

Piyanuch Pookhao 2012: Word Formation Processes of Neologisms Found in Women Cosmetic Advertisements in Women Magazines. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Napasri Timyam, Ph.D. 82 pages.

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.

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