capacity to adjust to developing circumstances during the pandemic. The current study has a few limitations, such as the samples were gathered only in the Malaysian context focusing on employment and employability. Most importantly, this is the first of its kind to introduce morphological landscape using digital data. Therefore, the researchers recommend that further studies be carried out on the new terms borrowed from other languages, such as loanwords, loan blends, loan compounds, and loan translations in the Malaysian context or from other countries. In addition, exploring new corona-related terms in different fields, such as tourism, will be an educational and interesting scholarly reference with valuable information in the morphological landscape.

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## **TRANSPARENCY STATEMENT**

The lead author affirms that this manuscript is an honest, accurate, and transparent account of the study being reported; that no important aspects of the study have been omitted; and that any discrepancies from the study as planned (and, if relevant, registered) have been explained.

## **CONFLICT OF INTEREST**

The authors hereby declare they have no conflict of interest in this study.

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