

***Implementing a Deliberate Neologism About the Filipino-American Identity Crisis -
“Incogthymia”***

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Neologisms are words that have recently entered our language but are only just beginning to be accepted as part of daily usage. As the English language evolves, new neologisms are formed while the usage of certain words may fade into relative obscurity. New words are coined to reflect the changing moods and cultural needs of the time. When it comes to critical race theory, neologisms can be used as a method of spreading awareness and addressing a problem. The Filipino American community is a marginalized group that experiences identity disturbance from the duality of both their nationality and ethnicity. Furthermore, there seems to be prejudice for Filipinos in the diaspora from both Filipinos from the Philippines and Americans alike. The Filipino American identity has been the subject of debate between Filipinos and Americans. Our neologism, “incogthymia,” was invented in response to this debate. In this presentation, we will showcase the process of inventing & the results of attempting to implement a deliberate, academic neologism. We also highlight evidence from scholarly articles and personal accounts to demonstrate the Filipino American Identity Crisis.

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