

NEOLOGISMS IN POLITICALLY POLARIZED CONTEXTS ON SOCIAL MEDIA PLATFORMS X AND *FACEBOOK*

NEOLOGISMOS EN CONTEXTOS DE POLARIZACIÓN POLÍTICA EN LAS REDES SOCIALES
XY FACEBOOK

NEOLOGISMOS EM CONTEXTOS DE POLARIZAÇÃO POLÍTICA NAS REDES SOCIAIS X E
FACEBOOK

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RESUMO: Este trabalho tem como objetivo analisar os neologismos presentes nas redes sociais *X* (antigo *Twitter*) e *Facebook* em contextos de polarização política, focalizando seus processos de formação. O aporte teórico fundamenta-se nos estudos de Alves (2004, 2007), Biderman (2001) e Sablayrolles (2019), entre outros. O *corpus* da pesquisa é constituído por postagens com conteúdo político publicadas nessas plataformas entre 2018 e 2021. De acordo com os resultados, foram identificados vinte exemplos de neologismos, resultantes dos seguintes processos de formação: derivação prefixal, criação de novos prefixos, sufixação nominal e verbal (inclusive com valor pejorativo), derivação parassintética, justaposição e composição por siglas. Essas inovações revelam o uso criativo dos recursos linguísticos pelos falantes, visando à produção de efeitos jocosos, satíricos ou depreciativos, e desempenham um papel ativo na reafirmação ou contestação de narrativas hegemônicas. Refletem, assim, acontecimentos sociopolíticos contemporâneos e funcionam como instrumentos de posicionamento ideológico, crítica social e negociação de sentidos no discurso digital.

PALAVRAS-CHAVE: Neologismos. Política. Rede social *X*. *Facebook*.

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RESUMEN: Este trabajo tiene como objetivo analizar los neologismos presentes en las redes sociales *X* (anteriormente *Twitter*) y *Facebook* en contextos de polarización política, centrando la atención en sus procesos de formación. El marco teórico se fundamenta en los estudios de Alves (2004, 2007), Biderman (2001) y Sablayrolles (2019), entre otros. El *corpus* de investigación está compuesto por publicaciones con contenido político en estas plataformas entre 2018 y 2021. De acuerdo con los resultados, se identificaron veinte ejemplos de neologismos, resultantes de los siguientes procesos de formación: derivación prefijal, creación de nuevos prefijos, sufijación nominal y verbal (incluido el valor peyorativo), derivación parasintética, yuxtaposición y composición por siglas. Estas innovaciones revelan el uso creativo de los recursos lingüísticos por parte de los hablantes, orientado a la producción de efectos humorísticos, satíricos o despectivos, y desempeñan un papel activo en la reafirmación o el cuestionamiento de narrativas hegemónicas. Reflejan, así, acontecimientos sociopolíticos contemporáneos y funcionan como instrumentos de posicionamiento ideológico, crítica social y negociación de significados en el discurso digital.

PALABRAS CLAVE: Neologismos. Política. Red social *X*. *Facebook*.

ABSTRACT: This study analyzes neologisms found on the social media platforms *X* (formerly *Twitter*) and *Facebook* in contexts of political polarization, focusing on their word-formation processes. The theoretical framework is based on the works of Alves (2004, 2007), Biderman (2001), Sablayrolles (2019), among others. The *corpus* comprises politically themed posts published on these platforms between 2018 and 2021. According to the findings, twenty examples of neologisms were identified, resulting from processes such as prefixal derivation, the creation of new prefixes, nominal and verbal suffixation (including pejorative forms), parasynthetic derivation, juxtaposition, and acronymic formation. These innovations highlight speakers' creative use of linguistic resources to produce jocular, satirical, or derogatory effects, actively contributing to the reinforcement or contestation of hegemonic narratives. As such, they mirror contemporary sociopolitical events and function as tools for ideological positioning, social criticism, and the negotiation of meaning in digital discourse.

KEYWORDS: Neologisms. Politics. Social media platform *X*. *Facebook*.

1 INTRODUCTION

Neologism, understood as any new linguistic form or an existing form used with a new meaning, is one of the phenomena that most clearly evidences the plasticity of language. As Martinet (1971) states, “[...] the evolution of a language depends on the evolution of the communicative needs of the group that uses it”. According to the author, this evolution is directly related to social transformations and to the specific characteristics of each group, since it is the speakers themselves who are responsible for both the creation and the acceptance of a word. In this context, neologisms stand out as innovative manifestations that modify or expand previously established structures in the grammar of a language.

In recent years, especially with the intensification of social media use and the escalation of political and ideological disputes in Brazil, there has been a significant increase in the creation of neologisms as discursive strategies. Such formations, often motivated by humor, criticism, or the need to condense complex ideas into expressive units, circulate widely in digital contexts. Words such as “Bolsodoria,” “Petralhada,” “Esquerdopata,” and “Bolsominion” exemplify how language reinvents itself in response to circumstantial events, functioning as clear markers of political and ideological positioning.

As political discourse and debate have migrated to major social media platforms, environments such as *X* and *Facebook* have come to function as important vehicles for the expression of philosophies, ideals, achievements, historical milestones, and, naturally, electoral propaganda. The construction of political values has become directly linked to waves of movements, content, posts, videos, and other forms of viral dissemination that spread rapidly, keeping pace with the accelerated expansion of internet access among the population. Thus, the polarization characteristic of political debates in offline environments has intensified in digital spaces, where radically opposing ideas are presented in increasingly controversial and emphatic ways, with the aim of expanding engagement, whether through increases in followers, likes, or shares.

Given this scenario, the present study analyzes neologisms found on the social media platforms *X* (formerly *Twitter*) and *Facebook* in contexts of political polarization, examining their word-formation processes. Twenty examples collected from posts

related to political topics on these platforms between 2018 and 2021 are presented and discussed. In addition to the compositional aspects of these neologisms, the analysis also considers their role in criticizing or supporting political figures, as well as in producing effects of humor, satire, and irony in the public sphere.

2 NEOLOGISMS

Alves (2004, p. 5) points out that, in general terms, a neologism is “[...] an element resulting from the process of lexical creation, a new word”. The researcher stresses that such forms may arise either from processes internal to the structure of the language — so-called autochthonous processes — or from external influence, particularly linguistic borrowing. Both mechanisms play a relevant role in the transformation of the contemporary Portuguese lexicon.

Cardoso (2013, p. 16) states that:

[...] a neologism does not truly exist unless it is accepted and used by at least a certain number of interlocutors. A virtual neologism becomes effective in an act of speech. Its frequency may increase over time, depending on its acceptability, and it may eventually become integrated into the norm, undergoing a process of deneologization.

Sablayrolles (2019, p. 71-91) argues that the temporal boundaries surrounding the emergence of a new lexical unit partly explain the difficulty in characterizing it precisely. Once the process of neologicity has been completed, it becomes even more challenging to identify that unit as a neologism, even when criteria such as the scale and speed of dissemination are taken into account — factors that can now be measured through digital tools for linguistic data analysis applied to neology.

The author claims that dictionaries serve as important mechanisms of lexical inclusion and exclusion (Sablayrolles, 2019, p. 146-155). Through their micro- and macrostructures, they reveal the dynamics and the trajectory followed by neologisms, from their creation to their eventual consolidation and crossing of the neological boundary. The inclusion of new words in dictionaries, however, is not always directly linked to the moment of their emergence. This discrepancy highlights the importance of the lexicographer’s role in evaluating and selecting the lexical units to be recorded. Although necessary, such intervention may also impose restrictions, particularly in the case of dictionaries specifically devoted to neologisms (Sablayrolles, 2019, p. 169-187).

Language is constantly changing, manifesting itself in different ways across diverse cultural and ideological contexts (Lourenço; Burgo; Storto, 2018). Within this framework, the study of lexicogenic processes requires an understanding of diverse typologies, including both traditional and more recent lexicological concepts. From this perspective, such processes may be reassessed and, when necessary, reformulated under new conditions or grouped into new categories that combine more than one mechanism of lexical formation. This dynamic is particularly relevant in the analysis of lexical innovation, as it closely resembles what is observed in the domain of neology. In line with Sablayrolles (2019, p. 220-235), it is also necessary to consider non-traditional mechanisms of lexical formation, such as the emergence of polylexical units resulting from the convergence of different lexicological processes. A careful analysis of these formations makes it possible to identify the types of neologisms produced and to better understand their internal logic.

Biderman (2001, p. 203) stresses that “[...] new creations are incessantly incorporated into the lexicon” and that only one factor would be capable of interrupting this process: the death of the language. As long as a language remains alive, its lexicon will continue to expand. In this regard, the scholar emphasizes that a neologism constitutes “[...] a new lexical creation incorporated into the language” (Biderman, 2001, p. 203) and proposes its classification into two types: conceptual neologisms and formal neologisms. The former refers to a new creation that “[...] is incorporated into the semasiological field of any given signifier” (Biderman, 2001, p. 203), often through semantic extension based on “[...] new connotations that are gradually assigned to a signifier” (Biderman, 2001, p. 204). The latter consists of a new word incorporated into the language, which may be either a borrowing or a vernacular term. In the case of formal neologisms, lexical units may be formed such as *endereço eletrônico* (email

address) and *lavagem de dinheiro* (money laundering), as well as idiomatic expressions such as *acabar em pizza* (to end in nothing) and *cair a ficha* (to finally realize something).

The emergence of recent idiomatic expressions, however, is often associated with slang and may only become incorporated into the general language of the community if usage so requires. Slang formations are typically popular in nature and arise from speakers' search for greater expressiveness. These forms may or may not be motivated and are often created with the intention of obscuring the decoding of the message. Biderman (2001) highlights the opaque character of such expressions and observes that the aim of concealing communicative intent is typical of specialized groups, since in these social environments the linguistic code differs from that used by society at large.

Ultimately, lexical innovation depends on the agency of speakers, who create new forms in response to expressive and communicative needs. Sablayrolles (2019) points out that these processes of lexical creation are closely linked to the conditions of enunciation, within which speakers introduce and circulate new lexical units. This movement constitutes the structural basis of the neologism, determining its dissemination and interpretative reception. As a neologism spreads, it may acquire different forms and meanings, driven by multiple motivations. Thus, speakers occupy a central position in this process, functioning as driving forces behind lexical innovation and the dynamics of neology.

2.1 NEOLOGICAL WORD-FORMATION PROCESSES

The first systematic studies on neology emerged, according to Jesus (2021, p. 245), within the framework of the so-called neologism observatories, dedicated to the analysis of lexical creation from a descriptive perspective, with attention both to the internal mechanisms of the language and to the processes involved in the incorporation of elements of foreign origin. For the author (Jesus, 2025), neology is traditionally organized into three major categories: formal neology, characterized by changes in the structure of preexisting lexical units that result in new forms; semantic neology, which involves the updating or shifting of meanings of existing forms; and borrowings, understood as lexical units incorporated from foreign languages. In general, classifications of neologisms are grounded in the word-formation processes that give rise to them. In this respect, "[...] word creation most often makes use of preexisting morphological and lexical elements" (Jesus, 2025, p. 6).

In Portuguese, the two main processes responsible for the formation of most formal neologisms are derivation and compounding. Derivation involves the attachment of one or more affixes to a lexical base, as observed in *desaposentar* ("to unretire"), *anti-instagramável* (anti-Instagrammable), and *algoritmização* (algorithmization). Compounding, in turn, involves the combination of two independent bases, as in *robotáxi* (robotaxi), *balsa-drone* (drone ferry), and *ansiedade climática* (climate anxiety) (Jesus, 2025, p. 6-7).

Some neological word-formation processes are outlined below, drawing predominantly on Alves (2007).

I. **Prefixal derivation:** widely used in Portuguese, this process consists of attaching a prefix to a base in order to create various meanings, such as "[...] magnitude, excess, opposition, smallness, repetition" (Alves, 2007, p. 15). Examples include *não-sucessão* (non-succession) and *anticonjugal* (anti-marital) (Alves, 2007, p. 15-16).

a) Change in grammatical category: Traditional grammars generally assume that prefixes do not trigger a change in grammatical class, unlike suffixes. However, when the prefix *anti-* is attached to a nominal base, the resulting form may function as an adjective, as in *anti-Jânio* (opposition to Jânio Quadros) and *luta antipetróleo* (anti-oil movement) (Alves, 2007, p. 23).

b) Nominalization of prefixes: the researcher emphasizes that certain prefixes may occur in isolation, without attachment to a base, undergoing a process of nominalization and assuming a substantive function. An example is *prefeitos e vices* (mayors and vice [mayors]) (Alves, 2007, p. 25-26).

c) Semantic transfer involving prefixes: in this process, a noteworthy phenomenon can be observed – prefixes previously linked to specific bases begin to occur autonomously, with nominal function and semantic shift. Prefixes such as *hiper-*,

micro-, and *tele-* exemplify this phenomenon, acquiring new meanings in the context of words such as *hiperinflação* (hyperinflation), *microcomputadores* (microcomputers), and *teledramaturgia* (television drama production) (Alves, 2007, p. 26-27).

d) Opposition between prefixes: in this case, the phenomenon arises from the use of two prefixal particles bearing opposite meanings. The construction may occur in specific contexts or within the same lexical item, as in the excerpt “templo dos pré-pós-modernos da década dos 70” (“temple of the pre-post-moderns of the 1970s”), or within a construction in which speakers are aware of the oppositional structure in discourse, as in “[...] subvalorização da ciência, mas talvez até com uma supervalorização da complexidade da ciência” (“undervaluation of science, but perhaps even an overvaluation of the complexity of science”) (Alves, 2007, p. 27-28).

e) Prefixes and discursive economy: the scholar discusses the feature of discursive economy through the use of prefixes. She compares the economy achieved by prefixes to that of negative syntagms, as in *policiais não-violentos* (non-violent police officers) instead of *policiais que não são violentos* (police officers who are not violent) (Alves, 2007, p. 28).

II. **Suffixal derivation:** the suffix, which has a non-autonomous character, attaches to a base, creating a meaning that often entails a change in grammatical category.

a) Nominal suffix: occurs within the domain of noun-forming suffixes, such as *-ismo* (-ism) and *-ista* (-ist), which generally denote ideas, doctrines, or philosophical orientations associated with a system. Illustrative examples are *brizolismo* (Brizolism), *brizolistas* (Brizola supporters), and *achistas* (self-styled “opinionated” individuals) (Alves, 2007, p. 29-30).

b) Verbal suffix: frequently occurring in Portuguese, this process involves the formation of verbs from nominal bases combined with suffixes such as *-ar* and *-izar*, as in *malufou*, *tancredou*, and *papalizar* (“to papalize”) (Alves, 2007, p. 34).

c) Adverbial suffix: results from the attachment of *-mente* (-ly) to adjectival bases in order to form new lexical items. Example: “*civilizadamente*” (civilizedly/in a civilized manner) (Alves, 2007, p. 35).

d) Suffixal competition: a phenomenon in which different suffixes attach to the same base. In certain cases, “[...] the suffixes perform approximately similar functions, such as *-ano* and *-ista*, which designate, respectively, ‘pertaining to’ and ‘adherent of’” (Alves, 2007, p. 35). This process can be observed in forms such as *malufiana* and *malufistas* (Alves, 2007, p. 35).

e) Expression of pejorativity: certain suffixes carry pejorative connotations, such as *-aço*, *-esco*, *-óide*, *-ão*, and *-ete*. Examples include *badernaços*, *aventuresca*, *nacionalistóides*, *intensivões*, *Xuxete*, and *malufete* (Alves, 2007, p. 37-38).

f) New suffixes: emerging suffixes are attested in the Brazilian press. According to the author, what is particularly noteworthy in this type of creation is the process through which a lexical item becomes established as a suffix, as in *Mogigate*, denoting corruption and the misuse of public funds. This item was formed by analogy with *Watergate*, the political scandal involving former U.S. President Richard Nixon, which inspired numerous analogous constructions in Portuguese (Alves, 2007, p. 39-40). Another example, reported by Lourenço and Burgo (2018), is the use of the new suffix *-ney*, present in gay slang and referring to the singer Britney Spears. This suffix appears humorously when attached to lexical bases such as *socorroney* and *mortaney*;

g) Parasyntetic derivation: a process in which a prefix and a suffix are simultaneously attached to a nominal base. It is essential that both affixes be incorporated into the base word at the same time. Example: “Dukakis e Bush se apalhaçam horrendamente” (“Dukakis and Bush clown themselves horrendously”) (Alves, 2007, p. 40).

III. **Compounding:** this process involves the combination of two bases that function as a single semantic and morphological unit. Less frequent than derivation, compounding may assume either coordinative or subordinative patterns, as in *operação desmonte* (“dismantling operation”) and *político-galã* (“heartthrob politician”) (Alves, 2007, p. 41).

IV. **Syntagmatic compounding:** refers to the process whereby the elements of a phrasal fragment articulate syntactically, morphologically, and semantically, forming a single lexical unit. Examples: *condomínio fechado* (“gated community”) and *cesta básica* (“basic food basket”) (Alves, 2007, p. 50-52).

¹ In Alves (2007, p. 35), the term ‘civilizadamente’ had not yet been recorded in dictionaries.

V. **Acronym formation:** results from the pursuit of economy of expression, reducing a syntagm to a condensed and functional form within the communicative context. Examples include *PT* (*Partido dos Trabalhadores* – Workers’ Party), *APM* (*Associação de Pais e Mestres* – Parents and Teachers Association), and *ZPE* (*Zonas de Processamento das Exportações* – Export Processing Zones). Within this group, there are also acronym-based derivatives which, through the process of acronymization, give rise to new neological lexical units circulating in popular usage. An example is *OTN* (*Obrigações do Tesouro Nacional* – National Treasury Bonds) (Alves, 2007, p. 56-58).

The examples discussed above highlight the richness and diversity of neological formation processes in Portuguese. Prefixal and suffixal derivation, different types of compounding, as well as mechanisms of discursive economy demonstrate the flexibility of linguistic structures and the creativity of speakers in manipulating their expressive resources. Such phenomena reveal the ongoing dynamism of the language in responding to the communicative, cultural, and ideological demands of the contexts in which it is used.

3 METHODOLOGY

We chose the social media platforms X and Facebook for this study because they are widely used environments whose dynamics foster both the rapid circulation of information and the immediate emergence of debates on a wide range of topics. X, in particular, is frequently consulted as a source of political updates, largely due to the constant activity of journalistic profiles that publish news in real time. A distinctive feature of this platform is the possibility of direct interaction between users and public figures. Such interactions may vary in tone: in some contexts, they reveal cordiality and affective proximity; in others, they assume a contestatory character, functioning as a means of expressing criticism, dissatisfaction, or demands related to social, political, or economic issues.

Similarly to X, Facebook proves particularly productive in three ways. First, politicians or public figures express political positions, generating interaction with other users. Second, thematic groups — often private — bring together users with shared ideological affinities, within which participants organize themselves to defend their positions or criticize opponents. Third, the platform facilitates the wide circulation of news and political content prominent in the Brazilian context, easily recognizable to users.

Hashtags were another key resource in this study, functioning as hyperlinks within social media platforms. They enabled researchers to track the frequency with which a given lexical item was used, allowing for a more precise analysis of its recurrence and relevance in digital discourse. To examine the types of word-formation processes associated with potential neological candidates, we followed these steps:

- 1 Identification of the lexical item.
- 2 Verification of the item’s presence in Portuguese dictionaries (Aurélio, Houaiss, Michaelis, Caldas Aulete, and Dicio).
- 3 Analysis of the manifestation of neology.
- 4 Classification of the type of process involved in the neological construction.
- 5 Examination of the interactional contexts in which the units appeared and the meaning effects produced for interlocutors.

Regarding the classification of neologisms, we relied on user interaction to identify possible explanations for each term or to determine the motivation underlying the creation of the neological unit, since many of these units did not display a clear meaning outside a specific context. We argue that attempting to account for the neologisms identified throughout the data collection process reveals the linguistic richness involved and makes the research analytically more engaging. Although the frequency of use was moderate, it proved significant as it reflects a socio-historical moment of the language. As Borba (2003, p. 126) highlights, “[...] there are words that, despite their low textual frequency, are of interest because they constitute witness words, that is, neologisms

which, in a certain way, characterize a particular moment in social life”.

4 DATA ANALYSIS

The analysis of neological processes throughout the evolution of a language allows us to understand both the internal mechanisms of its functioning and the social and cultural transformations experienced by the speech community. As Basilio (2013, p. 9) observes, “[...] language is at the same time a system of classification and a system of communication.” Through language, individuals organize, record, and share their knowledge of the world, using it as a central instrument for social interaction and the expression of their particularities. In light of these considerations, examining empirical data is essential for highlighting the operation of neological processes in concrete language use. In this context, we present twenty examples of neologisms and their respective formation processes.

4.1 PREFIXAL DERIVATION

Prefixal derivation occurs through the attachment of a prefix to a base, in which the prefix adds a specific semantic value to the resulting lexical unit:

(1) study fascism, you idiot. Everything within the State and nothing outside it. What Lula and the ‘left’ defend is true fascism. The Right is antifascist, **anti-State**, and freedom above all. (X)

(2) Elected Delegate of the Sanitation and Environment Sector for the Participatory Management of Belém through the Tá Selado!!! platform. **Ecofeminism** or extinction!!! A better world for women to build a better world. Thank you, darlings... #forabozococida” (Facebook)

Example (1) shows a neologism formed by attaching the prefix *anti-* to the noun *Estado*, conveying opposition to the State and, by extension, to a particular government or political faction. Example (2) also demonstrates prefixal derivation, with the prefix *eco-* combined with the noun *feminism*. This construction reflects the ecofeminist movement’s dual focus: opposing both the social hardships affecting women and the environmental degradation associated with dominant power structures. The movement emphasizes that the same forces responsible for the oppression of women also subjugate nature — a logic of domination that must be confronted.

4.2 NEW PREFIXES

In our study, we highlight forms of semantic recontextualization involving the use of new prefixes:

(3) Watching scenes from left-wing demonstrations, I have NEVER been so convinced that I am on the right side. To those looking for a third way, thereby strengthening **Lulocommunism**, is this really what you want for Brazil?” (X)

(4) The little stabbing gang has to decide whether it’s **Lulosocialism** or Lulocommunism. For you, the level of the masses on WhatsApp.” (Facebook)

Drawing on Alves (2007), constructions (3) and (4) illustrate the emergence of new prefixes, as in *lulo-* in *Lulocommunism* and *Lulosocialism*. These formations also display a phonological phenomenon known as vowel harmony, in which a vowel acquires articulatory features from an adjacent vowel. In other words, a vowel spreads its characteristics to the preceding or following vowel. In the examples analyzed, the vowel /o/ from words such as *communism*, *socialism*, and *Petismo* spreads to the prefix, resulting in *lulo-* rather than *lula-*.

4.3 NOMINAL SUFFIXES

Nominal suffixes are used to form nouns and adjectives. The following examples demonstrate this process:

- (5) **Bolsolavism** has truly transformed the presidency into a pharaonic lineage. Pharaoh Bolsonaro can do whatever he wants regarding the fate of the people, and everyone must obey, according to the eunuch Osmar Terra. Bizarre.” (X)
- (6) Leave your thoughts here, **impeachmeiros**, do you think Mourão could perform a miracle in the remaining year and a half of his term!?” (Facebook)
- (7) This video is horrendous, excessive paternalism, manipulative and pathetic. It even closely resembles Bolsonaro’s **Messianism**.” (X)
- (8) The spitting Hyena and hamburger-loving **PSOLists** don’t work. They give petty interviews or keep posting on social media... Salaries sky-high.” (Facebook)
- (9) Moro responds to the ‘**Toffolist** theory,’ which advocates waiting for the STJ’s decision before serving the sentence.” (X)
- (10) Lorenzoni crying in defense of the Genocidal One. Threatening a **Bolsonarian** Federal Deputy live. #VergonhaBrasil” (X)
- (11) I can’t stand these hellish **Bolsonarists** on my Facebook anymore.” (Facebook)

In neologism (5), we identify a process of nominal derivation involving the suffix *-ism*. This term emerges from the conservative discourse associated with the astrologer and self-proclaimed philosopher Olavo de Carvalho (1947-2022), who exerted considerable influence on former President Jair Bolsonaro’s administration. Olavo recommended two ministers: Ernesto Araújo (Foreign Affairs) and Ricardo Vélez Rodríguez, the latter dismissed from the Ministry of Education in April 2019. Bolsonaro was a declared admirer of the philosopher — despite later disagreements — and even stated on his X account on May 7, 2019: “His work contributed greatly to my reaching the government, without which the PT would have returned to power.”

Example (6) results from suffixal derivation with *-eiro*, attached to the noun *impeachment*, and is intended to designate the agent or performer of the action. In (7), we highlight a neological formation with the suffix *-ism*, which indicates adherence to a philosophy or doctrine. In this case, the term *Messianism* refers to the ideological conceptions associated with the discourse of former President Jair Messias Bolsonaro. The neological unit in example (8) is formed through suffixation with *-ista*, expressing alignment with or adherence to the political practices associated with the Socialism and Liberty Party (PSOL).

In (9), we likewise find a case of neology through suffixal derivation with the suffix *-ista*. In this context, the term refers to the ideas and behaviors associated with Supreme Federal Court Justice José Antonio Dias Toffoli. This lexical construction emerged amid controversies widely debated in the digital public sphere, such as the episode in which the Supreme Federal Court (STF) ordered the removal of content published by the outlets *O Antagonista* and *Crusoe*, which had been deemed false. The recurrent use of this term therefore reflects its discursive relevance and the linguistic productivity driven by the contemporary political context.

Example (10) involves derivation with the suffix *-ano*, whose function is to indicate belonging or ideological affinity, designating individuals who share the political positions of former President Jair Bolsonaro. This suffix is commonly used to form demonyms or labels for follower groups. In (11), the suffix *-ista* again conveys the notion of an adherent to a specific ideology, movement, or individual. Like *-ano*, the suffix *-ista* is widely used to indicate affiliation or sympathy toward a cause, doctrine, or political group.

4.4 PEJORATIVE SUFFIXES

Alves (2007, p. 37) postulates that certain suffixes in Portuguese carry a pejorative value. In our *corpus*, we identify three such processes:

(12) Guru of “**Bolsonistão**”, Olavo-boca-de-latrina demands the resignation of his disciple Bolsonaro.” (*Facebook*)

(13) “Will we see “**bozoloide**” imprisoned? It would be a huge joy to see this wretch behind bars.” (X)

(14) Wow, I see “**ciretes**” STILL trying to make *Ciro* happen stop trying to make *ciro* happen its not going to happen [pare de tentar fazer o *Ciro* acontecer, isso não vai acontecer – tradução nossa²] (X)

In example (12), we identify derivation with the suffix *-ão*, used to jocularly designate the imaginary universe attributed to former President Jair Bolsonaro and his supporters. Although humorous in tone, the expression carries a negative semantic load in pragmatic contexts, which is why we classify it as a pejorative formation. In (13), the suffix *-oide* is used, conveying a depreciative value. The former president is frequently nicknamed “Bozo” by individuals opposed to his ideas; by adding the suffix *-oide*, a term is formed that reinforces the critical stance toward his supporters, giving the expression a satirical and pejorative nuance.

The formation in (14) involves the suffix *-ete*. This suffix is classified as pejorative because, in Portuguese, it frequently appears in depreciative terms associated with group labels or stereotypes, such as “piriguete,” “empreguete,” and “gaysete”. Accordingly, the analyzed item conveys a negative meaning and is used by speakers to satirize political support for the former presidential candidate *Ciro Gomes* (PDT).

4.5 VERBAL SUFFIXES

Verbal suffixes are neological formations whose bases consist of nouns:

(15) KKKKK BYE PSDBNEVERAGAIN YOU BROKE YOUR OWN LEGS. **DILMOU** THE QUEEN OF THE NATION.” (X)

(16) The guy asked for bribes per vaccine dose. It’s impossible to cover this up. If Congress doesn’t **impeachmar** Bolsonaro, they are complicit.” (X)

In item (15), the neologism results from verbal suffixation, in which the proper name *Dilma* combines with the verbal suffix *-ou*, indicative of the past perfect tense. This construction is particularly noteworthy because it conveys two distinct meanings. The first carries a positive connotation: it refers to situations in which statements made by former President *Dilma Rousseff* during her mandate — often criticized at the time — eventually came to pass, later being reinterpreted as correct predictions. From this perspective, the neologism acquires a positive value. Conversely, the same term is also appropriated by opponents in an ironic or pejorative sense, alluding to the former president’s speeches, frequently criticized for their confusing content. In this usage, speakers employ the neologism to satirize such statements.

Construction (16) represents a neological process of suffixation, resulting in the formation of the new verb *impeachmar*. Derived from the noun *impeachment*, an English lexical item already entrenched in Brazilian politics, the addition of the verbal suffix *-ar* reflects speakers’ attempt to adapt a foreign term to Portuguese verbal morphology, thereby extending its productivity and use in political discourse.

² Translation by the author.

4.6 PARASYNTHETIC DERIVATION

Parasyntetic derivation is a neological process in which affixes (prefix and suffix) are simultaneously attached to a base:

(17) @JornalNacional NEVER showed a statement by @LulaOficial about the pandemic, not even a single tweet, despite extensively broadcasting FHC's opinions. Today they not only aired the video of Lula's unfortunate statement but DID NOT SHOW his retraction. **antipetismo**³ sentiment is a disease." (X)

(18) The **antipetista**⁴ coalition and that of the wealthiest, most educated, and also evangelical groups." (X)

In neologism (17), we observe a case of parasyntetic derivation, in which the prefix *anti-* is simultaneously attached to the nominal base *PT* and the suffix *-ism*. This construction expresses absolute negation or opposition to the ideas and political representation of the Workers' Party (*Partido dos Trabalhadores – PT*), constituting a lexical unit marked by strong ideological loading. In (18), a similar parasyntetic derivation occurs, combining the prefix *anti-* with the base *PT* and the suffix *-ista*. Here, the resulting term signals opposition or aversion specifically directed toward individuals who identify as sympathizers or members of the party.

4.7 JUXTAPOSITION

Juxtaposition involves combining two or more words to form a new lexical unit:

(19) Only those who don't watch **Globolixo**⁵ will like it! #BoycottGlobo" (X)

In example (19), the neologism emerges from a coordinative compounding process through juxtaposition. Following Alves (2007), this type of compounding occurs when nominal and adjectival elements are placed side by side, without linking morphemes, to form a new lexical unit. The construction reflects the speakers' perspective on the Brazilian television network Rede Globo, embedding ideological judgments and implicit critiques through the combination of semantically related terms.

4.8 ACRONYMIC FORMATION

Although term reduction through acronyms originally emerged as a strategy to abbreviate lengthy textual elements in specific contexts, contemporary language use has broadened this practice. Speakers increasingly employ acronyms as a tool for linguistic economy, allowing communication to be concise without sacrificing content, with the full expression explained when necessary:

(20) You can agree or not with whatever you want, man, but have a BASIS for it. Read. Study. Find out. Just repeating ready-made discourse won't cut it. I just explained it to you step by step. Bolsonaro was part of the **BBB** bloc (Bullet, Ox, and Bible). Do you think he's going to favor YOU or o>" (X)

Lexical item (20) exemplifies acronymic formation. This process occurs when speakers seek to express actions, situations, or narratives concisely, reducing textual volume — especially for elements that are frequently repeated or contextually salient. Acronyms are common in social media posts and online comments, where brevity is crucial. According to Lourenço, Burgo, and Storto (2018), acronymization transforms longer expressions into abbreviated forms, thereby achieving communicative efficiency.

³ *Antipetismo* is a Portuguese neologism referring to the sentiment of opposition toward the Workers' Party (PT). The term is maintained literally to preserve its lexical and ideological specificity in Brazilian political discourse.

⁴ *Antipetista* is a Portuguese neologism referring to an individual who opposes the Workers' Party (PT). The term is maintained literally to preserve its lexical and ideological specificity in Brazilian political discourse.

⁵ *Globolixo* is a pejorative neologism in Portuguese, formed by juxtaposition of *Globo* (the name of a major Brazilian media company) and *lixo* ("trash"). The term is used to criticize the network's coverage and express disapproval of its content.

In example (20), the acronym refers to the arms, agribusiness, and evangelical blocs active in the Brazilian National Congress. Such units often circulate before their meaning is fully clarified, as interpretation relies on contextual or inferential cues. Overall, acronym formation is a highly productive neological process, particularly when it involves the aggregation of initials from proper names, institutions, or recurrent expressions.

5 FINAL REMARKS

Lexical renewal is an ongoing process that demonstrates the vitality and adaptability of language. Documenting new lexical items is thus crucial for understanding how language responds to evolving communicative demands. The continual emergence of neologisms reflects not only linguistic change but also the broader social, cultural, and technological transformations shaping society. Analyses of these formations highlight the creative potential of Portuguese, particularly in domains such as political discourse and social media interactions — contexts characterized by rapid dissemination of messages and a premium on immediacy and impact, which foster the generation of novel linguistic forms. Importantly, such innovations are consolidated only when they achieve widespread adoption among speakers, as it is through collective usage that language is legitimized and evolves.

According to the findings, twenty instances of lexical innovation were identified, arising from processes such as prefixal derivation, the creation of new prefixes, nominal and verbal suffixation (including pejorative forms), parasynthetic derivation, juxtaposition, and acronymic formation. These mechanisms demonstrate that the lexicon is a dynamic system, highly responsive to the cultural and ideological changes of contemporary society. Beyond merely reflecting recent events, these innovations function as tools for ideological positioning, social critique, and negotiation of meaning. Their deployment illustrates how speakers strategically exploit linguistic resources to produce humorous, satirical, or pejorative effects, thereby reinforcing or challenging dominant narratives. Lexical renewal, therefore, operates not only at a stylistic level but also as a discursive and political practice.

Finally, examining these lexical resources provides deeper insight into how language operates in contexts of polarization, symbolic contestation, and rapid information circulation. More than simple linguistic creations, the neologisms analyzed reveal language as a space for resistance, creativity, and political action within the contemporary digital landscape.

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