

Diffusion of Pandemic Related Jargon to Turkish Language Through a Turkish Cypriot Newspaper: Havadis

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ABSTRACT

This study aims to research foreign based words transferred to our language during Covid-19 pandemic. The study captures a yearly period between 2020-2021 aiming to find pandemic related terms that has taken place in Havadis newspaper by going through their own archive. Turkish Cypriots used the same pandemic related terms as the other countries during this worldwide pandemic.

This study is based on quantitative research methodology. Data are analyzed to answer two main questions. Firstly, “What are the most frequently used pandemic words in Havadis newspaper between 2020-2021? Secondly, “When did each word first appear in Havadis newspaper? This study took off by scanning pandemic related words from Havadis newspaper’s archive.

Covid-19 was a global pandemic which affected the whole world. Due to the pandemic, lockdowns were put in place all over the world and during the lockdowns the only means of news source was the online media. Hence, those who brought foreign news to the Turkish Cypriot media borrowed the Covid-19 related relevant vocabulary. The use of media during Covid-19, caused pandemic related words to diffuse into our language as well as other languages..

Keywords: Covid-19, Pandemic, Global Village, Havadis Newspaper, Turkish Cypriots.

ÖZ

Bu çalışma, Covid-19 pandemi döneminde, dilimize yerleşen yabancı kökenli kelimeleri araştırmayı amaçlamaktadır. Çalışma, pandemi döneminde 2020-2021 yılları arasında, 1 yıllık süreyi esas alarak KKTC basınında yer alan yabancı kökenli pandemi terimlerinin Havadis Gazetesi arşivi üzerinden araştırılmasıyla gerçekleştirilmiştir. Tüm dünyayı etkileyen pandemi sürecinde, Kıbrıslı Türkler de tüm dünyayla aynı terimleri kullanmıştır.

Bu çalışma, nicel yöntem üzerine kurulmuştur. Veriler, temel iki soruyu yanıtlamak üzere analiz edilmiştir. İlk olarak; “2020-2021 yılları arasında, Havadis Gazetesi’nde en çok kullanılan pandemi kelimeleri nelerdir? İkinci olarak; “Her sözcük Havadis Gazetesi’nde ilk olarak ne zaman kullanılmıştır? soruları ile araştırma yapılmıştır. Çalışma, Havadis Gazetesi’nin arşivinden pandemi terimleri taranarak yapılmıştır.

Covid-19 tüm dünyayı etkileyen küresel bir pandemiydi. Pandemi nedeniyle dünya genelinde evlere kapanma uygulamaları gerçekleşti ve bu evlere kapanma döneminde tek haber kaynağı dijital medyaydı. Böylece yabancı haberleri Kıbrıs Türk medyasına getiren kaynaklar Covid-19 ile ilgili yabancı kelimeleri de dilimize getirdiler. Covid-19’un medya kullanımını artırması, Covid-19 terimlerinin diğer dillerde olduğu gibi Türkçeye de girmesine neden oldu.

Anahtar Kelimeler: Covid-19, Pandemi, Küresel Köy, Havadis Gazetesi, KKTC.

DEDICATION

To my beloved family

Ali & Güler Barışer

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LIST OF ABBREVIATIONS

ARDS	Acute Respiratory Distress Syndrome
COV	Corona Virus, Covid-19
CRP	Creactive Protein
OECD	Organisation for Economic Co-operation and Development
PCR	Polymerase Chain Reaction
TRNC	Turkish Republic of Northern Cyprus
UK	United Kingdom
US	United States
WHO	World Health Organization

Chapter 1

INTRODUCTION

The spread of the English language as the international medium of communication is a direct outcome of the historical process of colonization and the continuous advancements in science and technology. The ongoing Covid-19 pandemic has further highlighted this phenomenon, as a result a number of terms and phrases associated with the pandemic have been adopted and assimilated into other languages, further solidifying the dominance of English in global communications.

The diffusion of words and terminology from the English language into Turkish, as a regular practice, has been observed throughout the 20th century and early 21st century, particularly in fields related to science and technology. In light of this, this study aims at examining the terms that have been commonly used due to the Covid-19 pandemic. The Turkish language has undergone a considerable transformation in the last century, particularly in the realm of science and technology, due to the influx of English words and phrases. This trend has been particularly pronounced in the 21st century, as the global nature of the pandemic has led to an unprecedented increase in the adoption of pandemic-related terminology into Turkish and other languages around the world. The Covid-19 outbreak has served as a catalyst for this phenomenon, as the need to communicate effectively and accurately about the virus and its effects has led to a greater reliance on the use of English words and phrases in Turkish media and everyday conversation.

In the late 20th century, the concept of globalization was prevalent and often used against nationalistic views. Its key approach was to focus on a "global community." This entailed the freedom of movement of people, capital, ideas, goods, and information. However, today "localization" is favored over globalization. The recent global pandemic has shown that poorer nations are left out of worldwide efforts to combat the disease, supporting the anti-globalization belief.

Throughout the history, nations or kingdoms with stronger armies would invade and take use of the riches or advantageous location of the invading nation for their own gain. Over time, colonizing nations began imposing their own laws on the citizens of the colonized nation. The goal is to alter the way of life of the locals and make them feel more and more reliant on the colonizing nation by the use of force, whether legal or physical.

The OECD report from June 23, 2021 titled "How Covid-19 Reshapes Technology and Innovation" states that the outbreak has had an important effect on the technology and innovation sector, in terms of both labor changes and the policies that govern it. The report recommends ongoing financial support for universities and private researchers is crucial, and emphasizes the need for a collaborative relationship between the public and private sectors in order to advance innovation and sustain growth in the field. It is clear that advancements in science and technology not only change the way we live, but also the way we communicate with each other. The question of whether these changes will also lead to the importation of new words and definitions into our language remains open as we are still observing the effects of these developments on language. Education is closely tied to language, as it is the means through which we

express and understand ourselves. This includes not only the words and phrases we use, but also factors such as accent, behavior, and vocal inflection. As a result of the developments in science and technology, new terms are often first invented in the English language, and then spread to other languages around the world. Undoubtedly, media have a significant role in the spreading. This phenomenon has been observed in the case of pandemic-related vocabulary in the Turkish language during 2020-2021. The present study aims to explore the Covid-19 pandemic-related vocabulary that has entered into the language used by the North Cyprus press during this time period. It is worth noting that these new terms and phrases have primarily spread through the media.

1.1 Motivation for the Study

As a graduate of Translation and Interpretation Department of the Faculty of Arts and Science in the Eastern Mediterranean University with a special interest in words and definitions, I was motivated to choose this subject as my research topic. The outset of Coronavirus pandemic not only changed our lives, but also our connections and communication with loved ones, traditional approaches, and habits. I noticed that there have been significant changes in both our daily language and literature, and upon further investigation, I found that a number of these new words and phrases are of foreign origin. The objective of this research is to investigate the entry of Covid-19 pandemic related new words into our mother tongue, and to comprehend how they influence the way we convey messages and express ourselves. Specifically, I will be focusing on the pandemic-related vocabulary that has been frequently used in the North Cyprus press particularly in Havadis Newspaper for the duration of January 2020 to July 2021 in the context of Covid-19. Through this research, I aim to acquire

a comprehensive understanding of how this new vocabulary is affecting our language and to bring attention to the issue.

1.2 Aims and Objectives of the Study

The English language, being the primary language of science and technology, has caused a number of its words and phrases to be adopted into other languages. Turkish language, for instance, has been greatly influenced by this trend, particularly, in terms of pandemic-related vocabulary. This study aims to investigate the pandemic related vocabulary, that has been frequently used in the North Cyprus press. Specifically, the study intends to examine the frequency of pandemic-related vocabulary in Havadis newspaper over the course of one year. The aim of the research is to examine how the pandemic has affected language usage in the media, and how it has influenced the way we communicate about the pandemic.

1.3 Research Questions

The current study is aligned with its objectives and aims to investigate the following inquiries:

1. What are the most frequently used pandemic related words in online Havadis Newspaper for 2020-2021?
2. When did each word first appear on the online Havadis newspaper?

1.4 Significance of the Study

Every global or local event, depending on its impact on the scale of people, leads to changes in human behaviors, way of life, and even language. These changes can manifest in the form of new words and phrases being adopted, or shifts in how existing language is used. The Covid-19 pandemic is one of these events that has had a significant impact on language usage, as new words and phrases related to the

pandemic have been widely adopted and assimilated into different languages around the world. On this instance, we should not forget that as Turkish Cypriots, we are accustomed to import English words into our native language, particularly our own pronunciation, as the people of one of the former colonies of the UK. Having observed this through the literature I read and heard English imported words from elderlies made me realise the linguistic change during the pandemic. I have begun to ponder the impact of media on these language changes. The outbreak of the Covid-19 pandemic has resulted in the widespread utilization of new terminology that was not widely used in daily communication prior to the pandemic. One may wonder how we have become familiar with these foreign words and phrases, and how they have been integrated into our native language. The media has a big role in this process. Media outlets, particularly those that are widely consumed, are likely to play a significant role in introducing and popularizing these new words and phrases. Additionally, the proliferation of technology and the internet has likely facilitated the spread of this new vocabulary. It is also important to consider the implications of this increased use of foreign words and phrases. Are these words and phrases understood by the general population, or are they being used without a clear understanding of their meaning? What will be the impact of these new words on the future of language, and will they continue to be widely used?

Furthermore, it is also worth questioning the relevance of these scientific definitions in the future, and what use we will have for them once the pandemic is over. All these are questions that arise from the effect of media on language changes during the pandemic. Does being a former colony of Britain whip our habit of using English words in Turkish? Or does it merely appear due to the weakness of the Turkish

language? All these unanswered questions and careless use of words and definitions lead me to search deeply the means behind all these changes. Although I have limited myself to the pandemic period, I believe this study will bring an awareness to people so that while using new words in our daily lives, we should also remember that protection of native languages in their original is very important in protecting our traditional behaviour as well. This study in fact is the first step to understand the relation between linguistic and behavioural changes in community life through media.

1.5 Limitations of the Study

The present study is restricted to pandemic related jargon Havadis newspaper published in North Cyprus for the 2020-2021 period. The study is limited with only Havadis newspaper as during that period the only positive response to access their archive came from Havadis and their general publishing manager was ready to give interviews.

1.6 Definition of Terms

Covid-19: A recent illness discovery is coronavirus disease (Covid-19). There is still a glut of information on how it began, even after two years. This disease continues to pose a threat to the entire world, both scientifically and economically.

Pandemic: The word "pandemic," which has Greek roots, is used in all languages. When an epidemic strikes a big population of neighbours, it is utilized. In this instance, the disease spread over the globe, and the word "epidemic" is a Greek term.

Havadis Newspaper: Havadis newspaper is a Turkish Daily newspaper which has been published in the TRNC since February 14, 2009. It is considered as one of the most popular online newspapers in the area and also offers a weekly magazine for its

readers. The newspaper has a large readership base. When Havadis newspaper was chosen as a source, they had 13 columnists. With the negative economic effect of pandemic, number of columnists started to drop and after it came down to 5 according to information received from Başaran Düzgün, the general manager of Havadis Newspaper.

1.7 Organization of the Thesis

When we first heard that Covid-19 was seen in China, we never thought that one day it will affect us as we were so far away from China. But it did not take a long time until it reached Cyprus not only medically but into our social life as well.

During the lockdown period people have started using new jargon, most of which were foreign words while talking about this period. This gives this study a reason for investigating into this new attitude. The study tries to understand the reason how all these words which we have never used before in our daily interactions are now in use.

The research showed that, most of the words that we keep on using came into life and used frequently after Covid-19 started affecting the people's health. Here arouses a question. Questioning the editor of the newspaper, findings of this study showed that the usage of the internet and the effect of social media was used as a source by the newspaper as well. During the study it is seen that the meanings of the words in our native language have an equivalent in Turkish. The research also showed that the meaning of some of the words has changed with the pandemic. At this instance, we should not forget that as Turkish Cypriots, we are accustomed to import English words into our native language with our own pronunciations as an old colony of Britain. These are the most frequently used words in Havadis newspaper from 2020 to 2021.

In the first section, Motivation for the Study, Aims and Objectives of the Study, Research Questions, Significance of the Study, Limitation of the Study and Definition of Terms are presented.

In Chapter 2, a literature review was conducted. The topics of “global village”, “colonization”, “diffusion and innovation theory”, “the Covid-19 pandemic”, “linguistic imperialism”, “the history of the Cyprus press” and “Cyprus newspapers” were discussed.

Chapter 3 is based on the research methodology and design. This study is quantitative research and examines foreign words that have been adopted into our language through the media during the pandemic. The present study is a case study of pandemic related jargon in Havadis newspaper.

Chapter 4 consists of a section that explains the meanings of the words and shows the frequency of their usage through tables. The information about when the words were used, how many times they were used, and what they mean is dealt with in Chapter 4.

Finally, in the conclusion section, the summary of the study, the conclusion drawn from the study, and recommendations are provided. In the conclusion section, the explanations of Table 2 and Table 3 are given as answers to the second question in detail.

Chapter 2

LITERATURE REVIEW

This chapter seeks to create a thorough list of relevant literature. There will be nine sections in this chapter; Global village, Colonization, Techno-colonization, Diffusion of Innovation, Covid-19 Pandemic, Linguistic Imperialism, History of Cyprus Media, Turkish Cypriot Newspapers, Havadis Newspaper.

2.1 Global Village

The idea of “global village” was introduced by Marshall McLuhan, who is known for his pioneering ideas on the social ramifications of media and technology. He first introduced the idea in the 1960s and since then, it has fundamentally changed the way people view media, technology, and communications. Marshall McLuhan's ideas were ahead of their time and have had a significant and enduring influence on our understanding of the subjects he wrote about. The term "global village" is often used to describe the phenomenon of the world becoming more interconnected, as a result of advances in technology and communication, allowing people in different parts of the world to be aware of and experience events happening in other regions in real-time, similar to how people in small villages experienced events in the past. "The concept of a "global village”, as described by McLuhan, remains relevant today. Content previously broadcast on TV can now be accessed on YouTube, Facebook, or through live online news sources. "The phrase "the medium is the message" sums up McLuhan's second most well-known observation, which states that a medium's characteristics have an equal impact on the information it conveys. Television which

McLuhan referred to as a "cool" medium and noted for having a sedative effect on viewers, captivated his attention in particular. In the global village, McLuhan's ideas have influenced how we view media and technology. Since McLuhan popularized the concept of an integrated planetary nervous system, after the Internet ultimately entered the global village, it didn't seem any less astounding and still seemed to fit into the natural order of things. Years later, when scientific research confirmed that watching TV does, in fact, cause viewers to fall into passive brain wave patterns, McLuhan felt enormous delight (Marshall McLuhan Predicts The Global Village).

People think that the 21st-century global village promotes diversity by enabling people to connect globally and exchange viewpoints. It is thought to stimulate invention and creativity. However, others also point out certain drawbacks. Simply being able to communicate does not guarantee that someone will want to. The ability to communicate anonymously on the internet can encourage tribalism, or allegiance to one's own social groupings. In addition, whomever controls the media and its messages significantly affects how the global village manifests itself (Global Village & Media: Pros, Cons & Examples).

The idea of a global village, as proposed by Marshall McLuhan remains relevant today, as electronic technology continues to connect the world and create a global community. The media, which McLuhan compares to the central nervous system, is now more immediate and persistent than it was 50 years ago. Today, content that is originally broadcasted on television is easily accessible through online platforms such as YouTube, Facebook, and live streaming news websites. The existence of the internet has greatly impacted the global village, as it has made it easier for everyone

to communicate and exchange information with others around the world. The reliance on electronic technology has become so strong that it is now considered to be a part of our daily lives and we do not even realize how dependent we are on it. This can be seen, in the fact that, 95% of teenagers in the US have access to the internet at home. McLuhan's ideas about the global village and the impact of electronic technology on society are still very relevant today. As electronic technology has always been present in the lives of adolescents, it suggests that it will continue to be a significant part of our society. Even though one might think it has reached its peak, as long as future generations continue to heavily rely on electronic technology, it will only become more prevalent and integrated in our daily lives (McLuhan, 1968).

McLuhan's theory of the global village is based on the idea that as people increasingly communicate and interact with one another across the world through the use of internet and other forms of electronic communication, the effects of these interactions are happening in real-time and are closely connected to their causes. The concept of "global village" represents this interconnectedness and real-time simultaneity of events and interactions, brought by the internet and other forms of communication, creating a sense of global community where people are becoming more aware of the issues and events happening in different parts of the world and feeling a sense of shared responsibility. However, the advent of the digital age has an impact on the formation of new structures that have cultural significance. The constant flow of information through various channels can lead to misunderstandings and miscommunication due to potential for different meanings to be inferred by the sender and the receiver. McLuhan's idea of global village highlights the importance of being aware of these consequences and the need to understand the impact of technology on society and

communication. Contemporary sociologists are examining the reasons behind changes in communities and considering the potential outcomes of these changes on the formation of new social structures. The advancement of technology has played a significant role in this, as it has enabled faster communication and transactions, resulting in increased global connectivity. This has led to social networks becoming a driving force for social change. With the rise of the global village, individuals are now able to participate in complex communities that span across the world, transcending the micro, meso and macro dynamics of their everyday lives. The growing number of electronic connections between individuals can lead to the formation of new clusters that have significant social implications. The effects of the global village on human relationships have yet to be fully understood, particularly with regards to identifying patterns and techniques for discrimination. It is important to understand the implications of these changes on society, as well as the potential for technology to foster new forms of social organization and human interaction. As electronic media continues to evolve, the global village may have varying effects on individuals, depending on factors such as their religious, political, and personal beliefs, as well as their profession and financial situation. The way a message is received and understood is also influenced by the timing of when it is received. McLuhan's approach to understanding the changes happening in the world and how to respond to them is a seminal one. To follow, technology has created digital communities that connect people through social media platforms, regardless of their physical location, creating a sense of global village. However, with the advent of the internet, physical distance has become less of a barrier to the real-time communication activities of people. The accessibility and openness of the web has greatly expanded people's social spheres by providing them with the ability to easily search for and connect with online

communities that share similar interests and concerns. This has led to the formation of new social structures that transcend physical boundaries and bring together individuals from different backgrounds and locations to share ideas and experiences. McLuhan argues that the rapid pace of communication and the ability for people to easily access, disseminate and respond to global news has heightened a sense of responsibility among individuals to a significant extent. Increased connectivity and awareness brought by rapid communication, enables individuals to engage with diverse groups and countries and to be more aware of global responsibilities. Additionally, web-connected computers facilitate access and sharing of information (McLuhan, 1964).

2.2 Colonization

Colonization refers to the process of exerting control over a territory or people by establishing settlements or colonies, typically for the purpose of exploiting resources, such as land and labor, for agricultural production. This is typically done through the displacement, assimilation, or conflict with the indigenous population. As a result, settlers, which often include people from Central Europe, Eastern Europe, Asia, and Africa (M.J. Donahue, 2008).

Colonialism refers to the control exerted by one authority over a dependent territory or people. It is the process of a country exerting power over another, subjugating its inhabitants, and exploiting them for economic gain, often while imposing its own cultural norms and language. By 1914, a large number of countries around the world had been taken over by European powers. Imperialism, the practice of exerting control and influence over other nations, is closely related to colonialism, the act of taking control of a territory and its people (Blakemore, 2019).

Colonialism is a form of dominance in which one group of people exerts control over another through the imposition of their will, culture, and language, while exploiting the resources of the oppressed group for their own gain. This can be difficult to distinguish from imperialism, which is a related concept. Colonialism can be defined as the act of imposing one's will on another group of people and using their resources for personal or financial gain. This definition encompasses institutions and activities that are considered colonial in nature. Even after colonizers have left a region, colonialism can still exist within its political, sociological, cultural, and societal structures. Colonization, which results in settler-colonialism, colonial and neo-colonial relations, and coloniality, is described as the act of occupying space on a political, physical, and intellectual level through the displacement of indigenous inhabitants (sometimes with force). Dominance, or the subjection of one people by another is the practice of colonialism. One of the challenges in defining colonialism is how difficult it is to separate it from imperialism. The term "colony" is derived from the Latin word "colonus" which means farmer, and it serves as a reminder that colonialism often involves the relocation of people to a new area where they establish permanent settlements while retaining political allegiance to their home nation. The process of colonialism generally includes the transfer of power, culture, and resources from the colonized to the colonizer. On the other hand, the term "imperialism" comes from the Latin word "imperium", which means to rule. It refers to the practice of one nation exerting control and influence over other nations through various means, such as military conquest, economic domination, political influence, and cultural hegemony.

Imperialism encompasses a broader range of actions and intentions than colonialism and often involves more indirect means of control (History of colonization. American University' Library, n.d).

When people move to deserted places with sufficient habitat, this process is known as colonization. The successful colonists at the ones that endure and reproduce build populations. Colonization plays a crucial role in several important ecological concepts such as the coexistence of different species, the effects of disturbances and the recovery process, the progression of communities over time, the dynamics of populations within a larger geographic area, the preservation of biodiversity, the impact of non-native species, and the emergence of new species. Around the basic idea of colonization-extinction balance, we investigate the impact of colonization on each of these processes. At the minimum level, population density and persistence are determined by individual recruitment (colonization) and mortality (extinction) (D.C. et all 2008).

Colonization, or colonialism, refers to the process of a group of people moving to an area and establishing settlements, while maintaining connections and loyalty to their country of origin. This can also refer to the period of time during which this process takes place. It can also involve the exploitation of the resources and the people of the newly settled area. This can give them an advantage over the indigenous population. Settler colonialism is a term used to refer to the process of colonization that is enabled and supported by the establishment of colonial systems and institutions. This often involves the displacement or oppression of the indigenous population by the settlers. It is a process of establishing foreign control over a specific territory or people, often

for the purpose of exploiting resources or land for agricultural purposes, through the creation of colonies and the settlement of people in those colonies (The Free Encyclopedia, 2022).

The practice of one group of people exerting control and dominance over another through political, social, economic, and cultural means is referred to as colonialism. This type of rule, often carried out by foreign powers, is a prolonged and ongoing process that does not necessarily involve the integration of the dominant group into the nation they are ruling over. The relationship between a colonizer and a colony is similar to that of a dominant and subservient group within a single state. The concept of internal colonialism is used to describe this specific pattern of subjugation, where marginalized groups within a nation are subject to control and exploitation by dominant groups. Nationalist movements have fought for independence from European colonizers in African colonies, and similarly, African-Americans have been identified as nationalists in their efforts for self-determination and control over their lives (Murrey, 2020).

The term "attempt to impose the will of one people on another and to use the resources of the imposed people for the profit of the imposer" is used to describe institutions and activities that are considered to be colonial. Even after colonizers have left a region, colonialism can still exist within its political, sociological, cultural, and societal structures. Colonization, which results in settler-colonialism, colonial and neo-colonial relations, and colonality, is described as the act of occupying space on a political, physical, and intellectual level through the displacement of indigenous inhabitants (sometimes with force). Colonization occurred not only through the physical

appropriation of land and the expulsion of people from it, but also through the colonization of minds (Assante 2006).

Imperial and colonial actions have produced "truths" that are re-inscribed in ideologies, discourses, institutions, scholarship, and imagination as the colonizers' narratives, gazes, and accounts of the other (Smith, 1999) (Colonialism, Coloniality and Settler Colonialism, n.d).

Cyprus was a British colony until 1960. Cyprus under the rule of the British Empire, was governed successively as a British protectorate from 1878 to 1914, a unilateral military occupation from 1914 to 1925, and a Crown colony from 1925 to 1960. On March 10, 1925, Cyprus was declared a British crown colony. On March 10, 1925, Sir Malcolm Stevenson was appointed as the British Governor of Cyprus. On November 30, 1926, Sir Ronald Storrs was appointed as the British Governor of the island of Cyprus. On 16 August 1960, Cyprus gained its independence as a republic as a result of the London and Zürich Agreements of 19 February 1959 (Erginel, 2000). This lasted for 3 years till the Greeks attacked Turkish Cypriots in order to connect the island to Greece as the aim of their “megalo idea” meaning big idea. Turkish Cypriots revolted against Greek Cypriot aggression and defended themselves until 1974 which led them to found their own states.

2.2.1 Technocolonization

Mr. Randy Bush used the term "techno-colonialism" in the early 1990s to refer to the technological exploitation of less developed cultures by richer ones. This was specifically targeted at Internet technology, but it may be applicable generally to technology. Techno-colonialism comes in several different variations. Three decades

ago, Randy Bush, a principal scientist at the Internet Initiative Japan, said something that is now clearer and undoubtedly refers to a truth. Richer and more powerful civilizations have the chance to introduce their way of life and values to other cultures through social media, other data techniques, and cinema channels. While colonization once required individuals to alter their way of life and exploited the wealth of the conquered areas for their personal gain, modern technocolonization influence how people use language, behave, and communicate as well as altering cultural practices within a community (Simmons, 2015).

2.3 Diffusion of Innovation

Diffusion of Innovation Theory, as proposed by Everett Rogers (2003), is a framework that seeks to explain the process by which new ideas and technologies are adopted and spread among individuals and communities. It explains how, why, and at what pace these innovations are adopted by looking at factors such as the characteristics of the innovation, the behavior of adopters, the communication channels used to disseminate the information, the time of introduction, and the societal structure within which it exists. The theory was first introduced by Rogers in his 1962 book *Diffusion of Innovations*, which is currently in its fifth edition (2003).

The diffusion process is the way in which an innovation spreads over time among the members of a social system. The theory of the spread of innovations has a diverse and interdisciplinary origin. Rogers suggests that the rate at which a new idea spreads is influenced by the innovation itself, the individuals who adopt it, the methods used to communicate it, the period in which it is introduced, and the social structure within which it exists. The Diffusion of Innovations Theory has a significant impact on the spread of medical treatments, procedures and health information across various fields.

The theory allows for a deeper understanding of how new medical treatments, procedures and health-related information are adopted and spread among individuals and communities. In the book *The IRG Solution - Hierarchical Incompetence and How to Overcome It*, it was claimed that social networks, in particular tacit knowledge, played a significant role in the diffusion of innovation prior to the invention of the Internet. The book made the case that the widespread use of personal computer networks will improve the diffusion of discoveries, increase awareness of any potential flaws, and identify any necessary advancements that would not have been discovered otherwise. The Diffusion of Innovation Theory, which describes the spread of new ideas, technologies, or products among a population, has its roots in early 20th century sociology. According to Toews (2003), the French sociologist Gabriel Tarde first plotted the S-shaped diffusion curve, which is often used to illustrate the theory's main concepts in 1903. The concept of adopter categories, which is an integral part of the theory, was later introduced by Ryan and Gross (1943). These categories include innovators, early adopters, early majority, late majority, and laggards. The theory was later popularized by Everett Rogers, who expanded on these concepts and added the idea of opinion leaders and opinion followers in his book “*Diffusion of Innovations*” (1962). This became a widely used framework in fields such as marketing, sociology, and public health. This theory explains how new ideas, products, and technologies spread through a population by looking at the different stages of adoption and the factors that influence them. It highlights the role of opinion leaders and the media in shaping people's perceptions and decision-making processes, and emphasizes the importance of effective communication and networking in promoting the acceptance and adoption of new innovations. The theory is useful for understanding how new

ideas and technologies spread, and can be applied in a variety of fields, including business, marketing, and technology development (Kaminski, 2011).

Everett Rogers' theory proposed that the spread of an innovation through a population follows a predictable pattern, with certain individuals or groups being more likely to adopt new ideas than others. This theory, known as the Diffusion of Innovation, has been widely adopted and applied in many fields, including marketing, public health, and social policy. It highlights the importance of factors such as communication networks, the characteristics of the innovation, and the characteristics of the individuals or groups who adopt it. Despite its wide acceptance, the theory continues to be refined and expanded through ongoing research. In experiments examining process interventions to influence the spread of innovations, diffusion researchers started to utilize the collective knowledge they had gained about naturalistic diffusion in the 1950s. Now, this purposeful goal has given rise to a science of diffusion, where evidence-based procedures are preemptively planned to maximize the likelihood of diffusion as well as external validity in addition to internal validity (Dearing, 2009).

Diffusion of Innovation Theory also applies to the adoption of new ideas, behaviors, programs, and other forms of innovations. The theory highlights the importance of understanding the characteristics and behavior patterns of different adopter categories, and how these factors affect the rate and pattern of adoption. Additionally, it emphasizes the role of communication and social networks in the diffusion process, and how different strategies and tactics can be used to target different adopter segments. Overall, the Diffusion of Innovation Theory provides a comprehensive

framework for understanding and promoting the adoption of innovations in a social system.

1. Innovators: This demographic can be characterized as individuals who are not afraid to push boundaries and explore uncharted territories. They possess a sense of adventure and are driven by their innate curiosity to discover new concepts and ideas. They are often the early adopters of new technologies, products and services, and are not deterred by the potential risks involved. They are constantly on the lookout for something new and exciting, and are easily motivated by the prospect of being among the first to experience something innovative. They are naturally inclined to take chances and are not swayed by conventional wisdom or the opinions of others. In order to appeal to this group, one does not need to put in much effort as they are already inclined to seek out new and exciting experiences.

2. Early Adopters: This demographic can be considered as opinion leaders, as they are often the first to try new ideas and inspire others to do the same. They possess a strong sense of leadership and are comfortable taking on responsibilities and driving change. They understand the value of embracing new concepts and are quick to adapt to changes. They are not swayed by traditional ways of thinking and are always open to new possibilities. To appeal to this group, providing them with practical information and resources such as how-to guides and implementation sheets can be effective. They are more interested in learning how to put new ideas into practice rather than being persuaded to change their views. They are already aware of the need for change and are more motivated to learn how to implement new concepts and ideas.

3. Early Majority: This group may not always take the lead in trying new ideas, but they are often among the first to adopt an innovation before the majority of people. They are open to new possibilities but before they fully commit to an innovation, they often need evidence that it is effective and has been successful. To appeal to this demographic, providing them with proof of the innovation's efficacy through success stories and concrete data can be effective. They are more likely to adopt an innovation when they see that it has been successful for others and has a track record of effectiveness. Sharing case studies, statistics, and customer testimonials can help to build trust and credibility with this group and convince them to try out the innovation.

4. Late Majority: This demographic can be described as individuals who prefer to follow the lead of others before making decisions. They tend to be cautious when it comes to trying new ideas and are unlikely to be the first to adopt an innovation. They are often skeptical of new concepts and are not easily swayed by the promise of something new and exciting. Instead, they prefer to wait until an innovation has been widely adopted and accepted by the majority before considering trying it themselves. They are more likely to be convinced to try something new when they see that many others have already done so and have had positive experience. Highlighting the widespread adoption and acceptance of the innovation, as well as the number of people who have already benefited from it can help to build trust and credibility with this group. Additionally, providing them with detailed information about the innovation, its benefits, and how it has been successfully implemented in other similar cases can further encourage them to try it.

5. Laggards: This group is traditional and resistant to change, making them difficult to convince to adopt new ideas. Ways to influence this population include using stats, fear tactics, and peer pressure from adopter groups. However, it's important to approach them in a respectful and mindful manner (Diffusion of Innovation Theory, n.d).

Marketers often use this principle to encourage the adoption of their products by identifying a group of early adopters who are enthusiastic about the product and promoting its usefulness to a larger audience. An example of this is Facebook, which was initially intended for use by students and staff members of educational institutions but eventually spread to the general public and across international borders as more students began using it outside of the classroom. This is an example of how the Theory of Diffusion of Innovations can be used in the marketing field to understand and predict the spread of new ideas and technologies. Public health initiatives also often employ this theory by selecting a group of early adopters to promote and inform others about a new technology or practice. However, cultural limitations can sometimes hinder the success of such programs. Cultural values and beliefs have a big role in establishing whether or not an innovation will be adopted. Some cultures may be more resistant to change and may not readily accept new ideas and technologies. In such cases, it may be necessary to tailor the communication and marketing strategy to consider the cultural context and values of the population (Halton, 2021).

2.4 Covid-19 Pandemic

As of December 2019, a series of unexplained pneumonia cases were reported in the city of Wuhan, China. Further investigation revealed that the cause of this outbreak was a previously unknown coronavirus. The Covid-19 pandemic is currently affecting

countries around the world, and China is among the countries that are greatly affected by it (He, et al 2020).

The term "Covid-19" is an acronym, which was created to easily and efficiently identify the disease and its causative agent. "Cov" stands for coronavirus, the family of viruses that this novel virus belongs to, "id" for illness or disease, and "19" for the year of its identification, which is 2019. The acronym was chosen as a way to quickly and easily communicate the nature of the disease and its causative agent, and to differentiate it from other coronaviruses that have emerged in the past (Covid-19 Information Hub, 2020).

The virus that causes Covid-19 is believed to have originated from an animal source, but it is now circulating among humans. The primary mode of transmission is thought to be through respiratory droplets that are released when an infected individual coughs or sneezes. These droplets can be inhaled by people who are in close proximity to the infected person, typically within six feet. This is considered to be the main way the virus spreads among people (Centers for Disease Control and Prevention, 2020).

The Covid-19 pandemic has affected all individuals; however, the degree of harm varies widely, and it is uncertain how the pandemic and its associated challenges will develop in the long term. The Covid-19 pandemic has disproportionately affected vulnerable groups such as low-income individuals and essential workers, exacerbating existing inequalities and putting them at a higher risk of severe illness and economic hardship. People with lower incomes are more vulnerable to health problems, many of whom are women. Not all jobs can be done remotely: This is particularly true for

precarious workers. The growing divide among different groups of people in terms of age and location is also affected by other factors, such as school closures. These closures have placed a heavy burden on families, and the consequences of this may negatively impact individuals for their entire lives, including young children who may miss out on important opportunities for social and personal growth, and school-aged children who may not have the chance to acquire essential skills for their future.

2.5 Linguistic Imperialism

Canadian scientist Marshall McLuhan published his work "The Gutenberg Galaxy" in 1962, where he propounded the idea that the world would become a "global village" in the future. The term "global village" refers to a world that is united by electronic systems, where events happening in one part of the world are immediately heard and felt by people in other parts of the world. The metaphor of a "village" is particularly fitting for the Internet, as it creates a sense of community and interconnectedness, similar to that of a village where everyone is aware of and affected by local events. McLuhan's prediction was based on the fact that with the advancements in technology, specifically the television and the radio, the world was becoming more connected and information was being shared more easily. Half a century after McLuhan's book was published, it is evident that his prediction has come true with the proliferation of the Internet and the emergence of the World Wide Web, which has brought about a new level of global interconnectedness, enabling people to communicate and share information with each other instantaneously, regardless of geographical boundaries.

The idea of the world becoming a "global village" as predicted by Marshall McLuhan in the mid-20th century, brings with it a number of benefits and drawbacks. One of the major concerns is the current status of the English language as the international

language and the language of science and technology. This dominance of the English language has not been reached overnight, and is the result of a complex history, shaped by a number of different factors.

The spread of the English language has been influenced by a number of factors including colonization, economic and political power, and the rise of American and British cultural influence. The British Empire, for example, played a significant role in spreading the English language through its colonies, and after the World War II, the rise of the United States as a superpower further cemented the dominance of the English language. Additionally, the advent of new technologies such as the internet and social media have further accelerated the spread of the English language.

However, it is important to note that the spread of the English language has not been without negative consequences. The dominance of English can lead to the marginalization of other languages and cultures, and can contribute to the erosion of linguistic diversity. Furthermore, the spread of English can lead to the homogenization of cultures, making it difficult for people to maintain their unique cultural identities. In conclusion, while the world has indeed become a "global village" due to the advancements in technology and the widespread use of the internet, the dominance of the English language in international communication and the field of science and technology is not a recent or an overnight phenomenon, but rather a result of a complex history. It is important to critically examine this phenomenon and its implications on linguistic diversity and cultural identity (Özad et al., 2021).

The statement made by Burchfield, the influential editor of The Oxford English Dictionary, suggests that not knowing English is a form of linguistic deprivation, and

implies that it is equivalent to poverty, famine, and disease. This assertion is not entirely accurate as there are many highly educated and literate individuals who do not speak English and do not consider it to be a deprivation.

Furthermore, the claim that there is a direct link between the spread of the English language and poverty, famine, and disease is not entirely true. While it is true that the language has been associated with historical events such as the slave trade and imperialism, it is important to note that English has also played a role in the fight against slavery and colonialism. Additionally, it is important to note that currently English has a greater global reach than any other language (Philipson, 1992).

2.6 History of Turkish Cypriot Media

During the British rule in Cyprus, Turkish Cypriot intellectuals were influenced by the newspapers that were being published as part of the modernization and reform efforts of the Ottoman Empire. As a result, they began to create and publish their own newspapers in Cyprus. In 1878, the Henry King Co established the first printing press in Larnaca and began publishing the newspaper "Kipros/Cyprus". Later, in Ottoman Turkish, the first newspaper to be published was "Ümid", and was owned by Aleksan Sarrafyan. It was published in Larnaca but only for a short time. The first newspaper published by a Turk in Ottoman Turkish was "Saded", which was released in 1889. The newspapers that were published during this period were heavily influenced by the political events happening on the island and were produced by Turkish Cypriot intellectuals. The main goal of these publications was to raise the voice of the Turkish Cypriot community on the island and to prevent any attempt for the union of Cyprus with Greece. One political organization, "Osmanlı Kırathanesi", even went so far as to publish the newspaper "Zaman" in 1891. In total, 24 newspapers

are known to have been published during this time, including "Ümid," "Saded," "Zaman," "Yeni Zaman," "Kıbrıs," "İslam," "Vatan Seyf," and "Kokonoz."

The publication of newspapers was frequently influenced by the views of British authorities and political events in the Ottoman Empire, making to newspapers the main information provider of these events. During World War I in 1914, the conflict between the Ottoman Empire and the UK had a significant impact on Cyprus, which was officially taken over by Britain. As a result, the Turkish Cypriot press stopped publishing on the island from 1914 to 1919.

In 1919, the Doğru Yol newspaper was first published, and along with Söz and Vatan newspapers, primarily covered the Turkish War of Independence during that time. These publications closely followed events in Turkey and were written in the new Turkish alphabet, taking inspiration from Söz and Masum Millet, which were the first newspapers that adopted the new Latin alphabet. During the period of the British rule, the majority of newspapers in circulation were subjected to censorship by the UK government, as a result of measures taken following the 1931 rebellion. Between 1934 and 1958, Turkish Cypriots produced 21 newspapers, including Haber, Ses, Vakit, Halkın Sesi, Yankı, İnkılap, Hürsöz, and Ateş.

However, the attitudes of the British authorities and political developments during the Ottoman Empire often affected the publication of these newspapers, leading them to play a central role in the events on the island. The outbreak of the World War I in 1914 also had an impact, causing the Turkish Cypriot press fall silent until 1919. The Turkish Cypriot press evolved in response to the changing circumstances of the

Turkish Cypriot community. During the British colonial period following the World War II, the press reflected the political developments affecting the island, particularly the opposition to the movement among Greek Cypriots to unite Cyprus with Greece, namely Enosis. During the tumultuous events from 1963 to 1974, the Cyprus Turkish press served as the voice of the Turkish Cypriot community and played a crucial role in bringing their perspectives to the world. Today, the Cyprus Turkish press includes titles such as Kıbrıs, Halkın Sesi, Havadis, Yeni Düzen, Afrika, Kıbrıs Postası, Diyalog, Star Kıbrıs, Vatan, Detay, Güneş, Haberal Kıbrıslı, Demokrat Bakış, Ortam, Haberatör, Hakikat, Volkan, Özgür Volkan and Yeni Bakış.

This political stance dominated the content of Turkish Cypriot newspapers in this era. The Turkish Cypriot press adapted to the changing circumstances and policies affecting the Turkish Cypriot community. The press also played a crucial role in raising awareness about the rights and concerns of the Turkish Cypriot community, and providing a platform for the voices of Turkish Cypriot intellectuals and leaders. Today, there are various newspapers, weekly and monthly magazines and other news portals in the TRNC that continue to serve as a source of information for the Turkish Cypriot community.

Bayrak Radio, a key player in the history of Cyprus Turkish press, began broadcasting in 1963 as the voice for the Turkish Cypriot community. Bayrak radio started broadcasting with car batteries in the beginning covering Nicosia district while Sancak radio was in practice in other districts to immediately inform the public about the developments and threats towards Turkish Cypriot community. Bayrak Radio soon grow to cover whole island. In 1976, it expanded to television and was

renamed Bayrak Radio and Television. After the establishment of the Turkish Republic of Northern Cyprus in 1983, it became an autonomous corporation.

In summary, the Turkish Cypriot press has played a significant role in shaping the political and social landscape of the island of Cyprus. Bayrak Radio, which began its broadcasting life in 1963, and TAK, established in 1973, were both created to act as a voice for the Turkish Cypriot people. Both have grown and continue to serve as the important news sources up until today. The press in the Turkish Cypriot community acts as a means of communication to express their perspectives, opinions, and concerns to the world. It encompasses a wide range of views and ideologies within the community, reflecting the diversity of the Turkish Cypriot society (Cyprus Turkish Press History, n.d).

2.7 Turkish Cypriot Newspapers

During the pandemic period 2020-2021, numerous newspapers were unable to be printed and distributed due to lockdown hence online newspapers started to be published. Following are the names of media that both have digital and printing copies in North Cyprus.

During Covid-19 pandemic, there were 17 online newspapers in North Cyprus which are; Gerçek Volkan, Kıbrıs Postası, Nacak, Star Kıbrıs, Mazgal Hendek Ajansı, Mha Haber, Gündem Kıbrıs Newspaper, Gıynık Newspaper, Kıbrıs On air Newspaper, Meydan Kıbrıs Newspaper, Zirve Kıbrıs, Kıbrıs Net Haber, Kıbrıs Time, Haber Kıbrıs, Kıbrıs Today, Haberal Kıbrıslı and Kıbrıs Manşet.

During the pandemic, there were 12 printed newspapers' which are; Avrupa Kıbrıs (Afrika) Newspaper, Detay Newspaper, Diyalog Newspaper, Haber Güneş Newspaper, Haberatör Newspaper, Hakikat, Halkın Sesi Gazetesi, Havadis Newspaper, Kıbrıs Newspaper, Vatan Newspaper, Yeni Bakış, Yeni Düzen Newspaper in North Cyprus.

Havadis is chosen for this study as one of the 3 newspaper with highest circulation in North Cyprus and has had accessibility during the pandemic period.

During the lockdown, almost all digital press continued serving and most programmers and columnists have produced online broadcast from their own household. Columnists of the newspapers write and distribute their columns by using social media like Facebook. Because of lockdown, everyone, old or young followed these broadcasts with more interest than usual. Use of technology in this period was well spread between generations and that probably it is the reason for foreign words finding their ways into our language.

2.8 Havadis Newspaper

Havadis newspaper is a daily newspaper published in TRNC in Turkish. It was first published on 14 February 2009. The owner of the newspaper is Poli Investement and general manager is Başaran Düzgün who also holds general publishing managerial position. The newspaper's main columnists in the beginning were mostly the columnists were from Kıbrıs newspaper. Havadis is printed as 48 pages out of which 16 of its printed colored by Kyrenia Graphics Ltd. and distributed by Yay-Sat. The newspaper also has a 60 pages magazine called POLİ which is distributed with the newspapers free of charge weekly on Sundays. Havadis Newspaper daily print out is

around 350. Havadis is one of the few newspapers which publishes both on paper and online.

In summary of the literature review, the spread of English as a language was a result of colonization and advancements in technology. Even though colonies no longer hold territorial power, English continues to spread globally, both through past colonies and more recently, technology. Since there were lockdowns during The Covid-19 pandemic, communication all over the world rather took place through the broadcast and digital media. This has also accelerated the spread of English language and culture as a global language. Initially, when news of Covid-19 broke in China, we believed it would have little impact on us as we were far away. However, it soon spread to Cyprus, affecting both our health and daily life. The Covid-19 pandemic was a worldwide event that affected not only North Cyprus but also the entire globe.

In summary, as a result of the pandemic, lockdowns were implemented globally, leading to an increase in the reliance on online media for news. This led to the integration of Covid-19 related vocabulary into various languages, including Turkish Language. Globalization effected the Turkish Cypriots by using the same words as the rest of the world while as English language still dominates most of the world. Diffusion of these words through media during lockdown periods showed once again Marshall McLuhan's Global Village concept is still effective.

In short, a global health issue such as the Covid-19 serves the concept of global village and the pandemic has been a period which caused the English culture spread through the world in terms of language. Overall, the media had an effective role in Covid-19 pandemic period to diffuse English words to the Turkish Language.

Chapter 3

RESEARCH METHODOLOGY

This chapter provides an overview of the research methodology, design, population, sample, data collection, and analysis used in the present study. The research methodology used in this study is explained in detail, including the research design, population, sample, data collection and analysis methods used. Additionally, the rationale for the chosen methods and how they were implemented will also be discussed. This information will provide the reader with a clear understanding of the research process and the methods used to collect and analyze the data in this study. To enable this, the present chapter covers the following sections:

- Research Methodology,
- Research Design,
- Population,
- Data Collection and Analysis.

3.1 Research Methodology

This study based on quantitative research methodology. ‘Quantitative research is structured, logical, measured and wide’ (Bouma, G. D. and Atkinson, G.B.J.) (1995). Quantitative research involves data, reasoning, and an impartial viewpoint.

For the present study, Havadis newspaper is searched for 12 months from March 2020-July 2021. The frequency of pandemic related jargon is searched in Havadis newspaper

for this period. Descriptive statistic is used to find the frequencies of the pandemic related jargon.

3.2 Research Design

This is a case study of pandemic related jargon in Havadis newspaper during 2020-2021 for one year during the pandemic period. A case study is a research approach that enables a thorough examination of a particular situation or occurrence. The main goal of a case study is to provide a detailed description of the issue at hand, and to answer the question "What is going on?" The case study design is typically used when a researcher wants to understand a complex phenomenon or event in its real-life context. The key element in a case study is that it focuses on a specific group or individual, and that no comparison is made with other groups or individuals. The case study allows the researcher to gain a deep understanding of the subject by collecting detailed information through various methods such as interviews, observations, and document analysis. The case study design is useful for understanding complex social, economic, political and organizational phenomena that cannot be fully understood through quantitative methods (Bouma, and Atkinson) (1995). The case study design is widely used in various fields such as sociology, psychology, education, business, and public health to gain a deeper understanding of complex social, economic, political, and organizational phenomena. It allows researchers to explore the subject from multiple perspectives, providing a rich and nuanced understanding of the subject, and can inform policy and practice in various fields.

3.3 Population

For the present study, Havadis newspaper is accessed to for 12 months. During the pandemic, Havadis newspaper could not be published for the period from March 2020 to July 2020. Apart from these days, all days are taken into consideration.

3.4 Data Collection and Analysis

Data for the present study have been collected through online edition of Havadis Newspaper for the 2020-2021 period. A content analysis check list is prepared and filled in. Content analysis is a research technique used to interpret and understand the meaning of different forms of messages, such as text, images, symbols or audio data. It is a way to extract meaning from unstructured information. This method is one of several techniques used to study messages and their meaning, including conversational, rhetorical, and discourse analysis (Gheyle, N. & Jacobs, T. 2017). Using the advanced search function of the electronic documentation reading and viewing software named Foxit Reader, news in the relevant date range was scanned and news, articles, columns containing the keywords specified as the subject were found. A database has been prepared by creating links for the arguments found. Statistical data on word counts were obtained from the prepared database.

Foxit PDF Reader, formerly known as Foxit Reader, is a free to use PDF tool that supports multiple languages. It enables users to create, view, edit, sign, and print PDF files. The tool is developed by Foxit Software, a Chinese company based in Fuzhou. Foxit Reader is known for its quick startup time and small file size. It offers features comparable to Adobe Reader, including annotating and saving unfinished PDF forms, PDF import/export, converting to text, highlighting, and drawing. However, PDF creation features like the "Foxit PDF Printer" for Windows, which allowed converting output to PDF from all programs, were removed from version 9.7.2 onwards in May 2020. Foxit PDF Reader also has an Enterprise version, which requires a Foxit account. This study is limited to the adoption of Descriptive Statistics to analyse the collected data samples by measuring the frequency of occurrence, mean value, mode value,

median value, standard deviation, variation, and distribution for each of the new jargons identified. All the collected data was uploaded on the following link:

[https://docs.google.com/document/d/14-](https://docs.google.com/document/d/14-M0Yz444rHTFk_RHFzc5DscGPrlDlI/edit?usp=share_link&ouid=112479815885612240307&rtpof=true&sd=true)

[M0Yz444rHTFk_RHFzc5DscGPrlDlI/edit?usp=share_link&ouid=11247981588561](https://docs.google.com/document/d/14-M0Yz444rHTFk_RHFzc5DscGPrlDlI/edit?usp=share_link&ouid=112479815885612240307&rtpof=true&sd=true)

[2240307&rtpof=true&sd=true](https://docs.google.com/document/d/14-M0Yz444rHTFk_RHFzc5DscGPrlDlI/edit?usp=share_link&ouid=112479815885612240307&rtpof=true&sd=true)

Chapter 4

DATA ANALYSIS

This study aims to investigate the pandemic related vocabulary, that has been frequently used in the North Cyprus press. In line with the overarching objectives of the study, the current investigation endeavors to elicit answers to the following questions that are germane to understanding the impact of the pandemic on language usage in media:

1. What are the most frequently used words related to the pandemic in online Havadis Newspaper for the time period of 2020-2021?
2. When were these words first mentioned in the newspaper?

The study attempts to explore the use of pandemic related words in the Havadis newspaper, and identify when these words first appeared in the newspaper. The research is focused on identifying the most frequently used words in the newspaper, and analyzing when these words were first used in the context of the pandemic.

4.1 Analysis and Findings

The data collected for the study will be analyzed in line with research questions mentioned in Chapter 1.

4.1.1 Analysis for the Research Question 1

The answer for the research question 1, is listed below in Table 1. In this table, we can see the words originated from English and then used in Turkish during the pandemic. We can see in this table how we adopt foreign words to Turkish. Words in parentheses

are the English words. The words in the first column in the table that are not in the parentheses are the Turkish equivalent of the English words.

Table 1: Frequency of Words According to Months

Row Number	Words	Total
1	Antijen (Antigen)	10
2	Antikor (Antibody)	5
3	Aseptomatik (Asymptomatic)	2
4	Covid-19	865
5	Entübe (Intubate)	1
6	Epidemi (Epidemic)	27
7	Filyasyon (Filiation)	1
8	Hijyen (Hygiene)	45
9	İmmün (Immune)	15
10	İzolasyon (Isolation)	20
11	Karantina (Quarantine)	318
12	Koronavirüs (Cov)	536
13	Mutant (Mutant)	4
14	Pandemi (Pandemic)	705
15	PCR testi	331
16	Plazma Tedavisi (Plasma Treatment)	2
17	Risk	95
18	Semptom (Symptom)	11
19	Varyant (Variant)	6
20	Virüs	421

In Table 1, 20 Covid-19 related words found in Havadis Newspaper archive between 2020-2021 is shown. The numbers in the table shows how many times each word was used. Below are the explanations of these words shown in Table 1:

Antijen (Antigen)

A chemical that enters the body and triggers a disease-causing process. After that, the body often makes antibodies to combat the antigens.

Antikor-Antibody (Anticor)

A blood protein that reacts with a particular antigen and produces antibodies to them.

A chemical your body produces to fight sickness.

Aseptomatik (Asymptomatic)

COVID-19 affects people in different ways, some have mild symptoms that do not require hospitalization, while others have severe symptoms that require medical attention. Some people may not have any symptoms at all. This is referred to as asymptomatic Covid-19, meaning that the person is infected with the virus but does not show any signs of illness. It's important to note that even though a person may not have any symptoms. S/he can still spread the virus to others.

Covid-19

Any member of a group of viruses with a RNA single strand genome that infects animals.

Entübe (Intubate)

Intubation, defined as the 1act of inserting a tube1 (into an orifice), dates to 1885.

Epidemi (Epidemic)

The simultaneous occurrence of a specific disease in a huge number of persons.

Filyasyon-Contact Tracing (Filiation)

Contact tracing

Hijyen (Hygiene)

The act of keeping oneself and their environment clean in order to avoid illness

İmmün (Immune)

Incapable of contracting or being impacted by a specific disease or condition.

Izolasyon (Isolation)

Make (someone or somewhere) alone or apart from others.

Karantina (Quarantine)

A situation, time frame, or location when individuals or animals who may have been exposed to an infectious disease are kept in isolation.

Koronavirus (Coronavirus)

Virus that caused the Covid-19 pandemic.

Mutant (Mutant)

Arising from a mutation or displaying its effects.

PCR (Polymerase Chain Reaction)

Polymerase Chain Reaction, or PCR as it is commonly known, is a term we used frequently and without understanding. It is perhaps one of the few words in English that has no equivalent in our original tongue. The majority of commonly used English words, however, have Turkish equivalents, but our media has chosen to use the English words for this abbreviation.

Pandemi (Pandemic)

A widespread outbreak of an infectious illness throughout a nation or globally at a specific time period.

Plazma Tedavisi (Plasma Treatment)

Blood donated by COVID-19 survivors contains antibodies to the causative virus. The process of donated blood involves separating out the blood cells, which leaves behind liquid plasma and antibodies. This liquid plasma and antibodies can be given to COVID-19 patients as a treatment to help them combat the virus more effectively.

Risk (Risk)

The likelihood that anything negative will occur: The profits and dangers in this business are both substantial.

Semptom (Symptom)

A physical or psychological issue that a person has that could be a sign of an illness or condition.

Varyant (Variant)

Something that differs slightly from other, comparable things.

Virüs (Virus)

A virus is an infectious agent that can only replicate within the living cells of a host organism. A virus is typically composed of a nucleic acid molecule, such as DNA or RNA, encapsulated in a protein coat. Due to their small size, viruses are not visible under a light microscope and can only be detected by using specialized techniques such as electron microscopy.

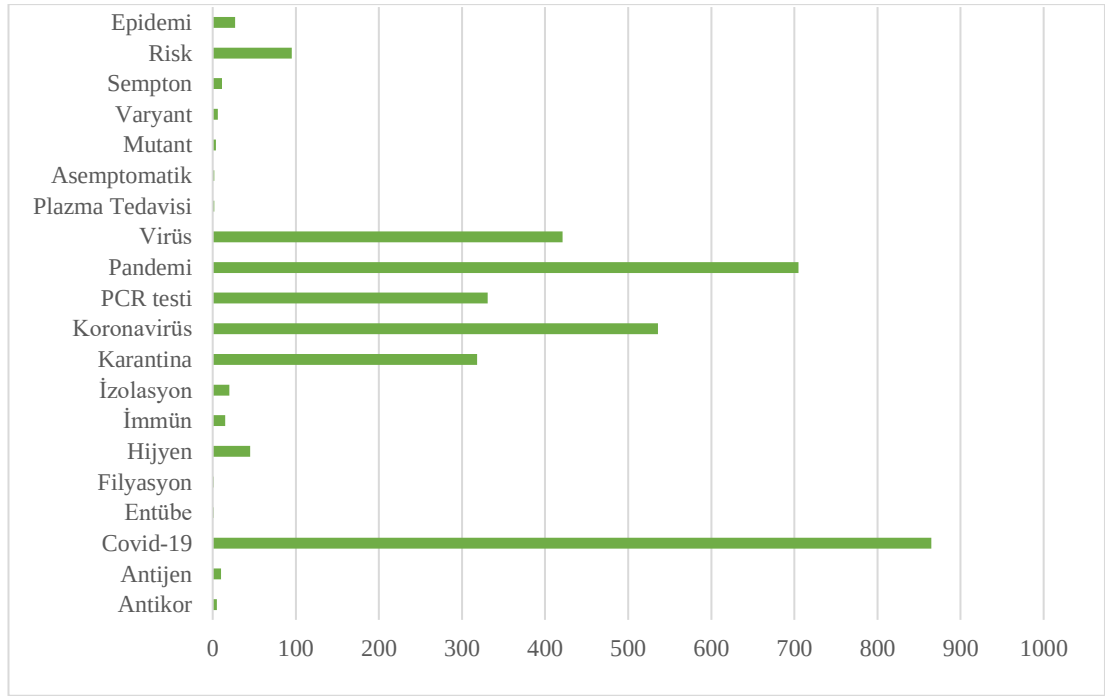


Figure 1: Frequency of the Terms

As it can be seen from the figure 1 above, the most frequently used is Covid-19. Secoundly, the most fruquently used word is Pandemic. The third one is Coronavirus and the following words in descending order are Virus, PCR, Quarantine. The least used words are Intubation and Filiation.

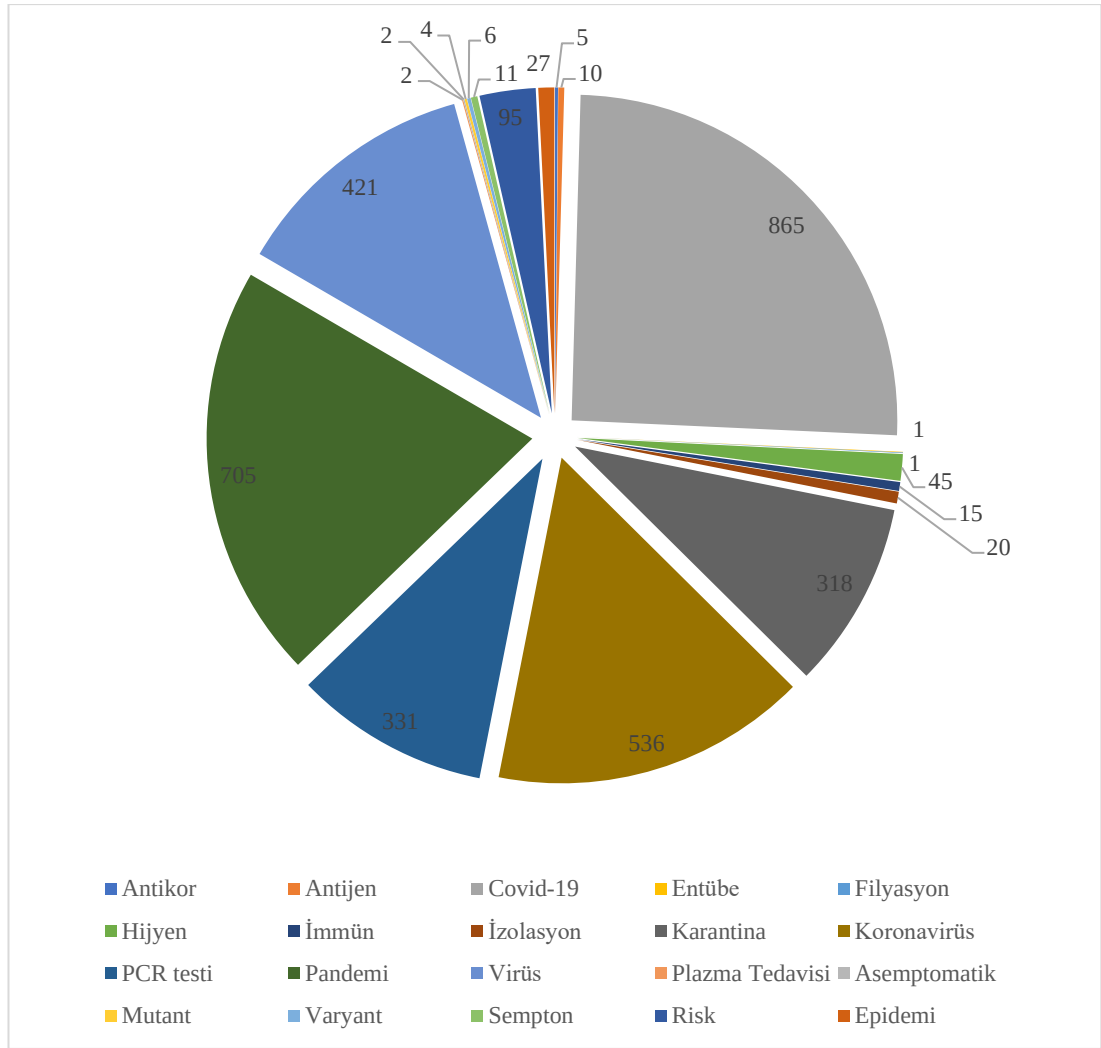


Figure 2: Frequency of the Jargon

In figure 2, the chart of the frequency of the words are divided by colour. With this chart, we can see the frequency of use of words from the largest piece to the smallest piece.

As we can see in this chart, Covid-19 takes the first place with a 25.2%, then comes Pandemic with 20.6%, Coronavirus with 15.6%, followed by Virus 9.7%, PCR 9.6%, Quarantine is 9.2% and rest of the words are 20.1%.

The two words that were used once are “Filiation” and “Intubation”. The two words that were used twice are Asymptomatic and Plasma treatment. The largest piece belongs to Covid-19. The most frequently used words and the least used words are as follows: Covid-19, Pandemic, COV, Virus, PCR, Quarantine, Risk, Hygiene, Epidemic, Isolation, Immune, Symptom, Antigen, Variant, Antibody, Mutant, Plasma Treatment, Asymptomatic, Intubate and Filiation.

4.1.2 Analysis for the Research Question 2

The answer for the research question 2, is listed below in table 2 and table 3. In these tables, when did each word first appear on the Havadis newspaper.

Table 2: Results of the Pandemic Related Jargon I

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
Antibody													
2020									3				3
2021	1		1										2
Antigen													
2020													
2021		1	3	2	2		2						10
Covid-19													
2020		34	210	14	1	2	1	38	193		101	156	750
2021	115												115
Intubate													
2020													
2021	1												1
Filiation													
2020													
2021									1				1
Hygiene													
2020	8	1	7	1				2	5		4	1	29
2021		5	2	2	5		2						16
Immune													
2020	1		1					3	3			3	11
2021			3		1								4
Isolation													
2020	1	2	5								6	1	15
2021			2	2	1								5
Quarantine													
2020	4	11	142	13				9	28		6	21	234
2021	15	20	14	21	8	4	1				1		84
COV													
2020	21	40	474										536
2021													0
Total													

2020	1578
2021	238

Table 2 shows the years and months of these words with how many times they were used.

1. According to the Table 2 Antibody was used 3 times in September 2020, once in January and once in March 2021, five times overall.
2. Antigen was used once in February, 3 times in March, 2 times in April, 2 times May and lastly 2 times in July in 2021, 10 times overall.
3. Covid-19 was used 34 times in February, 210 times in March, 14 times in April, once in May, 2 times in June, once in July, 38 times in August, 193 times in September, 101 times in November, 156 times in December, 750 times overall, in 2020. Covid-19 was used 115 times in January. 2021.
4. Intubate was used once in January 2021.
5. Filiation was used once in September 2021.
6. Hygiene was used 8 times in January, once in February, 7 times in March, 1time in April 2 times in July, 5 times August, 4 times in November and once in December, 29 times overall in 2020. In 2021, this word was used 5 times in February, 2 times in March, 2 times in April, 5 times in May, 2 times in July, 16 times overall.
7. Immune was used once in February, once in March,3 times in August, 3 times September and 3 times in December in 2020, 11 times overall. In 2021 Immune was used 3 times in March and once in May, 4 times overall.

8. Isolation was used once in January, 2 times in February 5 times in March, 6 times in November once in December, 15 times overall in 2020. In 2021, it was used 2 times in March, 2 times in April, once in May, 5 times overall.
9. Quarantine was used 4 times in January, 11 times in February, 142 times in March, 13 times in April, 9 times in August, 28 times in September, 6 times in November, 21 times in December, 234 times overall in 2020. In 2021, 15 times in January, 20 times in February, 14 times in March, 21 times in April, 8 times in May, 4 times in June, once in July and once in November, 84 times overall.
10. COV was used 21 times in January, 40 times in February and 474 times in March, 536 times overall.

According to the Table 2 in 2020 1578 times and in 2021, 238 times Covid-19 related words were used.

Table 3: Results of the Pandemic Related Jargon II

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
PCR													
2020			3			17	2	26	41		32	48	159
2021	29	45	28	20	19	24	7						172
Pandemic													
2020		1	24			4	5	44	123		72	75	348
2021	103	129	125										357
Plasma													
Treatment													
2020									2				2
2021													
Virus													
2020	16	104	179	8					15		11	11	344
2021	7	30	11	14	6	2	5					1	76
Asymptomatic													
2020			1						1				2
2021													
Mutant													
2020													
2021		4											4
Variant													
2020												4	4
2021		1	1										2
Risk													
2020	12	15	20	1	2	1			5		3	7	66
2021	4	8	7	5	2	1	2						29
Epidemic													
2020			4	1		2			2		3	2	14
2021	3		7	1	1	1							13
Symptom													
2020			7								1	1	9
2021	1		1										2
Total													
2020													948
2021													655

Table 3 shows the years and months of these words with the frequency of how many times they were used.

1. PCR was used 3 times in March, 17 times in June, 2 times in July, 26 times in August, 41 times in September, 32 times in November, 48 times in December, 159 times over all, in 2020. It was used, 29 times in January, 45 times in February, 28 times in March, 20 times in April, 19 times in May, 24 times in June, 7 times in July, 172 times overall.

2. Pandemic was used once in February, 24 times in March, 4times in June, 5times in July, 44 times in August, 123 times in September, 72 times in November,75 times in December. 348 times overall, in 2020. In 2021, this word was used 103 times in January, 129 times in February, 125 times in March, 357 times overall.
3. Plasma Treatment was used 2 times in September, 2020.
4. Virus was used 16 times in January, 104 times in February,179 times in March, 8 times in April, 15 times in September, 11 times in November, 11 times in December, 344 times overall. In 2021, word of virus was used 7 times in January, 30 times in February, 11 times in March, 14 times in April, 6 times in May, 2 times in June, 5 times in July, once in December, 76 times overall.
5. Asymptomatic was used once in March and once in September, 2020, 2 times overall.
6. Mutant was used 4 times in February, 2021.
7. Variant was used 4 times in December, 2020, 4 times overall. It was used once in February and once in March,2021. 2 times overall.
8. Risk was used 12 times in January, 15 times in February, 20 times in March, once in April, 2 times in May, once in June, 5 times in September, 3 times in November, 7 times in December, 2020. 66 times overall. In 2021, 4 times in January, 8 times in February, 7 times in March, 5 times in April, 2 times in May, once in June, 2 times in July, 29 times overall.
9. Epidemic was used 4 times in March, once in April, 2 times in June,2 times in September, 3 times in November, 2 times in December, 2020. 14 times overall. Epidemic was used 3 times in January, 7 times in March, once in April, once in May, once in June, 2021. 13 times overall.

10. Symptom was used 7 times in March, once in November, once in December, overall 9 times in 2020. It was used once in January, once in March, 2 times overall, in 2021.

According to the Table 2 and Table 3, Antibody, Intubate, Hygiene, Immune, Isolation, Quarantine, COV, Virus, Risk were used for the first time in January, 2020.

Antigen, Covid-19, Pandemic were used for the first time in February, 2020.

PCR, Asymptomatic, Epidemic, Symptom were used for the first time in March 2020.

Plasma Treatment was used for the first time in September, 2020.

Variant was used for the first time in December 2020.

Mutant was used for the first time in February, 2021. Filiation was used for the first time in September, 2021.

According to the Table 3 in 2020, 948 times and in 2021, 655 times Covid-19 related words were used. Some of these words was used by people before Covid-19 pandemic. The reason the study explained these words as if they came to our language during pandemic period is because their meanings have changed with the pandemic. The word "virus" for example was used in health-related issues half a century ago but last two decades it was mostly used referring to technology. With the pandemic it changed its course back to health issues. Likewise, words like "hygiene, quarantine, isolation, risk" existed in our language but they were not as effective in their daily uses even if they have the same meaning their reference has changed. We can see with the above

example that although these words were in use in the past, they formed a new meaning after the pandemic period. 5 of the words in our tables can be given as an example to this.

Apart from these words, in the "Coronavirus Dictionary" is prepared by the Turkish Health Ministry, there are medical words which were also transferred to public use as well. For example, mutant, variant, intubate, immune. In conclusion all these words have diffused to our language from English permanently.

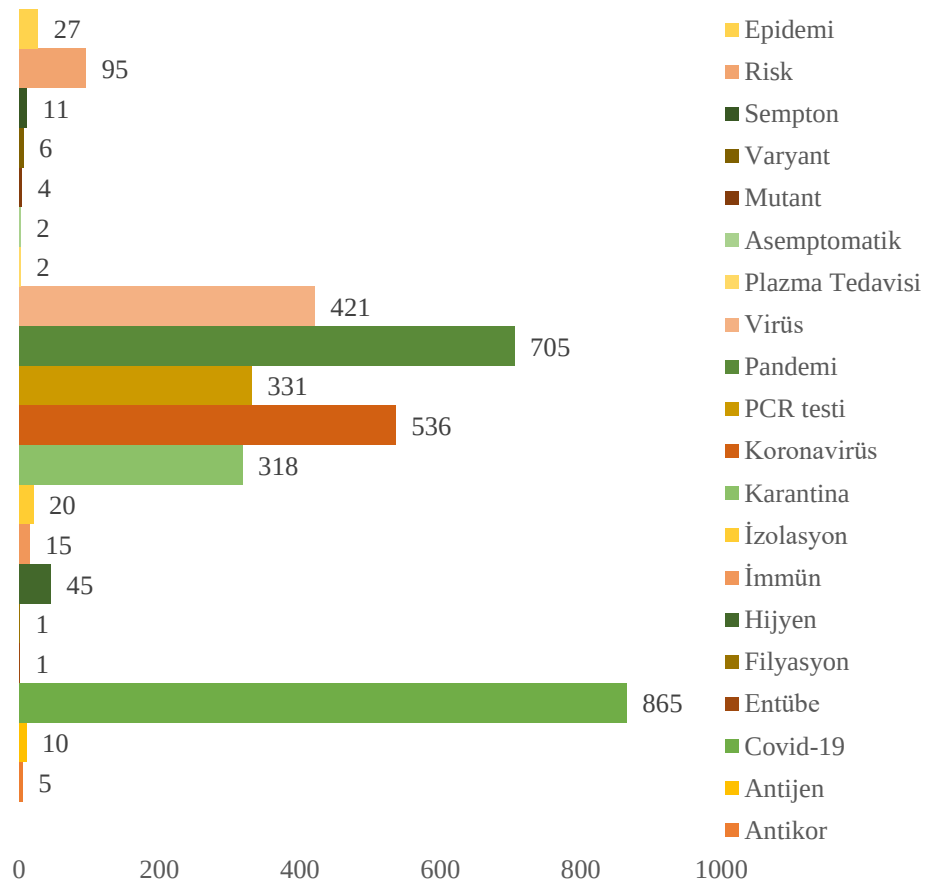


Figure 3: Results for the Words

Figure 3 shows the result of the frequency of words. The mode of these words is Covid-19 with 865 and the mean value is 171. To find the median use of these words (20 words in total), calculating number of times these words were used in total we reach 3420. When we divide 3420 with 20 we reach the median value which is 171. That shows us that the pandemic words were used 171 times in average during this period.

Chapter 5

CONCLUSION

Media has demonstrated its power once again during the Covid-19 period was the only source of information. The present study analyzed new words that entered into Turkish language during the pandemic. While all the words showed variability according to the number of cases in pandemic conditions, new words that describe every situation after Covid-19 came into our lives and spread throughout our culture as they enabled us to express ourselves. After the pandemic, the use of these words decreased as we no longer feel the need for them, and their presence in the media is gradually declining. However, still these words have a place in our minds with their final meanings.

Globalization distances us from our own language while bringing us closer to the world. It was very important for everyone, not just the young people of this age, because every living being needs to be healthy, that's why pandemic related words are important for everyone. We also needed to comply with new rules in order to stay healthy. In all these strict rules and precautions, we obtained all information from the media; digital newspapers, the internet, and television. Just like colonies took their own language and culture to the places they went, we were also informed in pandemic period by learning new pandemic related words. as Turkish Cypriots, we are accustomed to import English words into our native language with our own pronunciations as an old colony of Britain.

English as an international language, continued to occupy an important place in our lives and once again proving its significance. This is a study that demonstrates the dominance of English. In other word, it shows us the weakness of our languages.

The spread of English as a language was initially as a result of colonization and advancements in technology. It is known that through colonization the language of the colonizing country diffuses into colonized countries language. This is understandable because it took decades until these words to be used by colonized countries people. But in a pandemic period, not only we started using new words but we also started using foreign words that we were accustomed with a different meaning. This brings us to conclusion that in pandemic era the effect of technocolonisation was also far more powerful than the classic colonization methods. Especially, medias role in this concept is getting stronger in this new age. In Covid-19 pandemic period media was only source for the people to connect with the world.

Although linguistic imperialism of English language effects the whole world with the support of USA's political strength, we should also take into consideration that Turkish Cypriots who are an early adaptor due to their educational level and also being a former British colony for more than 8 decades helped them to absorb these English words into their language gagster and easier than most of the other communities.

For this reason, with media and above-mentioned criteria, pandemic related jargon is now in use in our daily conversations. So, it means media and technology will be more influential in shaping our lives. Media will in time change our habits, what we learn, and also will change the way we communicate and our perspective. It will cause us to express feelings that we have previously experienced in different

ways. Technology and media both bring us closer and also make us similar to each other. In the end, encountering the concept of a global village becomes inevitable.

5.1 Summary of the Study

In the 1960's, McLuhan came up with the concept of Global Village to explain that the world would become a global village with technology. Today, our world has become a Global Village as McLuhan suggested. It is the result of colonization and technology. As the people in some colonized places were illiterate, the colonies taught them how to read and write, however they were taught in English. Language affected the literate communities as well. For example, during the British rule in Cyprus, official correspondence was carried out in English. This change, brought by the colonies is called "diffusion of innovation" in communication. Innovations spread to other communities permanently and unaltered and it is added to the culture in the same way. Even though colonies do not have territorial impact nowadays, English carries on spreading around the world in terms of language through past colonies and more recently, via technology. Covid-19 was a global pandemic which affected the whole world. Due to the pandemic, lockdowns were put in place all over the world and during the lockdowns the only means of news source was the online media. Hence, those who brought foreign news to the Turkish Cypriot media borrowed the relevant vocabulary. Thus, Covid-19 have made us use the media more and caused the integration of Covid-19 terms into our language and many other languages. In short, a global health issue such as the Covid-19 serves the concept of global village and the pandemic has been a period which caused the English culture spread through the world in terms of language. In the scope of the research, one newspaper was selected and a media content analysis was conducted by data collection from the newspaper's archive. The words were searched from the archive by writing them one by one into a program after the

reading and searching from the contents, and 20 words were reached. This method has some difficulties due to pandemic. Although this study was conducted after the lockdown period, some deficiencies were detected in the archive. The pandemic process that affected social life negatively, also affected us in other aspect of our lives after lockdown. Havadis newspaper is chosen for this study as one of the top 3 newspaper in North Cyprus which has easy accessibility in pandemic conditions.

In the Table 4, 20 Covid-19 related words found in Havadis Newspaper archive between 2020-2021 is shown.

Table 4: Covid-19 Related Words in Havadis 2020-2021 per Month.

		2020	2021
1	Antikor	January, March, September	
2	Antijen		February March, April, May, July
3	Aseptomatik		March, September
4	Covid-19	Feb, March, Apr, May, June, July, Aug, Sep, Nov, Dec	January
5	Entübe		January
6	Epidemi	Mar, Apr, June, Sep, Nov, Dec	Jan, Mar, Apr, May, June
7	Filyasyon		September
8	Hijyen	Jan, Feb, Apr, July, Aug, Nov, Dec	Feb, Mar, Apr, May, July
9	İmmün	Jan, Mar, Aug, Sep	March, May
10	İzolasyon	Jan, Feb, March, Nov, Dec	March, Apr, May
11	Karantina	Jan, Feb, Mar, Apr, Aug, Sep, Nov, Dec	Jan, Feb, Mar, Apr, May, June, July, Nov
12	Koronavirüs	Jan, Feb, Mar	
13	Mutant		Feb
14	Pandemi	Feb, Mar, June, July, Aug, Sep, Nov, Dec	Jan, Feb, Mar
15	PCR testi	Mar, June, July, Aug, Sep, Nov, Dec	Jan, Feb, Mar, Apr, May, June, July
16	Plazma Tedavisi	September	
17	Risk	Jan, Feb, Mar, Apr, May, June, Sep, Nov, Dec	Jan, Feb, Mar, Apr, June, July
18	Semptom	Mar, Nov, Dec	Jan, Mar
19	Varyant	Dec	Feb, March,
20	Virüs	Jan, Feb, Mar, Apr, Sep, Nov, Dec	Jan, Feb, Mar, Apr, May, June, July, Dec

The above Table 4 shows the words according to months they were used in Havadis newspaper. The first columns are the words, second are the months in 2020 and third are the months in 2021.

5.2 Conclusion Drawn from the Study

Two questions were used to start investigating the words that have diffused in our language due to the pandemic. This study sought to answer two research questions:

5.2.1 The First Research Question

“What are the most frequently used pandemic related words in online Havadis newspaper for 2020-2021?”

As a result of this study, 20 pandemic related words has found in Havadis newspaper for 2020-2021 pandemic period. Many of these words are listed below, are words that have not been heard or used by the Turkish people before the pandemic and have only entered our language during the pandemic. Some of these words were exist in our language before but during the pandemic they have taken new and more effective meanings related to pandemic. In this study, the words that have entered our language due to the pandemic are listed below. Words in brackets are the English words. The words that are not in the brackets are Turkish words;

- Antijen (Antigen) noun
- Antikor (Antibody) noun
- Aseptomatik (Asymptomatic) noun
- Covid-19 (COV) noun
- Entübe (Intubate) verb
- Epidemi (Epidemic) noun
- Filyasyon (Filiation) noun

- Hijyen (Hygiene) noun
- İmmün (Immune) noun
- İzolasyon (Isolation) noun
- Karantina (Quarantine) noun
- Koronavirüs (COV) noun
- Mutant (Mutant) noun
- Pandemi (Pandemic) noun
- PCR testi (PCR) (Polymerase Chain Reaction Test) noun
- Plazma Tedavisi (Plasma Treatment) noun
- Risk (Risk) noun
- Semptom (Symptom) noun
- Varyant (Variant) noun
- Virüs (Virus) noun

The study revealed that, most of the words that entered into Turkish are noun. Only one of them is verb. Covid-19 is the most commonly used word in this study according to the Havadis newspaper archive's information's for 2020-2021 pandemic period. Covid-19 was used 34 times in February, 210 times in March, 14 times in April, once in May, 2 times in June, once in July, 38 times in August, 193 times in September, 101 times in November, 156 times in December, 750 times overall, in 2020. Covid-19 was used 115 times in January, 2021. Totally, it was used 865 times in Havadis newspaper, during the 2020-2021 pandemic period.

According to the study, in 2020 1578 times and in 2021, 238 times Covid-19 related words were used and it can also be seen within the study that the most frequently used

words and the least used words are as follows: Covid-19, Pandemic, COV, Virus, PCR, Quarantine, Risk, Hygiene, Epidemic, Isolation, Immune, Symptom, Antigen, Variant, Antibody, Mutant, Plasma Treatment, Asymptomatic, Intubate and Filiation.

5.2.2 The Second Research Question

As it has been mentioned in Chapter 1, the second research question is: When did each word first appear on the Havadis newspaper?

By examining the Havadis Newspaper's archive on a monthly basis during the years 2020-2021, 20 pandemic related words were found. The Covid-19 pandemic has started in 2020 in North Cyprus. Since the start of the pandemic, the usage of words has varied according to the country's situation. Especially March was the period when Covid-19 had a significant impact on our country. Therefore, many new foreign words started to diffuse in our language from March 2020 onwards. These words are listed below with their first used;

- Antibody, Intubate, Hygiene, Immune, Isolation, Quarantine, COV, Virus, Risk were used for the first time in January, 2020.
- Antigen, Covid-19, Pandemic were used for the first time in February, 2020.
- PCR, Asymptomatic, Epidemic, Symptom were used for the first time in March 2020.
- Plasma Treatment was used for the first time in September, 2020.
- Variant was used for the first time in December 2020.
- Mutant was used for the first time in February, 2021.
- Filiation was used for the first time in September, 2021.

As we move towards the year 2021, some words have emerged later in the process of the outbreak due to the increasing knowledge of the illness, the adaptation to the "new normal," such as the changes in social life and adjusting to new routines. Mutant can be one example for this as it was used for the first time in February, 2021. The word "mutant," which describes a process of mutation or change, is considered normal to have entered our vocabulary later after the outbreak of the illness if we think of the disease as undergoing change.

In conclusion, McLuhan's Global Village idea has approved itself once more with the pandemic period and English Language has used its ability to spread within other languages during this time period.

Moreover, technology has new ways of changing cultural habits of people in different countries. We can even see in our small country that social media and TV shows, which are one of the aspects of technology, has put a great impact to newer generations way of living and communication. This is the reason that we have started searching to understand this new way of colonisation, Namely techno-colonisation. It is obvious that techno-colonisation is far more effective than its classic approaches.

Furthermore, in Cyprus, we know that extraordinary periods had an influence in our communication skills and use of language. Pandemic period was one of the first extraordinary period that has affected our people as well.

Although linguistic imperialism of English effects the whole world with the support of USA's political strength. We should also take into consideration that Turkish

Cypriots who are an early adaptor due to their educational level and also being an old British colony for more than 9 decades helped them to absorb these English words into their language faster and easier than most of the other communities.

Additionally, this study shows that words can easily enter into our language and demonstrates the dominance of English across the world. One can understand the effect of British colonial period affections in old generations but with a global incident the spreading of English words to our language should be taken into consideration.

This is a study that demonstrates the dominance of English. On one hand, it shows us the weakness of our language but in other perspective, TDK (Turkish Language Association) did not have time to create new words during the pandemic process. In other words, English language helped us to survive because Covid-19 pandemic was a rapidly evolving process that is why not only Turkish but many other languages were also affected by this process.

In this study we can see that most of these words are nouns. The words that entered did not take the structure with them, Turkish only took the nouns into Turkish language to make it communicative. Shortly, Turkish language took and uses these foreign words with our pronunciation.

5.3 Suggestions for Further Research

This study sought to explain the diffusion pandemic related jargon to Turkish Cypriot Newspaper. It deals with influence of Turkish language from English language by globalization. The media played the largest role in this regard. The Turkish language needs to be enriched specially in medical technological needs so that we can replace

easily the foreign words in Turkish. Knowing that communication skills affects cultural way of living, Turkish Language Association (TDK) has to conduct fast and serious workshop to understand why and how the audience and the readers adopt these foreign words and start using these in their daily lives.

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