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THESIS

WORD FORMATION PROCESSES OF NEOLOGISMS FOUND
IN WOMEN COSMETIC ADVERTISEMENTS
IN WOMEN MAGAZINES

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the Requirements for the Degree of
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The main objectives of this study are to investigate the most frequently used processes in forming neologisms in women cosmetic advertisements in the women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar*, and to examine whether these processes are shortening processes, as suggested by Lehrer (2007). New words were collected from women cosmetic advertisements in the magazines which were published from January 2010 to May 2011. They were analyzed based on the classification of word formation processes proposed by Yule (2006), Plag (2003) and Aitchison (1994).

There were 97 new words found in the study. The study results revealed that these new words were formed by six word formation processes: compounding, affixation, blending, layering, abbreviations and multiple processes. Among these processes, compounding is the most commonly used process (40%), followed by affixation (34%), blending (18%), layering (3%), multiple processes (3%) and abbreviations (2%) respectively.

Compounding and affixation, the first two typically used processes, create new words by joining a word and adding an affix to the original words. These processes make the newly created words longer than the original ones. Accordingly, inconsistent with Lehrer's suggestion, the commonly used processes of word formation do not tend to shorten the original words. These two processes were often employed because the new derived words contain complete messages which the advertisers want to convey and because the meanings of the words can be easily and clearly recognized.

Student's signature

Thesis Advisor's signature

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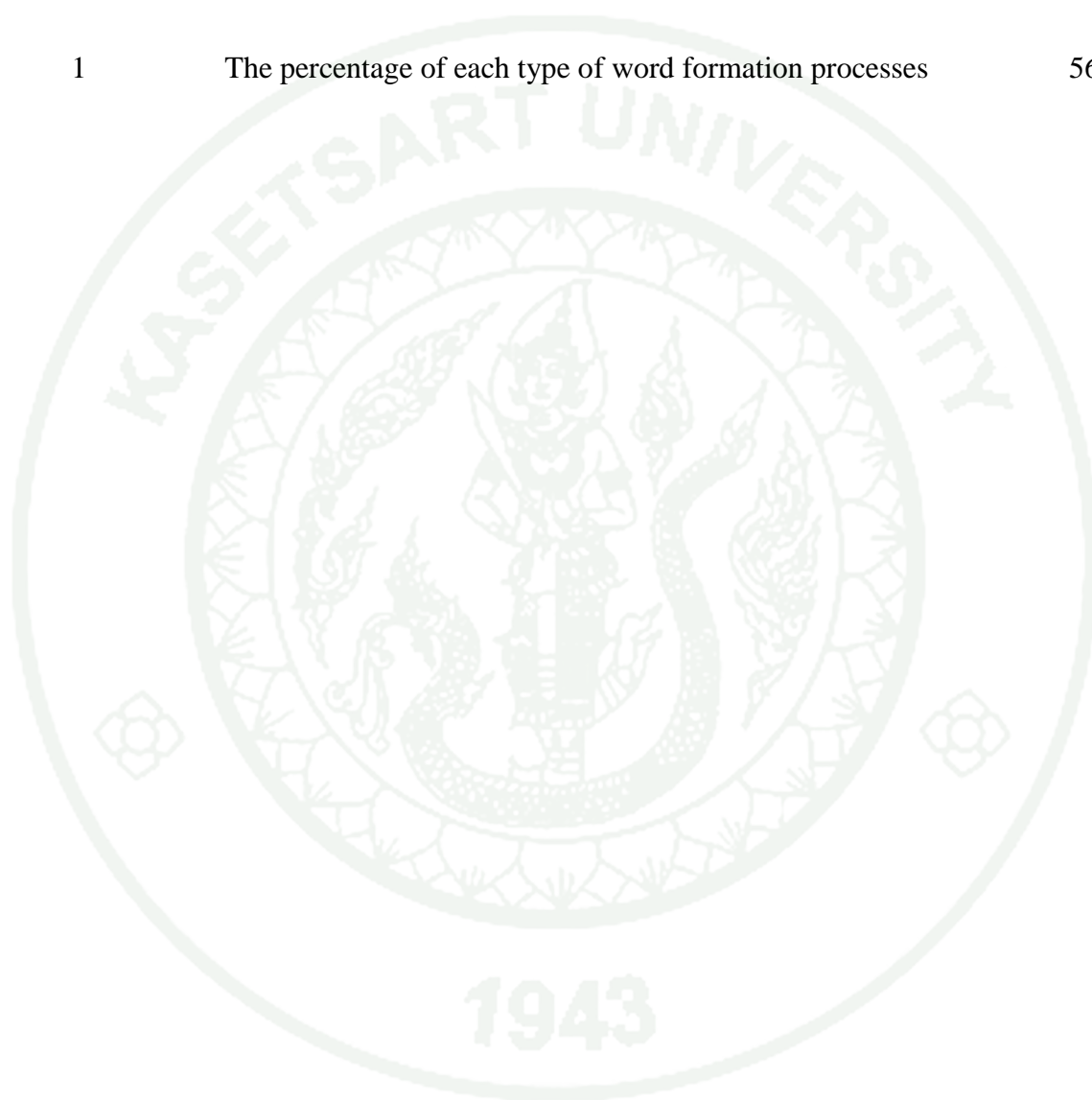
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CHAPTER I

INTRODUCTION

Rationale of the Study

New words are being invented all the time; also coming up in daily communication. As Dees (2002: 242) pointed out, “people coin, or create, new words all the time, sometimes intentionally, sometimes due to accidental misuse, and at other times as the result of unintended, spontaneous invention”. Similarly, Stockwell and Minkova (2001: 3) remarked “new words enter the language every day and words cease to be used”. These newly-formed words are often referred to as *neologism*. This term is derived from Greek words, *neo* which means ‘new’ and *logos* which means ‘word’ in English. Dees (2002) also stated that this term is the name given to a new word in a language or to an existing word which has been assigned a new meaning.

According to Stockwell and Minkova (2001), the most important reason for people creating or forming new words is that they need those new words to name their invention and to cover new concepts, new materials and abstract phenomena. Maxwell (2006) illustrated this point by giving an example from the 1970s, the concept of a phone which could be carried or used anywhere without the need for wires or cables was an amazing prospect, but by the late 80s the word *mobile phone* was part of everyday language, even if not everybody could afford one. Crystal (2003) also mentioned another reason for creating new words in everyday conversation, people create neologisms all the time because there are no proper words in the language for what speakers want to say. Thus, they create new terms. This can happen because human language has a property, called productivity (Yule, 2006), which enables people to produce any words in their language and understand them.

Neologisms which occur in languages often indicate changes. Burridge (2004) stated that neologisms can reflect the latest trends and developments in the language and they are also a language representation of social, cultural and historical changes. As a result, neologisms are especially useful in identifying inventions, new phenomena, or old ideas which have been taken on a new cultural context. Bauer (1983: 85) supported this idea that "a word will not be formed to denote an item/action/quality which does not exist. A new word must denote something which the speaker feels to be real which is nameable".

Neologisms can be formed in various ways. Many are generated through compounding, blending, clipping, acronyms and so on. These processes are called 'word formation processes'. There are various types of word formation processes which can be used to create neologisms; however, Lehrer (2007) stated that the frequent forms of neologisms tend to become shorter. Thus, the processes which shorten the old form of a word, like clipping, backformation, abbreviations and acronyms, should be the most frequent types of word formation processes used to create neologisms nowadays.

Advertisements are one of the commonest places for neologisms to occur because there is always a new product as well as a new invention for existing products frequently launched on the market. Consequently, advertisers have to create new words to name their products and inventions. This is because the advertisers try to get readers' attention by using novel and catchy words. Lehrer (2007) remarked that thousands of advertisements use a novel clever word to catch audiences' attention and get them to read or listen to what is being presented and then lead them to buy the product or at least remember the product name. Woods (2006) also mentioned that another purpose of creating neologisms in advertisements is to reinforce a sense that the product itself is a great innovation.

Given such advantages of neologisms in advertisements, a comprehensive study on word formation processes will be very helpful to novel copywriters and students in the advertising field to practice and apply this knowledge in writing their own adverts when they are involved in this kind of work. In addition, the knowledge of word formation processes will also be useful to English learners to have a better command of English vocabulary. As Yule (2006: 52) mentioned, “due to the pattern of word formation processes in our language, we can very quickly understand a new word in our language and accept the use of different forms of that new word”.

Therefore, this study is conducted to investigate word formation processes of neologisms occurring in women cosmetic advertisements which are published in the women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar*. The researcher chose to study new words in women cosmetic advertisements because these adverts involve a wide range of products, such as shampoos and conditioners, facial creams, body lotions, perfumes and make-up. Furthermore, there are more products for women than those for men. As a result, a number of data can be found and used for the study.

Moreover, this study aims to investigate whether the most frequent processes used to form neologisms in women cosmetic advertisements in the women magazines are shortening processes, as suggested by Lehrer (2007). The findings from this investigation should provide a useful guide for novel advertisers and students in the advertising field to create interesting new words for their advertisements and also help students who learn English as a second/foreign language to have a good guess and gain a better understanding of unfamiliar new words when they encounter them in advertisements, magazines, newspapers, or other written materials, or even when they listen to English broadcasts.

Objectives of the Study

There are two main objectives as follows:

1. To investigate the most frequently used processes in forming the neologisms in women cosmetic advertisements in the women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar*.
2. To examine whether the most frequently used processes are shortening processes, as suggested by Lehrer (2007).

Research Questions

According to the aims of this study, two main research questions are as follows:

1. What types of word formation processes of neologisms mostly occur in women cosmetic advertisements in the women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar*?
2. Do these processes tend to shorten the form of neologisms, as suggested by Lehrer (2007)?

Significance of the Study

There are two intended benefits from this study.

1. The results of this study provide a guideline for novel advertisers and students in the advertising field to create novel, clever words, or even improve their creativity in forming new words. As a consequence, they can effectively produce new words for their advertisements and make their adverts more interesting.

2. This study will give valuable knowledge for English learners about the theories of word formation processes and enrich the student's vocabularies. Sometimes they may encounter new words and they have to make guesses about those unfamiliar words. Then, this study hopes to provide students with a useful reference in understanding new words, when they are encountering them in any other adverts, newspapers, magazines or any other written materials.

Scope of the Study

This study focuses on the investigation of the word formation processes of new words found in women cosmetic advertisements in the women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar*, published from January 2010 to May 2011.

The theories of word formation processes used to analyze the data are based on three main theories which were proposed by Yule (2006), Plag (2003) and Aitchison (1994). The new words the researcher will pick up from women cosmetic advertisements in the women magazines will be checked for their existence in two English dictionaries: *Concise Oxford English Dictionary*, 11th edition, 2009 and *American Heritage Dictionary of English Language*, 4th edition, 2006. If they are not found in both dictionaries, they are considered to be new words. The Oxford and American Heritage dictionaries are chosen because they present contemporary forms of both British and American English. Moreover, they are well known and accepted as international Standard English dictionaries.

The total number of advertisements found in the *Marie Claire* magazine is 40 adverts, in the *Cosmopolitan* magazine, 39 adverts and in the *Harper's Bazaar* magazine, 37 adverts. From all of these advertisements, 97 new words were found.

Definitions of Terms

1. Neologisms or new words refer to words which are newly created and not found in *Concise Oxford English Dictionary*, 11th edition, 2009 and *American Heritage Dictionary of English Language*, 4th edition, 2006.

2. Word formation processes refer to the patterns which are used to create new words which were proposed by Yule (2006), Plag (2003) and Aitchison (1994).

3. Women cosmetic advertisements refer to the adverts about products for women which are published in the magazines: *Marie Claire*, *Cosmopolitan*, and *Harper's Bazaar*. The products are externally applied to change or enhance the beauty of skin, hair, nails, lips, and eyes such as skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, hair colors, hair sprays, and so on.

4. Women magazines refer to books with large pages and a paper cover which mostly contain photographs and articles about women and are published every month. For this study, they are *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar*.

CHAPTER II

LITERATURE REVIEW

Since this study aims to investigate word formation processes of neologisms occurring in women cosmetic advertisements in the women magazines, the review of literature will cover five sections: (1) neologisms, (2) word formation processes, (3) concepts in advertising, (4) the language of advertising and (5) related studies.

Neologisms

In this section, the general concepts of neologisms will be reviewed which involve two main subsections: (1) definitions of neologisms and (2) types of neologisms.

Definitions of Neologisms

There are many linguists who give the meaning of the word 'neologism' and some of their definitions also share some common aspects.

Algeo (1991: 2) defined neologism as "a form or the use of a form not recorded in general dictionaries". Fischer (1998: 3) also gave the same idea about the word 'neologism'. He emphasized that "words and lexicalized word combinations are considered new, if they have not been included in general dictionaries of Standard English". Similarly, Janssen (2002 cited in Levchenko, 2010: 13) said in his study "any word that does not occur in the morphological database derived from the dictionary because of its recentness is neologism".

Likewise, Crystal (2003: 132) shared his opinion to this point. He remarked that "registers of new words would start referring to it, and within five years or so it

would have gathered enough written citations for it to be a serious candidate for inclusion in all the major dictionaries”.

Moreover, Korfmacher (1967: 130) gave further information about neologism. He stated that “neologisms are surely in order when (1) some new entity needs to be named and (2) when the neologism is constructed in an orderly way”.

Thus, based on the definitions and information mentioned above, it can be concluded that neologism is a new word, which was not included in dictionaries until it was widely used and found in many written works. In the next subsection, we will look at types of neologisms as discussed in the literature.

Types of Neologisms

There are many scholars who introduce the types of neologisms. First, Isaacson (1997) remarked that neologisms can be found in about every sphere, but there are nine main groups as follows:

a) Science: words or phrases created to describe new scientific hypotheses, and discoveries such as *black hole*, and *prion*.

b) Technology: words or phrases created to describe inventions such as *laser*, and *radar*.

c) Politics: words or phrases created to make some kind of political or rhetorical point such as *pro-life*, *meritocracy*, *republicrat*, and *homophobia*. Some political neologisms are intended to convey a negative point of view, for example, *brutalitarian*.

d) Pop-culture: words or phrases used to describe popular culture phenomena (these may be considered as a subsection of slang). For example, *carb*,

jumping the shark, and *Baldwin* (a good-looking man, such as one of the Baldwin family of actors).

e) **Imported words:** words or phrases that are originated in another language. They are typically used to express ideas that have no equivalent term in the native language. For example, *Zen*, *Vietcong*, *Tet*, and *manga*.

f) **Trademarks:** words or phrases used by a business to identify itself and its products and to ensure they are distinguished from other brands such as *aspirin*, *Hoover*, and *Kodak*.

g) **Nonce words:** the words used only for a particular occasion, usually for a special literary effect such as *quark* (not in physics).

h) **Psychology:** nonsensical words spontaneously invented by schizophrenics.

i) **Linguistics:** words or phrases created to describe new language constructs such as *protologism*, and *retronym*.

In addition to Isaacson (1997), Moskaleva (2002) also proposed nine different groups of neologisms as follows:

a) General neologisms which are not used in a particular sphere. They are used by all native speakers such as *big-eyed*, *Disorient Express*, *fro-yo*, *ginormous*, and *BTW* (=by the way).

b) Neologisms which are the result of the development of computer technologies and WEB such as *emoticon*, *macintrash*, *netizen*, and *spam*.

c) Neologisms of social life and mass media such as *japanimation*, *stalkerazzi*, and *televangelist*.

- d) Neologisms about criminal life such as *carjacking*, *loc*, and *telescam*.
- e) Neologisms which are created in hi-tech and business spheres such as *globoboss*, *piltrol*, and *retail elephant*.
- f) Neologisms of sports such as *cross-trainer*, *jordanesque*, and *swooshtika*.
- g) Neologisms which are used by car drivers such as *auto*, and *road rage*.
- h) Neologisms which are belonging to professional slang such as *detox*.
- i) Neologisms about cultural history such as *benedict*.

Technological and trademark neologisms which were presented by Isaacson (1997), and neologisms of professional slang which was proposed by Moskaleva (2002) are the kinds of neologisms related to advertising language which are used to advertise products. From the examples given above, the technological neologism like the word *laser*, and the neologism of professional slang like the word *detox* can be used to advertise facial creams and body lotions. Trademarks are certainly found in advertisements because this type of neologisms is used to create the name of the brand or the name of the product.

Word Formation Processes

One of the distinctive properties of human language is productivity, by which a human has the ability to produce and understand new forms of language (Yule, 2006). The way in which people create new words is called the **word formation process**. Bauer (1983: 63) indicated that “the productivity of word-formation has, over the centuries, been a major factor in providing the huge vocabulary of English”. Crystal (2003) suggested the three main sources of creating new words. The first source is borrowing terms from other languages, which include over 350 languages from all over the world used to form the present-day English vocabulary. The second

method is making new words from existing ones, by adding an affix to the old forms, joining them together or altering their part of speech. The last one is the creation of totally new words.

A vast amount of the theories of word formation have been proposed by different scholars for decades. This study will focus on the theories of three linguists: Yule (2006), Plag (2003) and Aitchison (1994). The theories of the three scholars share some common processes. At the same time, they have their own distinctive processes, which are not included in their counterparts' theories. In order to cover all types of word formation processes, of new words found in women cosmetic advertisements in *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar*, this study will make use of the theories of word formation processes proposed by Yule (2006), Plag (2003) and Aitchison (1994) in analyzing the data.

Beginning with the similarities, Yule (2006), Plag (2003) and Aitchison (1994) presented similar processes as shown in the following:

Compounding

New words are created by joining two or more separate words to form a single word. Compounds can be written with a space between words (*deep fry*, *beer bottle*, *proof reading* and *ghost writer*), with no separation (*bookcase*, *furkid*, *fingerprint*) or with a hyphen (*blood-red*, *sugar-free*, *face-lift*).

Affixation

New words are created by the addition of an affix to a word. In English, there are two kinds of affixes which can be attached to the old word. The affixes which are put in the front of the word are called **prefixes** such as *un-* and *re-* in the words *unhappy* and *recover*. The affixes which are put at the end of the word are called **suffixes** such as *-able* and *-ity* in the words *portable* and *purity*.

Conversion

New words are created by changing the function of an existing word. For example, a noun is used as a verb. The word *water*, which is originally a noun is converted to become a verb, meaning ‘provide water’, as in *John waters his flowers every day*. As a result, conversion frequently leads to pairs of words having the same form but different word classes.

Blending

The process of blending involves the combination of parts of two separate words. Usually, the first part of one word is combined with the second part of the other word such as *smog* (smoke and fog), *gasohol* (gasoline and alcohol), *telecast* (television and broadcast) and *infotainment* (information and entertainment).

Abbreviations and Acronyms

New words are formed from the first letters of a set of words. If a newly derived word is pronounced like a regular word, it is called an **acronym**. Examples are *NASA* (National Aeronautics and Space Administration), *RAM* (random access memory), and *PIN* (personal identification number). If a word is pronounced by saying each separate letter, it is called an **abbreviation** or **initialism**. For example; *CD* (compact disk), *GPA* (grade point average) and *CEO* (chief executive officer).

Clipping

The syllables of a word are cut off to create a shorter form, often in casual speech. For example; *fax* (facsimile), *condo* (condominium), *bra* (brassiere), *gas* (gasoline) and *ad* (advertisement).

Borrowing

Borrowing is the process of taking words from other languages. For example; *alcohol* (from Arabic), *boss* (from Dutch), *banana* (from African), *croissant*, *resume* (from French), *lilac* (from Persian), *piano*, *paparazzi*, *pizza* (from Italian), *pretzel* (from German), *yogurt* (from Turkish) and *zebra* (from Bantu).

Apart from these word formation processes, Yule (2006), Plag (2003) and Aitchison (1994) introduced some distinctive processes of their own, which are not included in the others' theories.

Yule (2006) suggested three different processes. They are coinage, backformation and multiple processes. The details of these processes are described as follows:

Coinage

Coinages are words that are entirely invented. They are completely new. Coinage is very common for trade names or product names. Examples include *aspirin*, *nylon*, *zipper*, *Kleenex*, *Kodak*, *Teflon* and *Xerox*. After their first coinage, they are generally used to call the same types of products of different brands.

Backformation

A part of a word of one type is deleted to form a word of another type. For example, a part of a noun is reduced to form a verb. The word *donate* is formed from *donation*, *typewrite* from *typewriter*, *baby-sit* from *baby-sitter* and *opt* from *option*.

Multiple Processes

A word is created by the operation of more than one process. For example, the term *deli* first came to English through the process of ‘borrowing’ *delicatessen* (from German) and then ‘clipping’ that borrowed form.

Plag (2003) presented a process for forming new words which is called **reduplication**. This process creates a new word by repeating the whole part of the word (e.g. *fifty-fifty*, *hush-hush*, and *never-never*), or doubling some parts of it (e.g. *lovey-dovey*, *boogie-woogie* and *piggy-wiggie*).

Aitchison (1994) also introduced one different word formation process which is called **layering**. This process makes use of an existing word by assigning new meanings to it in order to refer to the new senses, new properties and new phenomena. For example, the word *lurk* is now used not only to refer to suspicious characters who may hide in the bushes but also someone who enters a chat room on the Internet and reads what other people are writing to each other but does not write any messages to them. The table below summarizes the processes of word formation previously mentioned.

Table 1 Word formation processes employed as the theoretical framework in the study.

Word formation processes	Definitions	Examples
Compounding	Two or more words are joined together.	Beer bottle, fingerprint
Affixation	A word is attached by affixes.	<i>Un-</i> + real = unreal, Sing + <i>-er</i> = singer

Table 1 (Continued)

Word formation processes	Definitions	Examples
Conversion	An existing word is assigned a new lexical category.	Butter (N) → to butter (V) the bread
Blending	Some parts of words are joined together.	<i>Motor</i> + <i>hotel</i> → Motel, <i>Breakfast</i> + <i>lunch</i> → Brunch
Abbreviations and Acronyms	The initials of several words are taken to form new words.	PIN (Personal Identification Number), PC (Personal Computer)
Clipping	A polysyllabic word is shortened by deleting syllables.	Facsimile → fax, Advertisement → ad
Borrowing	A word is taken from other languages.	Alcohol (Arabic), boss (Dutch)
Coinage	A word is totally invented.	Kleenex, Teflon, Xerox
Backformation	An affix is cut off from a word.	Donation → Donate
Multiple Processes	Many processes are used to create new words.	Deli (borrowing and clipping)
Reduplication	An entire word or part of it is repeated.	Fifty-fifty, humpty-dumpty
Layering	An existing word is assigned a new meaning and new sense.	Lurk

Source: Yule (2006); Plag (2003) and Aitchison (1994)

Concepts in Advertising

In this section, the general concepts of advertising will be reviewed which involve two main subsections: (1) definitions of advertising and (2) textual components in print advertising.

Definitions of Advertising

The origin of the word ‘advertising’ in English came from the Latin verb ‘advertere’ meaning ‘to turn towards’. Most advertisements are texts that try to get audiences’ attention and make these audiences attentive (Goddard, 2002).

Wells, Burnett, and Moriarty (1989) suggested that advertising involves six elements. First, advertising is a paid form of communication. Second, the sponsor is identified. Third, the main objective of advertising is to persuade or influence the consumer to do something or to make consumers aware of the product and company. Fourth, there are many different kinds of mass media used to convey the message. Fifth, these media can reach a large audience of potential consumers. Finally, advertising is nonpersonal because it is a form of mass communication. Then, Wells *et al.* (1989: 6) gave the definition of advertising by including these six features “advertising is paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience”.

Likewise, Belch and Belch (2001: 8) also defined advertising as “any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor”.

Thus, based on the definitions given above, it can be concluded that the main purposes of advertising are to communicate to the public or a certain group of people through the use of mass media such as magazines, newspapers, billboards, mails, TV programs and so on, and to persuade audiences to direct their attention to the product or service being advertised.

Textual Components in Print Advertising

According to O'Guinn, Allen and Seminik (1998), the key components of print copy are the headline, the subhead and the body copy. The detail of each element is explained as follows:

a) **Headline:** the leading sentence or sentences at the top or the bottom of the advertisement. The functions of a headline are to attract readers' attention, engage the audience, lead the audience to the rest of the ad, and present the key selling point.

b) **Subhead:** a few words or a short sentence that may appear above the headline or below it. They are usually set smaller than the headline but larger than the body copy. The function of a subhead is to communicate key selling points or brand information not included in the headline.

c) **Body copy:** the main text portion of a print advertisement which tells the complete story of a brand and covers the features, benefits, and utility of the product or service.

In addition to headline, subhead and body copy, Arens, Weigold, and Arens (2009) also expressed another component of print copy in advertisements that is **slogan**. Sometimes it is called a themeline or a tagline. A slogan has two basic purposes that are to provide continuity to a series of advertising in a campaign and to express a brief, repeatable and memorable statement.

In order to make the advertising become successful, copywriters have to create effective, eye-catching, and memorable messages for the headline, subhead, body copy, and slogan. Therefore, the strategies that are used to create verbal texts in advertising will be presented in the next section: the language of advertising.

The Language of Advertising

Kongpetch and Smith (2008) introduced some of the most typical linguistic features of the print advertisements and provided examples of these from various magazines and newspapers such as *Glamour*, *Kinnaree*, *Marie Claire*, *The Singapore Women's Weekly*, *The Australian Women's Weekly*, *The Nation*, and *The Bangkok Post*. The linguistic features and some examples of their study will be presented in this section. There are eleven major linguistic features, including neologisms which are the main data in the present study, in print advertisements. As we will see below, neologisms are usually used to make advertisements more interesting and memorable. The detail of neologisms and other advertising features will be discussed as follows:

Neologisms

In order to make the advertisement look new and more innovative, copywriters usually create new words for their adverts. For example, the word *herbaceutical* is a result of the combination of the words *herbal* and *pharmaceutical*. It is employed in the body copy of the cosmetic advertisement for Avon to indicate the innovation of the product.

A neologism also appears in the headline of the MINI car advertisement. The novelty word *accelebrate* which is derived from the words *accelerate* and *celebrate* is used to raise the interest of the readers and make them keep reading the ad's body copy.

Another example of neologism is the word *edutainment*, as in "Explore the new world of edutainment @ Uniquely Singapore" (Kongpetch and Smith, 2008: 164). This word appears in the headline of the Uniquely Singapore advert. The invented word is the combination of the words *education* and *entertainment*. It is used to convince the readers that the Uniquely Singapore trip will provide them with both important information for their further studies and also interesting tour programs (e.g. city sightseeing and shopping).

Sentence types

The types of sentence that are used in print advertisements are declarative, imperative, interrogative, and exclamation. Each type serves different purposes.

a) **Declarative** is used to give information.

b) **Imperative** is used to evoke the readers to take the action of purchasing. The most typical verbs that are used in this sentence type are *try*, *discover* and *use* such as “Discover the sensation of a Cream-To-Powder Transformation” (Kongpetch and Smith, 2008: 158).

c) **Interrogative** is usually found in the headline. It is used to prompt the readers’ interest and encourage the readers to think about themselves such as “Can your hair care range tell the difference?” (Kongpetch and Smith, 2008: 159).

d) **Exclamation** is used to urge the readers to read the information emphatically and to be impressed by the strength of its conviction such as “Fall in love with your skin again with our best anti-aging formula ever!” (Kongpetch and Smith, 2008: 160).

Catchy sounds

There are several types of catchy sounds used in adverts. They are alliteration, assonance, and rhyme. The detail of each type is shown as follows:

a) **Alliteration:** the repetition of a consonant sound in a certain prominent position such as “**h**ealthy dad ... **h**appy family” (Kongpetch and Smith, 2008: 160).

b) **Assonance:** the repetition of a vowel sound such as “volum**ise** moistur**ise** mesmerize” (Kongpetch and Smith, 2008: 160).

c) **Rhyme:** the use of words that end with the same sound as each other. The example is the slogan of Timotei shampoo: “A breath of fresh **air** in skin **care**” (Kongpetch and Smith, 2008: 161).

Colloquial diction

This technique is commonly found in the headline. It includes the use of contractions creating a tone of familiarity such as “**Can’t** wait for some nice spooning?” (Kongpetch and Smith, 2008: 161).

Clichés

A phrase or an idea has been used so often that it is already familiar such as the famous law court oath ‘The truth. The whole truth, and nothing but the truth’ is adapted to create the slogan of the strawberry jam advert of Merrchef Foods “The fruit. The whole fruit, and nothing but the fruit” (Kongpetch and Smith, 2008: 162).

Approbatory diction

Message creators exploit this technique to express that the product or service being advertised is far superior to any competing products such as “If it’s not **top** shelf, it doesn’t make it onto our shelves” ((Kongpetch and Smith, 2008: 162).

Jargons

Jargons are used in both abbreviated and full forms to impress the reader with scientific, professional, and advanced in the technical field. For example, ingredients in facial beauty products: *salicylic acid*, *Retin-Ox+*, *algae polyuronieds* and *collagen*.

Presupposition

A question is used to make a particular point or specific effect on the readers rather than to receive an answer such as “Haven’t we seen enough of ordinary?” (Kongpetch and Smith, 2008: 165).

Figures of speech

Like other techniques, the purposes of the use of figures of speech are to catch the buyers’ attention and stimulate them to take the action of purchasing. There are several types of figurative languages found in print advertisement.

a) **Metaphors:** a comparison of two different things by saying that one thing is another thing. For example, the Ella Bache eye cream is described as *a feast* to indicate that it contains plentiful ingredients and quantity “**A feast** for your eyes from Ella Bache’ at David Jones” (Kongpetch and Smith, 2008: 167).

b) **Similes:** a comparison of two things by using the word *like*, *as*, and *as if* to express similarity such as “radiant **as** a dazzling star, it’s eternal. It’s celestial. Just **like** your love” (Kongpetch and Smith, 2008: 167).

c) **Antithesis:** the use of contrasting words or ideas by putting them next to each other such as “Warehouse clearance. Our loss, your gain” (Kongpetch and Smith, 2008: 168).

d) **Parallelism:** the repetition of some parts of a word, phrase, or sentence such as “**Love your hair. Dove your hair**” (Kongpetch and Smith, 2008: 168).

e) **Homonyms (or Puns):** there are two types. The first is the use of a word with different meanings which is called **homograph**. For instance, the word *hot* in the headline “**Hot** summer **Hot** deals ... with Bangkok Air ways” (Kongpetch and Smith, 2008: 170), the former means very high in temperature while the latter means

especially good prices. Another is **homophone**. It is the use of different words which are pronounced the same. For example, the word *buy* in the headline “Good **Buy** 2006” (Kongpetch and Smith, 2008: 170) is used instead of the word *bye*.

f) Personification: the use of an inanimate object or an abstract entity as having human or animate characteristics. For instance, the words *roar* and *purr* are used to personify the product in the Herbal Essence Color advert “Color that **roars**. Condition that **purrs**” (Kongpetch and Smith, 2008: 171).

Cohesive devices

Cohesive devices are commonly employed in print advertisements to create unity and coherence. The most common of ones are references and repetitions, and ellipsis and substitution.

a) References and repetitions: the first and second person pronouns (e.g. I, you, and we) are used to create a friend-like-intimate atmosphere and the product names are used repeatedly to reinforce audiences’ memory in the product.

b) Ellipsis and substitution: some words are omitted or deleted from the sentence to make the text short and easy to read. For example, the phrase ‘Do you have ...’ is elided from the headline “Sensitive, dry or cracked skin?” (Kongpetch and Smith, 2008: 174) in the ad for SBS1 Natural Skin Care.

Snappy syntax

The sentence does not necessarily have a main verb and punctuate with full stops. For instance, the headline “River City. Everything you love about Thailand. All in one place.” (Kongpetch and Smith, 2008: 175) omits the verb *has* and the phrase *which is*. The full sentence of the headline is ‘River City *has* everything you love about Thailand *which is* all in one place’.

Apart from the above linguistic devices which were suggested by Kongpetch and Smith (2008), Kpolugbo and Masagbor (2006) also presented different strategies but still include neologisms in writing interesting copy for print advertisements. Each type of which is illustrated as follows:

a) **Hyperboles:** exaggerated statements are created by using adjectives such as *new, clean, white, real, fresh, right, natural, big, great, slim, and soft*.

b) **Neologisms:** new words are generally used because they can express the idea more succinctly than the traditional expressions such as ‘Be **m-powered** with **MWEB** Internet Card’, ‘catch the **NUMERIQUE** Wave’ and ‘wherever we go, we **Glo**’.

c) **Long noun phrases:** pre- and post modifiers are used for descriptions.

d) **Negatives:** negatives are used in stressed position to emphasize the special merits of the product. For example, the ad for Fanta says ‘**can’t** resist the TASTE’.

e) **Simple tense:** simple tense is commonly found in advertising because it shows that the product which is being advertised is in the present and is presently available. For instance, the Multivitamins advertisement employs the present tense in the headline ‘Day-By-Day. It **makes** your day!’

f) **Past tense:** past tense is used to stress the long traditions which are associated with the product such as ‘PACIFIC BANK --- Centered around you’.

Related Studies

There are several studies related to the present study and they can be categorized into three groups based on the media where new words were found. They are (1) the studies of language used in print advertisements, (2) the studies of word

formation processes of neologisms on the Internet and (3) the studies of word formation processes of neologisms in magazines and other sources.

The Studies of Language Used in Print Advertisements

This group involves the studies of language used in the advertisements for various kinds of products. These adverts were published in several print media such as magazines, journals and newspapers. The examples of the studies are illustrated as follows:

Hannes (2001) examined the language used in advertising in the magazine *AAPG Explorer* which is published by AAPG, American Association of Petroleum Geologists. The magazine is a trade journal involving high-technology issues in the field of petroleum geology and general petroleum industry news. Researcher selected five advertisements from the magazine. The total word count in these ads is 682 words, which is an average of slightly more than 136 words per advertisement. The result showed that all of these adverts are rich in jargons and technical terminologies. New terminologies are introduced in the form of acronyms such as *SCAT* (Statistical Curvature Analysis Techniques) and *EDR* (Electronic Data Rooms). This is because the majority of the readers of the magazine are specialty readers who are involved in the field of petroleum geology so such jargons, terminologies and acronyms are assumed to be understood.

Vaičėnienė (2006) investigated the language of advertising in one hundred English advertisements published in several magazines and journals during 2002 and 2006. Verbal messages in all of these advertisements are analyzed in terms of lexical and syntactic features. Focusing on the lexical features, it is found that technical terms are very common in the adverts (63%) because they make the language of advertising sound more sophisticated and trustworthy. Neologisms are also generally found in the adverts (20%). They help to create the feeling of novelty and surprise. Foreign and fictitious words occupy 11%. They are used to create an impression of prestige and to affect the imagination of the customers.

Fišer (2007) studied the lexical devices employed in advertisements published in magazines and newspapers. Twelve adverts involving a wide variety of products (e.g. cars, lingerie, facial creams, ice cream, books, etc.) were analyzed to find out the main linguistic features. The findings revealed that copywriters generally employ various processes of word formation to produce striking and memorable advertising messages. Compounding is the most typical process used to create neologisms. Conversion, blending and coinage are common. They are also used to produce many memorable and eye-catching words in the selected advertisements.

The Studies of Word Formation Processes of Neologisms on the Internet

In addition to print advertisements, online communications are also the common places to find new words. This group includes the studies of word formation processes of new words in the online communications such as Friendster's testimonials and the Internet Relay Chat (IRC). The detail of each study is explained as follows:

Natalia (2006) investigated the word formation processes of new words occurring in Friendster's testimonial which is a kind of communication with others on the Internet. She used thirty Friendster's testimonials from May 11, 2003 to March 24, 2006. From those thirty testimonials, she found forty new words as her data. In analyzing the data, she found that there are nine types of word formation processes based on theories of word formation processes presented by Plag (2003), Aitchison (1994) and Yule (1985) which form forty new words in Friendster's testimonials. They are affixation, compounding, conversion, truncation, blends, abbreviations and acronyms, borrowing, multiple processes and layering. Among these nine types of word formation processes, the process of blending is the most frequent type of word formation processes which occur in Friendster's testimonials. The results of findings revealed that people who communicate with others in Friendster, like to create new words by combining two or more than two words into one word. It may be caused by the simplicity and efficiency of typing and sending testimonials in the short time, and

the ability and creativity to create their own different codes to obscure the real meaning of those words.

Rumšienė (2006) investigated the general trends of word formation processes of neologisms in the Internet Relay Chat (IRC) which is the online communication. Although there are both native and non-native speakers of English in IRC, they communicate with each other by using English as a medium. The researcher collected one thousand texts with several topics from various accidentally selected chats and found 331 neologisms as his data. His analysis was based on the morphological structure models proposed by Haspelmath (2002). The findings demonstrated that 38.36% are compounds (127 words), 22.66% are words created by the process of affixation (75 words), 16.01% are acronyms (53 words), 12.09% are words invented by the process of conversion (40 words) and 5.44% are words of shortenings (18 words).

The Studies of Word Formation Processes of Neologisms in Magazines and Other Sources

The studies of this group explored word formation processes of new words in articles written in magazines and other sources such as fictions, newspapers and academic English. The examples of the studies are shown as follows:

Fansuri (2006) investigated the word formation processes of new words found in the *Cosmopolitan* (Australia) magazine. The data used for the study were collected from some particular articles written in the magazine in the November 2005 edition, such as *Cosmopolitan.com*, *You Tell Us*, *What's Cosmo this Minute*, *Love and Lust*, *Real-life Reads*, *What You're Dying to Know About*, *You, You, You*, *Only in Cosmo*, *Cosmo Men*, *Beauty News* and *Style Checklist*. She found thirty nine new words as her data. Her analysis was based on Plag (2003)'s classification of word formation processes. It is found that conversion and affixation are the most used word formation processes. This is because it is easier to form new words by changing the part of speech or adding some prefixes into the words or giving variation at the end of the

word such as *-y* or *-ie*. Therefore, the readers can easily understand the meaning of the words, memorize the new words and use them in daily communication. Moreover, other processes of word formation used to form new words in *Cosmopolitan* were also found. They are compounding, blending, reduplication, abbreviations and acronyms.

Kubová (2009) studied new words and their word formation processes in spoken English, fiction, magazines, newspapers and academic English. The hypothesis was most neologisms appear in magazines. In collecting data, she made a list of neologisms mentioned in the book *'Al Desko to Zorbing: New Words for the 21st Century'* written by Kerry Maxwell and found 213 neologisms. Each neologism was examined its frequency of occurrence in those five sources by using Corpus of Contemporary American English (COCA). The results showed that neologisms really appear most frequently in magazines (26%) and they are only a little bit less frequent in newspapers (25%). Spoken English is the third category, in which new words occur most (23%). Only 16% of occurrences of neologisms were in academic texts and 10% in fictional texts. This is because neologisms are really often created first by innovative journalists and then they find their way to fiction or even academic texts. In analyzing word formation processes of new words, the theory of Bauer (1983) was used. It is found that the most frequent process used to form new word is compounding. The second most frequent type of word formation is blending. Joining words together seems to be the productive methods of word formation. Other types of word formation processes used to create new words were derivation, coinage, mixed processes, acronyms, borrowing, conversion and clipping.

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents three main sections of the research design namely (1) data collection, (2) data analysis and (3) verification of the analysis.

Data Collection

Based on the definitions of new words given by Algeo (1991), Fischer (1998) and Janssen (2002), new words used in the study are not general words contained in the English dictionaries: *Concise Oxford English Dictionary*, 11th edition, 2009 and *American Heritage Dictionary of English Language*, 4th edition, 2006. These two dictionaries are used as the criteria in finding new words. Thus, new words used in the study are the words not found only in these two dictionaries. However, some words, as time passes by, may be found in the recently published edition of dictionaries.

These two dictionaries are chosen because they present contemporary forms of both British and American English. Moreover, they are well known and accepted as international Standard English dictionaries. Additionally, Plag (2003) also used a dictionary as reference for neologisms in his study. He chose Oxford English Dictionary to find out the most productive affix in creating neologisms. He made a comment on using a dictionary as a criterion for determining neologisms as follows:

The methodological problem with this measure is of course to reliably determine the number of neologisms in a given period. This can be done with the help of very good dictionaries. Students of English, for example, are in the advantageous position that there is a dictionary like the *Oxford English Dictionary (OED)* . . . The CD version of the *OED* can be searched in various ways, so that it is possible to obtain lists of

neologisms for a given period of time with only a few mouse-clicks (Plag, 2003: 52).

New words will be collected from women cosmetic advertisements in the women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar* which were published from January 2010 to May 2011. To gain data for the study, all of the women cosmetic advertisements in *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar* will be carefully observed and identified whether new words occur or not by checking for their existence in the dictionaries mentioned above. If they are not found, they are considered to be new words. Then these words will be selected for the study and analyzed for their types of word formation processes.

Data Analysis

In this study, the qualitative approach is employed because the derived data is in the form of words (new words) and they will be interpreted by the researcher (Kumar, 2005) to indicate their word formation processes. Then, the data will be analyzed to find out the frequency of each process in forming new words. The detail of data analysis will be presented as follows:

First, the new words will be classified for their types of word formation processes based on the classification of Yule (2006), Plag (2003) and Aitchison (1994). Moreover, the original words of those newly derived words will also be revealed. These details of the new words will be put in the table of analysis as below. Any other word formation processes, found besides the classifications presented by these three linguists will be discussed separately.

Table of Analysis

No.	New words	Original words	Types of word formation process
1.			
2.			

Second, after new words are categorized for their types of word formation processes, the total number of each type of word formation process will be counted and the percentage of each type of word formation process will be calculated to find out the most frequent usage of particular processes of word formation nowadays by applying the following formula. The results of the findings will be illustrated in the table of findings as below.

$$\text{Percentage of each type} = (A/B) \times 100\%$$

A = Total number of new words of each type of word formation processes

B = Total number of the whole new words in the advertisements in the magazines

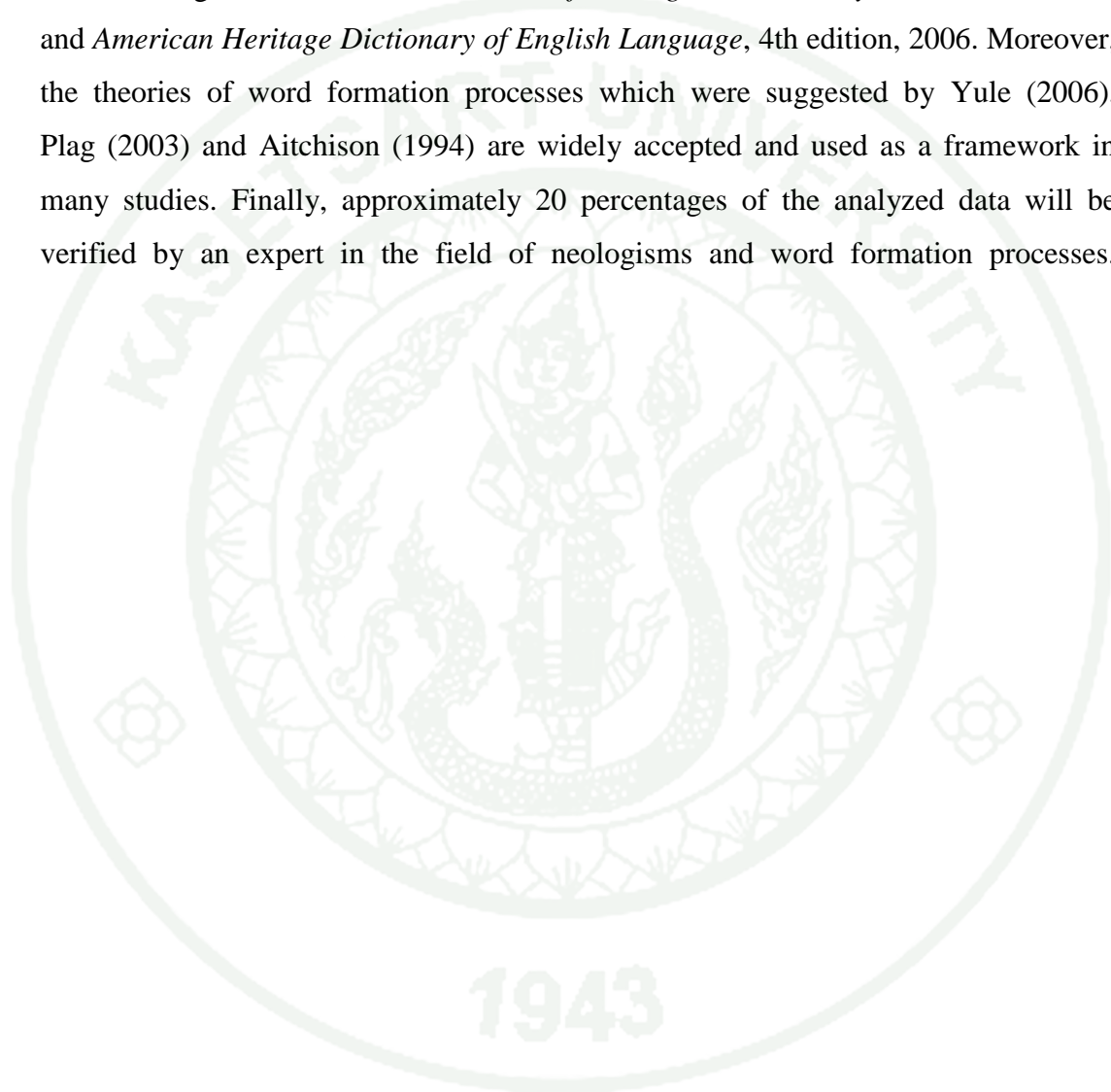
Table of Findings

No.	Types of word formation process	Total numbers	Percentage
1.			
2.			

Third, after the most frequent processes of word formation are found, they will be selected to examine whether they are the process which shortens the old forms of words like clipping, backformation, abbreviations and acronyms.

Verification of the Analysis

Since the data analysis deals with neologisms and their word formation processes, the dictionaries which are used to consider neologisms are the international Standard English dictionaries: *Concise Oxford English Dictionary*, 11th edition, 2009 and *American Heritage Dictionary of English Language*, 4th edition, 2006. Moreover, the theories of word formation processes which were suggested by Yule (2006), Plag (2003) and Aitchison (1994) are widely accepted and used as a framework in many studies. Finally, approximately 20 percentages of the analyzed data will be verified by an expert in the field of neologisms and word formation processes.



CHAPTER IV

RESULTS

This research is a study of word formation processes of new words found in women cosmetic advertisements in three women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar*, which were published from January 2010 to May 2011. The study aims at investigating the most frequently used processes in forming the neologisms in women cosmetic advertisements in these women magazines and examining whether the most frequently used processes are shortening processes, as suggested by Lehrer (2007).

There are two main sections in this chapter. In the first section, word formation processes of neologisms occurring in the advertisements in the magazines will be presented. In the second section, the most frequently used processes in forming those new words will be discussed.

Word Formation Processes of Neologisms in the Advertisements in the Magazines

After exploring all women cosmetic advertisements in the magazines published during the period, 97 new words were found. Based on the classifications of word formation which were proposed by Yule (2006), Plag (2003) and Aitchison (1994), these 97 new words can be categorized into 6 word formation processes namely compounding, affixation, blending, layering, abbreviations and multiple processes.

Compounding

Compounding is the combination of two or more separate words to form a new word. There are two main types of compounds which were found in the formation of neologisms in the study. They are noun compounds and adjective compounds. According to Plag (2003), a noun compound is a compound with a noun as the head, involving nouns, verbs or adjectives as the non-head while an adjective compound is a compound with an adjective as the head, involving nouns or adjectives as the non-head. The heads of these two types are typically on the right-hand side of the compounds. Table 2 presents the new words which underwent the process of compounding. Note that for the words having more than one word class (e.g. wear, hold and wrap), the context in which the words occur will be used to determine to which word class they will belong.

Table 2 New words formed by the compounding process

New words	Types	
	Noun compounds	Noun + Noun
1. LipPerfection		Lip (N) + Perfection (N)
2. ColorBurst		Color (N) + Burst (N)
3. Lipstain		Lip (N) + stain (N)
4. Lipwear		Lip (N) + wear (N)
5. Power-hold		Power (N) + hold (N)
6. Shinieblast		Shine (N) + blast (N)
7. Lashperfection		Lash (N) + perfection (N)
8. Lashblast		Lash (N) + blast (N)
9. Lashwrap		Lash (N) + wrap (N)
10. Fiberstretch		Fiber (N) + stretch (N)

Table 2 (Continued)

New words	Types	Subtypes
	Noun compounds	Noun + Noun
11. Signature-cut		Signature (N) + cut (N)
12. Flex-Hold		Flex (N) + Hold (N)
13. Shadowblast		Shadow (N) + blast (N)
14. Eyestudio		Eye (N) + studio (N)
15. Powerfoundation		Power (N) + foundation (N)
16. ColorStay		Color (N) + Stay (N)
17. Beautycycle		Beauty (N) + cycle (N)
18. DayWear		Day (N) + Wear (N)
19. Nailgrowth		Nail (N) + growth (N)
20. Nailshine		Nail (N) + shine (N)
21. Flowerbomb		Flower (N) + bomb (N)
22. Smudgeproof		Smudge (N) + proof (N)
23. Mistake-proof		Mistake (N) + proof (N)
	Noun compounds	Verb + Noun
24. Fade-defiance		Fade (V) + defiance (N)
25. Blendability		Blend (V) + ability (N)
26. Grow-lash		Grow (V) + lash (N)
	Noun compounds	Adjective + Noun
27. Longwear		Long (Adj) + wear (N)
28. Fresh Wear		Fresh (Adj) + Wear (N)
29. Deepshine		Deep (Adj) + shine (N)

Table 2 (Continued)

New words	Types	Subtypes
	Adjective compounds	Noun + Adjective
30. Colorsensational		Color (N) + sensational (Adj)
31. Shinesensational		Shine (N) + sensational (Adj)
32. Photoready		Photo (N) + ready (Adj)
33. Shine-free		Shine (N) + free (Adj)
34. Stress-free		Stress (N) + free (Adj)
35. Sulfate-free		Sulfate (N) + free (Adj)
36. Ammonia-free		Ammonia (N) + free (Adj)
37. Aura-Bright		Aura (N) + Bright (Adj)
	Adjective compounds	Adjective + Adjective
38. Magicsmooth		Magic (Adj) + smooth (Adj)
39. Sexysassy		Sexy (Adj) + sassy (Adj)

From the table above, there are 39 compounds which were found in the study. These compounds can be grouped into two main types: noun compounds and adjective compounds. Moreover, the compounds of each type can be further classified into subtypes. Noun compounds can be divided into three subtypes: noun and noun, verb and noun, and adjective and noun. Adjective compounds can be divided into two subtypes; noun and adjective, and adjective and adjective.

Some examples of compounds of each type and subtype will be discussed as follows:

a) Type: Noun Compound, Subtype: Noun + Noun

LipPerfection

“New LipPerfection gives you beautiful color now, and beautiful lips”

The noun compound *LipPerfection* was found in the headline of the advertisement for a lipstick. It resulted from the combination of the noun *lip* and the noun *perfection* and these two words were written with no separation. The noun compound *LipPerfection* was used to refer to the lipstick having fresh colors and moisturizers which can make your lips smooth and perfectly beautiful.

b) Type: Noun Compound, Subtype: Verb + Noun

Fade-defiance

“8 weeks of luminous shine. 8 weeks of fade-defiance”

The noun compound *fade-defiance* was found in the subhead of the advertisement for a hair color bleach product. The verb *fade* was combined with the noun *defiance* and they were written with a hyphen. The noun compound *fade-defiance* was used to confirm the high quality of the product that after you transform your hair color to the shade you desire by using the product, the color shade will certainly not fade out before eight weeks.

c) Type: Noun Compound, Subtype: Adjective + Noun

Longwear

“No other longwear lasts longer period”

The noun compound *longwear* was found in the subhead of the advertisement for a lipstick. It resulted from the combination of the adjective *long* and the noun *wear* and these two words were written with no separation. The noun compound *longwear* was used to suggest the qualification of the lipstick that it is very long lasting. The color will stay on your lips for many hours and it does not bleed and does not transfer.

d) Type: Adjective Compound, Subtype: Noun + Adjective

Colorsensational

“New Colorsensational Lipstain”

The adjective compound *colorsensational* was used in the headline of the advert for a lipstick. The noun *color* and the adjective *sensational* were joined together and they were written without a space. From the context above, the adjective compound *colorsensational* was used to modify the noun *lipstain* to express that this type of lipstick contains strong and lively colors, so it can fill fresh and distinctive colors on customers’ lips.

e) Type: Adjective Compound, Subtype: Adjective + Adjective

Magicsmooth

“New Magicsmooth makeup”

The adjective compound *magicsmooth* was found in the headline of the advertisement for a foundation. It resulted from the combination of the adjective *magic* and the adjective *smooth* and they were written with no separation. From the context above, it was used to modify the noun *makeup* to suggest that it can perfectly conceal pores and wrinkles and make your face look brighter and smoother.

In conclusion, there are 39 new words which were created by the process of compounding found in women cosmetic advertisements in the women magazines. These new words can be categorized into two major types and subtypes, which are noun compounds (noun and noun, verb and noun, and adjective and noun), and adjective compounds (noun and adjective, and adjective and adjective).

From all of these types and subtypes, noun compounds formed by the combination of noun and noun have the largest proportion of all compounds found in the study. This result corresponds to the suggestion of Plag. Plag (2003: 145) mentioned, “noun-noun compounds are the most common type of compound in English”.

Affixation

New words are created by the addition of an affix to a word. Table 3 expresses the new words which were formed by this process, including the information about the type of an affix, prefix or suffix, which was added to the word. Moreover, the grammatical category of the base word to which each affix was attached and the grammatical category of the derived word are also presented.

Table 3 New words formed by the affixation process

New words	Types of affixes	Parts of speech
	Prefixes	Base word → Derived word
1. Pro-retinol	Pro-	N → N
2. Pro-vitamin	Pro-	N → N
3. Micro-mineral	Micro-	N → N
4. Micro-Flex	Micro-	N → N
5. Multi-Defence	Multi-	N → N

Table 3 (Continued)

New words	Types of affixes	Parts of speech
6. Multi-protection	Multi-	N → N
7. Electro-stimulation	Electro-	N → N
8. Ultra-lift	Ultra-	N → N
9. Ultra-fine	Ultra-	Adj → Adj
10. Ultra-powerful	Ultra-	Adj → Adj
11. Ultra-luxurious	Ultra-	Adj → Adj
12. Ultra-luminous	Ultra-	Adj → Adj
13. Ultra-reflective	Ultra-	Adj → Adj
14. Ultra-lightweight	Ultra-	Adj → Adj
15. Microclear	Micro-	Adj → Adj
16. Extra-bold	Extra-	Adj → Adj
17. Super-oversized	Super-	Adj → Adj
18. Superbalanced	Super-	Adj → Adj
19. Re-plump	Re-	V → V
	Suffixes	Base word → Derived word
20. Millionize	-ize	N → V
21. Millionizer	-ize, -er	N → N
22. Blushable	-able	V → Adj
23. Hydrationist	-ion, -ist	V → N
	Prefixes, Suffixes	Base word → Derived word
24. Mega-moisturizers	Mega-, -s	N → N
25. Micro-vibrations	Micro-, -s	N → N

Table 3 (Continued)

New words	Types of affixes		Parts of speech
	Prefixes, Suffixes	Base word → Derived word	
26. Micro-currents	Micro-, -s	N → N	
27. Micro-rollers	Micro-, -s	N → N	
28. Micro-tubes	Micro-, -s	N → N	
29. Micro-covers	Micro-, -s	V → V	
30. Micro-erases	Micro-, -s	V → V	
31. Micro-sculpting	Micro-, -ing	V → Adj	
32. Ultra-hydrating	Ultra-, -ing	V → Adj	
33. Ultra-Lengthening	Ultra-, -en, -ing	N → Adj	

As shown in the table, there are 33 new words created by the process of affixation. Based on the position of the base word, to which an affix was attached, these neologisms can be categorized into three main groups. The first group is the addition of prefix, which is added to the beginning of the base. The second group is the addition of suffix, which is added to the end of the word. The last group is the addition of both prefix and suffix to the base word.

As can be seen, the prefixes *pro-*, *micro-*, *multi-*, *electro-*, *ultra-*, etc. were employed to create new words found in the study. These prefixes add the additional meaning to the base words without changing the words' grammatical categories. For the suffixes, there are two main types of suffixes in English and both of them were used to create new words in the study. The first type is derivational suffixes, which can change both the meaning and the syntactic categories of the base word. They include the suffixes *-ize*, *-able*, *-er*, *-ist* and *-ing*, as in the words *millionize*, *blushable*, *millionizer*, *hydrationist* and *micro-sculpting* respectively. The second type is

inflectional suffixes, which add a new grammatical function to a word. The suffixes change neither the central meaning nor the syntactic category of the base word. There are two inflectional suffixes found in the study. The first inflectional suffix is the noun suffix *-s*, which produces the plural form of noun bases, as in the words *mega-moisturizers*, *micro-vibrations*, *micro-currents*, *micro-rollers* and *micro-tubes*. The second inflectional suffix is the verbal suffix *-s*, which creates the third person singular present form of verb bases, as in the words *micro-covers* and *micro-erases*.

Some examples of neologisms of each group will be explained as follows:

a) Prefixes

Pro-retinol

“The only moisturizer with *pro-retinol* from nature”

The new word *pro-retinol* was found in the subhead of the advertisement for a facial moisturizer. The prefix *pro-* meaning ‘supporting of something’ was attached to the noun base *retinol*, resulting in the new noun *pro-retinol*. This word was used to indicate the special ingredient in the moisturizer which can effectively reduce wrinkles.

Ultra-fine

“Micro-vibrations breakdown mineral into *ultra-fine* powder for polished, seamless coverage”

The new word *ultra-fine* was found in the subhead of the advertisement for a facial powder. The prefix *ultra-* meaning ‘an extreme degree’ was added to the adjective base *fine*, resulting in the new adjective *ultra-fine*. This word was used to modify the noun *powder* so as to suggest that the powder can perfectly blend with your skin tone, and it can make your skin naturally bright and smooth.

b) Suffixes

Millionize

“Millionize your lashes! Lashes look so multiplied, so clean...”

The neologism *millionize* was found in the headline of the advertisement for a mascara. It resulted from the addition of the derivational suffix *-ize* to the noun base *million*, and this created the new verb *millionize*. The word was used to suggest that the mascara can make your eyelashes look remarkably fuller, thicker, and more voluminous.

Hydrationist

“New Hydrationist with sustainable moisture complex”

The neologism *Hydrationist* was found in the headline of the advertisement for a facial cream. It resulted from the addition of two suffixes. First, the verb base *hydrate* was attached by the derivational suffix *-ion*, and this created the new noun *hydration*. Moreover, the suffix *-ion* also added the meaning ‘the process of hydrating’ to the word. Second, the derived noun was attached by another derivational suffix *-ist* which is used to denote a person who does the action, resulting in the new noun and the new word *Hydrationist*. Therefore, the word *Hydrationist* is used to refer to a rich moisturizing cream that intensively moisturizes the skin and protects the skin from dryness.

c) Both Prefix and Suffix

Micro-vibrations

“Micro-vibrations breakdown mineral into ultra-fine powder for polished, seamless coverage”

The word *micro-vibrations* was found in the subhead of the advertisement for a facial powder. It resulted from the addition of both prefix and suffix to the word. The first step is to attach the prefix *micro-* meaning ‘extremely small’ to the noun *vibration*, yielding the new noun *micro-vibration* meaning ‘the process of extremely small vibrating’. The second step is to attach the inflectional suffix *-s* to the derived word, resulting in the plural form *micro-vibrations*. The word was used to refer to the new technology the product has, which can help create smooth and naturally healthy skin on your face.

Ultra-Lengthening

“Advanced *Ultra-Lengthening* Formula”

The word *Ultra-Lengthening* was found in the subhead of the advertisement for a mascara. It resulted from the addition of one prefix and two suffixes to the word. First, the derivational suffix *-en* was attached to the noun base *length* in order to change the base’s grammatical category from noun to verb. Second, another derivational suffix *-ing* was added to the derived verb *lengthen* so as to alter its word class from verb into adjective. Then, the prefix *ultra-* meaning ‘an extreme degree’ was attached to the derived adjective *lengthening*, and this created the new adjective *ultra-lengthening* meaning ‘extremely long’. The word was used to modify the noun *formula* in order to suggest that the special formula in the mascara can make your lashes look striking longer and fuller.

In conclusion, there are 33 new words which were formed by the affixation process. According to the position of the base to which an affix was attached, these new words can be assigned to three groups: prefixes, suffixes, and both prefixes and suffixes. From all 33 neologisms of these three groups, new words which were created by the addition of prefixes have the largest proportion.

According to Plag (2003) and Aitchison (1994), many prefixes can be used to attach to bases of more than one word class. The prefixes *ultra-*, and *micro-* follow their suggestions in forming new words in women cosmetic advertisements. The prefix *ultra-* was attached to noun and adjective bases and the prefix *micro-* was attached to noun and verb bases. Due to such productive usage, these two prefixes were the most frequent prefixes found in forming new words of this process. They were usually employed to attach to words in order to describe the special characteristic of products and the impressive results after using those products.

Blending

Blending is the process of combining two separate parts of words to produce a single new term. New words which were formed by this process, as well as parts of words that were combined together, will be illustrated in table 4 below.

Table 4 New words formed by the blending process

New words	Part of the 1st word	Part of the 2nd word
	Initial part	Final part
1. Cosmedicine	<u>Cosmetic</u>	<u>Medicine</u>
2. Liplicious	<u>Lipstick</u>	<u>Delicious</u>
3. Lipfinity	<u>Lipstick</u>	<u>Infinity</u>
4. Mascarathon	<u>Mascara</u>	<u>Marathon</u>
5. Thermplex	<u>Thermo</u>	<u>Complex</u>
6. Glamification	<u>Glamorous</u>	<u>Clarification</u>
7. Womanity	<u>Woman</u>	<u>Humanity</u>

Table 4 (Continued)

New words	Part of the 1st word	Part of the 2nd word
	Entire word	Final part
8. Purescreen	<u>Pure</u>	Sun <u>screen</u>
9. Skintimate	<u>Skin</u>	Int <u>imate</u>
10. Scrublet	<u>Scrub</u>	Tab <u>let</u>
11. Sparitual	<u>Spa</u>	Spir <u>itual</u>
12. Fat-tastic	<u>Fat</u>	Fant <u>astic</u>
	Initial part	Entire word
13. Lipclick	<u>Lipstick</u>	<u>Click</u>
14. Sublimage	<u>Sublime</u>	<u>Image</u>
15. Botafirm	<u>Botanic</u>	<u>Firm</u>
16. Kera-Fiber	<u>Keratin</u>	<u>Fiber</u>
	Initial part	Initial part
17. Mani-pedi	<u>Manicure</u>	<u>Pedicure</u>

From the table above, there are 17 blends found in the study. Based on the parts of words which were combined, these blends can be categorized into four major groups. The first group is the new words which were formed by taking the initial part of the first word and joining it to the final part of the second word. The second group is the new words which were created by joining an entire word to the final part of the second word. The third group is the new words which were formed by combining the initial part of the first word with an entire word. The last group is the new word which was created by taking the initial part of the first word and joining it to the initial part of the second word.

Some examples of blends of each group will be discussed as follows:

a) Initial Part + Final Part

Cosmedicine

“With Cosmedicine products...applying just a little dose of Cosmedicine will deliver unmatched measured results”

The blend *Cosmedicine* was found in the body copy of the advertisement for a facial lotion. It was created by taking the initial part of the word *cosmetic* and combining it with the end of the word *medicine*, resulting in the new blend *cosmedicine*. This term is used to refer to medical cosmetic products like oil control lotion and acne lotion, which can cure facial skin problems like acne, oily skin and freckles.

Liplicious

“New liplicious moisturizing balm”

The blend *liplicious* was found in the headline of the advertisement for a lip balm. It was formed by taking the initial part of the word *lipstick* and joining it to the final part of the word *delicious*, resulting in the new blend *liplicious*. The word was used to refer to the lip balm having soft colors with subtle fruity scents and flavors.

b) Entire Word + Final Part

Purescreen

“Sensitive skin finally gets its own protection with purescreen”

The blend *purescreen* was found in the subhead of the advertisement for a sunscreen. It was created by joining the word *pure* to the final part of the word *sunscreen*, yielding the new blend *purescreen*. According to these two original words, the word *purescreen* was used to refer to a natural sunscreen made with 100% natural ingredients. It is free from chemicals.

Skintimate

“Get *Skintimate* with your legs”

The blend *Skintimate* was found in the headline of the advertisement for a moisturizing shaving cream. It was created by the combination of the word *skin* with the end of the word *intimate*. The new blend *Skintimate* was used to imply the smooth and soft skin you will get after shaving by using the product.

c) Initial Part + Entire Word

Lipclick

“Introducing *Lipclick* full color lipstick. Everything just clicks”

The blend *lipclick* was found in the headline of the advertisement for a lipstick. It was created by taking the initial part of the word *lipstick* and joining it to the word *click*. It was used to suggest the convenient and easy usage of the product that when you want to wear it, just click on it.

Sublimage

“*Sublimage*—The Infinite Power of Regeneration”

The blend *Sublimage* was found in the headline of the advertisement for a facial cream. It was created by taking the beginning of the word *sublime* and joining it

to the word *image*. The new blend *Sublimage* was used to indicate the high quality of the cream; that it can help you achieve younger skin and sublime beauty.

d) Initial Part + Initial Part

Mani-pedi

“Sally knows how to get a salon *mani-pedi* at home. Now this collection of hand and foot treatments...”

The blend *mani-pedi* was found in the body copy of the advertisement for some hand and foot creams. It was created by taking the initial part of the word *manicure* and combining it with the initial part of the word *pedicure*. The new blend *mani-pedi* was used to refer to hand and foot treatment products like firming hand cream, revitalizing hand lotion and moisturizing foot cream.

In conclusion, there are 17 new words created by the process of blending found in women cosmetic advertisements in the women magazines. As previously mentioned, these blends can be assigned into four major groups. It is found that blends of the first group, which were created by joining the initial part of the first word to the final part of the second word, were normally found in the study, corresponding to the suggestions of Yule (2006), Plag (2003) and Aitchison (1994). On the other hand, the fourth group, which creates new words by taking the initial part of the first word and joining it to the initial part of the second word, is the least common process. There is only one new word in this group which was found in the study. As Yule (2006) mentioned, there are a few blends formed by combining the beginnings of both words.

Layering

The process of layering makes use of an existing word by assigning new meanings to it to refer to the new senses, new properties and new phenomena. Table 5 presents new words which underwent this process.

Table 5 New words formed by the layering process

New words	New meanings	Types of new meanings regard to
1. Pearls	Lipstick	Colors of pearls
2. Ribbons	Shower cream	Texture of ribbons
3. Butter	Body moisturizer	Texture of butter

As shown in the table, there are three new words created by the layering process. These words were assigned a new meaning with regards to the properties of the original references. As a result, they can be divided into two main types of those new meanings. The first type is the new meaning assigned to the word with regard to the color of the original reference. The second type is the new meaning designated to the word with regard to the texture of the original reference. These new words will be further explained as follows:

Pearls

“New colorsensational *pearls*”

The word *pearl* was found in the headline of the advertisement for a lipstick. It originally means small shiny white balls that form inside oysters’ shells and are valuable as a jewel, but now it was assigned a new meaning. The new meaning was

designated to the word because it relates to the color of pearls. *Pearls* are now used to refer to the soft color lipsticks that can make your lips shimmery and shiny.

Ribbons

“Fight winter dryness with two separate ribbons. As the white ribbon cleanses, the purple ribbon, with rich jojoba...”

The word *ribbon* was found in the body copy of the advertisement for a shower cream. It originally means a long narrow strip of attractive cloth that is used to tie things or for decoration, but now it has another new meaning. This word with regards to the texture of ribbons was used to describe another thing in the advertisement. It was used to refer to a shower cream with a rich and creamy lather which can both clean and moisturize the skin by the working of two creams. The white cream is for cleansing while the purple cream is for moisturizing and hydrating the skin.

Butter

“Watch and feel Almond Body Butter sink into the skin”

The word *butter* was found in the subhead of the advertisement for a body moisturizer. Like the word *ribbons*, the word *butter* with regards to the texture of butter was used to describe another thing in the advertisement. Actually, this word originally means ‘a pale yellow food made from milk or cream and used as a spread or in cooking’, but now it was used to also refer to skin moisturizer which is richer than creams and lotions and suitable for dry skin.

In conclusion, there are three new words formed by the layering process. These words were assigned new meanings, which are associated with the attributes of the original references. For the study, the new meanings of the words can be understood because surrounding contexts and pictures were provided in the adverts.

Without them, the meanings which were newly designated to the words may not be perceived. As Aitchison (1994) remarked, the new meaning is hardly predicted from the old sense of the word.

Abbreviations

Abbreviations are most commonly formed by taking the first letters of a set of words to make up a new word, and are pronounced by saying each separate letter. There are two abbreviations which were found in the study as follows:

NYC

“NYC. New York Color. Smooth & Natural Matte Powder Foundation.”

The abbreviation *NYC* was found in the headline of the advertisement for a foundation. It was abbreviated from *New York Color* and also used as the brand name of the product.

EPF

“The most powerful antioxidant available today with an EPF”

The abbreviation *EPF* was found in the body copy of the advertisement for a facial serum. It was abbreviated from *Environmental Protection Factor*. The abbreviation was used to make the product look professional and advanced in the field of anti-aging serum.

In summary, the abbreviations *NYC* and *EPF* were used as the brand name of makeup and a technical term respectively in women cosmetic advertisements. They were obviously created from the initial letters of a set of three words. This is the clearest pattern which includes only the first letters of words to form an abbreviation (Plag, 2003).

Multiple Processes

A word is created by the operation of more than one process. Two varying processes were employed together in order to form new words found in the study. These processes are illustrated in table 6 as below.

Table 6 New words formed by multiple processes

New words	The 1st process	The 2nd process
1. Diorskin	Coinage	Compounding
2. Natureluxe	Borrowing	Compounding
3. GF-Complex	Abbreviation	Compounding

As shown in the table, there are three new words created by multiple processes. They were formed by the operation of two different processes. Focusing on the first process of each new word, there are three various processes which were used to create new words. They are coinage, borrowing and abbreviation. For the second process, these words underwent the same process, the compounding process.

Each neologism in the table will be further discussed as follows:

Diorskin

“*Diorskin* Nude Liquid Foundation”

The term *Diorskin* was found in the subhead of the advertisement for a foundation. It resulted from the processes of coinage and compounding. The word *Dior* was totally created for the name of the brand and then it was combined with the

noun *skin*, resulting in the new term *Diorskin*. It was obviously used to show the name of the brand and the type of the product in order to encourage audiences to remember the brand and the product.

Natureluxe

“New *natureluxe* silk foundation”

The term *natureluxe* was found in the headline of the advertisement for a foundation. It resulted from the processes of borrowing and compounding. The word *luxe* first came to English as a borrowed word from French. Then, it was joined with the noun *nature* and they were written with no separation. This new compound was used to modify the noun *foundation* in order to describe the ingredients and qualification of the foundation that it is made from natural ingredients like jojoba and rosehip extracts and it makes your face naturally brighter, smoother and elegant.

GF-Complex

“New *GF-Complex* helps support cellular communication”

The term *GF-Complex* was found in the body copy of the advertisement for a facial cream. It resulted from the processes of abbreviation and compounding. Firstly, *GF* was abbreviated from *Growth Factors*. Then, the abbreviation *GF* was combined with the noun *complex*, and they were written with a hyphen. The new term *GF-Complex* refers to the new technology in a facial cream which can make your face look younger by lifting and firming the skin.

In summary, as can be seen, these three new words formed by the combination of two processes are compounds. Although they underwent different processes in the first step, all of them then went through the same process, compounding, and this created new compounds as the end result.

Focusing on the textual components in the advertisements, it is found that new words created by the six word formation processes (compounding, affixation, blending, layering, abbreviations and multiple processes) were usually found in the headline of the advertisements. This is because the headline is the clearest visible messages at which the readers often firstly take a look. Thus, advertisers frequently put the new words in the headline in order to grab audiences' attention and encourage the readers to keep reading the rest of the advertisements. As O'Guinn, Allen and Seminik (1998) remarked, the functions of a headline are to attract readers' attention, engage the audience, lead the audience to the rest of the ad, and present the key selling point.

The Most Frequent Word Formation Processes

Based on the findings, there are 97 new words which were found in women cosmetic advertisements published in the magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar* (January 2010 to May 2011). These neologisms can be classified into six word formation processes based on the classifications of word formation processes proposed by Yule (2006), Plag (2003) and Aitchison (1994). Table 7 summarizes the total number of new words of each type of word formation and the percentage of each process.

Table 7 The total number of new words and the percentage of each type of word formation processes

Types of word formation processes	Total number of new words	Percentage
1. Compounding	39	40%
2. Affixation	33	34%
3. Blending	17	18%
4. Layering	3	3%
5. Abbreviation	2	2%
6. Multiple processes	3	3%
Total	97	100%

From the table above, it is found that the compounding process is the most typical process used to form neologisms in the advertisements in the magazines. The second most frequent type of word formation is the affixation process. Blending is the third common process. The last three processes were rarely used to form new words found in the study. The percentages of them are slightly different. They are layering, abbreviations and multiple processes. Figure 1 provides a clearer picture of the percentage of each type of word formation processes.

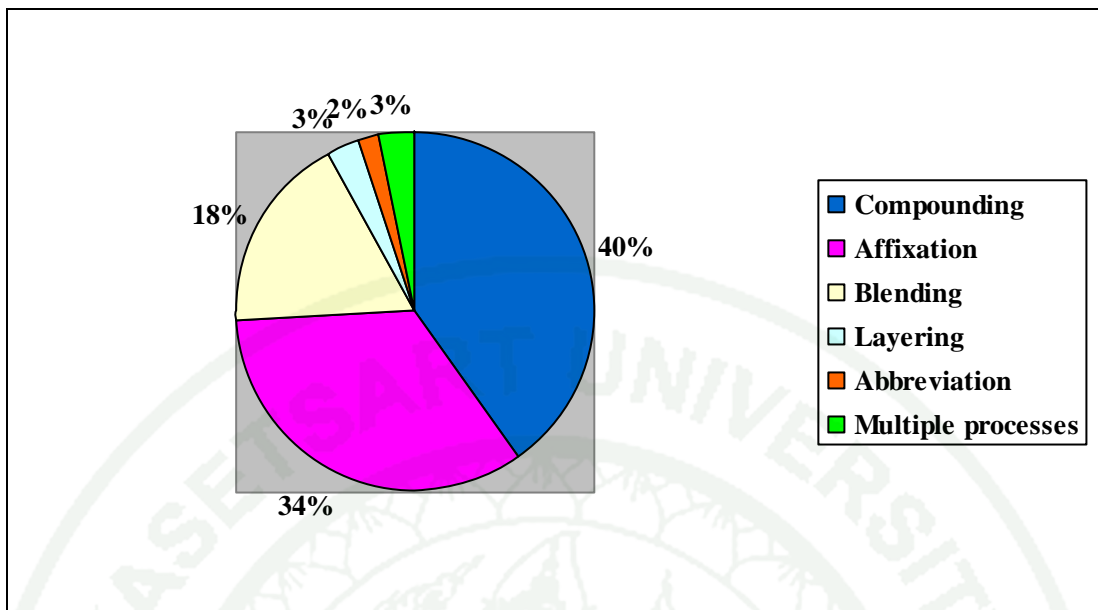


Figure 1 The percentage of each type of word formation processes

The results revealed that the first two types of word formation processes are *compounding* and *affixation*. They are the process of making new words longer than the original ones. Compounding creates neologisms by joining two or more separate words to form a single word, and affixation adds an affix to a word to create a new one.

In conclusion, the word formation processes which were typically used to create neologisms in women cosmetic advertisements in the women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar* which were published from January 2010 to May 2011 are not shortening processes. Therefore, the results of the study are inconsistent with the study of Lehrer (2007), which suggested that the frequent forms of new words tend to become shorter.

CHAPTER V

DISCUSSION AND CONCLUSION

In this chapter, the overall results will be concluded and discussed. There are two main sections included in this chapter. They are (1) discussion and conclusion of the results and (2) limitations and recommendations.

Discussion and Conclusion of the Results

In this section, the results of the study will be concluded and discussed with respect to each research question. There are two subsections dealing with the two questions: (1) What types of word formation processes were frequently used to form neologisms in women cosmetic advertisements in the magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar*? and (2) Are the most frequently used processes shortening processes?

What Types of Word Formation Processes Were Frequently Used to Form Neologisms in Women Cosmetic Advertisements in the Women Magazines: *Marie Claire*, *Cosmopolitan*, and *Harper's Bazaar*?

There are 97 new words found in the study. These words were created by six word formation processes: compounding, affixation, blending, layering, abbreviations and multiple processes.

a) Compounding

New words are created by joining two or more separate words to form a single word. For example, in the word *flowerbomb* in the context 'Flowerbomb. The first perfume by Viktor & Rolf', the noun *flower* was combined with the noun *bomb* so as to create a new noun *flowerbomb*. This noun compound was used to refer to the

floral fragrance with flower scents. There are 39 new words or 40% of the total number of new words which were created by the compounding process.

b) Affixation

New words are created by the addition of an affix to a word. For example, in the word *ultra-lift* in the context ‘ultra-lift with pro-retinol’, the prefix *ultra-* meaning ‘an extreme degree’ was added to the noun base *lift* so as to create the new noun *ultra-lift*. The word was used to refer to the high quality cream which can effectively firm your skin. There are 33 new words or 34% of the total number of new words, which were formed by the affixation process.

c) Blending

Parts of two separate words are combined together to create a single word. For instance, in the word *liplicious* in the context ‘Liplicious Moisturizing Balm SPF 15’, the beginning of the word *lipstick* was combined with the end of the word *delicious* so as to create a new blend *liplicious*. This new blend was used to refer to the lip balm having soft colors with subtle fruity scents and flavors. There are 17 new words or 18% of the total number of new words, which were formed by the blending process.

d) Layering

An existing word is assigned a new meaning in order to refer to a new sense or a new property. For instance, the word *pearls* in the context ‘new colorsensational pearls’ was assigned a new meaning. The word was used to refer to soft color lipsticks that can make your lips shimmery and shiny. There are three new words or 3% of the total number of new words which were created by the layering process.

e) Abbreviations

New words are formed from the initial letters of several words and these letters are individually pronounced. For example, the abbreviation *EPF* in the context ‘the most powerful antioxidant available today with an EPF’ was abbreviated from *Environmental Protection Factor*. There are two new words or 2% of the total number of new words which were created by the abbreviation process.

f) Multiple processes

Two or more word formation processes are employed to create a new word. For example, the term *GF-Complex* in the context ‘new GF-Complex helps support cellular communication’ resulted from the processes of abbreviation and compounding. *GF* was firstly abbreviated from *Growth Factors* and then it was combined with the noun *complex*. The new term *GF-Complex* was used to refer to a new technology in a facial cream, which can effectively lift and firm your facial skin. There are three new words or 3% of the total number of new words which were created by multiple processes.

According to the first research question ‘*What types of word formation processes of neologisms mostly occur in women cosmetic advertisements in the women magazines: Marie Claire, Cosmopolitan and Harper’s Bazaar?*’, the present study revealed that the compounding and affixation processes were the most frequently used processes which were employed to create new words in women cosmetic advertisements in three women magazines: *Marie Claire, Cosmopolitan and Harper’s Bazaar*.

There are two main reasons why the compounding and affixation processes were frequently used to create neologisms in women cosmetic advertisements in the three women magazines: *Marie Claire, Cosmopolitan and Harper’s Bazaar*.

The first reason is that the compounding and affixation processes add the meaning to the original words used to advertise the good quality of the products. In order to convince the audiences, the advertisements for women cosmetics usually present special characteristics, superb ingredients of the advertised products and impressive results after using the product. Consequently, a word or an affix which contains extra meanings was added to the original words, resulting in new words which were full of meanings and ready to be used to convey complete messages. For example, the noun compound *longwear* resulted from the combination of the adjective *long* and the noun *wear*. It was used to present the special characteristic of a lipstick and satisfactory results after using it. The word *longwear* suggested that the color of the lipstick is very long lasting. It will stay on your lips for many hours without bleeding and transferring, so your lips will stay beautiful all day long. Another example is the word *micro-covers* which was created by the addition of both prefix and suffix. Focusing on the prefix *micro-* which carried the extra meaning to the base, the prefix *micro-* was attached to the verb base *cover* in order to add the meaning 'extremely small' to the word. The new verb *micro-covers* was used to express the effective working of a facial powder. It suggested that the powder can perfectly and completely cover all wrinkles and dark spots on your face.

The second reason is that the meaning of the words formed by the compounding and affixation processes can be clearly understood and easily recognized. We can know immediately about the qualification of the advertised product from the presence of the word itself. This is because a word or an affix which was added to the original words has its own meaning. When it was attached to the word, the resulted word can obviously express its meaning. As the examples previously given above, the meanings of the words *longwear* and *micro-covers*, which were created by the compounding and affixation processes respectively can be easily understood and recognized. The words were used to clearly present the characteristics of the advertised products in order to let the audiences immediately know the information about the product without doubt. As Wells, Burnett and Moriarty (2006) suggested, the message in advertisements should firstly create the audiences' perception by attracting their attention and then it should establish the audiences'

cognition by leading them to understand the important features of the advertised products. New words created by compounding and affixation processes can accomplish these two message objectives. They can attract the audiences' attention because they are new and they can also encourage the audiences' understanding about the advertised products. Therefore, neologisms formed by these two processes were typically found in women cosmetic advertisements in the women magazines.

In conclusion, there are six word formation processes used to create new words in women cosmetic advertisements in the three women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar* which were published from January 2010 to May 2011. Among these processes, compounding and affixation are the most common processes used to form new words. They were often employed because new words formed by these processes contain complete messages which the advertising wants to convey about the advertised products, and the meanings of the words can be easily and clearly understood.

Are The Most Frequently Used Processes Shortening Processes?

According to the second research question '*Do these processes tend to shorten the form of neologisms, as suggested by Lehrer (2007)?*', the study found that the compounding and affixation processes are not the process of shortening the old form of a word. In contrast, they are the process of making the word longer than the original one.

There are two main reasons why shortening processes like clipping, abbreviations and acronyms were rarely used to create neologisms in women cosmetic advertisements in the three women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar*.

The first reason is that new words formed by shortening processes cannot be used to completely present the overall characteristics of the advertised products. This is because these processes do not add a word or an affix which carries additional

meanings to the word at all. On the other hand, they delete a part of a word to create a new one and this results in only different forms with the same meaning. For the study, there are only two words which were created by abbreviation which is one of the shortening processes. The example of abbreviations is *EPF* which was abbreviated from *Environmental Protection Factor*. As can be seen, the full form and the abbreviation have different forms but they still mean the same thing.

The second reason is that the meaning of the words created by shortening processes were hardly understood and recognized. This is because these processes create a new word by cutting off a part of a word, which results in a reduced form. Seeing only the reduced form, audiences may not recognize the full form of the word and this can lead to misinterpretation and misinformation about the advertised product. For example, the abbreviations *NYC* and *EPF* which were found in the study, if these abbreviations are solely presented in the advertisements without the appearance of the full forms, the audiences do not definitely know the meanings of the words and the messages that the advertisements want to convey about the advertised products. According to Wells, Burnett and Moriarty (2006), the advertising copy should firstly attract the audiences' attention. Then, it should deliver clear information and understanding about the advertised product. As can be seen, new words created by shortening processes cannot succeed in the second objective, so they were rarely found for the study.

In conclusion, shortening processes like clipping, abbreviations and acronyms were seldom used to create new words in women cosmetic advertisements in the women magazines: *Marie Claire*, *Cosmopolitan* and *Harper's Bazaar* which were published from January 2010 to May 2011 because new words formed by these processes cannot completely present the overall characteristics of the advertised product and the meanings of the words are hardly understood and recognized.

Limitations and Recommendations

The conclusions drawn in this study are preliminary and need to be supported by further study to arrive at more definite conclusions regarding the word formation processes of neologisms in advertising.

The findings may be constrained by the following points and further studies are recommended in order to ascertain these findings.

New words which are the main data of the study were rather limited. They were collected in quite a short period. Thus, there were not a lot of samples of new words created by the processes of layering, abbreviations and multiple processes found in the study. The data should be collected over a longer period in order to find more new words formed by these processes which can represent the most distinctive feature of new words used in women cosmetic advertisements in women magazines.

Furthermore, this study investigated word formation processes that were commonly used to form neologisms only in women cosmetic advertisements. Therefore, the new words and their word formation processes found in the study may not relate to those in other types of advertising such as the advertising for men cosmetics, fashion (e.g. clothing, footwear, bags and accessories), technology (e.g. cars, notebooks and mobile phones) or food and beverages. Thus, the study of word formation processes of new words in these sources should be conducted in order to see the differences and similarities in creating new words among these sources. This may be a useful guide to help copywriters employ proper processes of word formation in creating appropriate words for a certain kinds of advertisements.

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APPENDICES

Appendix Table 1 New words formed by the compounding process with the contexts in which the words occur.

New words	Types and subtypes	The advertised products	Contexts
1. LipPerfection	Noun compounds, Noun + Noun	Lipstick	New <i>LipPerfection</i> gives you beautiful color now, and beautiful lips
2. ColorBurst		Lipstick	New <i>ColorBurst</i> Lipstick
3. Lipstain		Lipstick	New <i>Colorsensational</i> Lipstain
4. Lipwear		Lipstick	The <i>Lipwear</i> that does what a lipstick can't.
5. Power-hold		Lipstick	Exclusive <i>Power-hold</i> pigments
6. Shineblast		Lip gloss	New <i>shineblast</i> with 4X more noticeable shine!
7. Lashperfection		Mascara	New <i>Lashperfection</i> !
8. Lashblast		Mascara	New <i>lashblast</i> length mascara with nylon.
9. Lashwrap		Mascara	The <i>lashwrap</i> brush perfectly surrounds each lash.
10. Fiberstretch		Mascara	The <i>fiberstretch</i> formula and oversized brush make every little lash bigger, fuller, and more dramatic.

Appendix Table 1 (Continued)

New words	Types and subtypes	The advertised products	Contexts
11. Signature-cut	Noun compounds, Noun + Noun (Continued)	Mascara	The <i>signature-cut</i> brush for maximum impact
12. Flex-Hold		Mascara	Our exclusive <i>Flex-Hold</i> Formula
13. Shadowblast		Eye shadow	New smoky <i>shadowblast!</i>
14. Eyestudio		Eye shadow	Introducing New <i>Eyestudio</i> palette
15. Powerfoundation		Foundation	New <i>Powerfoundation</i>
16. ColorStay		Foundation	Revlon <i>ColorStay</i> Makeup SPF 15
17. Beautycycle		Day cream	<i>Beautycycle</i> Water Day Cream
18. DayWear		Day cream	Wear <i>DayWear</i> and feel confident in your beautiful skin
19. Nailgrowth		Nail serum	Miracle <i>Nailgrowth</i> Serum
20. Nailshine		Nail serum	Miracle <i>NailShine</i> Serum
21. Flowerbomb		Perfume	<i>Flowerbomb</i> —The first perfume by Viktor & Rolf
22. Smudgeproof		Eye liner	Cream pencil with waterproof, <i>smudgeproof</i> , 24-hr wow!

Appendix Table 1 (Continued)

New words	Types and subtypes	The advertised products	Contexts
23. Mistake-proof	Noun compounds, Noun + Noun (Continued)	Eye shadow	The softness of silky, luminous powders provide a <i>mistake-proof</i> look.
24. Fade-defiance	Noun compounds, Verb + Noun	Hair color product	8 weeks of luminous shine. 8 weeks of <i>fade-defiance</i> .
25. Blendability		Eye shadow	Get all the intensity and staying power of a liquid with the ease and <i>blendability</i> of a pencil.
26. Grow-lash		Mascara	Mascara with <i>Grow-lash</i> complex
27. Longwear	Noun compounds, Adjective + Noun	Lipstick	No other <i>longwear</i> lasts longer period.
28. Fresh Wear		Foundation	New <i>Fresh Wear</i> with SPF 15
29. Deepshine		Hair oil	<i>Deepshine</i> Oil made with pure argan oil helps prevent hair color from fading.
30. Colorsensational	Adjective compounds,	Lipstick	New <i>Colorsensational</i> Lipstain
31. Shinesensational	Noun + Adjective	Lip gloss	New <i>Shinesensational</i> Lip Gloss
32. Photoready		Foundation	New Revlon <i>photoready</i> makeup
33. Shine-free		Foundation	18 hour <i>shine-free</i> perfection

Appendix Table 1 (Continued)

New words	Types and subtypes	The advertised products	Contexts
34. Stress-free	Adjective compounds, Noun + Adjective	Facial foam	Cucumber and green tea extracts help keep skin <u>stress-free</u> .
35. Sulfate-free	(Continued)	Shampoo	100% <u>sulfate-free</u> shampoo with rich, creamy lather
36. Ammonia-free		Hair color bleach products	Satisfy every strand with our <u>ammonia-free</u> formula that helps reduce hair damage.
37. Aura-Bright		Facial serum	Enriched with <u>Aura-Bright</u> Complex
38. Magicsmooth	Adjective compounds,	Foundation	New <u>Magicsmooth</u> makeup
39. Sexysassy	Adj + Adj	Lipstick	<u>Sexysassy</u> color from pure pigments

Appendix Table 2 New words formed by the affixation process with the contexts in which the words occur

New words	Types of affixes	The advertised products	Contexts
1. Pro-retinol	Prefixes	Facial cream	The only moisturizer with <u>pro-retinol</u> from nature
2. Pro-vitamin		Hair conditioner	An advanced <u>pro-vitamin</u> system that starts at the core and helps polish strand by strand.
3. Micro-mineral		Nail polish	Exclusive Protein and <u>Micro-Mineral</u> formula bond nail layers together to strengthen nails.
4. Micro-Flex		Lipstick	Our <u>Micro-Flex</u> formula glides on and looks gorgeous all day.
5. Multi-Defence		Facial cream	That's why Neutrogena created new <u>Multi-Defence</u> , our first daily moisturiser...
6. Multi-protection		Facial cream	Advanced <u>Muti-Protection</u> Moisturizer
7. Electro-stimulation		Eye serum	Younger looking eyes in 3 days. A promise inspired by <u>electro-stimulation</u> .
8. Ultra-lift		Facial cream	It's a different kind of retinol. <u>Ultra-lift</u> with pro-retinol

Appendix Table 2 (Continued)

New words	Types of affixes	The advertised products	Contexts
9. Ultra-fine	Prefixes (Continued)	Facial powder	Micro-vibrations breakdown mineral into <i>ultra-fine</i> powder for polished, seamless coverage.
10. Ultra-powerful		Facial cream	...bring you this ultra-luxurious, <i>ultra-powerful</i> innovation for skin that looks younger...
11. Ultra-luxurious		Facial cream	...bring you this <i>ultra-luxurious</i> , ultra-powerful innovation for skin that looks younger...
12. Ultra-luminous		Hairspray	<i>Ultra-luminous</i> shine
13. Ultra-reflective		Eye shadow	Our cream formula contains <i>ultra-reflective</i> mica which attracts and refracts light.
14. Ultra-lightweight		Foundation	Our translucent base and <i>ultra-lightweight</i> pigments create our most natural coverage.
15. Microclear		Facial foam	With <i>Microclear</i> technology, it unclogs even the most congested pores to stop acne where it starts.
16. Extra-bold		Mascara	Build your <i>extra-bold</i> , super-oversized lashes with volume and intense black impact.

Appendix Table 2 (Continued)

New words	Types of affixes	The advertised products	Contexts
17. Super-oversized	Prefixes (Continued)	Mascara	Build your extra-bold, <u>super-oversized</u> lashes with volume and intense black impact.
18. Superbalanced		Facial powder	New <u>Superbalanced</u> Powder
19. Re-plump		Facial cream	<u>Re-plump</u> and define skin contours for a youthful...
20. Millionize	Suffixes	Mascara	<u>Millionize</u> your lashes! Lashes look so multiplied, so clean...
21. Millionizer		Mascara	<u>Millionizer</u> brush for a multitude of lashes
22. Blushable		Blusher	<u>Blushable</u> cream stick
23. Hydrationist		Facial cream	New <u>Hydrationist</u> with sustainable moisture complex
24. Mega-moisturizers	Prefixes and Suffixes	Lipstick	Infused with <u>mega-moisturizers</u> for smooth, conditioning color
25. Micro-vibrations		Facial powder	<u>Micro-vibrations</u> breakdown mineral into ultra-fine powder.
26. Micro-currents		Eye cream	The micro-currents become activated and puffiness is reduced.

Appendix Table 2 (Continued)

New words	Types of affixes	The advertised products	Contexts
27. Micro-rollers	Prefixes and Suffixes (Continued)	Eye cream	<u>Micro-rollers</u> massage and reduce the look of lines and wrinkles.
28. Micro-tubes		Nail polish	<u>Micro-tubes</u> continuously release a nourishing vitamin complex.
29. Micro-covers		Facial powder	The Eraser instantly micro-covers and micro-erases for ultimate flawless perfection.
30. Micro-erases		Facial powder	The Eraser instantly micro-covers and micro-erases for ultimate flawless perfection.
31. Micro-sculpting		Facial serum	<u>Micro-sculpting</u> serum
32. Ultra-hydrating		Foundation	<u>Ultra-hydrating</u> foundation combines perfectly moisturizing coverage with a lightweight formula.
33. Ultra-Lengthening		Mascara	Advanced <u>Ultra-Lengthening</u> Formula

Appendix Table 3 New words formed by the blending process with the contexts in which the words occur

New words	Parts of the 1st and the 2nd words	The advertised products	Contexts
1. Cosmedicine	Initial part and final part	Facial lotion	Applying just a little dose of <u>Cosmedicine</u> will deliver unmatched measured results.
2. Liplicious		Lip balm	New <u>Liplicious</u> moisturizing balm
3. Lipfinity		Lipstick	<u>Lipfinity</u> Lip Tint Pen
4. Mascarathon		Mascara	<u>Mascarathon</u> . A wardrobe of mascara options.
5. Thermplex		Hairspray	Weightless hairspray formulas feature <u>Thermplex</u> , which activates with heat styling for internal body and hold.
6. Glamification		Blusher	These baked powder palettes deliver instant <u>Glamification!</u>
7. Womanity		Perfume	<u>Womanity</u> . The Fragrance by Thierry Mugler.
8. Purescreen	Entire word and final part	Sunscreen	Sensitive skin finally gets its own protection with <u>purescreen</u> .
9. Skintimate		Cream shave	Get <u>Skintimate</u> with your legs!

Appendix Table 3 (Continued)

New words	Parts of the 1st and the 2nd words	The advertised products	Contexts
10. Scrublet	Entire word and final part (Continued)	Facial foam	Deep Facial Cleansers + The <u>Scrublet</u>
11. Sparitual		Nail polish	Beautiful manicures begin with <u>Sparitual!</u>
12. Fat-tastic		Hair mousse	A feast for <u>fat-tastic</u> hair
13. Lipclick	Initial part and entire word	Lipstick	Introducing <u>Lipclick</u> full color lipstick. Everything just clicks!
14. Sublimage		Facial cream	<u>Sublimage</u> —The Infinite Power of Regeneration
15. Botafirm		Foundation	The only foundation with <u>Botafirm</u>
16. Kera-Fiber		Mascara	Our <u>Kera-Fiber</u> formula fills in every gap along the lash line.
17. mani-pedi	Initial part and initial part	Hand and foot creams	Sally knows how to get a salon <u>mani-pedi</u> at home. Now this collection of hand and foot treatments...

Appendix Table 4 New words formed by the layering process with the contexts in which the words occur

New words	Types of new meanings regard to	New meanings (The advertised products)	Contexts
1. Pearls	Color of the original reference	Lipstick	New colorsensational <u>pearls</u>
2. Ribbons	Texture of the original reference	Shower cream	Fight winter dryness with two separate <u>ribbons</u> . As the white <u>ribbon</u> cleanses, the purple <u>ribbon</u> , with rich jojoba, moisturizes continuously to leave your skin satiny smooth.
3. Butter	Texture of the original reference	Body moisturizer	Watch and feel Almond Body <u>Butter</u> sink into the skin.

Appendix Table 5 New words formed by the abbreviation process with the contexts in which the words occur

New words	Full forms	The advertised products	Contexts
1. NYC	New York Color	Foundation	<u>NYC</u> . New York Color. Smooth & natural Matte Powder Foundation
2. EPF	Environmental Protection Factor	Facial serum	The most powerful antioxidant available today with an <u>EPF</u> .

Appendix Table 6 New words formed by multiple processes with the contexts in which the words occur

New words	The 1st and 2nd processes	The advertised products	Contexts
1. Diorskin	Coinage and compounding	Foundation	<i>Diorskin</i> Nude Liquid Foundation
2. Natureluxe	Borrowing and compounding	Foundation	New <i>natureluxe</i> silk foundation
3. GF-Complex	Abbreviation and compounding	Facial cream	New <i>GF-Complex</i> helps support cellular communication.

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