

**An analysis of the impacts of Konglish on the Korean governmental public communication**

**Abstract**

While Konglish may generally have more negative image than positive ones, the present study sees Konglish more neutrally by defining it as a contact language where a creative mix of words between English and Korean has been widely and actively developed. Those anglicised words in Korean are derived from English loanwords and have undergone phonological, semantical, and syntactic changes to fit into Korean lexicon (Ahn, 2014). This research aims to investigate how Konglish is used on Korean government departments' promotional posters and social media posts published over the past five years (from 2017 to 2021). The government has recently faced growing criticism from the public for the increased use of these anglicised words in their slogans (Kwak, 2021). In order to investigate the effects of Konglish in the view of the government agencies, the current study focuses on public communication by the Ministry of Education and the Ministry of Environment. Collected data include more than 700 slogans found in their promotional posters and social media posts, and they are analysed in terms of their linguistic representation of the Konglish words involved in the government promotion. By analysing the slogan phrases and the word formation process of Konglish words over time, it examines how such parts are in link with the social background of Korea, especially the education system in Korea and the motivations behind the use of Konglish by the ministries. The results of this study indicate the purpose of anglicized words in the slogan by the Ministry of Environment is to express a friendly writing style and create a more humanized image to approach and engage more with the public. For example, their use of Konglish often involves puns and creative compounding. On the other hand, the Ministry of Education as an authority of Korean language is found to use more proper Korean in their slogans and only uses Konglish for a more sophisticated and professional image.

Reference

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