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ТА АМЕРИКАНСЬКІЙ РЕКЛАМІ

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**TYPES OF WORD-FORMATION OF COLLOQUIAL VOCABULARY IN
BRITISH AND AMERICAN ADVERTISEMENTS**

Master's thesis

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INTRODUCTION

Word-formation processes had always been important aspects of the English language throughout its history. Building new words was necessary for many reasons: naming newly invented and discovered phenomena, expressing different shades and aspects of meaning, or differentiating between synonyms. New words were frequently borrowed from other languages in order to extend the vocabulary of the English language in accordance with the historical changes.

The term ‘word-formation’ is a part of linguistics dealing with those patterns with which new words and lexical items can be coined in the language (Marchand, 1969). In English, new words were frequently formed from the existing ones, and borrowings were also important parts of enriching the vocabulary of the language. Word-formation can be observed in all aspects of people’s life. For instance, advertising is a great example of building new lexical items as it aims to produce a recognisable effect on the readers or the consumers.

The creation of compound adjectives is one of the most frequently observed word building processes in the English language. There are different classifications of compound adjectives given by scholars like Арнольд (1986), Adams (1973), Chomsky & Halle (1968), Crystal & Davy (1969), and Plag (2002).

In this thesis, the structural division of compound adjectives is based on Bauer’s classification (1983) as it was found to be suitable and relevant for an analysis. In addition, the semantic classification of compounds is largely connected to the study of Vytrykush (2017), investigating the connection between meaning and form. Moreover, the characterisation of compound words will also be described in this research, based on the investigations carried out by a number of Ukrainian and Russian linguists, including Арбекова (1977), Коваленко (2011), Корунець (2004), and Раєвська (1971).

In connection with advertising, newly formed compound adjectives are frequently used as a way of grabbing the attention of consumers and persuading them to buy a given product. By creating new and extraordinary connections between

words that were not associated before, neologisms are formed in advertisements. These compounds have a high chance of entering the everyday vocabulary of the speakers of the language.

There are different types of word-formation processes which will be analysed in this research: compounding, derivation, back-formation, graphical abbreviations, acronyms, clipping, blending and borrowing. Among these, compounding is one of the most frequently observed way of building new lexical items, that is why preference was given to this type of word-formation technique in the thesis.

Also, commercials had become an integral part of our lives, as we can see advertisements in the television, read them in newspapers, magazines, and the Internet is another large source of propaganda material which contain compound adjectives. For these reasons, it would be highly beneficial and relevant to study the formation of compound adjectives both from structural and semantic viewpoints. In this way, useful information could be obtained about the word-formation processes that occur in the English language nowadays.

The *object* of the paper is compound adjective as one of the most frequently used type of word-formation that enriches the vocabulary of the English language.

The *subject* of the thesis is the great number of creative, unique and newly-formed compound adjectives collected from different popular magazines and advertisements. As a result, the connection between word-building and the language of advertising would become more understandable.

The *main aim* of the current research is to provide an accurate investigation of compound adjectives in the English language, including classifications of particular scholars and a detailed analysis of different kinds of compounds to find out which is the most frequently used in the fields of marketing and advertising.

In accordance with the basic purpose of the study, the following *research tasks* can be singled out:

- describing word-formation processes in the English language;
- investigating and analysing the process of compounding;
- providing an extensive description of the language of advertising;

- collecting, classifying and analysing compound adjectives from popular magazines and advertisements;
- examining the frequency of word-formation in the form of compound adjectives;
- providing a structural and a semantic classification of compound adjectives, thus determining the main types of relations between the constituent parts.

The following *hypotheses* were suggested in connection with the thesis:

1) Compound adjectives are frequently observable in the language of advertisements and magazines.

2) Compounding is one of the most productive ways of word-formation.

3) Journalists and marketing specialists rely on the tools provided to them by the language in order to grab the attention of their readers or promote their products.

In the present study, the following *research methods* will be applied in order to achieve the goals that were determined previously:

- a descriptive analysis of academic literature in connection with the main types of word-formation processes in the English language;
- the method of distributive analysis that allows us to single out the main new creative words selected from fashion magazines, identifying the structural and semantic relations between these words.

The *novelty* of the research is based on the analysis of newly-formed compound adjectives which are examples of the ever-changing and evolving nature of the English vocabulary. With the collection of a corpus, the most frequent semantic and structural connections between the constituent parts of compounds will be determined. Therefore, we could get a glimpse of the main trends and processes of word-formation in English magazines and advertisements of the current days.

Theoretically, this study is expected to make a contribution to the understanding of word-formation processes and compounding, as one of the most important ways of enriching the vocabulary of the English language.

Practically, the results of the research will extend our knowledge about word-formation processes, which would be extremely useful for those who are wishing to produce effective and creative advertisements, or those who simply want to understand the connection between linguistics and marketing.

The *structure* of the thesis consists of an introduction, three main parts, conclusions, a summary in Ukrainian, references and appendices. In the first part, the area of word formation in general is introduced, together with the theoretical background necessary for understanding the various word-formation processes in the English language, based on the analysis of academic literary sources. The main attention is devoted to the process of compounding.

The second part of the thesis is concerned with the processes of compounding and advertising. The language of advertisements is examined in detail to provide a theoretical background for this section of the research, including the definition of advertisements, and the explanation of their importance in today's consumer-driven world. In addition, a classification and characterisation of compounding as a type of word-formation processes is given.

The third part includes the empirical study of compound adjectives collected from fashion magazines and advertisements. After the creation of a corpus based on six English popular magazines (Bazaar, Cosmopolitan, Elle, Glamour, Vogue and Women's Health), the most creative and attention-grabbing compound adjectives will be analysed both structurally and semantically.

Lastly, conclusions are drawn from the obtained findings. The most important features of compound adjectives are summarised, based on the results of the empirical study. The most frequently occurring types of compounds will be evaluated. The main differences between the discussed types of compound adjectives are drawn from the observations made in the second part of the thesis.

Based on the obtained data, it will be determined which structural and semantic types of relations are the most important in the creation of compound adjectives and neologisms nowadays. As a result, a more comprehensive

understanding of the language of commercials, advertisements and fashion magazine articles will be achieved hopefully.

The vocabulary of the English language is continuously evolving, new words and phrases are coined every day. For this reason, the investigation of the main types of newly-created compound adjectives would be necessary for a number of reasons. From a theoretical point of view, we might understand the most important structural and semantic connections in the formation of compounds. From a practical point of view, the most effective means of grabbing the attention of readers and forming creative words will be discussed and analysed in this study.

PART 1

WORDS IN ENGLISH: TYPES OF WORDS

Word formation process is the process by which new words are created. Every language is in constant need for new words. This is mainly because of the development in the technological field. New products are coming on the market every day and all of them need names by which to be called. Because of all these new inventions, changes and processes, people borrow, derive or otherwise coin new words simply because new things need names. The formation of words does not just appear like that out of the blue, but rather, there are several methods that are used to create new words.

1.1 The Word as a Unit of Language

As the central topic of this thesis is word-formation, it is useful to define what the term 'word' actually stands for. Although speakers of a language usually have some kind of intuitive feeling what a word is, there is not a universal definition of the term and it can be sometimes unclear what it refers to.

The first part of the thesis aims to clarify the ambiguity surrounding the term 'word'. First, word as a unit of language is defined and the criteria used for its identification are presented. Secondly, different senses in which the term 'word' is used are introduced.

The word is the central unit of language, which main function is to name objects, but at the same time it is the smallest linguistic unit which coincides with a separate fragment of reality. The word is at the same time the basic unit of the lexical subsystem of language and the structural-semantic unit of language as a whole, as by its different aspects it belongs to all language subsystems (phonetics, morphology, lexis, syntax). There are numerous linguistic definitions of the word, among which the following can be mentioned:

An association of a particular meaning with a particular group of sounds capable of a particular grammatical employment.

The smallest unit of language, independent by meaning and form.

The smallest unit of language, characterized by independence (autonomy) bigger than that of the morpheme (Bauer L. 1983).

A part of a sentence, which we can use independently without changing its meaning. The word is a unit of nomination that is characterized by complete form and idiomaticity (Bauer L. 1983).

The smallest independent, freely reproduced in speech, separately designed and meaningful unit of language which coincides with a known and separate element of reality (object, phenomenon, quality, process, relation, etc.) and whose basic function is marking, sign representation of this element – naming it, indicating it or expressing it (Bauer L. 1983).

A unit of language that native speakers can identify; "words are the blocks from which sentences are made" (Harley H. 2006)

A sequence of characters in a sentence, recognized as a lexical unit (Booij G. 2002). The word definitions, given above, show, that the main features of the word are: they are independent, separately shaped, carry some meaning, morphemic structure (for analytical and inflected languages), and also possess the ability to function in a sentence and to build word-combinations.

The central position of the word in the language system is predefined by the fact that the other language units (phonemes, morphemes, sentences, word combinations) are connected with the word by systemic relations. The status of the phoneme as a language unit is defined by its role in differentiation of meaning and formal differentiation of words (compare: cat – cut – cot; pet – pat – pot – put; live – love – leave, etc.). The status of the morpheme as the smallest meaningful unit of language is defined by its ability to build words (live – alive – lifeless; help – helpful – helpless – helping; husband – ex-husband, etc.). And the status of the sentence as the largest meaningful unit of language is defined by words as its components. Thus, the word is the central unit that runs through the whole language system.

The word may be defined applying the criteria of the other language subsystems.

Thus, from the point of view of phonetics, the word can be defined as a segment of a sentence (a sequence of sounds) separated by pauses, or as a sound complex united by a single stress.

From the point of view of morphology, the word is a number of morphemes united by a separate lexical meaning.

According to the criteria of syntax, the word is a minimal syntactic unit, and the minimal unit able to function as a sentence.

From the point of view of semantics, the word is a minimal unit able to denote a separate phenomenon, to name a certain element of extralinguistic reality.

Another way how words can also be classified is based on the criteria of the language subsystems.

According to this criteria words are classified into the stressed words: one-stress, two-stress and the unstressed words: grammatical words that are attached to the meaningful word constituting a phonetic word with it (enclitics, following the meaningful word: get by; and proclitic, preceding the meaningful word: an apple); one-syllable words (stand, lip, miss, last) and polysyllabic words (phenomenology, delete, happiness).

According to the structural (morphemic) organization, words can be undivided (separately shaped: zero, evening, celebrate) and analytical: analytical morphological word forms (will have come, should have been going) and compound words (good bye, twenty-five, Los Angeles).

By the combination of lexical and grammatical characteristics words are classified into the parts of speech or word-classes: nouns (woman, water, life), verbs (go, run, build), adjectives (pink, big, likeable), adverbs (quickly, honestly, really), pronouns (he, they, you), numerals (two, seven, zero), prepositions (on, at, before, in, but), conjunctions (when, but, and), interjections (oh! Ouch, hi, well).

By semantic features words are classified into different types: mono- (possessing only one lexical meaning: loud-speaker, editorial) and polysemantic (possessing several lexical meanings: mouse, cover); into synonyms (run – sprint,

labour – work, assassinate – murder – do in – kill), antonyms (dark – light, intelligent – stupid, dangerous - safe), etc.

From the point of view of style and function, words can be described as colloquial (wanna, gonna, jabber), jargon (bird for rocket), dialect (skull-ache, head-wark for headache), bookish (incipit, frontispiece), literary (exercise, lawyer, tremendous), belonging to various terminological systems (CD drive, processor, utility – from the IT terminology; anoxia, dialysis, iatrogenic – from medical terminology); stylistically neutral (TV, daughter, ocean, help) and emotionally charged (sweetie, terrorism, atrocious, nasty, gorgeous); words that belong to active vocabulary (all the words used by a particular person, socioeconomic group, profession, etc.) and passive vocabulary (all the words recognized and understood, although not necessarily used, by a particular person), frequently used words (I, go, be) and rare words (remedial, bookie).

Classifying words by origin, they can be either of native origin (love, need, father, son, brother) or borrowed (enamoured, assistance, cousin, congener).

Lexis is the total stock of meaningful units of language. It consists of words, as well as idioms and parts of words which express meaning, for example prefixes and suffixes. The word stem with inflectional suffixes build the so-called wordforms, which are considered to be grammatical variations of one and the same word. For example, fibrillate, fibrillating, fibrillates and fibrillated are word forms of the word fibrillate. There are also units larger than a single word (ex. come in, rain cats and dogs) which still represent one indivisible meaning. For this reason, the term lexeme has been introduced. A lexeme is a unit possessing lexical meaning, which exists regardless of the number of word-forms (the stem + inflections) it may have or the number of words it may contain. The headwords in a dictionary are all lexemes.

To deal with the issue of word formation in English, it is firstly important to understand what the word is, and then to understand the word formation processes which allow us to create new words and therefore also abbreviations. The exact definition of the word is not easy to find and there are also different ways how the

word can be defined from the different points of views, phonetically, semantically or morphologically.

1.2 Word-Formation Processes

The study of word-formation is an intricate and wide field of linguistics. It is concerned with the permanently evolving state of the language and more specifically lexical items. This study concentrates on the lexical side of word-formation and purposefully overlooks the formation of inflected words from their lexical bases. The analysis deals mainly with nouns and adjectives and, to a certain extent, verbs and adverbs. Dyer claims that: These (adjectives and adverbs) are the key parts of speech for advertisers. They are the trigger words because they can stimulate envy, dreams and desires by evoking looks, touch, taste, smell and sounds without actually misrepresenting a product. (Dyer C. 2013)

The language of advertising is characteristic for its innovative ways with lexical items (words) and their creation. Copywriters keep inventing new words every day – so called coinages. According to Yule, typical examples of this process are trade names for commercial products that became general terms; such as aspirin, zipper, nylon, xerox, kleenex or teflon. According to Crystal, these lexical items might be just temporary attempts to fill a lexical gap – nonce words – or, eventually, become candidates for inclusion in all the major dictionaries – neologisms. (Crystal D. 1995) (Neologisms are new words that are coined every year; “*unzip a banana, temptational, bubbly, minty, tangy, chewy, chunky, crackly, crispy, flaky, meaty, nutty, silky and spicy*” are some of the newly coined adjectives. Many compound words such as: *mirror finish, longer-lasting, smoother-handling*, have been introduced by the advertising industry). Huddleston uses the term potential word to refer to all lexical items which have not been established (recognized as a part of the vocabulary of the language) or to those that have not been even used yet (Huddleston R. 2002). There are many types of word-formation processes in the English language; the three main are: affixation, conversion and compounding. However, there are also many minor processes which cannot be ignored for their

indisputable creative potential. It is the aim of this work to determine the most innovative word-formation processes as used in advertising.

Nomination is the process of naming things. In this process the facts of extralinguistic reality find their place in the language system and structure. In gnoseological-semantic aspect nomination is a process of turning the facts of extralinguistic reality into the system and structure of language, into language meanings that reflect common experience in the consciousness of the native speakers of a given language (Huddleston R. 2002).

The basic types of simple nomination in the English language are word-formation, borrowing and word-combination. Attributive and object word combinations built on the juxtaposition basis (a nasty weather, to ask a question) are the most characteristic of the English language (Hart D. 1994).

Word-formation is the basic type of simple nomination. The end of the twentieth century has been described in contemporary linguistics as the time of neological boom (Hart D. 1994). New means of communication, the acceleration of information exchange together with the worldwide status of the English language have caused the raise of dynamic processes in the lexical stock of the English language, the appearance of new word-building models. Recent research has proved the anthropocentric character of the majority of new coinages. Nomination on the word level occurs by means of derivation. Semantic shift takes place during derivation – a new word, in spite of its motivation level, receives a new meaning. There are no word-formation processes in which semantic shift wouldn't occur in the secondary unit of nomination compared with the primary one (Hart D. 1994).

There are many scholars that classify word-formation devices considering different characteristics.

V.V. Vinogradov classifies word-formation devices into: morphological, syntactic and lexical-syntactic derivation. Morphological derivation is the process of forming a new word from existing word by adding a prefix or suffix (phonetic-morphological derivation, suffixation, prefixation and suffixation-prefixation). Syntactic derivation relates to the cases in which the base word acquires different

syntactic function, while the core of this meaning stays preserved (word-composition and conversion into a different part of speech). Lexicalization of word combinations and idioms are considered as lexical-syntactic derivation and the development of homonyms of the basis of polysemy is the lexical-semantic derivation (Vinogradov V. 1960).

O.A. Zenskaya divides the word-formation devices into affixal and affixless, and into simple and compound according to the number of base morphemes. To affixal derivation belong suffixation, prefixation, combined (suffixation-prefixation) word-formation, zero suffixation, suffixation with multiple suffixes, prefixation with zero suffixation and word-composition with zero suffixation. Among affixless word-formation devices she lists word-composition proper, abbreviation, truncation and conversion (Zenskaya O.A. 1960).

P.M. Karashchuk suggests that the classification of word-formation devices is to be based upon the number of the word-forming base morphemes. To the one-base word-formation belong affixation, where the word-building device is an affix, conversion (the paradigm of the target word class and its distribution (the combinability with other words in a sentence) are regarded as the word-building devices) and substantivation, where the word-building device is the paradigm of the derived word (a noun).

The word-formation devices that use more than one base morpheme are:

1) Composition proper, where the word-formation devices are: the connective morpheme which neutralizes the grammatical meaning of the component (as in Afro-American); a fixed component order; the single major stress on one of the base morphemes.

2) Mixed word-formation types that involve both composition and affixation (baby + sit+>er = babysitter).

3) Combination of base morphemes, where the forming word that consists of two or more components is morphologically equal (in all its forms) to the syntactic combination and thus, the syntactic relation (government, juxtaposition) is preserved in the structure of the derived word. The word-formation devices here are: the single

major stress on the syntactically domineering component and the bound word-order (hall + room = hallroom).

4) Abbreviation, where all types of shortenings (AFAIK, lol, UNESCO) belong. Here also belongs the type of word-formation called „blending“ (Californication). The word-formation device here is the truncation of all or one of the derivative base morphemes, the single stress and single grammatical composition.

There exist two structurally different groups of word-formation models. N.F. Klymenko makes the difference between morphological, or external word-formation where belong: 1) affixation; 2) word-composition or juxtaposition; 3) combination of base morphemes or composition; 4) shortening or abbreviation; and semantic or internal word-formation which consists in semantic changes of lexeme (Давледбаева Д. 2012).

I.S. Ulouhanov distinguishes between usual word-formation devices and occasional ones, direct derivation and back-formation, clear word-formation types and mixed types (Давледбаева Д. 2012).

P.M. Karashchuk after O.S. Kubryakova contrasts linear to non-linear derivation models and the derived units are called, accordingly, linear and non-linear derivatives. Linear derivatives possess formal signs of derivation, while non-linear derivatives have no formally expressed signs of derivation (Давледбаева Д. 2012). O.S. Kubryakova lists among linear models of word-formation the following: word-composition, prefixation, suffixation, mixed derivatives (suffixation-prefixation), abbreviations and acronyms. As the result of linear derivation, a number of words have appeared that possess formally-expressed signs of derivation. To non-linear word-formation models belong: conversion, substantivation, adjectivation, etc., phonological changes of the root morpheme or the base, as well as the truncation of the word-changing indices of the word (Давледбаева Д. 2012).

The word is a group of letters that has its meaning and is separated on both of its sides by gaps. The person who is able to create a new English word must have the language awareness of members of the English language community. English

language is a complex language and words are created in different ways. Word formation processes in English involve: compounding, derivation, back formation, abbreviation: initialisms, acronyms, clipping, blending, borrowing and coinage. There are a number of possibilities how a word can be made, which will be discussed furthermore to understand the word formation in complex.

The following types of word-formation belong to the group of linear derivation types:

1. Affixation, i.e. adding a prefix or a suffix to the base morpheme (e.g. atypical, semiprivate, kingdom, morality).

2. Back-formation, i.e. removing seeming affixes from the existing word (e.g. donate from donation, gamble from gambler, haze from hazy).

3. Compounding, i.e. combining two or more base morphemes or words to form a new word (e.g. courtroom, rattlesnake, well-formed, off-white, overlook).

4. Incorporation i.e. building a compound of a verb and an object or particle (e.g. intake, outcome, breastfeed).

5. Reduplication, i.e. forming new words by means of repeating the base form (e.g. go-go (style in fashion), trick-a-track, tick-tack-toe).

6. Blending, i.e. forming a word by mixing two words, like brunch, which comes from breakfast and lunch (entertainment= toy + entertainment, jetiquette = jet + etiquette) The words, formed by means of blending, are also called portmanteau words.

7. Clipping, i.e. using the initial or rear (sometimes also middle) part of the word (e.g. ad for advertisement, demo for demonstration, doc for doctor, condo for condominium).

8. Abbreviation, i.e. building a new word by using parts of words (mostly, initial) in a word-combination: laser from light amplified by stimulated emission of radiation, Dr. for doctor, e.g. for for example (Lat. *exempli gratia*).

9. Iconic derivation, i.e. using the letters of the alphabet to denote certain shapes (e.g. T-junction, X-crossing, V-shape).

Non-linear derivation types include:

1. Conversion, i.e. the shift between parts of speech (e.g. to water, to stone, to salt, to eye; a go, a convertible, a look, a squeeze).

2. Compression, i.e. using the first word in a word-combination to denote the phenomenon that was earlier denoted by the whole phrase (e.g. an iron-on instead of an iron-on picture, the poor instead of the poor people).

3. Noun adjunct, i.e. using a noun as a modifier to another noun, like in phrases beef stew, rose bush, wrist watch, computer paper.

4. Metaphor, i.e. meaning transposition or nomination by association based on a similar feature of two unrelated objects (e.g. fishnets as a name of a specific type of stockings, flowerpot skirt, shell suit).

5. Connotation shift, i.e. melioration or pejoration of the initial meaning of the word (e.g. computer nerd or punk that in the subculture context acquire positive connotation and suggest 'belonging to the subculture', awful in the meaning of 'wonderful').

To sum up, there is a host of possibilities speakers of a language have at their disposal (or had so in the past, when the words were first coined) to create new words on the basis of existing ones, including the addition and subtraction of phonetic (or orthographic) material. The study of word-formation can thus be defined as the study of the ways in which new complex words are built on the basis of other words or morphemes. In the next section some types of word-formation processes will be discussed.

1.3 Compounding

One of the most used word formation processes is the process of compounding. The new-created words are then called compound words or simply compounds. Compounds are usually characterized as words that are formed from two or more words, each of which may be used separately as well.

A compound is a word (lexeme) that consists of more than one free morpheme. And this process is considered to be the most productive word-building model in contemporary English (Adams V. 1973).

On the surface, there appear to be two (or more) lexemes present, but in fact the parts are functioning as a single item, which has its own meaning and grammar. For example, toothbrush does not refer to a tooth and a brush, but to a single object. It is pronounced as a unit, with a single main stress, and it is used grammatically as a unit.

According to the correlation between meaning and structure, compounds can be described either like endocentric or like exocentric.

An endocentric compound consists of a head, i.e. the categorical part that contains the basic meaning of the whole compound, and a modifier, which restricts this meaning. For example, the English compound doghouse, where house is the head and dog is the modifier, is understood as a house intended for a dog. Obviously, an endocentric compound tends to be of the same part of speech (word class) as its head. The English language is typically a left-branching language, which means that the modifying components of the compound usually go before the head component.

Exocentric compounds do not always have a head, and their meaning often cannot be logically understood from their constituent parts. For example, the English compound blue-collar (meaning a working class person) is neither a kind of collar nor a blue thing. In an exocentric compound, the word class is determined lexically, disregarding the class of the constituents. For example, a must-have is not a verb but a noun. The type of exocentric compounds where the head component of the word denotes a certain object, possessed by the object denoted by the whole compound, of a quality denoted by the modifying component, is called bahuvrihe. In other words, the meaning of this type of compound can be glossed as '(one) whose B is A', where B is the second element of the compound and A the first. Thus, a redhead is the person whose hair (head) is red. Similarly, a blockhead is also not a head, but a person with a head that is as hard and unreceptive as a block (i.e. stupid). And, outside of veterinary surgery, a lion-heart is not a type of heart, but a brave person.

Compound words may be written as one word or as two words joined with a hyphen. For example (Adams V. 1973):

noun-noun compound: note + book → notebook

adjective-noun compound: blue + berry → blueberry

verb-noun compound: work + room → workroom

noun-verb compound: breast + feed → breastfeed

verb-verb compound: stir + fry → stir-fry

adjective-verb compound: high + light → highlight

verb-preposition compound: break + up → breakup

preposition-verb compound: out + run → outrun

adjective-adjective compound: bitter + sweet → bittersweet

preposition-preposition compound: in + to → into

Compounds may be compositional, meaning that the meaning of the new word is determined by combining the meanings of the parts, or non-compositional, meaning that the meaning of the new word cannot be determined by combining the meanings of the parts. For example, a blackberry is a berry that is black. However, a breakup is not a relationship that was severed into pieces in an upward direction.

Compound nouns should not be confused with nouns modified by adjectives, verbs, and other nouns. For example, the adjective black of the noun phrase black bird is different from the adjective black of the compound noun blackbird in that black of black bird functions as a noun phrase modifier while the black of blackbird is an inseparable part of the noun: a black bird also refers to any bird that is black in color while a blackbird is a specific type of bird.

It can be concluded that there are almost no reliable criteria for distinguishing compounds from phrases or from other sort of derived words. As Bauer puts it, “[...] none of the possible criteria gives a reliable distinction between two types of construction. The implication is that any distinction drawn on the basis of just one of these criteria is simply a random division of noun+noun constructions, not a strongly motivated borderline between syntax and the lexicon” (Bauer L. 1983). Accordingly, it can be assumed that if all the criteria, insufficient as they are in isolation, correlate with each other, they can be used in defining compoundhood in English.

1.4 Derivation

Derivation is a word-formation process where words are formed from the base-part, which can be used separately and the affix-part which cannot be used separately. The affix part of the word, according to the position in which they occur, can be divided into two types of affixes: prefix, that occurs before the root or stem of a word, meaning before the main part of the word (for example: *misunderstand*, *dislike*, *neoclassical*) and suffix, which occurs behind the stem or root (ex.: *kingdom*, *teacher*, and *employee*). And, we can divide suffixes according to which part of speech they form.

In linguistics, morphological derivation is the process of forming a new word on the basis of an existing word, e.g. *happiness* and *unhappy* from the root word (base words) *happy*, or *determination* from *determine*. It often involves the addition of a morpheme in the form of an affix, such as *-ness*, *un-*, and *-ation* in the following examples.

Derivation stands in contrast to the process of inflection, which is the formation of grammatical variations upon the same word, as with *determine/ determines/ determining/ determined* (Adams V. 1973).

Derivational morphology often involves the addition of a derivational suffix or other affix. Such an affix usually applies to words of one lexical category (part of speech) and changes them into words of another such category. For example, the English derivational suffix *ly* changes adjectives into adverbs (*slow* → *slowly*).

Examples of English derivational patterns and their suffixes (Adams V. 1973):

adjective-to-noun: *-ness* (*slow* → *slowness*)

adjective-to-verb: *-ise* (*modern* → *modernise*) in British English or *-ize* (*final* → *finalize*) in American English and Oxford spelling

adjective-to-adjective: *-ish* (*red* → *reddish*)

adjective-to-adverb: *-ly* (*personal* → *personally*)

noun-to-adjective: *-al* (*recreation* → *recreational*)

noun-to-verb: *-fy* (*glory* → *glorify*)

verb-to-adjective: *-able* (*drink* → *drinkable*)

verb-to-noun (abstract): -ance (deliver → deliverance)

verb-to-noun (agent): -er (write → writer)

However, derivational affixes do not necessarily alter the lexical category; they may merely change the meaning of the base, while leaving the category unchanged. A prefix (write → re-write; lord → over-lord) will rarely change the lexical category in English. The prefix un- applies to adjectives (healthy → unhealthy) and some verbs (do → undo), but rarely to nouns. A few exceptions are the derivational prefixes en- and be-. En- (em- before labials) is usually used as a transitive marker on verbs, but can also be applied to adjectives and nouns to form transitive verbs: circle (verb) → encircle (verb); but rich (adj) → enrich (verb), large (adj) → enlarge (verb), rapture (noun) → enrapture (verb), slave (noun) → enslave (verb) (Adams V. 1973).

Sometimes derivation occurs without any change of form, for example telephone (noun) and to telephone. This is known as conversion, or zero derivation.

Derivation that results in a noun may be called nominalization and derivation that results in a verb - verbalization may be called verbalization (as with from the noun butter into the verb to butter). This may involve the use of an affix (as with happy → happiness, employ → employee), or may occur via conversion (as with the derivation of the noun run from the verb to run).

Derivation can be contrasted with inflection, in that derivation produces a new word (a distinct lexeme), whereas inflection produces grammatical variants of the same word.

Generally speaking, inflection applies in more or less regular patterns to all members of a part of speech (for example, nearly every English verb adds -s for the third person singular present tense), while derivation follows less consistent patterns (for example, the nominalizing suffix -ity can be used with the adjectives modern and dense, but not with open or strong). However, derivations and inflections can share homonyms, that being, morphemes that have the same sound, but not the same meaning. For example, when the affix -er, is added to an adjective, as in big-er, it

acts as an inflection, but when added to a verb, as in cook-er, it acts as a derivation (Adams V. 1973).

Derivation can be contrasted with other types of word formation such as compounding.

Derivational affixes are bound morphemes – they are meaningful units, but can only normally occur when attached to another word. In that respect, derivation differs from compounding by which free morphemes are combined (lawsuit, Latin professor). It also differs from inflection in that inflection does not create new lexemes but new word forms (table → tables; open → opened).

1.5 Back-Formation

In linguistics, back-formation is the process of forming a new word by removing actual or supposed affixes from another word. Put simply, a back-formation is a shortened word (such as edit) created from a longer word (editor).

The word back-formation, also called back-derivation, back-form was coined in 1897 by James Murray, the founding editor of the Oxford English Dictionary (Astalin P. 2013).

Back-formation is different from clipping – back-formation may change the part of speech or the word's meaning, whereas clipping creates shortened words from longer words, but does not change the part of speech or the meaning of the word.

The process is based on analogy. The words beggar, butler, cobbler, or typewriter look very much like agent nouns with the suffix -er/-or, such as actor or painter. Their last syllable is therefore taken for a suffix and subtracted from the word leaving what is understood as a verbal stem. In this way the verb butl ‘to act or serve as a butler’ is derived by subtraction of -er from a supposedly verbal stem in the noun butler. Originally it meant ‘the man-servant having charge of the wine’. It means at present ‘the chief servant of a rich household who is in charge of other servants, receives guests and directs the serving of meals’ (Astalin P. 2013).

Many words came into English by this route: Pease was once a mass noun but was reinterpreted as a plural, leading to the back-formation pea. The noun statistic

was likewise a back-formation from the field of study statistics. In Britain, the verb to burgle, came into use in the 19th century as a back-formation from burglar (which can be compared to the North American verb burglarize formed by suffixation).

Some more examples of back-formation (Astalin P. 2013)

babysit from babysitter (a verb from a noun)

edit from editor (a verb from a noun)

syringe from syringes (a singular form from a plural)

euthanase/euthanize from euthanasia (a verb from a noun)

entuse from enthusiasm (a verb from a noun)

resurrect from resurrection (a verb from a noun)

sleaze from sleazy (a noun from an adjective)

Often at the beginning, back-formations start out colloquial and still sound strange for a while before they become commonly known words. However, some words are still not universally accepted as proper words.

The very high frequency of the pattern verb stem+-er (or its equivalents) is a matter of common knowledge. Nothing more natural therefore than the prominent part this pattern plays in back-formation. Alongside the examples already cited above are burgle v<burglar n; cobble v<cobbler n; sculpt v<sculptor n. This phenomenon is conveniently explained on the basis of proportional lexical oppositions. If teacher=teach; painter=paint; then butler=butle, and 'to butle' must mean 'to act as butler'.

The process of back-formation has only diachronic relevance. For synchronic approach butler => butle is equivalent to painter => paint, so that the present-day speaker may not feel any difference between these relationships. The fact that butle is derived from butler through misinterpretation is synchronically of no importance. Some modern examples of back-formation are lase — a verb used about the functioning of the apparatus called laser, escalate from escalator on the analogy of elevate — elevator. Cf. also the verbs aggress, automate, entuse, obsolesce and reminisce (Asmaa K. 2015).

The most commonly used type of back-formation in present-day English is derivation of verbs from compounds that have either -er or -ing as their last element. The type will be clear from the following examples: thought-read v < thought-reader n < thought-reading n; air-condition v < air-conditioner n < air-conditioning n; turbo-supercharge v < turbo-supercharger n. Other examples of back-formations from compounds are the verbs baby-sit, beachcomb, house-break, house-clean, house-keep, red-bait, tape-record and many others (Asmaa K. 2015).

Even though many English words are formed this way, new coinages may still sound strange, and are often used for humorous effect, exaggerations and metaphorically.

1.6 Graphical Abbreviations. Acronyms

Abbreviations are words created by means of combining initial letters or parts of two or more words. Often thought to be an exclusively modern habit, the fashion for abbreviations can be traced back over 150 years. The fashionable use of abbreviation – a kind of society slang – comes and goes in waves, though it is never totally absent. In the 20th century, however, with the emergence of abbreviations in science, technology, and other special fields, such as cricket, baseball, drug trafficking, the armed forces, and the media - there started an abbreviation boom.

The main reasons why this process suddenly became so popular are the following: linguistic economy, succinctness and precision, conveying a sense of social identity (to use an abbreviated form is to be 'in the know' – part of the social group to which the abbreviation belongs) (Asmaa K. 2015).

Abbreviation as a process is divided into several types:

Initialisms are the items which are spoken as individual letters, such as BBC, DJ, MP, EEC. They are also called alphabetisms. The vast majority of abbreviations fall into this category.

Acronyms are the initialisms which are pronounced as single words, such as NATO, laser, UNESCO, and SALT (talks).

Another group of acronyms are those produced by means of initial parts of their constituent words bigger than one letter. One of the most well-known examples is cyborg, a term which people use to refer to a cybernetic organism. Other examples are: Velcro (velvet + crochet) – a name of a peculiar fabric type that sticks to itself and is used instead of buttons in clothes; Adidas – a sportswear company name that is a combination of the initial parts of its founder's name (Adi Dassler).

There are also such cases, where abbreviations do not fall into neither of the categories mentioned above. Some forms can be used either as initialisms or acronyms (UFO – 'U.F.O' or 'you-foe'). Some mix these types in one word (CDROM, pronounced 'see-dee-rom'; JPEG, pronounced 'jay-peg' and MS-DOS, pronounced 'em-es-dos'). These abbreviations are sometimes described as acronym–initialism hybrids. Some can form part of a larger word, using affixes (ex-JP, pro-BBC, ICBMs). Some are used only in writing (Mr, St. are always pronounced in full in speech).

There also exist forms that are used particularly in electronic communication (TGIF –Thank God It's Friday). Traditionally, in English, abbreviations have been written with a full stop in place of the deleted part. In the case of most acronyms and initialisms, each letter is an abbreviation of a separate word and, in theory, should get its own termination mark. Such punctuation was used with the belief that the presence of all-capital letters is important to indicate that the word is an abbreviation. Some influential style guides, such as that of the BBC, no longer require punctuation, or even prescribe it.

In some cases, an acronym or initialism has been turned into a name, creating a pseudo-acronym (this term is generally used for all abbreviations of the type, in spite of the fact that most of them are actually initialisms). This trend has been common with many companies hoping to retain their brand recognition while simultaneously moving away from what they saw as an outdated image: American Telephone and Telegraph became AT&T, SBC followed suit changing from Southwestern Bell Corporation, Kentucky Fried Chicken became KFC, etc. (Asmaa K. 2015).

Today we find updated collections of initialisms in most subject fields and a recognized need for efficient items to serve the ever-growing business community and organizations. The twentieth-century popularity of initialisms is clearly visible from the increasing numbers and size of dictionaries, some of which have gone into profitable later editions, not to mention the expanding number of specialized dictionaries. Therefore, abbreviation has found its own way to enter the glossaries of different spheres and communities.

1.7 Clipping

Clipping is a process of shortening a word by omitting one or two of its parts (i.e. beginning, middle, or ending letters/syllables) while retaining its original meaning. This word-formation process does not create new meanings rather it provides stylistic value.

Still, there are differences to be made when talking about word-formation processes. Kortmann differentiates between productive and less productive word-formation processes, which he calls highly productive and less productive. The majority of neologisms are created with the help of highly productive processes, for example by prefixation like in “ex-minister”. Less productive word-formation processes basically include the various types of shortenings, such as back-formation, blend, acronym and clipping. Nevertheless, distinctions can also be made within the group of less productive word-formation processes. In the process of creation one or more words can be affected. When more than one word is affected by the process, the word-formation shall be either blend, initialism, acronyms or alphabetism. In case when only one word is affected, the word-formation process must either be back-formation or clipping (Asmaa K. 2015).

Even though back-formation, acronym, blending and clipping are called less productive processes, recently are getting more and more important in daily life. The reason behind it is laziness on one hand and the increasing familiarity with the particular subject on the other hand (Asmaa K. 2015). The latter aspect is also the main reason why words are clipped and come into more common usage: most

speakers do not think or feel like it is necessary to use the whole word to identify the topic and to understand the meaning of it. As a result “a more easily and quickly pronounced version of the word is preferred” (Asmaa K. 2015). This is also a general feature of lower productive word-formation processes: their outcome “is much shorter than their input”. This becomes very obvious in the word-formation process “clipping”, for example the clipped form of “advertisement” is “ad” and “demonstration” is often called “demo” nowadays.

The examples mentioned in the text above already give a short but clear idea about what clippings actually are. Laurie Bauer defines clipping as (Bauer L. 1983) “the process of shortening a word without changing its meaning or its part of speech”. Heidi Harley has even more precise definition of this process. She highlights, that a “multisyllabic word is reduced in size, usually to one or two syllables” (Harley H. 2006). She also states, that the outcome of a clipped word with two syllables almost always equates a trochee, which could be called a stress-wise ideal word of English. The word-formation process clipping follows “specific phonologically determined patterns” (Harley H. 2006) and is not necessarily bound to morphological structure. Generally speaking, that part of the word, which bears main stress, tends to remain at the end of the word-formation process, for example the word “raccoon” becomes “coon”. Here, the initial unstressed syllable is dropped. Another feature of clipping is, that normally “a phonological part of the word which is not interpretable as an affix or word is cut off” (Harley H. 2006). For example: the “-essor” in the word “professor” cannot be interpreted as a word or a suffix, so it is possible to omit this part. Another good example is the word “brother” which is commonly used as “bro”, without “-ther”.

However, clipping also can be divided into 3 subgroups (Harley H. 2006). The first one is called ‘back-clipping’, where the end of the word, or the last syllable is cut and the beginning, mostly the first syllable, of a word is kept. This is also the most common and the easiest type of clipping. In the following, some examples of this type are given:

advertisement - ad

demonstration - demo

professor - prof

examination - exam

public house - pub

bicycle - bike

The second type is ‘fore-clipping’, hereby the first part of a word is cut off.

Here are some examples for that process:

telephone - phone

raccoon - coon

aeroplane - plane

omnibus - bus

Only very rarely, a lexeme is both shortened at the beginning and at the end – which is then called ‘middle-clipping’:

influenza - flu

refrigerator - fridge

pyjamas - jams

detective - tec (Harley H. 2006).

To sum up, clipping is the process of removing some material from a longer word. The given examples also show that even though clipping is less productive type of word-formation process, still there is a wide range of different types of this process. Moreover, this process has entered people’s daily life, since it’s very easy to create a new clipping. Overall, this is what happens in everyday life all the time, for example when calling a person with its nickname. Most nicknames are simply clippings, for example Christopher = Chris (Harley H. 2006).

1.8 Blending

Another type of shortening or less productive word-formation process is Blending. In linguistics, a blend word or a blend is a word formed from parts of two or more other words. These parts are sometimes, but not always, morphemes (Asmaa K. 2015). This type of word formation suggests using two or more words or parts of words to produce a combined meaning. The result of blending is called a blend, a

portmanteau or a telescopic word, but the term blending is more common in contemporary linguistics.

Typically, a blend is a word that is formed by combining both sounds and meanings from two or more words: the derived word has a part in the middle common to the both initial words, e.g. spork or foon from spoon/fork and fork/spoon, respectively; animatronics from animation and electronics; or blaxploitation from black and exploitation. Sometimes the letter/sound at the boundary is common to both components, e.g., smog (smoke + fog). In the other cases, both components contain a common sequence of letters or sounds. The blend is composed of the beginning of the first component, the common part and the end of the second component. For example, the word Californication, popularized by the Red Hot Chili Peppers, sounds as if it were California + fornication. Other examples of this type of blend are: motel (motorway + hotel); slanguage (slang + language). In case of the word skorts (skirt + shorts) the beginning of the first word is joined to the ending of the second word, and, besides, the deriving stems have a common initial letter and an inside element 'rt'.

There are blend words, that have no common elements, but all elements of deriving words are intermixed. One of the examples of this type of blendings is the word “chortle” created of two words “chuckle” and “snort”. Another example of blend is the word polyester (a type of cloth) – a combination of the English noun polymer with the German essigäther (Engl. acetic ether). Some blends are created by prepending the beginning of one word to the end of the other, e.g., brunch (breakfast + lunch); edutainment (education + entertainment); Eurovision (European + television); heliport (helicopter + airport); infomercial (information + commercial); shortalls (shorts + overalls). In rare cases the beginning of one word is combined with a short full word at the end, e.g. alcopop (alcohol + pop).

In the language of advertising they are also widely used with the aim to attract attention of the customers with the help of interesting linguistic discoveries: *crocoraffe* = *crocodile* + *giraffe* (the mystical symbol of the company producing toys, clothes, etc. for children). Some of the blendings were so successful that they

have already become part of the language: *motel* = *motor* + *hotel*, *botel* = *boat* + *hotel*, *airtel* = *airport* + *hotel*. Because of its influence thousands of blendings appear every year, especially in the language of advertising: *casomat* = *cash* + *automat*, *popcert* = *popular* + *concert*, *yarden* = *yard* + *garden*. Most of them would disappear in the whirlpool of the same blends, but some would survive and enlarge the vocabulary existing universally (Asmaa K. 2015).

Consequently, it can be stated that Blending is a common and especially creative word-formation process nowadays used by authors in creating their individual style. Moreover, blend words can be compared with trends in fashion and marketing. In this fields they are used quite successfully, especially nowadays, but after a while only few of them enters the vocabulary of everyday life.

1.9 Borrowing

Borrowed words (or loan words or borrowings) are words taken over from another language and modified according to the patterns of the receiving language. The number of borrowings in the vocabulary of a language and the role played by them is determined by the historical development of the nation speaking the language (Asmaa K. A. 2015).

There are two types of borrowing: direct and indirect. The former is the most effective way to borrow from another language as the result of contacts with the people of another country or with their literature. But a word may also be borrowed indirectly not from the source language but through another language. When analysing borrowed words, one must distinguish between the two terms - "source of borrowing" and "origin of borrowing". The first denotes the language from which the loan was taken into English. The second denotes the language to which the word may be traced: E.g. paper

Words like paper, pepper, etc. are often called by specialists in the history of the language «much-travelled words» which came into English passing through several other languages and not by means of direct borrowing (Николенко А. 2007).

Though the majority of borrowed words always undergo changes in the process of borrowing, some of them preserve their former characteristics for a long period or even stays untouched, like “vice versa”. This enables us to recognize them as the borrowed element.

Translation loans are words or expressions formed from the elements existing in the English language according to the patterns of the source language (the moment of truth - sp. el momento de la verdad).

A semantic loan is the borrowing of a meaning for a word already existing in the English language e.g. the compound word shock brigade which existed in the English language with the meaning "аварійна бригада" acquired a new meaning "ударна бригада" which it borrowed from the Russian language (Николенко А. 2007).

There are many reasons and factors that influence the number and character of borrowings: historical conditions, the nature and length of the contacts between different nationalities and also on the genetic and structural proximity of languages concerned. The closer the language the deeper and more versatile is the influence. Thus, from the Scandinavian languages, which were closely related to Old English, some classes of words were borrowed that could not have been adopted from non-related or distantly related languages: the personal pronouns: they, their, them; also same, till, though, from (adv).

Sometimes words were borrowed to fill in gaps in the vocabulary. Thus, the English borrowed Latin, Greek, Spanish words paper, tomato, potato when these vegetables were first brought to England and because the English vocabulary lacked words for denoting these new objects.

There are two ways in which borrowings can enter the language: through oral speech and through written speech. The former took place chiefly in the early periods of history, reason being is that the education system wasn't developed and only the upper classes could read and write, so all the information, stories and news were passed orally. In recent times, however, written borrowings are the most common. Words borrowed orally (L. Street, mill, inch) are usually short and undergo more

changes in the act of adoption. Written borrowings (e.g. French *communiqué*, *belles-lettres*, *naïveté*) preserve their spelling, they are often rather long and their assimilation is a long process.

It has been proven that no language is so composite as English; none so varied as to its vocabulary. Loan-words have entered the language through travel, commerce, literature and in many other ways. Some of them have undergone so many changes, that one might find it difficult to tell whether it's a borrowed word or not; however, some of them still remains the same as it was. Accurate studies of certain parts of the loan element in English have not yet been made. To discuss this subject with even an approach to completeness would fill a whole volume.

In English language words are created in different ways and many of them have changed their meanings and forms in the course of their development. Word formation processes in English involve: compounding, derivation, back formation, abbreviation, acronyms, clipping, blending, borrowing and coinage. They can be divided into two groups: less productive and highly productive word-formation processes. The majority of neologisms are created with the help of highly productive processes, which are usually created by adding or blending two or more morphemes such as compounding and blending.

Less productive word-formation processes basically include the various types of shortenings, such as back-formation, blend, acronym and clipping. Even though those word-formation processes are called less productive, recently are getting more and more important in daily life. The reason behind it is that people don't feel like it is necessary to use whole word, especially in texting each other.

However, the next part of the thesis is focused on the compounding as the most commonly used word-formation process in the field of marketing. Also, Part 2 determines what is advertising and the importance of the language used to promote products and services.

PART 2

THE LANGUAGE OF ADVERTISING

Advertising has become an enormously influential and complex field of industry. It has been studied by many and yet there still remain plenty of questions to be answered and research to be carried out, in order to fully comprehend this area. However, it might be very difficult to capture its true essence, even resemble a “losing battle”, since advertising permanently is in the state of evolution.

Advertising is a complex phenomenon, intimately tied to society and economy, history and culture, so it can be studied only in segments and not as a whole. As many other fields, advertising has acquired its own specific language which is the part explored by this thesis.

In order to earn a deeper understanding of this field and to explain the reason of choosing this topic as the subject of investigation, the explanation of advertising together with basic principles and facts are rendered in the first part of the next section. The second part is focused on Compounding as the most commonly used word-formation process in this field.

2.1 Advertising

Advertising has become an integral part of present-day life. From everywhere around us, advertisements of diverse types surround us: buildings, boards, newspapers, restaurants, phone, etc everywhere we can see tones of information, which is able to manipulate the consumer; an invisible voice of advertisement advocates, encourages, asks, announces and deeply embeds into peoples' minds. In recent decades, the market glut of advertising caused the increased intention and interest in the linguistic aspect of advertising.

Advertising has become a science and a professional tool. People began to describe, analyse the linguistic means and evaluate the language trying to find out the principles, create new kinds of relationship between elements of language and

improve the techniques, with the aim to be unique and maximize the effect at full blast.

The language used in advertisements is one of the most important part of advertisement for promoting its products. Consumers will know and remember the product if advertisers use interesting language in the advertisements. Advertisers will try to make the language as unusual and unique as possible to reach the meaning and the curiosity of the target about the product itself. It must have a make-sense power to them. To put it more simply, advertisements must have hidden power to flatter their readers.

Recently, many billboards, as a kind of outdoor advertisements, are advertising events held by a company to promote a new product or to gather customers in an event or activity. The events are usually about the music concert and the target are youngsters. Besides, some billboards are advertising social activity, environment-care activity, but the targets are still the youngsters. The phenomena happening in this advertisement are that words used are new words. The advertisers make new words which are unique and interesting, since the targets are young people who like something different and unique. In addition, the words must be easy to remember and efficient since the medium to write is limited and people read them only in passing.

Contemporary life and society is literally filled with advertising. As Cook nicely puts in advertisement “colonises our screens, interrupts our entertainments, punctuates our news, plasters our walls, lines our roadsides, mingles with public information and decorates almost every object we buy” (Cook V. 1990). This situation makes advertising one of the most forceful and, at the same time, effective ways of modern communication.

There are many aspects of a language to be studied in terms of innovation and creativity. Language is a very complex phenomenon and allows us to bend and twist it in many ways and on many levels. According to Bovée and Arens the key elements in print advertising are the headline, the visual, subheads, body copy, captions, boxes and panels, slogans, logotypes (logos), seals, and signatures. It is the job of

copywriters to think of a new, original and creative way of making these elements stand out from the ocean of words and letters we encounter everywhere we go. This study is going to focus predominantly on innovative approaches regarding word-formation of advertisements.

2.2 Word Formation Processes in Advertisements

Advertising is a form of communication used to persuade an audience (viewers, readers or listeners) to promote products, ideas, or services, influence customers' decisions. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid by sponsors and viewed via various traditional media, including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites and text messages.

Advertisement itself is a kind of communication the main purpose of which is to motivate the consumers to buy their products, and to promote their new product (Astalin P. 2013). The languages used in advertisements are very important for promoting its product. If a consumer sees an interesting, uncommon word, one will remember and keep it in mind. The advertisers will try to delve the word as maximum as possible to reach the meaning and the curiosity of the target about the product itself. It must have a make-sense of power to them. On the other word, the advertisements must have hidden power to flatter their reader. Many billboards as one of outdoor advertisements are advertising about the event held by a company to promote a new product or to gather the customers in an event or activity. The events are usually about the music concert and the target are youngsters. Besides, some billboards are advertising social activity, environment-care activity, but the targets are still the youngsters.

Both the mass media, when reporting news, items and marketing and advertising personnel have to consider the emotive power of the words they use. First, they make a decision about what to communicate and what to withhold. One

way in which advertisers adapt language to their own use is to take compound words and use them as adjectives. These compounds often later become widely used in normal situations. Examples of these compounds which have become part of the English language are: top-quality, economy-size, chocolate flavoured, feather-light and longer-lasting.

The existence of words is usually taken for granted by the speakers of a language. To speak and understand a language means knowing the words of that language. The average speaker knows thousands of words, and new words enter our minds and our language on a daily basis (Crystal, D. 1969). Words in every language always develop over time, and the number of them also increases. Because of this development, every language needs new words whether it is borrowed, derived or otherwise formed, simply because new things need new words. The human community is steadily growing and developing, and also the language as the tool of communication. Language is dynamic, it changes constantly. If a new word is used by many speakers of a language, it will probably survive and it can happen that one day, it is an everyday word and entered our dictionaries. When new inventions and changes enter our lives, we have to name them and of course to communicate about them.

There are many ways in which words are created. If there is a new thing and the language community has no word for it, there are several options to create a new one. In the past and present, people used and still use a variety of methods to create new words, such as inflection, derivation, and compounding. In the term of morphology, we call them as word formation processes. In the previous part of the bachelor thesis a detailed description on different types of word formation is provided. All of them can act as a tool in creating new words in the commercial field. Some of these types, like compounding, blending, and borrowing, are implemented more often, the others, though, are used less frequently, nevertheless can convey a powerful message or even enter the everyday language.

Compounding is one of the most frequently used types of word formation. It is the process of putting words together to build a new one that does not denote two

things, but one and that is pronounced as one unit (Hart, D. 1994). It consists of combining words having their own lexical meaning (having a substantial meaning of their own) to produce a new unit that functions as a single word. Crabtree and Power (Crabtree and Power 1985) state “compounding is a process which forms new words not from bound affixed but from two independent words”. The words, which are the parts of the compound, can be free morphemes, words derived by affixation, or even words formed by compounding themselves. According to Booij (Booij G. 2002) compounding is the most frequently used way of making new lexemes. It consists of the combination of two words, in which one word modifies the meaning of the other, the head. Its defining property is that it consists of a combination of lexemes into larger words.

A compound is a new word created by the word formation process of compounding. The combination of some that word creates a meaning of a word which is easier to comprehend, for example, eyeglasses and post office. But there are also some of them which create a new meaning. For example, pigtail (rambut kuncir), the meaning of pigtail itself is not the real meaning that is the tail of a pig. From those explanations, the writer sees that compound word is considered to be a combination of independent words. And the meaning of the new word can be different and also can be the same from what the head and modifiers actually meant. In addition, you can use the meaning of the little words to predict or figure out the meaning of compound words. A lot of compound words are used in slang when people discuss their dates: Lovebombing \lov·bäm·ing\ .

When someone drops over-the-top affection and gifts on you during the beginning of the relationship as an attempt to build trust...but also to establish an unhealthy level of control over you for the long haul: Matrimania \ma·tri·ma·ne·a\.

Short for subtweeting, or indirectly referencing a love interest in a tweet, Facebook post, or Instagram caption without ever mentioning their name: Peacocking \pe·käk·ing\.

Uninspired banter or small talk with a dating-app match that pretty much goes nowhere, does not really appeal to either party, and fails to encourage a date: Monkeying \mon·ke·ing\.

The number of eminent creative people is increasing almost every day. To name a new brand, discovery, or building after its creator currently is a mainstream. Coinage is a word that may be created without employing any other word or word parts already in existence. ‘Coinage’ or ‘manufacture’ is a new word created from names. It is common in cases where industry needs a name for a product. Such brand names as Xerox, Kodak, Linux were made up without reference to any other word.

In the field of fashion, many designers tend to break boundaries and stereotypes. They do it through the way of combining two or more different styles, items, materials and so on. The process of Blending words can be used to give a name for the final result. Blending is a combination of the parts of two words, usually the beginning of the word and the end of another. Well known examples of blends include Brunch from breakfast and lunch, Smog from smoke and fog, Gasohol from gasoline and alcohol, and Motel from motor and hotel.

automagical – from automatic and magical

bit – from binary and digit

Bollywood – from Bombay and Hollywood

Bootylicious – from booty and delicious

combo – combination, usually of different foods or features

Faction – from fact and fiction

Frankenfood – from Frankenstein and food

Jazzercise – from jazz and exercise

Mantastic – from man and fantastic

Mobisode – from mobile and episode (Asmaa K. A. 2015).

Acronymy is the process whereby a new word is formed from the initial letters of the constituent words of a phrase or sentence. Some well-known examples are WYSIWYG (What You See Is What You Get), OLE (Object, Linking and Embedding), or REM (Rapid Eyes Movement)

Very often ASOS bra is called Olivia or their jeans are called Stephanie. Twitter user Lucy Gedney seems to have stumbled upon the real reason for the brand's clothes having human names.

Lucy tweeted: "So apparently on ASOS, if an item of clothing has someone's name at the start of it, it means that person has been at the company for a certain amount of years so they are rewarded with having something named after them, who knew?".

What is more, way back when the online store was started in 1999 by founders Quentin Griffiths and Nick Robertson, the website was called AsSeenOnScreen – a place where the public could buy clothes or accessories they had seen celebrities wear. The name was soon abbreviated to ASOS and the title kind of stuck. As Seen On Screen seems seriously long now.

The term borrowing is used for all kinds of borrowing of, for example, words, sounds, or grammatical elements from other languages into a recipient language (Asmaa K. A. 2015). Usually, these elements are not incorporated into the recipient language without change; rather, the words are adapted regarding morphology, phonology, syntax, and meaning when they are imported into the recipient language. Borrowed words are also called borrowings or loanwords.

The English language has an enormous amount of words that have been borrowed. A huge bunch of loans are used by journalist while writing their reports, especially in the field of beauty (like manicure, mirror, bracelet, diamond, fashion, fur, jewel)

Today English borrows words from other languages with a truly global reach. Some examples that the Oxford English Dictionary suggests entered English during the past 30 years include tarka dal, a creamy Indian lentil dish, quinzhee, a type of snow shelter, popiah, a type of Singaporean or Malaysian spring roll, izakaya, a type of Japanese bar serving food, affogato, an Italian dessert made of ice cream and coffee (Oxford English Dictionary).

Bovée and Arens add that there are many aspects of a language which allow copywriters get creative and chase the full potential of a slogan. Rhyming,

alliteration or various figures of speech are just a few copy aids that can be very effective when writing an advertising slogan (Bové C. and Arens W. 1992). One of the most productive and most “tolerant” processes in terms of linguistic creativity is *word-formation*. It is a very complex area of language that needs to be studied separately and in more detail which is the goal of following chapters. Moreover, as the previous studies of word-formation suggest, that the most frequently used type of word-formation process is Compounding, more investigations and certain categorization should be conducted in the following section.

2.3 Classification of Compound Words

After an introductory chapter on compounding, the main topic of this dissertation will be discussed, i.e. compound adjectives. The reasons for focusing on this morphological phenomenon are many, i.e. 1) the peculiarity and the frequency of this form of compounding in English, 2) the scanty quantity of studies on this topic, which leaves space to new research. As a matter of fact, adjectival compounding has been largely neglected by studies on English morphology, compared to the much-debated and widely investigated class of nominal compounds. This is probably motivated by the fact that nominal compounds represent a much more consistent group from a quantitative and qualitative point of view.

Compound words as inseparable vocabulary units with their own structural and semantic peculiarities in any language merit special consideration. In Modern English composition is one of the productive categories of word formation.

As a matter of fact, any combination of parts of speech may be employed in this way though some combinations are far more common than others, some are unusual and some have not been favoured equally in every period.

It should be noted that in compounds which most frequently occur, the last element expresses a general meaning, whereas the prefixed element renders it less general. Thus, motor ship is a ship but only a particular kind of ship; water lily is a lily, but only a particular kind of lily. The simplest form of compounds is the welding

of two words that already exist in the language: broadcast, newsboy, water-mill, water-way, etc.

Compounding occurs in all word classes. There are compound nouns, adjectives, verbs, pronouns, conjunctions and prepositions. The largest group is that of nouns. Next come compound adjectives, then verbs. There are also compound pronouns and pronominal adverbs, conjunctions and prepositions. These naturally serve grammatical rather than lexical purposes.

English compounds may be classified from different viewpoints.

1) In terms of their appurtenance to different lexicogrammatical classes of words we distinguish compound nouns, adjectives, verbs, etc.

As is known, the largest group of English compounds is that of nouns, next come adjectives and then compounding in verbs which is not a frequent occurrence. Here belong coinages like to whitewash, to spot-light, to fly fish, etc. Verbs of this type are generally made through conversion from the stems of compound nouns. Compound adverbs, conjunctions, prepositions and interjections are also rather few in number. Compounding here serves grammatical rather than lexical purposes.

2) In terms of the morphological-structure of compounds we make distinction between:

a) words joined by juxtaposition, i. e. placing one element after another in a certain order, e. g. blacksmith, blackberry, wage-rate, waist-belt, water-gas, etc. This type of compounding is known to be most typical of English composition;

b) words with a linking vowel or consonant, e. g. Anglo-Russian, electro-motor, craftsman, oarsman (Crystal, D. 1995).

In diachronic terms, these compound words go back either to old genitive groups or plural forms, e. g. boatsman, craftsman, kinsman (kinswoman), sportsman, statesman, tradesman, etc.

The plural concept seems to enter such compounds as: beeswax, woodsman, salesman, saleswoman, seedsman and still others.

Closely related to the given types are separable compounds in terminology such as, for example, plant names of the type adder's grass, adder's tongue, bear's

foot, buck's horn, calf's foot, cat's foot, cock's foot, goat's beard, hen's foot, hawk's bill, lamb's tongue, stork's bill and still others. The so-called copulative compounds with the linking vowel -o are less frequent. Examples are: Anglo-Russian, electro-motor, gasometer, speedometer, etc.

Scientific nomenclature makes use of this type to denote various relations based on the general notion of two elements combined, e. g. concavo-convex, concavo-concave, politico-economic, etc. Examples of compound words with some additional derivational element, often referred to as derivational compounds, are: blue-eyed, dark-faced, long-bearded, etc.

For students of English Rayevska find it helpful to distinguish different types of semantic relations on which coining words by composition may be based:

Group 1 — the first component element has the meaning of performer of the action, e. g. heartbeat, heartache, headache, nightfall, moonshine, sunrise, snowfall, waterfall.

Group 2 — the first component denotes the object of the action, e. g. haymaking (Cf. сінокос), water-carrier (Cf. водонос), shoemaker, ink-holder, etc.

Group 3 — the first element denotes the material of which a thing is made, e. g. ironware, silverware, goldthread, etc.

Group 4 — the first element implies instrumental relations, e. g. oil-painting, eye-wink, hand-mill, hand-operated, handsaw, water-cure, etc.

Group 5 — the first element denotes the origin or source, e. g. oak-nut, oak-fig, oak-apple, birth-mark, fir-cone, woodacid, etc.

Group 6 — the first element implying adverbial relations of place, e. g. seaweed, sea-horse, river-horse, water-fowl, etc.

Group 7 — the first element implying adverbial relations of time, e. g. day-school, day-shift, daysman, day-star, daytime, night-flower, summer-time, etc.

Group 8 — the first element implying the meaning of comparison, e. g. steel-gray, snow-white, fire-eyed (Раєвська Н. М. 1971).

In the next chapter for the analysis Bauer's classification of compounds is used. As he points out the usual way of classifying compounds is by the function

they play in the sentence. This syntactic division is made according to the word class of the compound as a whole and the word classes of the individual constituents of the compound. Using the syntactic criterion, compound nouns, adjectives, verbs, etc. can be distinguished (Rayevska N. M. 1971).

The classification used in this thesis is based on the word classes of the constituents of the compounds and on the relationship between the constituents. Compound adjectives, according to Bauer, can be divided into the following groups: words that right-hand constituent is Present Participle, Past Participle, Adjective or Participle, and the left-hand constituent is a Noun. In the following chapter, different compound adjectives found in advertisements of those four types are collected and, for the purpose of their analysis, a detailed investigation is provided.

Since the language of advertising is complex and ever-changing, it's hard to fully comprehend this area and even though many investigations have been carried out, there are still plenty of questions to be answered.

However, thanks to its power and influence and the fact that contemporary life is filled with advertising, studies done in this area are even more valuable and essential. Moreover, the advertisers make new words which are unique and interesting, since the targets are young people who like something different and unique and thereby creating the language of the future. In addition, the words must be easy to remember and efficient since the medium to write is limited and people read them only in passing. This situation makes advertising one of the most forceful and, at the same time, effective ways of modern communication.

Compounding is called a highly productive process of word-formation and is frequently used in the field of marketing. It consists of the combination of two words, in which one word modifies the meaning of the other, the head. Compounding has many classifications, but since the adjectival compounding has been largely neglected by studies on English morphology, compared to nominal compounds, the following Part is focused on investigation of compound adjectives.

PART 3
STRUCTURAL AND SEMANTIC ANALYSIS OF COMPOUND
ADJECTIVES IN ADVERTISEMENTS

In the third part of the research, the language of advertisements will be analysed, paying special attention to compound adjectives (neologisms). 150 compounds will be collected from popular fashion magazines. The main criteria for the selection of the words include creativity, uniqueness and originality. The corpus of compound adjectives will be analysed in terms of the structural and semantic characteristics of the adjectives.

3.1 Background to the research

After the discussion of word-formation processes in English and the language of advertisements, compound adjectives will be collected and analysed from English magazines. As compounding is identified as the most yielding pattern of forming new words in English, this process of word-building was selected as the basis of the research.

New words frequently enter the vocabulary of the language because of new discoveries, inventions, and the marketing industry. People like to create new words and phrases which are unusual and unique. This is a very creative process, but not only writers or linguists take part in the extension of the vocabulary. Nowadays, marketers and journalists also participate in the creation of new lexical items very actively.

Previously unseen compound words, word-combinations, phrases and sayings appear in newspapers, magazines and commercials. These linguistic phenomena will be discussed in this thesis, based on the collection, and the structural and semantic analysis of compound adjectives encountered in magazine articles.

3.2 Methodology

The classification of compounds had been developed in many different ways using various criteria. Scholars have worked out their own ways to give classification to words created with the help of a word-formation process known as composition.

In this thesis, Bauer's (1983) classification of compounds will be used. As he points out, compounds are usually classified according to their role in the sentence. Therefore, compound adjectives will be classified structurally according to the syntactic categories of their constituent parts: the right-hand and the left-hand constituents.

According to the semantic criteria, compounds can be divided into different groups based on the semantic or meaning-related connections between their constituent parts. Based on Vytrykush's (2017) classification, the following semantic relations will be identified among the collected compound adjectives: subject-directed, locative, temporal, instrumental and objective types of relations.

This research is devoted to the structural and semantic analysis of compound adjectives. The reasons for focusing on this morphological phenomenon are the following:

- 1) the peculiarity and the frequency of this form of compounding in English,
- 2) the small number of empirical studies on this field, which leaves space for new research,
- 3) the difficulty of translating such word-combinations, as a result of the large degree of semantic and vocabulary differences between languages.

Compound adjectives will be collected from six large fashion magazines: *Bazaar*, *Cosmopolitan*, *Vogue*, *Glamour*, *Elle* and *Women's Health*. These magazines are widely read, and have sections connected to fashion, beauty and healthcare, out of which the compounds or neologisms are going to be selected into a corpus of words.

After data collection, the structural and semantic analysis of compounds will be given, based on the classifications of the above-mentioned two researchers. Words will be given in tables, while their frequency will be shown in diagrams, for a better understanding of the most effective means of creating compound adjectives which are unusual and creative.

3.3 Data collection and analysis

Both fields of advertising, i.e. the mass media and marketing or advertising have to consider the emotive power of the words they use. First, they make a decision about what to communicate and what to withhold. One way in which advertisers adapt language to their own use is to take compound words and use them as adjectives.

With the aim to analyse the language of advertisements, 6 English magazines were chosen to collect linguistic data: Vogue, Cosmopolitan, Bazaar, Glamour, Elle and Women's Health. A considerable amount of time was spent on reading articles from these magazines and selecting new creative words. A total collection of 150 compound adjectives was organised.

Previous research had shown that compounding used to be one of the most productive ways of word-formation as it is a frequently used process to create new words for advertisements. This fact has provided motivation to carry out a deeper investigation of compound words selected from fashionable magazines.

The corpus has been selected according to three main criteria: 1) the adjective has to be creative and original; 2) it has to be used in unusual combination; and 3) it also has to be used more than two times. Approximately all the samples have been taken from advertisements promoting healthcare and beauty products, or the articles were connected to the topic of fashion.

3.3.1 Structural classification

In this part of the study, the language of advertisements is investigated. The classification used in this thesis is based on the word classes of the constituents of the compounds and on the relationship between the constituents. Therefore, the collected compound adjectives have been divided into the following groups:

1) Left-hand constituent: noun (or adverb); right-hand constituent: past participle;

2) Left-hand constituent: noun (or adverb); right-hand constituent: present participle;

3) Left-hand constituent: noun (or adverb); right-hand constituent: adjective.

4) Left-hand constituent: noun; right-hand constituent: particle.

The classification was made using only the compounds that were found in the examined magazines.

1) In the first group, compound adjectives were listed with a noun or adverb as the left-hand constituent, and a past participle as the right-hand constituent. This is a highly productive pattern of compound adjectives. In these constructions the nominal element is usually the object of the action expressed by the noun.

Table 3.3.1 Structural classification of compound adjectives, Type 1

Left-hand constituent	Right-hand constituent	Examples
Noun (or adverb)	Past participle	1. Acne-approved 2. Animal-derived 3. Artisan-made 4. Board-certified 5. Bubble-gum-coloured 6. Carabiner-linked 7. Celebrity-filled 8. Cheeks-contrasted 9. Chocolate-hued 10. Colour-blocked

Noun (or adverb)	Past participle	11. Custom-blended 12. Downtown-beloved 13. Downtown-minded 14. Eagle-eyed 15. Ecru-coloured 16. Feather-trimmed 17. Flower-decorated 18. Grief-stricken 19. Hand-dyed 20. Hand-harvested 21. Hadid-hosted 22. Jam-packed 23. Just-opened 24. Level-headed 25. Male-dominated 26. Markle-inspired 27. Meadow-toned 28. Menswear-inspired 29. Money-printed 30. Moon-shaped 31. Nutritionist-approved 32. Oil-clogged 33. Oil-filled 34. Oil-infused 35. Pandemic-inspired 36. Paparazzi-flanked 37. Pea-sized 38. Propeller-driven 39. Remover-soaked 40. Retro-inspired 41. Science-backed 42. Side-swept 43. Sleep-focused
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Noun (or adverb)	Past participle	44. Snow-covered 45. Snow-sprinkled 46. Socially-distanced 47. Sportswear-inspired 48. Star-crossed 49. Star-powered 50. Stone-coloured 51. Sun-kissed 52. Sunset-dusted 53. Surely-footed 54. Unrest-related 55. Vanilla-layered 56. Vintage-inspired 57. Woman-owned
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Celebrity-filled is a new term that is often used to describe events, ceremonies, parties and many other celebrations in the world of show-business and fashion. The word was first found in Elle magazine: „*from the celebrity-filled celebrations...*”, together with some other words like *Hadid-hosted* and *star-powered*. The former one has been found 10 times, while the following was only twice, though pinpointed for its creativity.

While promoting new recipes, diets, advertising food favourites, journalists tend to refer to readers’ five senses, so that when one goes over an article, one can almost feel the taste or scent of the product. Some words that are used to describe meals, have almost become clichés like *chocolate-hued*, *jam-packed* and *vanilla-layered*. These words, found in Glamour, are used to specify the flavour and outline the delicious taste of a particular food.

The next word is *colour-blocked* and it is less frequently used, whereas it was found only 3 times. Writers tend to make use of this compound adjective in the

description of particular pieces of clothing. A lot of examples can be found in Vogue: “*colour-blocked washes of fluorescent bright pigments along the lids*”.

The following types of compound adjectives are also very common in fashion industry: *custom-blended*, *vintage-inspired* and *flower-decorated* – as they give a precise and conceivable image of the materials that are used to make a dress. Glamour magazine often uses these examples, especially when dealing with the 2019 spring collection. For instance: “*seek out a vintage-inspired hairband*”.

Level-headed is another example of compound adjectives whose right-hand constituent is a past participle. This word has been found only once in Cosmopolitan magazine: “*He seems reasonably level-headed, like...*”

It is becoming more and more popular nowadays to use relatively old and simple words to characterize common items in uncommon ways, like “*she wore a money-printed trench dress...*” – an example found in Elle magazine several times.

The magazine Women’s Health has a whole section devoted to healthy eating, nutrition-based advice and dieting. In those articles and advertisements one can meet with such compound adjectives as *nutritionist-approved* several times. This example was first found in this context: „*whip up these nutritionist-approved best healthy snacks for weight-loss snacks instead.*”, and this word appeared more than 8 times after this, which fact denotes its beneficial value.

Only twice such a compound adjective as *sun-kissed* was found in Glamour magazine. However, the context in which the word has appeared is quite unique, and that is what catches the readers’ attention and it became the purpose to include the adjective in the table. *Sun-kissed* in the sample is used to describe the outlook of woman’s hair – “*to give brunettes a sun-kissed appearance.*”

Bubble-gum-coloured was found in the magazine Vogue when describing a T-shirt in the fashion section: „*an oversized T-shirt printed with a bubble-gum-coloured Lexus*”. Another example found in the same magazine describing fashion products is *retro-inspired*: „*with retro-inspired floral frocks...*”

We can use the words *sleep-focused* to talk about meditation techniques, *just-opened* to characterise shops and *carabiner-linked* to define the outlook of skirts.

“*On a snow-sprinkled street, Indya Moore stepped out...*” – this example was found in the fashion section of *Vogue* in an article denoting the best fashion ideas that could be found among Instagram celebrities.

Paparazzi-flanked is used to denote famous stars in magazines, like in this article about Dua Lipa, a famous contemporary singer: “*Ms. Lipa looked like a paparazzi-flanked celeb from the early ‘00s*”.

In *Bazaar*, we can find compound adjectives denoting clothing products (*sportswear-inspired*), skin-care products (*board-certified*) and materials used to make clothes (*hand-harvested*).

2) The following type of compound adjectives consists of a noun and a present participle. When deciding which compounds to choose, two factors were taken into consideration: its creativity and the effect it causes on readers (whether it is eye-catching, easily memorized or persuasive).

Table 3.3.1 Structural classification of compound adjectives, Type 2

Left-hand constituent	Right-hand constituent	Examples
Noun (or adverb)	Present Participle	<ol style="list-style-type: none"> 1. Abortion-funding 2. Acne-fighting 3. Barrier-strengthening 4. Brow-filling 5. Brow-raising 6. Carb-loading 7. Child-protecting 8. Colour-changing 9. Comfy-looking 10. Community-developing 11. Face-framing 12. Fat-evaporating 13. Floor-grazing 14. Forward-looking 15. Fun-loving 16. Game-changing

Noun (or adverb)	Present participle	17. Glow-enhancing 18. Glow-robbing 19. Hair-boosting 20. Hand-washing 21. Head-turning 22. Health-promoting 23. Heat-styling 24. Home-quarantining 25. Internet-policing 26. Joy-sparking 27. Late-targeting 28. Memory-boosting 29. Mood-boosting 30. Oil-absorbing 31. Photography-studying 32. Pore-blocking 33. Pore-clogging 34. Pore-perfecting 35. Post-snapping 36. Shoulder-grazing 37. Skin-loving 38. Skin-stripping 39. Slipper-wearing 40. Spring-cleaning 41. Truth-speaking 42. Waist-cinching 43. Waist-defining 44. Waist-whittling 45. Water-attracting 46. Water-loving 47. Wrinkle-fighting
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The next type of compound adjectives was not very frequent in the selected journalistic texts: *carb-loading*, *child-protecting* and *truth-speaking*. They were found only once but used in unusual ways and contexts that seemed to be a clever way to promote a product. These words were the choices of a journalist working at Cosmopolitan magazine to advertise cleansing clothes for women.

Hand-washing is relatively a new word, but used so often that it has already become a part of our everyday vocabulary. Even though this word was first observed in Vogue in the self-care section, later it appeared more than 20 times in other magazines and articles.

The next word is *head-turning* - it was taken from Vogue magazine in a discussion of the most dazzling engagement rings: “*who wears a canary yellow stone can raise up the head-turning potential with a shimmering tawny bronze polish...*” Here again one can be faced with a unique combination of words and their meanings. Moreover, this word is frequently used in breaking news to draw people’s attention.

The following sentence sounds quite interesting and will certainly attract many customers: “*...to learn how to incorporate some health-promoting behaviours into your life.*” This sample was derived from a magazine called Women’s Health. A journalist made use of the compound word *health-promoting* in a discussion of detox teas. This adjective appeared only once in the chosen magazines, but it does not restrict the possibility of its usage somewhere else.

Glow-robbing – a word that is used seldom. Together with other words from the collected data – *water-attracting* and *water-loving* –, it appears to be a tool to sell face-cleaning products in Cosmopolitan magazine. The combination of words is uncommon but at the same time the aim to describe the most prominent and distinctive features of a chosen product has been achieved.

“*Fatty fish contains memory-boosting omega-3 fatty acids...*” – says Women’s Health magazine in the section about food and healthy diets. The *memory-boosting* compound has become a frequently used term in the field of medicine and

sport. Only in the selected magazines the word has been used more than 20 times which is a valuable indicator of its usefulness and facility to achieve its objectives.

Slipper-wearing is a word that was found only once in a magazine called Elle to define Justine Bieber's extraordinary style. Indeed, the combination of words is as queer as the celebrity itself – "*Just when we think he's finally growing out of his eccentric hobo hair-having, hotel slipper-wearing ways, he surprises us with a very small (but very permanent) face tattoo.*"

Other prominent words in the field of style are: *waist-defining*, *waist-cinching* and *waist-whittling* from a truly fashionable magazine, Vogue. This type of compound adjectives appeared often in the examined texts. More than 10 times they were found in the description of women's dress and costumes: "*a new waist-defining look that's perfect for fall...*".

Wrinkle-fighting is well-known for everybody for the reason that it appears not only in magazines and journals, but also on the streets, in drugstores and supermarkets. This example was very frequent in such magazines as Women's Health, Elle and Vogue in the sections about skin-care routines.

In Vogue, several articles were dealing with the topic of how to cope with the effect that the lockdown causes to our body and soul: "*it is both mood-boosting and boosts our resistance to stressors*". In the fashion section, we can find compound adjectives describing outfits: "*to outfit yourself in stylish, warm, and joy-sparking outdoor gear*".

Among the advertisements about eco-friendly cleaning products, *forward-looking* was often used: "*Refocusing our forward-looking fashion lens...*" In the magazine Bazaar, vitamins were described as *skin-loving* products. Furthermore, when an article was written about the beauty products of Jennifer Lopez, the compound adjective *glow-enhancing* was found.

3) The third group contains compound adjectives whose right-hand constituent is an adjective. The adjectives in the following examples are all descriptive. These adjectives add information and qualities to the words they are modifying. In addition, these simple adjectives express different aspects such as

feelings, time, sound, quantity, taste, appearance, size, age, colour, shape, and material.

The adjectives involved in the sample can be further divided into two groups: gradable and non-gradable. One part of the adjectives is quite a limited set, namely free, safe, dead, ready, dense and do not allow gradeability.

Other adjectives involved in these formations: effective, healthy, rich, sharp, favourite and famous – these are gradable but the noun modifier fixes the property described by the adjective at a certain degree along the scale, consequently preventing further gradation. Therefore, neither *world-famous* can be modified into *quite world-famous*, nor *cult-favourite* can be *more/very cult-favourite*.

Table 3.3.1 Structural classification of compound adjectives, Type 3

Left-hand constituent	Right-hand constituent	Examples
Noun (or adverb)	Adjective	<ol style="list-style-type: none"> 1. Alcohol-free 2. Amazon-exclusive 3. Apocalypse-ready 4. Blackhead-free 5. Body-positive 6. Brand-new 7. Caffeine-free 8. Camera-ready 9. Cost-effective 10. Cruelty-free 11. Cult-favourite 12. Energy-intensive 13. Fashion-forward 14. Hazard-red 15. Heart-healthy 16. Heat-protectant 17. House-worthy 18. Instagram-worthy 19. Logo-free

Noun (or adverb)	Adjective	20. Now-viral 21. Nutrient-dense 22. Pain-free 23. Phentermine-friendly 24. Protein-rich 25. Razor-sharp 26. Skin-beneficial 27. Skin-safe 28. Sometimes-awkward 29. Spa-worthy 30. Stone-dead 31. Surface-specific 32. Then-recent 33. Tumbleweed-empty 34. Trend-agnostic 35. User-friendly 36. Water-light 37. World-famous 38. Zoom-ready
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When getting any product from a store, one of the very first things a customer takes into consideration is the quality of the chosen item. Due to this fact, such compound adjectives like *alcohol-free*, *caffeine-free* and *skin-safe* have gained popularity in the field of marketing. A lot of magazines make an extensive use of these words to promote their products.

Other words that are also known for their wide usage are the following: *heart-healthy*, *nutrient-dense*, *protein-rich*. Those examples are more likely to be found in the self-care sections in such magazines as Women’s Health, Cosmopolitan and Elle. Just the appearance of those adjectives makes a product more desirable and valuable for a customer.

A very interesting compound adjective or neologism is *Zoom-ready*, which occurred in a rather surprising context: “*Zoom-ready New Year’s Eve dressing...*”,

reflecting the current situation around the world and the necessity of using Zoom to communicate with our friends and colleagues because of social distancing and the quarantine situation.

In Vogue magazine, the following examples can be found in the fashion section: “*and utilizes materials with a low environmental impact, such as sustainable, cruelty-free silk...*”; “*who was dressed in hazard-red heels and a cheetah-print coat...*”; “*such as colour-changing effects...*”; “*under a house-worthy slip dress...*” These are all unique and eye-catching compound adjectives.

A few interesting ones were also found, in which the left-hand constituent was not a noun, but an adverb of time. For example: *now-viral*, *sometimes-awkward* and *then-recent*. In the skin-care section, sentences like “*baths are steeped with skin-beneficial ingredients*” can be read.

4) Compound adjectives whose right-hand constituent is a particle is shown to be the least frequently used among the four examined groups. Only a small number of examples could be gathered from the six magazines.

In these constructions the nominal elements are the noun and a particle. In some cases, the right-hand element determines the location or the action, such as *down*, *high* and *over*. In the compound word *call-off*, the particle functions as a part of a phrasal verb. All the words representing this group have been organized into one table according to the alphabetic order.

Table 3.3.1 Structural classification of compound adjectives, Type 4

Left-hand constituent	Right-hand constituent	Examples
Noun	Particle	1. Button-down 2. Button-up 3. Call-off 4. Hands-down 5. Paper-down 6. Sky-high 7. Touch-up 8. Voice-over

These compound adjectives are hard to find in magazines. One rare example is *button-up* in the following sentence: “*a button-up coat in bubble-gum pink...*”

In comparison to the previously mentioned groups, the group of compound adjectives whose right-hand constituent is a particle is appeared to be a less productive way of the word-formation process due to its small number of examples.

3.3.2 Semantic classification

In the previous section of the study, the structural classification of the collected 150 compound adjectives or neologisms was given. In the following part of the research, the semantic classification of the collected words will be described in detail on the basis of the study of Vytrykush (Vytrykush B. 2017).

The researcher divided compound words in English into five groups, depending on the semantic relationship between their constituent parts:

1) The subject-directed (agent-directed) type: the first part of the compound adjective is the subject of the action, e.g. *computer-controlled*;

2) The locative type: the first component of the compound is a place name, e.g. *home-made*;

3) The temporal type: the left-hand constituent is connected to some parts of the day, the year or it represents something different connected to time, e.g. *spring-cleaning*;

4) The instrumental type: the first part of the compound describes the means of performing an action or its instrument, e.g. *hand-feeding*;

5) The objective type: the left-hand constituent is the object of the right-hand constituent, e.g. *book-burning* (Vytrykush B. 2017).

Following these types of semantic relations among the components of the compound adjectives, a classification of the collected 150 neologisms will be given.

Table 3.3.2 Semantic classification of compound adjectives

Subject-directed type	Locative type	Temporal type	Instrumental type	Objective type
Acne-approved	Amazon-exclusive	Just-opened	Carabiner-linked	Abortion-funding
Alcohol-free		Late-targeting	Flower-decorated	Acne-fighting
Animal-derived	Downtown-beloved	Now-viral	Grief-stricken	Barrier-strengthening
Apocalypse-ready	Downtown-minded	Retro-inspired	Hand-dyed	Brow-filling
Artisan-made		Sleep-focused	Hand-harvested	Brow-raising
Blackhead-free	Forward-looking	Sometimes-awkward	Jam-packed	Carb-loading
Board-certified		Sunset-dusted	Oil-clogged	Cheeks-contrasted
Body-positive	Home-quarantining	Spring-cleaning	Oil-filled	Child-protecting
Bubble-gum-coloured	House-worthy	Then-recent	Oil-infused	Colour-blocked
Button-down	Instagram-worthy	Vintage-inspired	Paper-down	Colour-changing
Button-up			Propeller-driven	Community-developing
Call-off	Internet-policing		Razor-sharp	Face-framing
Caffeine-free	Meadow-toned		Remover-soaked	Fat-evaporating
Camera-ready	Moon-shaped		Snow-covered	Feather-trimmed
Celebrity-filled	Side-swept		Snow-sprinkled	Floor-grazing
Chocolate-hued	Sky-high		Star-powered	Fun-loving
Cost-effective	Surface-specific		Vanilla-layered	Game-changing
Cruelty-free				Glow-enhancing
Cult-favourite	World-famous			Glow-robbing
Eagle-eyed	Zoom-ready			Hair-boosting
Ecru-colored				Hand-washing
Energy-intensive				Head-turning
Fashion-forward				Health-promoting
Hadid-hosted				Heat-protectant
Hands-down				Heat-styling
Hazard-red				Joy-sparking
Heart-healthy				Memory-boosting
Logo-free				Mood-boosting
Male-dominated				

Markle-inspired				Oil-absorbing
Menswear-inspired				Photography-studying
Money-printed				Pore-blocking
Nutrient-dense				Pore-clogging
Nutritionist-approved				Pore-perfecting
Pain-free				Post-snapping
Pandemic-inspired				Shoulder-grazing
Paparazzi-flanked				Skin-loving
Pea-sized				Skin-stripping
Phentermine-friendly				Slipper-wearing
Protein-rich				Spa-worthy
Science-backed				Trend-agnostic
Skin-beneficial				Truth-speaking
Skin-safe				Waist-clinching
Sportswear-inspired				Waist-defining
Star-crossed				Waist-whittling
Stone-coloured				Water-attracting
Stone-dead				Water-loving
Sun-kissed				Wrinkle-fighting
Touch-up				
Tumbleweed-empty				
Unrest-related				
User-friendly				
Voice-over				
Water-light				
Woman-owned				
Total: 55	Total: 15	Total: 10	Total: 17	Total: 47

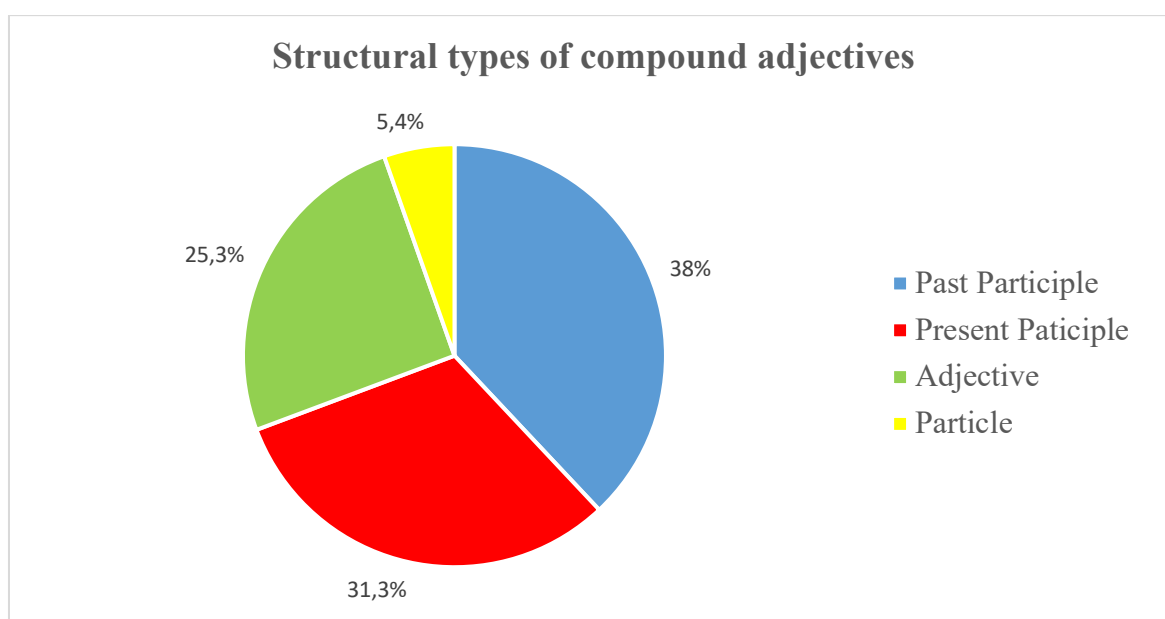
In conclusion, 144 out of the 150 words were categorised into the five semantic types of compound adjectives. However, it has to be stated that 6 adjectives were exceptions and it was impossible to include these compounds in any of the categories. The exceptions with no category are the following: *custom-blended*, *level-headed*, *socially-distanced*, *surely-footed*, *comfy-looking*, *brand-new*.

3.4 Research findings

For the purpose of analysing compound adjectives, 150 words have been collected from popular magazines and divided into 4 groups according to their constituent parts. Even though there are many ways of categorizing compound adjectives, Bauer's linguistic division was used in this paper, which is based on the word classes of the constituents of the compounds and on the relationship between these constituents. Therefore, compound adjectives were grouped in the next way:

- 1) compound adjectives whose right-hand constituent is a past participle (57);
- 2) compound adjectives whose right-hand constituent is a present participle (47);
- 3) compound adjectives whose right-hand constituent is an adjective (38);
- 4) compound adjectives whose right-hand constituent is a particle (8).

Diagram 3.4 Frequency of structural types of compound adjectives



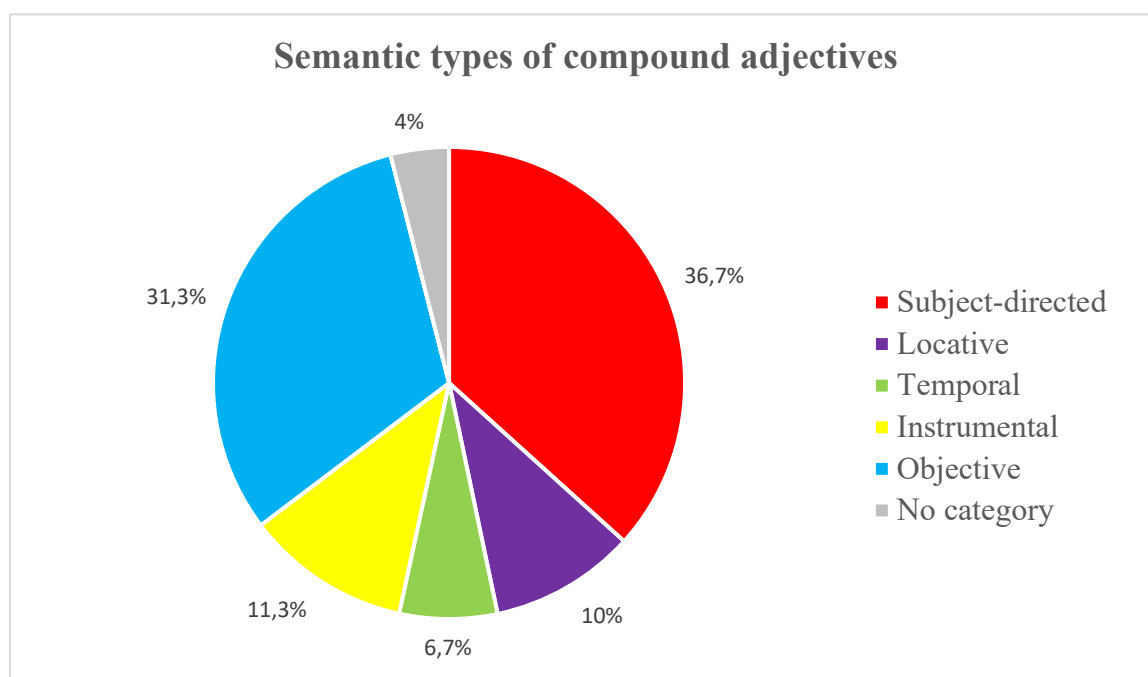
Altogether 150 neologisms or unique compound adjectives were collected from six magazines. Based on the number of the collected words, the most common type of compound adjectives is by far the category which includes a noun as a left-hand constituent (or an adverb) and a past participle as its right-hand constituent. This category contains 38% of all the words collected.

The second most common type of compound adjectives is the one in which the right-hand constituent is a present participle. These adjectives occupy 31,3% of the total number of the analysed words. The third type of compound adjectives was built up from a noun or adverb and an adjective. These were also rather frequent, containing 25,3% of the full number of words.

The least frequent type of compound adjectives used in advertisements in popular magazines are those which contain a particle as their right-hand constituent. There were only 8 adjectives among the 150 collected, which means that it is only 5,4% of the total number.

The collected adjectives were also analysed from a semantic point of view. The semantic categories of Vytrykush (Vytrykush B. 2017) were used to classify the adjectives into five groups. The results are presented in the following diagram.

Diagram 3.4 Frequency of semantic types of compound adjectives



From the diagram, we can see the following distribution of compound adjectives:

- 1) subject-directed type: 55 words,
- 2) locative type: 15 words,
- 3) temporal type: 10 words,
- 4) instrumental type: 17 words,
- 5) objective type: 47 words,
- 6) no category: 6 words.

The most common semantic relation among the constituent parts of the analysed compound adjectives was the subject-directed type of the semantic categories. It was observable in 55 words, which is 36,7% of the total number of compounds.

The second most frequent type of relation among the examined compounds was the objective relation, in which the left-hand constituent of the adjectives is the object of the right-hand constituent. 47 words (31,3%) belonged to this group of adjectives.

The other three types of semantic relations were not as frequent as the previously mentioned two: instrumental (11,3%), locative (10%) and temporal (6,7%). Furthermore, there were 6 compound adjectives (4% of the 150 words) which could not be categorised into any of the groups of semantic relations.

Since advertising has become a science, people began to describe and analyse its linguistic characteristics, evaluating the language and trying to find out the principles of which elements of the language can be used to catch the customers' or readers' attention most effectively. Advertisers and journalists are continuously improving their writing techniques, with the aim to be unique and maximize the effect of the given advertisement or article.

Taking into consideration all the analyses and results, it can be concluded that the major way to achieve this goal is to use the process of compounding. The language used in advertisements is very important for promoting products. The mass media and marketing salesmen both consider the emotive power of the words they

use. First, they make a decision about what to communicate toward the customers. One way in which advertisers adapt language to their own use is by creating unique and fresh compound words like eye-catching adjectives. Consumers will know and remember the product if advertisers use interesting language in the advertisements.

For the sake of making a commercial successful, numerous adjectives are used. According to the statistics provided by this study, the prevailing type of compound adjectives is that which has a noun or adverb as its left-hand constituent, and a past participle as its right-hand constituent. By the means of this category of adjectives, the vocabulary of news and commercials has been enriched immensely, making articles and advertisements more colourful and unique.

In addition, the most common semantic relation among the constituent parts of the compound adjectives were subject-directed and objective relations. This means that most of the time the left-hand constituent is either the subject or the object of the right-hand constituent.

GENERAL CONCLUSIONS

Language is an extremely important device that allows human beings to interact and communicate with each other. English is one of the most widely spoken languages in the world, and it is in a process of continuous change because new words and phrases enter its vocabulary as a result of new scientific discoveries and borrowings from other languages. Moreover, new words are coined in magazines and advertisements, mainly in the form of compound adjectives.

The language used in advertisements plays a central role in promoting different products and grabbing consumers' attention. Advertisers try to make the language of their commercials as colourful as possible in order to communicate the intended message and produce an effect on the target audience. In another words, advertisements convey a lot of hidden meanings towards their audience. The phenomena happening in the fields of journalism and advertising are connected to the creation of unusual and unique words. Advertisers try to make new words which are interesting and powerful.

Word-formation processes are techniques whereby a word in a language is formed. Word-formation refers to all the processes which are connected to changing the form of existing words. There are different ways of forming new lexical items, such as blending, compounding, borrowing, coinage, acronym formation, inflection, derivation, clipping, and back-formation. Based on previous research, in which the process of composition had been investigated, compounding appeared to be the most productive word coining process that can be found in advertisements.

All these processes can grant people freedom from boundaries of conventional language use. Advertisers and journalists make use of the possible opportunities and benefits offered to them by the language itself. They are trying to be creative by forming previously unseen, unique and interesting word-combinations in advertisements and magazine articles. The language of advertising contains a whole set of adjectives and adverbs in order to produce an effect on the readers and consumers, and to persuade them towards buying the given product.

The collection of compound adjectives was carried out by reading articles from popular fashion magazines like *Vogue*, *Cosmopolitan*, *Bazaar*, *Glamour*, *Elle* and *Women's Health* to collect new creative words. In this study, the aim was to find out, classify, and analyse extraordinary compound adjectives (neologisms), which were found in advertisements taken from these magazines. The enlisted magazines have been chosen due to their popularity among people all over the world.

The corpus had been selected according to three main criteria: the collected adjectives had to 1) be creative and original; 2) be used in unusual combination, and 3) be used more than one time. Approximately all the samples had been taken from advertisements or articles promoting healthcare, beauty or fashion products.

For the purpose of the validity of this research, in the first and second parts of the study, theoretical literature was collected and analysed in relation to the main types of word-formation processes and classifications of compound adjectives in the English language by different foreign scholars. Furthermore, the language of advertisements was also described in detail.

In the third part of the thesis, 150 compound adjectives were collected and divided according to Bauer's (1983) structural classification into the following groups: words with a present participle as a right-hand constituent, words with a past participle as the right-hand constituent, words with an adjective as the right-hand constituent, and words with a right-hand constituent of a particle.

From the analysis, the following results have been obtained: compound adjectives whose right-hand constituent is a past participle are the most numerous, as 57 words (38%) from the collected corpus belong to this category. Compound adjectives whose right-hand constituent is a present participle constitutes the second largest group: 47 words (31,3%). In addition, 25,3% of the analysed words belong to the group of compound adjectives whose right-hand constituent is an adjective (38 words). The least numerous group is constituted by compound adjectives whose right-hand constituent is a particle – only 8 words (5,4%).

Furthermore, the collection of compound adjectives was analysed not just structurally, but also semantically. The types of semantic relations between the

constituents of compounds were used as a basis for the classification, outlined by Vytrykush (2017).

According to the results, subject-directed compound adjectives are the most numerous (55 words, 36,7%), followed by the compounds in which the constituents are in objective relation to each other (47 words, 31,3%). The other three types of semantic relations were less frequent in the analysed corpus: instrumental (11,3%), locative (10%) and temporal (6,7%). 6 words (4%) could not be grouped under any of the categories.

From the examples so far analysed, we can say that the effect achieved by compound adjectives whose right-hand constituent is a past participle is remarkable in advertising, which is particularly rich in strategies of grabbing the attention of customers. In addition, subject-directed semantic relations are the most common between the constituent parts of the compound adjectives among the collected words.

Consequently, the research has proven that compounding is a very productive process in creating neologisms, and it is one of the most frequently used process of word-formation to create interesting and eye-catching advertisements. What is more, compound adjectives whose right-hand constituent is a past participle are one of the most powerful means of compacting information and enriching the vocabulary of a language, re-inventing previously existing lexical items in different contexts and semantic relations.

The main function of advertisements is to persuade the consumers about the qualities of a given product. The language of advertisements should be clear, easily understandable and persuasive. Consequently, it can be stated that numerous use of compound adjectives whose right-hand constituent is a past participle proved their effectiveness and potential in the field of marketing. Among compound adjectives, the most frequent type of semantic relation is the subject-directed one, followed by the category of objective relation.

Today, the field of marketing and communication have an increasing popularity among people. In order to gain more attention from consumers and

recognition for their products, marketers try to create unique, interesting and noticeable word-combinations in a way that can satisfy people of all age, gender and cultural background.

For the practical significance, the research is expected to give useful information for language learners, the public society and marketing specialists. Through this research, language learners are expected to know more about the English words used in advertisements and the most effective ways of creating them. This research enriches their knowledge regarding the kinds of English word-formation and their application in real life contexts. Moreover, this thesis can provide information for people which help them understand the importance of using the tools of language in the creation of new and creative words for advertising purposes.

These findings enhance our understanding of the connection between language and advertising. Further experimental investigations are needed to estimate the effect of such neologisms as compound adjectives on consumers and readers. Furthermore, considerably more work will need to be done to investigate other types of word-formation processes in the English language.

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ЗАГАЛЬНІ ВИСНОВКИ

Англійська мова почала зазнавати великих змін ще в роки Реставрації в двох напрямках: збагачення словнику з однієї сторони та змін у значеннях слів з іншого. Перше є неухильним результатом потреби виражати нові ідеї, уявлення та відтінки нових значень чи давати назви новим відкриттям та здобуткам цивілізації. Мова зростає, як зростають знання. Англійська мова завжди була відкритою до того, щоб запозичувати нові слова з інших мов або ж формувати нові, коли існуючі слова вже не відповідають новим значенням. Вона, мова, збагачувалася різними шляхами: дещо запозичила, а дещо створила сама використовуючи для цього масу різних методів.

Термін «словотворення» означає процес створення та формування нових слів з послідовного комбінування морфем та слів. З часом словотворення в англійській мові набуло великого значення.

Ресурси англійської мови були збагачені за допомогою процесу словотворення, через що цей процес набув великого значення, так само як запозичення слів з інших мов. Нові слова все ще продовжують виникати з старих, таким чином збагачуючи існуючі запаси слів.

Словотворення знайшло своє застосування у всіх сферах життя. Великого акценту можна надати мас-медії, а саме рекламам, де цей процес з'являється майже скрізь.

Сьогодні існує велика кількість різних реклам, які ми зустрічаємо щодня і усюди. Сам термін реклама - означає вид комунікації, головна мета якого мотивувати споживачів купувати існуючу продукцію і просувати нові продукти. Коротко кажучи, рекламні оголошення використовуються виробниками для реклами своєї продукції, щоб споживачі знали та бажали придбати їх.

Дане дослідження базується на попередньому вивченні словотворення. У роботі описано сім типів словотвірного процесу: Словоскладання, Утворення нового слова, Зворотне Формування, Телескопія, Злиття та

Запозичення. Процес словоскладання було детально проаналізовано як один з найбільш часто використовуваних типів словотворення.

Об'єктом дослідження є складені прикметники, як один із найчастіше використовуваних типів процесу словоскладання у збагачені словника англійської мови. Креативні слова, взяті з різних популярних журналів, використовуються як основні суб'єкти дослідження.

Існує величезна кількість класифікацій складених прикметників, які дають нам різні вчені, такі як Адамс В., Арнольд І.В., Хомський Н., Кристал Д., Плаг І. та ін. У цій дисертації поділ складових прикметників базується на класифікації Бауера, оскільки його метод вважається одним з найбільш придатних і актуальних для даного аналізу. Більше того, в роботі також надано характеристику складних слів українських і російських лінгвістів, таких як Арбекова Т.І., Коваленко Г.М., Корунек І.В., Раєвська Н.М.

Рекламна сфера величезна. Одним із методів пристосування мови для її потреб є процес складання слів і використання їх як прикметників. Новоутворені слова пізніше знаходять своє активне застосування у повсякденному житті. Попередні дослідження процесу словотворення показали, що Словоскладання є одним з найчастіше вживаних типів формування – через це було вирішено зробити детальний аналіз саме цього процесу. Іншою причиною цього вибору стала частота вживання цих слів, які з'являються майже в усіх рекламах та заголовках.

Метою даного дослідження є довести чи спростувати відповідність процесу словотворення для збагачення новітньої мови реклами, а також як з допомогою Словоскладання можна створити незвичайні та унікальні слова.

В цій праці, я спробувала визначити, класифікувати та аналізувати процес словотворення в англійській мові який використовується в журналах. Таким чином, є надії на те, що дане дослідження буде не тільки цікавим, а й важливим і зможе принести користь для інших лінгвістів, позаяк на даному етапі існує дуже мало наукових праць в цій області. До того ж, я сподіваюся,

що ця робота буде корисною для читачів, які зацікавлені в процесі створення нових слів в англійській мові.

Що стосується поставленої мети, можна виділити наступні завдання:

- описати процеси словотворення
- розглянути розподіл деяких процесів словотвору та виявити яка частина слів була утворена з допомогою Словоскладання
- дослідити процес Словоскладання
- класифікувати, аналізувати та дослідити складні прикметники.

Для досягнення поставленої мети, огляд досліджень з цього питання та емпіричне дослідження було проведено включаючи вивчення популярних журналів як *Vogue*, *Cosmopolitan*, *Vazaar*, *Glamour*, *Elle* and *Women's Health* щоб зібрати нові креативні слова.

В даній роботі використовуються наступні методи дослідження:

- описовий метод аналізу, що дає змогу вивчати та систематизувати літературу по даній темі
- та метод розподільного аналізу, що дає можливість відокремити зібрані слова.

Дана дисертація складається з трьох частин. В першій частині надається загальна інформація про процес словотворення необхідна для розуміння її типів, які найчастіше використовуються в англійській мові. Головна увага приділяється процесу складання, а його детальне вивчення і аналіз проводяться в другій частині наукової роботи. Тут також детально розглядається сфера реклами, її основні цілі та методи використання мови. Що стосується процесу Словоскладання, в другому розділі надано декілька визначень та класифікації різних лінгвістів, до того ж демонструється його значимість в англійській мові.

Остання частина досліджує які типи складених прикметників є найбільш широко вживаними, до того ж дає детальний аналіз обраних слів. І з рештою, підводить підсумок по даним аналізу, що показує які типи складених прикметників застосовується найчастіше. Більше того, слова, що вирізняються

поміж інших по мірі своєї креативності та частоті їх появи в рекламних слоганах, детально проаналізовані, щоб краще зрозуміти автора, його вибір і, таким чином, побачити вплив правильно підібраних та скомбінованих слів у сфері комерції. Зрештою, оскільки існує всього незначна кількість досліджень на цю тему, це залишає місце для нових і дана робота може слугувати, як корисний внесок для подальшого розвитку знань у цій сфері.

У третій частині дипломної роботи було зібрано 150 складених прикметників, які були розділені відповідно до структурної класифікації Бауера (1983) на наступні групи: слова з теперішньою часткою як правий компонент, слова з минулою часткою як праву руку складова, слова з прикметником як правою складовою, і слова з правою складовою частинки.

В результаті аналізу отримано наступні результати: складені прикметники, правою складовою яких є минула частка, є найчисленнішими, оскільки 57 слів (38%) із зібраного корпусу належать до цієї категорії. Складені прикметники, правою складовою яких є дієприкметник теперішнього часу, становлять другу за величиною групу: 47 слів (31,3%). Крім того, 25,3% проаналізованих слів належать до групи складених прикметників, правою складовою яких є прикметник (38 слів). Найменш численну групу складають складені прикметники, правою складовою яких є частка - лише 8 слів (5,4%).

Крім того, колекція складених прикметників була проаналізована не лише структурно, а й семантично. Типи семантичних відношень між складовими сполук були використані як основа для класифікації, викладеної Витрикушем (2017).

Згідно з результатами, найчисленнішими серед усіх типів є прикметники, спрямовані на тему, (55 слів, 36,7%), за ними йдуть сполуки, у яких складові об'єктивно відносяться один до одного (47 слів, 31,3%). Інші три типи семантичних відносин були менш частими в аналізованому корпусі: інструментальний (11,3%), локативний (10%) та часовий (6,7%). 6 слів (4%) не можна згрупувати за жодною з категорій.

З прикладів, проаналізованих на сьогоднішній день, можна сказати, що ефект, що досягається складеними прикметниками, правою складовою яких є минула частка, є ефективним у рекламі, яка особливо багата стратегіями привернення уваги клієнтів. Крім того, предметно-спрямовані семантичні відношення є найпоширенішими між складовими частинами складених прикметників серед зібраних слів.

Отже, дослідження довело, що складання є надзвичайно продуктивним процесом у створенні неологізмів, і це один із найбільш часто використовуваних процесів словотворення для створення цікавих та привабливих рекламних оголошень. Більше того, складені прикметники, правою складовою яких є минула частка, є одним із найпотужніших засобів ущільнення інформації та збагачення словникового запасу мови, переосмислення раніше існуючих лексичних одиниць у різних контекстах та семантичних відношеннях.

Основна функція реклами - переконати споживачів у якостях даного товару. Мова реклами повинна бути чіткою, зрозумілою та переконливою. Отже, можна стверджувати, що численні вживання складених прикметників, правою складовою яких є минула частка, довели свою ефективність та потенціал у галузі маркетингу. Серед складених прикметників найпоширенішим типом семантичного відношення є предметно-спрямований, за яким йде категорія об'єктивного відношення.

Сьогодні сфера маркетингу та комунікації має все більшу популярність серед людей. Щоб залучити більше уваги з боку споживачів та визнання їхньої продукції, маркетологи намагаються створити унікальні, цікаві та помітні словосполучення таким чином, щоб задовольнити людей будь-якого віку, статі та культурного походження.

З практичної точки зору, дослідження передбачає надання корисної інформації для тих, хто вивчає мови, громадського суспільства та маркетологів. Завдяки цьому дослідженню, як очікується, люди, які вивчають мову, знатимуть більше про англійські слова, що використовуються в рекламі,

та найефективніші способи їх створення. Це дослідження збагачує їхні знання щодо видів англійського словотворення та їх застосування у реальному контексті. Більше того, ця дипломна робота може надати інформацію людям, яка допоможе їм зрозуміти важливість використання інструментів мови при створенні нових і творчих слів для рекламних цілей.

Ці результати покращують наше розуміння зв'язку між мовою та рекламою. Потрібні подальші експериментальні дослідження, щоб оцінити вплив таких неологізмів, як складені прикметники, на споживачів та читачів. Крім того, потрібно буде провести значно більше роботи для дослідження інших типів процесів словотворення в англійській мові.

NYILATKOZAT

Alulírott, Seres Nikoletta angol szakos hallgató, kijelentem, hogy a dolgozatomat a II. Rákóczi Ferenc Kárpátaljai Magyar Főiskolán, a Filológia tanszéken készítettem, angol nyelv és irodalom tanári diploma megszerzése végett.

Kijelentem, hogy a dolgozatot más szakon korábban nem védtem meg, saját munkám eredménye, és csak a hivatkozott forrásokat (szakirodalom, eszközök, stb.) használtam fel.

Tudomásul veszem, hogy dolgozatomat a II. Rákóczi Ferenc Kárpátaljai Magyar Főiskola könyvtárának Kézirattárában helyezik el