AN ANALYSIS OF BLENDS IN LOCAL ENGLISH NEWSPAPERS

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AN ANALYSIS OF BLENDS IN LOCAL ENGLISH NEWSPAPERS

ABSTRACT

Numerous blends are often found in the newspapers such as *brunch* (**br**eakfast + l**unch**), *chocoholic* (**choco**late + alco**holic**), and *brick-tacular* (**brick** + spec**tacular**). Blend is a type of word-formation technique combining two clipped words termed as source words (SWs). This qualitative study explores blends found in local English newspapers; they are *The Star, News Straits Times, The Malay Mail,* and *The Borneo Post*. The study aims to (1) classify types of blends and (2) analyse the differences between paradigmatic and syntagmatic in blends. This research uses two theories dealing with definition of blends and types of blends. The types of blends are studied based on Mattiello's (2013) framework: morphotactic (total and partial blend), morphological and graphic (overlapping and non-overlapping) and morphosemantic (attributive and coordinative). Furthermore, the differences between paradigmatic and syntagmatic in blends are studied based on Bauer's (2006, 2012) framework. Overall, 276 blends were selected to analyse their types of blends and semantic types (paradigmatic and syntagmatic) using a qualitative approach. The classifications of the paradigmatic and syntagmatic origin blend are based on their contextual meaning. The results reveal that the local English newspapers seem to be using more blends coined through the total blend and mostly are syntagmatic origin blends. The paper concludes that although there are many types of blends formed intentionally or unintentionally, the semantic types of blends determine the function of blends. Furthermore, the differences between paradigmatic and syntagmatic blends can be related as paradigmatic blends (shares same lexical class), while syntagmatic blends has two types termed as right-headed and left-headed. Syntagmatic blends mostly are endocentric, which means one of the SWs acts as a semantic head and the other SW as a modifier. The semantic relation defines the order of the two SWs. The semantic head always goes to the right side in blends, termed right-headed syntagmatic blends.

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ANALISIS PENGADUNAN KATA DALAM AKHBAR INGGERIS TEMPATAN

ABSTRAK

Terdapat banyak contoh pengadunan kata (blends) seperti *brunch* (**br**eakfast + l**unch**), *chocoholic* (**choco**late + alco**holic**), and *brick-tacular* (**brick** + spec**tacular**) dalam akhbar Inggeris tempatan. Pengadunan ialah satu proses pembentukan kata yang mencantumkan dua (atau lebih daripada dua) bahagian kata-kata sumbernya menjadi satu kata. Bahagian kata yang diadun biasanya ialah suku kata yang tertentu daripada kata sumber yang diadun. Kajian kualitatif digunakan untuk mengkaji pengadunan kata dalam empat akhbar Inggeris tempatan berikut: *The Star, News Strait Times, The Malay Mail,* dan *The Borneo Post*. Kajian ini bertujuan untuk (1) mengelaskan jenis pengadunan dan (2) menganalisis hubungan paradigmatik dan sintagmatik dalam proses pengadunan. Kajian ini menggunakan dua teori yang berkaitan dengan definisi dan jenis-jenis pengadunan kata. Kategori pengadunan kata dikaji berdasarkan rangka kerja Mattiello (2013) seperti morfotaktik (pengadunan separa dan pengadunan penuh), morfologi dan grafik (pengadunan bertindih dan tidak bertindih) dan morfosemantik (koordinatif dan subordinatif). Tambahan pula, hubungan di antara paradigmatik dan sintagmatik dalam pengadunan dikaji berdasarkan rangka kerja Bauer (2006, 2012). Secara keseluruhan, sebanyak 276 contoh telah dipilih untuk dianalisis kategori pengadunan dan hubungan semantik (paradigmatik dan sintagmatik) dengan menggunakan pendekatan kualitatif. Pengelasan pengadunan paradigmatik dan sintagmatik ditentukan berdasarkan makna kontekstual kata sumber. Hasil kajian menunjukkan bahawa akhbar-akhbar Inggeris tempatan menggunakan lebih pengadunan kata dalam rencana dan kebanyakannya adalah pengadunan sintagmatik. Ada juga proses pengadunan kata yang dibentuk secara sengaja atau tidak sengaja tetapi jenis semantik menentukan fungsinya. Lebih-lebih lagi, perbandingan di antara pengadunan paradigmatik dan sintagmatik boleh dikaitkan dengan paradigmatik (kata sumber kongsi leksikal yang sama) manakala sintagmatik (kata sumber mempunyai leksikal yang berbeza) mempunyai dua sub-jenis yang diistilahkan sebagai berkepala kanan (pengubah + kepala) dan berkepala kiri (kepala + pengubah).

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Author,

Komalata Manokaran

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LIST OF SYMBOLS AND ABBREVIATIONS

SW	:	Source word
SWs	:	Source words
SW1	:	First source word
SW2	:	Second source word
APA	:	Amateur Press Association
LA	:	Los Angeles
NST	:	News Strait Times
AB	:	Initial part and second part of first source word
CD	:	Initial part and second part of second source word
AD	:	Initial part first source word and end part of second source word
WW	:	Word and word
+	:	Combination of two or more source words
←	:	Final blends after combination of source words
( )	:	Clipped part(s) of source words
&	:	And
e.g.	:	Example
TS	:	The Star
TS (2)	:	The Star2
NST	:	News Straits Time
MM	:	Malay Mail
TBP	:	The Borneo Post
RQ1	:	First research question
RQ2	:	Second research question

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LIST OF APPENDICES

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CHAPTER 1: INTRODUCTION

1.1 Introduction

This section explains the background of the study. It also presents the problem statement, the aim, the significance, the objectives, and research questions of the study. Additionally, it discusses the limitation of the study, and defines some keywords used to carry out the study.

1.2 Background of the Study

Blends are a type of word formation consisting of two independent words, which are termed source words (SWs) throughout this dissertation. SWs are the ingredients of the formation of blends. The first SW is referred to as SW1 and the second SW as SW2, as exemplified by examples as in Table 1.1 (see page 2). Formally, blends have two structures. The first structure, as shown in (1a-1f), consists of two SWs, which are combined straightforwardly. As shown in (1a), by contrast the epenthesis in this case the letter "s" is inserted between SW1 and SW2. Some latest investigations into blends in a variety of languages suggest that many of its core features are linguistically significant. Phonology also plays an important role in creating blends among several linguistic factors, as shown in previous studies on blends in languages such as Hebrew (Bat-el, 1996), English (Gries, 2004; Hong, 2004), Spanish (Piñeros, 2004) and Japanese (Kubozono, 1990). For instance, the segmental composition of blend *brunch* is always based on both of its SWs, whereas its prosodic properties such as word length and stress pattern are usually identical, or at least similar, to only one of the two SWs, which is often called the 'head' of blend (Gries, 2004; Bat-el, 2006).

There are many ways to form blends. One of the ways is by combining parts of two SWs to form one compact new word. These word fragments are called morphemes, which is the smallest meaningful unit in a language. For instance, *bromance* is the

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combination of the underlined parts of **bro**ther and ro**mance**. Blends also can be coined by combining a full word with a part of another word called a splinter as in (1g). According to Berman (1961), a splinter is defined as a fragment of a word used in the formation of new words such as *egg-*, *-tarian*, *-holic* and so on. Another way is by overlapping of phonemes, which are parts of two SWs that sound similar sometimes such as *motel.* As in *Brexit*, blends also can be coined by deleting phonemes where the first syllable of **Bri**tish is added to the word **exit**.

Prototypical blends like *brunch* and *motel* indenture phonological form from two SWs into a single output through a combination of clipping and overlapping. In some cases, SWs are phonologically similar enough that they overlap without deleting any parts in blends. This yields blend like *sextortion* that contain both SWs in their entirety. More often, one or two SWs appear as a splinter, a truncated form that contains enough phonological material to identify the original SW (Lehrer, 1996). The term SW is used to denote to the lexical units in blends.

(1)	Blends		Source words (SWs)
a.	*Brexit*	←	**Br**itish + **exit,**
			SW1 SW2
b.	*bromance*	←	**bro**ther + ro**mance,**
			SW1 SW2
c.	*brunch*	←	**br**eakfast + l**unch,**
			SW1 SW2
d.	*romcom*	←	**rom**ance + **com**edy,
			SW1 SW2
e.	*motel*	←	**mo**tor + ho**tel,**
			SW1 SW2
f.	*smog*	←	**sm**oke + f**og,**
			SW1 SW2
g.	*bitcoin*	←	**bi**nary + digi**t** + **coin,**
			SW1 SW2 SW3
h.	*egg-straordinary*	←	**egg** + e**xtraordinary**
			SW1 SW2

Table 1.1:
Examples of Blends with Source Words (SWs)

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According to Danks (2003), blends are often used in mass media such as newspapers and they are intentionally formed (Lehrer, 1996). Kreidler (1994, p.5029f) defines blends as occasional clipping of two words instantaneously and they are combined to construct blend. Furthermore, the two SWs possibly syntagmatically related or paradigmatically related. Many blends are consciously composed to attract the readers; therefore, those blends are omnipresent (Gries, 2004). The examples in (Table 1.1, see page 2) show that blends are the combination of two words or sometimes more than two, and become one compact form carrying a certain meaning. Blends also can be termed as an amalgamation, telescoping, fusing, and portmanteau. Blends are formed with the parts of lexical SWs rather than whole SWs, which differentiates them from compounds. Kemmer (2003, p.75) mentions that phonological properties are greatly relevant for blends where the phonological equivalence of the blend with part or whole SWs increases the possibility or suitability of blends. Blends are interesting because words with different concepts are merged into new words by combining the corresponding words into an undivided point.

In the current study, the researcher collects blends from local English newspapers and gives a categorisation and semantic description for them. In the study, collection of blends from newspapers consists of both English and local influenced in their formation and provide an analysis. For the understanding of the intended meaning of blends, both of its SWs need to be recovered by language users (Lehrer, 1996; Piñeros, 2004; Bat-el, 2006). Recoverability of the SWs must be high when their similarity to the blend is high. This leads to the assumption that the phonological characteristics of the blends mentioned above (e.g. segmental dependence on the SWs and prosodic dependence on the head) are adopted to enhance the similarity between the blend and its SWs. To put it differently, blend is a process of keeping the surface forms of the SWs and the blend as similar as possible (Bat-el, 1996; Hong, 2004). This study will demonstrate the types of

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blends found in local English newspapers and its semantic types using Mattiello's (2013) and Bauer's (2006, 2012) frameworks.

The SWs of blends undergo a clipping to form splinters and the rest of the word tail at a syllable boundary. Kelly (1998, p.585-587) mentioned that the boundaries sandwiched between the two splinters occur mostly at major phonological connections such as syllable boundaries of the SWs and that the phonemes at the point are often phonologically similar. Clipping is a word formed by reducing one or more syllables from a complex word such as phone from hand phone. A clipped form usually has the same meaning, but it is regarded as more informal and colloquial. It will be easier to discover the SWs of blends when there is a semantic relationship between them (Lehrer, 2003). Blends are formed of two semantically similar words, duplicating combinations of their concepts. Both breakfast and lunch are combined to form *brunch* (1c). That is, the SWs are semantically linked, but not all blends demonstrate this semantic similarity. According to Kubozono (1990), the reduction of a SW into the splinter as it contributes to blend and the rest of the word befalls at a syllable boundary or directly after the onset of the syllable. This study aims to classify types of blends and their semantic relationship, which are classified as paradigmatic blends and syntagmatic blends.

1.3 Problem Statement

Many studies (Cannon, 1986; Gries, 2006; Fandrych, 2008, to name just a few) in the past have attempted to classify and categorise blends. These types of explanation form an important structural background, but they have often met considerable complications in regards to taxonomy and terminology (Cannon, 1986; Bauer, 2006). To challenge the complexity of blends, a number of studies state that their structure is not as refined as it may seem (Lehrer, 1996; Kelly, 1998; Kemmer, 2003; Plag, 2003; Rúa, 2004; Gries, 2004, 2006; Fandrych, 2008; Beliaeva, 2014). The combination with broader

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interpretive frames including semantic (Lehrer, 1996), pragmatic (Fandrych, 2008) and cognitive perspectives (Kelly, 1998; Kemmer, 2003; Gries, 2006; Beliaeva, 2014) offers new prospects to describe blends in more comprehensive and appropriate ways. The current exploration efforts yield findings that challenge previous classificatory attempts. Although structural and morphological viewpoints play an important part, pragmatic and semantic studies are central in the advancement of the morphology field.

The distinguishing types of blends is found in exactly this detail; although it is fully possible to attempt a taxonomic approach based on structure (Rúa, 2004), blends seem to have unique properties transcending the structural rules of word formation (Fandrych, 2008). Thus, it might be tempting to detach blends from morphology because its functions and manifestations are too morphologically divergent (Dressler, 2000; Kemmer, 2003). Doing this leads, however, to explanatory difficulties as regards borderline phenomena. For instance, the commonly occurring process of morphological lexicalisation, instantiated in (e.g. *-burger* and *-holic*) typically blurs taxonomical delineations (Bauer, 1983; Lehrer, 2007; Schmid, 2011; Beliaeva, 2014).

Typically, there are dissimilarities between paradigmatic and syntagmatic blends (Cannon, 1986; Bauer, 2006; Beliaeva, 2014). Syntagmatic blends are formed from contracted syntactic patterns (Algeo, 1977; Dressler, 2000; Bauer, 2006) where the criterion for this type of blend is its word order restriction. Since syntagmatic blends are syntactically determined, the SW order determines the order of the components. Algeo (1977) claimed that syntagmatic blends lack a semantic relatedness in paradigmatic blends or portmanteau type, which is formed by conflating two distinguished forms. There are certain syntagmatic blends that inhibit a compound-typical analysis, such as a kitchen towel, which is a kind of towel. Instead, in a syntagmatic blend (e.g. *meatatarian* ← **meat** + veget**arian**) subjects reject the idea that a *meatatarian* is a kind

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of vegetarian. This study classifies types of blends and analyses the relationship between paradigmatic blends and syntagmatic blends.

1.4 Research Objectives

1. To formally classify types of blends that are found in local English newspapers.
2. To analyse the differences between paradigmatic blends and syntagmatic blends.

1.5 Research Questions

1. What types of blends in their formal structure are found in local English newspapers?
2. How are the blends found in local English newspapers differentiated according to paradigmatic and syntagmatic relationship?

1.6 Significance of the Study

This study contributes to the field of morphology in two ways. First, it will be the first study to investigate blends in local English newspapers in Malaysia. Second, the scholar, society, and readers can use this study to broaden their knowledge on types of blends used in local English newspapers.

1.7 Limitations of the Study

This study focuses on blends found in local English newspapers, thus only types and linguistic features of blends from local newspapers were recorded to study meanwhile samples of advertisements that found in the local newspapers were not recorded for analysis. Therefore, the generalisation of the samples is studied prudently. Furthermore, this is a time consuming study because the duration of the data collection was seventeen months.

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1.8 Terminologies

i. Blends

Blends are defined as amalgamation of remaining parts (splinters) of two or more source words to form a new word, where one or both of the source words undergo clipping which maybe graphemic (letter) or phonemic (sound) or numeric (number). If there are no clipping occurs, the source words display partial overlap again maybe graphemic or phonemic.

ii. Source words

The root words without clipping modifications.

iii. Splinter

The remaining parts of two or more source words after the clipping process.

iv. Syntagmatic blends

The blend of two or more source words, which shares different lexical class.

v. Paradigmatic blends

The blend of two or more source words, which shares same lexical class.

vi. Right-headed syntagmatic blends

The blend of two or more source words that shares different lexical in which second source word plays as head while first source word as modifier.

vii. Left-headed syntagmatic blends

The blend of two or more source words that shares different lexical in which first source word plays as modifier while first source word as head.

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CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This section presents studies that been conducted concentrated on formation of blends by various linguists mainly in English language. The origin of blends by Carroll, the definitions of blends by various linguists, types of blends and formation of splinters, the theoretical frameworks of Bauer (2006, 2012) and Mattiello (2013) and discusses the semantic relationship in blends would be explained in this section.

2.2 The Origin of Blends

In 1872, **Carroll** invented **portmanteau** in his book *Alice through the Looking Glass*. Humpty Dumpty defines some of the words from his nonsense poem title, *Jabberwocky*. Furthermore, he explained portmanteau as two meanings packed up into one (p.187). Additionally, a portmanteau is created by combining two other words in terms of the sounds and meaning that results finding the origins of these SWs are interesting. In addition, the term portmanteau itself is a portmanteau, made up of the word *porter* (to carry) and *manteaux* (cloak). Later, Carroll (1882) explained the portmanteau as a travelling case or bag. Although many of Carroll's creations did not subsist, still some have become part of the English language as shown in Table 2.1. It is motivating that Carroll himself forms his own kind of wordlist and literary description for the coined words from Jabberwocky, and that he uses these same words in other works.

(1)	Carroll's Portmanteau		Source words (SWs)
a.	*slithy*	←	slimy + lithe
b.	*galumph*	←	gallop + triumph
c.	*chortle*	←	chuckle + snort
d.	*mimsy*	←	miserable + flimsy
e.	*frumious*	←	fuming + furious

Table 2.1:
Examples of Portmanteau Created by Carroll

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Carroll practices portmanteau while discoursing lexical selection in *The Hunting of the Snark*. Humpty Dumpty's idea about portmanteau as two meanings packed into one compact word appears to be the exact description (p.189). For example, portmanteau forms by combining two words as mentioned in the Table 2.1 (see page 8). In then-contemporary English, a portmanteau was a suitcase that opened into two equal sections. Portmanteau was also occasionally termed as *Frankenwords* (**Franken**stein + **words**) which is an unhyphenated word demonstrating the phenomenon. Today, many informal forms of portmanteaus are used and keep rising in many areas, for instance *Brangelina* (**Br**ad Pitt + **Angelina** Jolie), *hangry* (**h**ungry + **angry**), *romcom* (**rom**antic + **com**edy), and the list goes on. There are many words used in daily life but many may not realise they are portmanteaus such as *bash* ← **ba**ng + sma**sh** and *hassle* ← **ha**ggle + tu**ssle**.

2.3 The Glimpse of Blends

Blends are a common occurrence in the English language. Blend is formed by fusing two SWs, typically losing a few letters off in one or both. As mentioned in Section 1.1, blends are also known as lexical amalgamation, telescoping, merging, fusing, and portmanteau by different linguists. Blend is not a new phenomenon in English. It shows that blend is productive in word formation until today. However, today's blends are more creative in ideas, patterns, and forms.

Blend is a very creative origin of words in modern English, in both literary and scientific context (Bauer, 1983). Today, in English lexicon, a large number of blends can be found which are no longer acknowledged since they have been in everyday use for quite a long time (Katamba, 1994). Blend gives much contribution to the development of English vocabulary. There are hundreds of real-life examples across a range of areas that can be found in newspapers. According to Ronneberger-Sibold

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(2008), blend is commonly regarded as an artistic technique applied to coin novel words in hilarious fictitious manuscripts and brand labels (Kemmer 2003; Lehrer 2003, 2007; Gries 2004, 2012).

Lately, celebrity couples are also known by popularity through blends (e.g. *TomKat* ← **Tom** Cruise + **Kat**ie Holmes). The most common portmanteau is *Oxbridge*, fusion of United Kingdom's two oldest universities, named **Ox**ford and Cam**bridge**. Three years back, there was a popular English blend formed due to the withdrawal of United Kingdom from European Union called *Brexit* (**Br**itain + **exit**). Many companies or brand names are blends and there is business lexicon provided with newly coined blends.

2.4 The Definitions of Blends

According to Algeo (1977, p.47), it is still a challenging phase for many linguists in defining blends categories although they were used during Shakespeare's era and have been explored comprehensively ever since the 20th century. Mattiello (2013, p.112) states that the term "blends" has been used in many techniques to indicate a word formation process, which forms two SWs, at least one of them has been reduced in the amalgamation, sometimes with a graphic and /or phonological overlap. Beliaeva (2014) defines blends as combination of at least two or more SWs with non-morphematic creation by clipping of the SWs, coordinative relationship between SWs, sound system combination, and overlapping.

Yule (1985, p.53) defined blend as the process of word formation that combines elements from two different words, namely SW1 and SW2 and the meaning of the new word amalgams the meanings of the two SWs. The components are generally the beginning of one and the end of the other. For instance, *Oxbridge* (**Ox**ford + Cam**bridge**) is formed by combining the first part and the last part. Moreover, blends

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are similar to compounding since these formations deal with combining two SWs to create a new word. Classically, formation of blend is by joining the forepart of one word with the end of another word. Clipping of the SWs before blends are combined can result in the formation of blends. Besides, the outcome of blends cannot be comprehended from the combination of SWs. Blend is one way to create a new word relating the process of combination of two shortened forms. Clipping is a process of shortening the part of the SWs or by overlapping the splinter in the form of phoneme or grapheme.

Blend is coined by combining parts of at least two other SWs of which either one is clipped and/or where there is a construction of sound or letter overlay of the SWs (Gries, 2004). For instance, the combination parts of the word **fact** and fict**ion** forms *faction*. Blending comes in several closely related types. *Brunch* is an example where the two SWs do not overlap in the resulting blend while *motel* involves two overlapping letters. Then, first or the second SWs are respectively present in (e.g. *foolosopher* ← **fool** + phil**osopher**). In *alcoholiday* (**alco**hol + **holiday**), both SWs exist in the blend.

As mentioned in Chapter 1, blends are formed by clipping of two or three concurrently and these SWs are meaningfully combined (Kreidler, 1994) when they are either syntagmatically or paradigmatically related. Kubozono (1990) also explains the relationship of the SWs of blends that are in paradigmatic relations or syntagmatic relations with examples. The SWs habitually display some semantic similarity such as *brunch* in which **br**eakfast and l**unch** are both meal (Cannon, 2000; Plag, 2003; Bat-el, 2006). Kubozono (1990) alerts that this type usually belongs to the same syntactic category such as adjective + adjective as seen in *ginormous* (**gi**gantic + e**normous**) or shows phonological similarity (Cannon, 2000) as in *hesiflation* (**hesi**tation + in**flation**). By contrast, Plag (2003) and Bauer (2006) offer a narrow definition of blends that it is always the beginning part of SW1 combined with end part of the SW2. Gries (2004)

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defines blends to be words that are established as one only in the cases where the inner edges are truncated. This can be seen in the coinage of new splinters in blends by combining parts of at least two other SWs of which either one is shortened in the blending and/or overlap of graphemic or phonemic of the SWs. In fact, overlying of graphemes and phonemes in blends helps differentiate blends from other word formations.

2.4.1 Blends and Other Word Formations

These are the differences between blends and other word formation processes such as acronym, clipping, and compounding. Stockwell & Minkova (2001) state that acronyms and blends are often confusing since both undergo the same processes, where both methods in coining a new word entail at least two words by reducing some parts of the SWs. In acronym, the new word involves of the first phoneme or grapheme of the SWs. Occasionally in order to pronounce as a word, not only the initial sounds but also the next first consonant and first vowel is taken into consideration. Fandrych (2008) states that usually more graphemes or phonemes of the SWs are reserved in creating a pronounceable blend. However, the clipping process is rather straightforward in acronyms and often less than a syllable in blends. The importance of clipping in blends is well explained in section 2.4 (refer to page 11).

In addition, both compounding and blending consist of the combination of two separate parts to form a new word. According to Yule (2006, p. 53-59), the process of blending is typically accomplished by combining the beginning of one word and the end of other word. A blend involves a combination of two or more separate SWs into one. Cannon (1986, p.725-753) states that it usually contains overlapping and conserves some of the meaning of at least one of the SWs, although sometimes the origins are lost that a blend is subtle. Blends have stemmed from combination of two SWs into a new

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word, which is subtle into a fixed meaning hence demonstrating morpheme. The significance of phonemic overlap in differentiating blends from compounds is pointed out that indirect forms are not blends (e.g. *traffi**c**ator* ← **traffic** + indi**cator**). According to Stekauer (1991, p. 26-35), they do not establish a new meaning resulting from the blending process. Blends combine parts of lexical SWs, rather than whole SWs, this differentiates them from compounds. Morphological structure is not particularly relevant to blends. Kemmer (2003, p.73) mentions that phonological properties are highly relevant to blends, phonological similarity of the blend with part or whole source.

2.4.2 Blends and Formation of Splinters

Primarily, Berman (1961) introduces the term **splinters** to address the clipped or overlapped parts. According to Hozzeinzadeh (2014), the parts clipped or overlapped are regarded as **bits.** The blend is formed by taking the first bit of the SW1, the last bit of the SW2 (e.g. *guck* ← **g**oo + m**uck**, and *globish* ← **glob**al + Engl**ish**). The term **bit** (e.g. *bleen* ← **bl**ue + gr**een**) or/and **part** (e.g. *sunbrella* ← **sun** + um**brella)** is used to denote to the components of a word in the formation of blends since there is no regularity in splitting the word (Hosseinzadeh, 2014). Blends are basic compounds that are formed of one SW and part of another SW, or parts of two (sometimes three) SWs, mentioning that each word part is called splinter (Lehrer, 2007, p.116). In the present study, the term 'splinter' will be used as synonymous with word part of a blend (Bauer et al., 2013). Later, some other linguists to name few (Adam, 1973; Bauer, 2006; Fandrych, 2008; Beliaeva, 2014, p.49) used the term splinters in their respective studies. Bauer (2006, p.503) defines splinters as parts of the SWs that have been used in creating blends (e.g. splinter *-holic* and *-nomic*). Yet, some linguists term splinter as **combining form** (Warren, 1990; Lehrer, 1998), **bound morpheme** (Lehrer, 1998), **bound splinter**

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(Fandrych, 2008) and **bits** (Hozzeinzadeh, 2014). As mentioned in Chapter 1, this study uses the term splinter throughout the study to label the reduced parts in blends. According to Beliaeva (2014, p.49-50), the splinters are parts of SWs that form blends with the circumstance that they are not full words and not bound morphs or morphemes.

Soudek (1978) presents the term **initial splinter** and **final splinter** (Table 4.15, see page 75), denoting to the first and second part of the blend. Furthermore, the splinter is an arrangement of graphic (letter) and phonemic (sound), which are either derivational or inflectional combining forms; generally, the length enables their identification as fitting to a prior word (Rúa, 2002). The term splinter is used to define bits or parts of SWs that are clipped in blends (Danks, 2003, p.19). However, in some cases, blends may not only use splinter, but may also come as a results of the overlapping of two SWs (e.g. *Japanimation* ← Japan + animation). Soudek (1978) adds that as the parts in the SWs are shortened, the process often includes irregular splinters as an alternative to existing morphemes.

2.4.3 Blends as the Non-morphematic Word

Dressler and Merlini Barbressi (1994) classify blends as the non-morphematic word formation and label them as extra grammatical morphology. The word formation obtained through this process is not recognisable and the idea does not permit a prediction of regular idea. According to Bauer (1983), both blends and compounding undergo the process of combining two SWs to coin a new word. Blends are fundamental compounds coined by combining parts from SW1 and SW2 (Lehrer, 2007). Furthermore, blends are a type of compound where at least one fragment is duplicated partly (Carstairs-McCarthy, 2002, p.65). Blends differ from compounds by combining parts of lexical SWs rather than the whole SWs (Kemmer, 2003).

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Compound can be transcribed as a straightforward word (e.g. *paperclip*), with a space (e.g. *paper aeroplane*), or with a hyphen (-) as in *oil-paper*. Although most blends are found in simple form, some of them are written with hyphen (e.g. *porta-light*) and rarely seen with a space (e.g. *docu drama*). According to Danks (2003, p.48-49) confirms that once both compound and blends become the base to which affixes included in compounding (e.g. *bookkeeper* and *sky-diving*) and blends (*chortle, electrocution* and *sexploiting*). In some cases, blends do not explicate themselves when out of context such as *probot* (**pro**state + ro**bot**) conflicting to compound which is self-defining (Danks, 2003, p.50). Although word formation of compounding replicates the whole part words but in blends one SW is replicated partly and can derive from non-words such as *aquarobics* (**aqua** + ae**robics**) fusion of splinter (**aqua**rium) and neo-classical combining forms (ae**robics**). Blends can be classified in two types such as abbreviated compound and proper blend (Plag, 2002, p.155-160). The former is originally a compound whose denotation is mostly determined by the second part since it is the **head** (e.g. *breathalyser* ← **breath** + an**alyser**) is an analyser and it preserves the denotation as compound when it is reduced.

2.5 The Rule of Blends Formation

Blends cannot be described in terms of rules because it is irregular (Grésillon, 1984; Cannon, 1986; Berman, 1989; Hong, 2004). Therefore, the formation of blends is based on an analogy rather than rules. The amalgamation of lexemes in blends does not precede any explicit grammatical rule demonstrating the formation of words in contrast to the formation of compound words (Bauer, 1988, p.39; Dressler, 2000, to name few).

However, other linguists (Kubozono, 1990; Bat-el, 1996; Plag, 2003) embrace the contradictory clarifications that blends are ruled and should be considered as a completely grammatical phenomenon similar with other word formation processes.

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These contradictory interpretations nurture the question of the relationship between blends and grammar, a question that repetitively crops up in many forms in the literature. In fact, the argument involves two different issues such as corresponding to the conceptual disagreements between grammatical or extra grammatical and regular or irregular. The main point is to determine the conditions consenting that a given process concerns or not to grammar.

According to Bat-el (1996, p.316), blends is a part of derivational morphology and highpoints that the sound system (phonology) of blends is systematic and follows the general prosodic restrictions in lexicon. Plag (2003, p.177) recalls that truncation process in blends are greatly organised and follow the similar forms as in clipping, which displays that blends are part of the morphological proficiency of the narrators. According to Plag (2003, p.123), the below mentioned rule may account for the most common categories of blends in English. In this rule, AB is the SW1 word and CD is the SW2, thus blends are labelled as AD. According to Lehrer and Veres (2014), full preservation of any of the SWs in the blend is marked as W, so that blends with complete overlap such as palimony are labelled as WW (word + word). The detailed systematic categories of blends explained in section 4.4.2 (see Table 4.13, page 68).

Plags's Rule				
Blends		**Source words (SWs)**		
guestimate	←	**guess**	+	es**timate**
		SW1	+	SW2
AD	←	**A**B	+	C**D**

2.6 Blends and its Semantic Relationship

Bauer (2012) classifies this type as syntagmatic origin blends, one of the SWs frequently the SW2 is the head and the SW1 is the modifier. Conversely, Bauer (2012) states that the SWs as in *brunch* denotes the referents of both SWs (breakfast and lunch) where both words are heads considered as paradigmatic origin blends or like the copulative compound. Mattiello (2013, p.123-125) mentions that attributive blend of

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which its SW2 functions as head and SW1 as modifier meanwhile the coordinate blend or known as proper blend of which the two SWs are related semantically and syntactically.

Semantically, the SWs are generally co-hyponyms of a more general term or blend of synonyms as in *attractivating* (**attracti**ve + capti**vating**). Syntactically, the SWs are paradigmatically link to the same syntactic category. Most of coordinate blends are **endocentric** (Mattiello, 2013, p.124). Many linguists from past to date not only have given various definitions of blends but also many categorisations indicating restrictions in amalgamation patterns of blends (Algeo, 1977; Soudek, 1978; Lehrer, 1996, 2007; Quirk, 1985; Cannon, 2000; Kemmer, 2003; Ronneberger-Sibold, 2006; Fandrych, 2008; Mattiello, 2013; Hozzainzadeh, 2014). In addition, (Quirk, 1985; Fandrych, 2008; Hozzainzadeh, 2014) emphasis on structural taxonomy of blend, Algeo (1977) also enhances systematic categories and Mattiello (2013) presents morphosemantic categories (attributive and coordinate) stating to the semantic relationship of the SWs.

Additionally, Algeo (1977, p.49-61) catalogues blends into structural categories that compact with formation of blends and the relations of the SWs. The structural classifications take in blends with clipping, clipping at syllable boundaries, blends with overlapping, blends with clipping and overlapping. The systemic categories also comprise semantic relationships such as syntagmatic blends and associative blends: composites, indefinite, jumble, paradigmatic, portmanteau, synonymic and telescope. Although, Algeo (1977) take account of the relevance of relation of the SWs but other linguists (Quirk, 1985; Fandrych, 2008; Hozzainzadeh, 2014) focus on structural categories of blends that are practically related.

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2.7 The Splinters in Blends

Splinters are the fragments of a word reduced or clipped in blends (Adams, 1973; Rúa, 2004a; Fandrych, 2008). In what follows in this study, splinters will be used in the demonstration of new words. Lehrer (2007, p.115) states that blends are coined of a whole word and a splinter or two splinters. A regular splinter may become a linking form such as final conjoining forms like *-thon* and *-holic* and initial ones like *e-* (*e-tail*) and *Mc-* (*McMansions*). According to Bauer (2006), splinters are word parts that are used effectively in more than one blend. The splinters include *-tarian* from vegetarian (e.g. *meata**tarian***) and *-holic* (e.g. *shopa**holic***). For example, the splinter *-licious* derived from delicious as in *booty**licious*** and *beauty**licious*** has motivated to coin some other blends such as *babe**licious**, blenda**licious***, and *Travel**icious***. Lehrer (2007, p.116) mentions that a splinter cannot stand alone as independent word although it is a clipping.

In addition, splinters belong to paradigmatic morphology, which are used to coin blends that have some significance and similarity with other words in vocabulary (Bauer et al, 2013, p.519). They define splinters as originally non-morphemic portions of a word that have been disjoint and used in the creation of novel words with a specific new meaning (p.525). For instance, splinter *-gate* (from Water**gate**) denote an actual or alleged scandal as in Billy*gate*, Dallas*gate* or Monica*gate*, which later included by Miller (2014, p.89) as 'puns'. The process that happens in this word formation category is a paradigmatic substitution (Mattiello, 2017). Lehrer (2007, p.116) observes that splinters cannot stand alone as a word although it is a clipping.

Contrary to this statement, Bauer et al. (2013, p.528) claim that productive splinters can be set as a free form like *-burger* and *-exit*. For example, initially *-burger* as in *cheeseburger* and *chickenburger* was a splinter derive from the explanation of *hamburger* (ham + burger), although there was either morphological or semantic

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relation with *ham*. Then, after the shortening process of hamburger, *-burger* became an independent morpheme. In addition, the splinter *-ware* normally mentions to objects of commodities in compounds (e.g. *glassware*), but achieves a distinctive meaning software when it is used in derived words such as courseware*, freeware* and *shareware*. Latter, a blend analysis of **course/free/share** + soft**ware** is to be preferred when a compound analysis is excluded. In blends, a clipped word can stand independently. In *infomercial* (**info**rmation + com**mercial**), the **info** is a clipping of information that can stand as an independent word.

It has been recognised that there are different types of blends in the earlier literature. Some linguists have debated that in cases where one of the SWs is signified in its entirety and a part of another SW called as splinter has been added, only those cases where there is overlapping should be regarded as blends. For instance, the two SWs share the letter /e/ in the middle of *tangemon* (**tange**rine + l**emon**). In some cases, there is no overlay between last part of the SW1 and first part of the SW2 as in *keytainer* (**key** + con**tainer**) and therefore are regarded as compounds which one word combines with a clipped part rather than blend (Barber, 1964, p.89). On the other hand, Algeo (1977) and Pharies (1987) label this type as bona-fide blends.

Blends can be described as a new word formed from parts of two or more SWs in which those parts are easily detectable although in some cases only one of the parts possibly identifiable (Jackson & Ze Amvela, 2000) and the word part is called as splinter. Although a splinter is a clipping (as discussed above), it cannot occur as an independent word (Lehrer, 2007) as seen in *dramedy* where *dram-* or *-edy* cannot stand alone. However, there are examples of blends where one word is a clipping and can be used independently. In *infomercial* (**info**rmation + com**mercial**), *info* is an independent word while *-mercial* has to be fused to another SW to produce a meaningful word. Blends are not a new word formation type. This is because several blends were

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documented as early as in the 15th century such as *foolosopher*, *niniversity* and *knavigation* (Lehrer, 2007). These words are now obsolete. However, some blends that are actively used today and, namely, *brunch*, is frequent in lexicon within fashion, beauty industry, and celebrities along with socialites that are part of it. Another example is *slanguage* (slang + language) which means a language that predominantly consists of slang words. Generally, new blends are formed for a specific situation and their definition is given more often. Lehrer (2007, p.116) suggests that new blends are introduced in a context where the reader is left to figure out the underlying compound which might lead a varied interpretation which will depend on the context.

In ascertaining the meaning of blend, one might start with identifying the two SWs. If one part of the blend consists of a whole word such as *oildraulic* or *deskercise*, the parse is easy with the next task being to identify the source of the splinter (*-draulic* → hydraulic; *-ercise* → exercise). Frequently, blend consists of two splinters while there are some blends that do not present difficulties for those doing the parse. For example, *workaholic* (**work** + alco**holic**) consists of two easily identifiable splinters and there are still some blends where parse might not be as obvious. For Lehrer (1996), those examples include *snizzle* (**sn**ow + dr**izzle**) and *swacket* (**sw**eater + j**acket**). Not only finding the SWs presents problems but also so does a plausible meaning that has to be made after the SWs have been identified. Blends, however, are not the only ones that are problematic in this sense; the same problem exists in interpreting novel compounds, since usually blends are shortened forms of compounds.

According to Lehrer (2007), combination of a full word tailed by a splinter is a common category of blend. Besides, blends also can be formed by combining with a splinter tailed by a full word. There are also blends formed by combining two splinters. There are two types of blends such as the beginning of one SW is followed by the end of another SW and both splinters are the beginning of SWs. Lastly, there is also a type

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of blend that is formed by proper overlay of one or one phonemes, often consisting of whole syllables. There are some parts of the SWs have to be counted twice since they belong to both SWs. For instance, in the case where English spelling requires deleting some letters like silent /e/ or in other cases where minor spelling changes not affecting pronunciation occur. Lehrer (2007) has found that the blend type in question has become increasingly popular (e.g. *sexploitation* ← sex + exploitation, *netiquette* ← Inter**net** + **etiquette**).

Commonly, blends are used in electronic communication and it is not remarkable for new technical terms to be formed (Stockwell & Minkova 2001, p.6; Fandrych, 2008). The label blends are metaphorical as it amalgams unsystematic parts of remaining splinters that are semantically and structurally blended and there is the additional semantic part in blending. In this sense, they are iconic as their forms reflect their referents. Blends placed near compounds because consist of two components, a similar characteristic of them (Marchand, 1969, p.451) but contrasting compounds, their components are not full morphemes but parts of splinters, which point them more irregular and unpredictable.

According to Kreidler (1994, p.5029f), blends are formed by combining two SWs that are clipped simultaneously and the SWs may be syntagmatically or paradigmatically associated. These types of word formations are widespread in advertising and in the media with the exclusion of graphic blends (e.g. *absa-lute*). Cannon (2000, p.952-953) states that blends include telescoping, overlap between SWs and undergo clipping of the SWs and the combining generally happens at a syllabic stage, although the phonemic overlapping by both splinters somehow confuses this point. Moreover, there is also hyphenated formation of blends such as *hi-tech* or *high-tec*. Conversely, this type of formation mislaying the crucial precondition for blends, the prototypical amalgamation of splinters as the hyphen actually splits the two SWs.

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Fandrych (2004, p.28) suggests to categorise hyphenated forms of blends as clipped compounds. According to Plag (2003, p.121-123), blends are best described in terms of prosodic categories and only syllabic components as a whole can be removed, the account that would not agree with since Plag's explanation seems rather systematic.

According to Plag (2003, p.125), blends act semantically and syntactically and their phonological formation is categorised by three restrictions. Primarily, the first part of the SW1 is combined with the end part of the SW2. Next, blends only associate syllable components (codas, complete syllables, nuclei, onsets, or rimes) and the proportions of blends (considered in terms of syllables) is determined by the second part of the SW. Adams (2001, p.141) remarks blends are less straightforward than compounds and several blends are used to attract attention purposes in advertising and journalism, and these are often impermanent. Blends are an extent of word formation where intelligence can be rewarded by instantaneous attractiveness (Stockwell and Minkova, 2001, p.7). In the 1980s, blends became popular and being progressively used in advertising and commercial perspectives but the sustainability of blends became a question (Crystal, 1995, p.130).

Berman (1961) introduced the term 'splinter' to describe blends, which appropriately define their irregular form. Accordingly, blends can be defined as a process of creating new words by combining the splinter of the last SW1 to the root or to the shortened substitute of the root of the first SW1. Blends cannot be regarded upon as units lying within the boundaries of one of the fixed structural types of word formation. The peculiar structure of blends distinguishes them from any other word structure (Berman, 1961, p.279f). Adams (1973, p.142, p.149ff, p.188ff) states that splinters are either morphemes or compound-elements with minor amendments, and then adopts this term. According to Adams (1973, p.142), splinters are irregular in form, which are parts of morphs. Although there is no formal irregularity in some cases, but a

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special relation of meaning between the splinter and some regular word in which it happens. Remarkably, Adams (1973) seems to accept the conception of splinter and conditions words containing splinters as blends.

2.8 The Overview of Field of Blends Formation

Recent investigations of blends illustrate some important tendencies in contemporary research in the field of blend formation. Firstly, they demonstrate the seminal importance of access to powerful digital tools used in the collection and organisation of data (Kelly, 1998; Gries, 2006). The use of electronic corpora is perhaps the most notable technological contribution (McEnery & Gabrielatos, 2006), and computer driven analysis and organisation of data offer a wide range of methodological possibilities. For instance, in studies such as Kelly (1998) and Gries (2006), the digital technology enables the researcher to process historically unprecedented amounts of data, which enhances both accuracy and efficiency of the empirical material.

The doubts as to the viability of traditional morphological analyses of blend structure (Cannon, 1986; Kemmer 2003; Fandrych, 2008) have led to the emergence of **new theoretical models** that match recent empirical findings in a better way. For instance, terms and notions such as source word similarity (Kelly, 1998), recognition points (Gries, 2006), and extra-grammatical morphological operation (EMO) (Dressler, 2000) have been applied to serve as conceptual categories intended to describe specific properties of blends. On a methodological level, the deployment of schema-based approaches (Kemmer, 2003) and the application of socio-pragmatic models (Fandrych, 2008) also exemplify a theoretical expansion in relation to traditional morphology.

Then, the recent research efforts mentioned above have resulted in findings that challenge previous classificatory attempts. In certain areas, this has occasioned further disagreement, especially in taxonomic matters. For instance, Plag (2003) and Lehrer

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(2007) include complex clippings (e.g. *digicam* from digital camera) in the category of blends, whereas Beliaeva (2014) presents evidence that there should be a categorical distinction between blends and complex clippings. As regards blend types, Algeo (1977) and Dressler (2000) exclude syntagmatic blends from the category of blends proper, seeing them instead as contracted compounds. In contrast, Bauer (2006), Beliaeva (2014), and Lehrer (2007) include this type in their accounts on blends. The latter presented evidence display that certain syntagmatic blends inhibit a compound-typical analysis such as a kitchen towel is a kind of towel. Instead, in a syntagmatic blend such as *meatatarian*, subjects rejected the idea that a *meatitarian* is a kind of vegetarian. Finally, a brief note will be made on the relation between blends and compounds. It is often assumed that blend is a subtype of compounding (Quirk et al., 1985). Acknowledging the complexity of this matter, the stance of the present investigation is however, that blend is best understood as a discrete category. The main reasons for this are found in examining recent usage-based accounts. Not only are blends structurally different from compounds, but there is also strong evidence that semantic and pragmatic characteristics are equally important discriminating factors (Bauer, 2006; Ronneberger-Sibold, 2006; Beliaeva, 2014). This is not to say that the distinction is a straightforward one. The category boundaries are indeed fuzzy, as classification seems to be forced upon us by the boundaries provided by reality (Ungerer and Schmid, 2006, p.8).

2.9 The Classification of Blends

Mattiello (2013) provided a comprehensive classification of blends based on three perspectives, namely **morphotactic, morphonological, and graphic and morphosemantic** perspective. The classification of blends is shown in Table 2.2 (see page 29). Morphotactic type can be sub-sectioned as total blends and partial blends. In

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total blends, both SWs are trimmed to splinters. A number of sub-patterns can be recognised according to the reserved part(s) of words. First, the beginning of one word is tailed by the end of another. Gries (2004a, p.645) refers to this classical type as linear and Ronneberger-Sibold (2006, p.170) labels these blends as contour. This is because there is a matrix word that is foremost to study and delivers the rhythmical framework, but is not completely involved in blends. For instance, lunch in *brunch* is correspondingly the matrix words, giving the rhythm as well as the rhymes *-unch* in the blend. In some cases, blends are reduced beside morpheme boundaries where all splinters have homophonous words confusing their input (Algeo 1977, p.51).

Then, blends that are formed from both splinters of beginning of words are less shown and usually contain labels for substances or chemicals attained from the mix of two components. According to Lehrer (2007), the combination of both splinters of the end of words forms a blend is impossible in English. However, this is not a difficult form as seen in the example of *netizen* (Inter**net** + cit**izen**). In another type, blend is formed by combining the first or the last of a splinter is inserted in a discontinuous splinter. Kemmer (2003, p.72) labels this type as intercalative where the both splinters are so compactly combined which left with no clear difference between both splinters. The intercalated splinter is the beginning of a word and is a proof of clipping. The word (ort) at the end is retained within a discontinuous splinter only in the case of *chortle* (**ch**uck**le** + sn**ort**), while in *burble* the mid of (m)**ur**(mur) is inserted inside **b**(ub)**ble**.

According to Thornton (1993, p.148), only one SW is clipped and the left one is in its full form in partial blends. This type can be distinguished between contradictory subtypes agreeing to the placement of the full word as shown in Table 2.2 (page 29). In this subcategory, blend is formed by combining the full word and a splinter. The beginning splinter in *pixel* (**pix** + **el**ement) is a letter modification of pics, which is clipping of pictures. Then, blend is formed by adding the splinter and a full word. The

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splinter is infrequently in the back part of a word such as in *blog* (we**b** + **log**) and *netiquette* (Inter**net** + **etiquette**). The full word is intercalated inside a discontinuous splinter as a type of infix in the instance below. These blends are termed sandwich words (Wentworth, 1934) and are comprised in the sub-category of intercalative blends (Kemmer, 2003, p.72), and of non-contiguous or implanted blends (Hong, 2004, p.119). Mostly blends are chosen by sound similarity (e.g. between sex-dex) since one component repeats in some way the word part (see Table 2.2, page 29).

Additionally, morphonological and graphical type of blends can be sub-segmented into overlapping or non-overlapping, depending on whether or not there are shared letters or sounds. The overlapping blends display some extent of haplology (Adams, 1973, p.150) which is a phonological overlay of syllables, consonants, or vowels between the components, with or without an appropriate clipping. Many sub-categories fit into this type and the components may overlay both phonologically and graphically with no other clipping. This pattern looks clear because the end part of the SW1 overlays with the beginning part of the SW2, thus letting obvious study into morphs. The degree of the overlapping differs from one phoneme to many, as shown by the underlined graphemes (see Table 2.2, page 29). Adams (1973, p.151) stated that sometimes minor spelling/sound alterations may happen or two spellings may be established in line with either the first or the second component. The overlay is between hind parts of two words (e.g. *kleptoro<u>mania</u>* ← **klepto**mania + **Romania**).

Another type is formed when at least one of the components overlaps both graphically and phonologically with the clipping. The instances illustrate various patterns of combination as shown below. *Ambisextrous* and further abovementioned intercalative blends are suitable to this subcategory. The 'overlap blends' can be formed between beginnings or ends of two words. In *b<u>o</u>atel* (**bo**at + ho**tel**), two dissimilar spellings are acceptable. In some cases, the overlapping letters are disseminated

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discontinuously as in *wordrobe* (**word** + war**drobe**). Algeo (1977) and Kelly (1998) called this type as imperfect blends because an overlay fragment bonds some, but not all of its component types such as word vs. ward (Hong, 2004, p.131). Generally, the SW2 overlaps with both the SW1 and the SW3 in blend with three splinters (e.g. *cam**ibal**istics* ← **cam**isade + cann**iba**lism + bal**listics**). Alternatively, the SW1 may overlap with the other two words.

Next, the components overlap phonologically but not orthographically in blends. According to Lehrer (2007, p.120), this category is called 'orthographic blends' since the fusion happens only by their spelling. The word backronym (**back** + acr**onym**) itself is apparently a blend of this type. In eracism (**era**se + **racism**), phonation proceeds priority over orthography. For the components that overlap orthographically but not phonologically (e.g. *smog*) in which the united grapheme is pronounced as /əʊ/ in smoke vs. /ɒ/ in fog and in *bit* (**b**inary + un**it**), the overlapped vowel /i/ is differently pronounced as /ɑɪ/ in binary vs. /ɪ/ in the unit. The non-overlapping blends or termed as substitution blends display neither phonological nor graphic overlay sandwiched between the components. In some cases, the two components do not share any sound or letter at their margin. Ronneberger-Sibold (2006, p.174) stated that this category is less chosen than the overlying one because the reform of the etyma looks more challenging from small parts. In most cases, blends are brief and do not leave the SWs complete, which largely damages their recoverability (Lehrer, 1996, p.366; Gries, 2004b, p.416).

In morphosemantic blends, the components typically display a semantic association to distinguish relationship between two types of blends term attributive blends and coordinate blends. Firstly, attributive blends or also known as telescope or syntactic, display a semantic relation that the SW2 operates as a head and the SW1 as a modifier. Therefore, attributive blends are endocentric in nature and usually transparent where like endocentric compounds, endocentric blends are right-headed (Bat-el, 2006).

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Attributive blends demonstrate an exocentric connection (e.g. *Fruitopia*) between their associates where the semantic head (a beverage) is outside.

Coordinate blends are also known as portmanteau, or associative display of two SWs, which both have similar semantic status that function as head. Hence, Bat-el (2006) added that *motel* is attributive blend while *boatel* is coordinate blend because it consists of both SWs (boat and hotel), which functions as head. Both SWs in paradigmatic are related semantically and syntactically. Semantically, *liger* (**li**on + ti**ger**) are co-hyponyms of a superordinate because both are animals. Syntactically, blends are paradigmatically corresponding because they fit into the similar syntactic set and both SWs share same syntactic class in the final blend. Algeo (1977) stated that the refined instances of paradigmatic blends are those that combine synonyms although the overlapping components of most of these blends also facilitate the association. The classification of blends and examples of English blends based on Mattiello's (2013) framework is shown below in the Table 2.2 (page 29).

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Types	Description	Patterns	Examples
Total Blend	all SWs are reduced to splinters	beginning + end	*ginormous* ← **gi**gantic + e**normous**
		beginning + beginning	*agitprop* ← **agit**ation + **prop**aganda
		end + end	*Bullgarita* ← Red **Bull** + mar**garita**
		beginning/ end intercalated into a splinter	*entreporneur* ← entrepreneur + pornography
Partial Blend	only one SW is reduced to a splinter	word + splinter	*gaydio* ← **gay** + ra**dio**
		splinter + word	narcoma ← **nar**cotic + **coma**
		full word intercalated into a discontinuous splinter	*ambisextrous* ← ambidextrous + sex
Overlapping Blend	the SW overlap	phonological (sound) + graphic (letter) overlap with no shortening	*slanguage* ← slang + language
		phonological + graphic overlap with shortening	*californicate* ← **Cali**fornia + **fornicate**
		only phonological overlap	*cartune* ← cartoon + tune
		only graphic overlap	*smog* ← **sm**oke + f**og**
Non-overlapping	the SW do not overlap		*Calexico* ← **Cal**ifornia + M**exico**
Attributive Blend	the first SW is modifier and second one is head	modifier + head	*porta-play* ← **port**able + **play**er
Coordinative Blend	both SWs are head	head + head	*broccoflower* ← **brocco**li + cauli**flower**

Table 2.2:
Types and Examples of English Blends
(adopted from Mattiello, 2013)

2.10 The Differences between Paradigmatic and Syntagmatic Relationship

The relationship between paradigmatic and syntagmatic is the basic linguistic associations describing the complex structure of a language system. This distinction is relevant to all levels of description. Saussure (1916) introduced a generalisation of the traditional concepts of a paradigm and a syntagm. Paradigm is a set of homogeneous forms as opposed to each other according to their semantic and formal features. Syntagm is a structured syntactic sequence of linguistic elements formed by subdivision, which can consist of clauses, sounds, phrases, words, or entire sentences.

Paradigmatic relations exist between units of the language system outside the strings where they co-occur based on the criteria of selection and distribution of linguistic elements. Paradigmatic relations defining the vocabulary system are based on the

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interdependence of words within the vocabulary such as antonymy (opposite meaning), synonymy (same meaning), hyponymy (a word of more specific meaning than a general), and meronymy (denotes a thing that it is a part of). Saussure (1974) termed paradigmatic relations as associative relations because they signify the link between individual components in a particular environment. Later, the Danish linguist, Louis Hjelmslev, replaced the term associative relations for paradigmatic relations. Syntagmatic relations are immediate linear links between the units in a segmental sequence and horizontal as it occurs based on the linear character of speech.

A paradigmatic relationship is a bond that embraces between components of the same category. For example, the components in paradigmatic relation can be replaced for each other. Conversely, syntagmatic relation applied to relations holding between components that combine with each other. The opposite between paradigmatic and syntagmatic relation is important dichotomy of linguistic especially in blends. The figure below shows the differences between paradigmatic and syntagmatic concept.

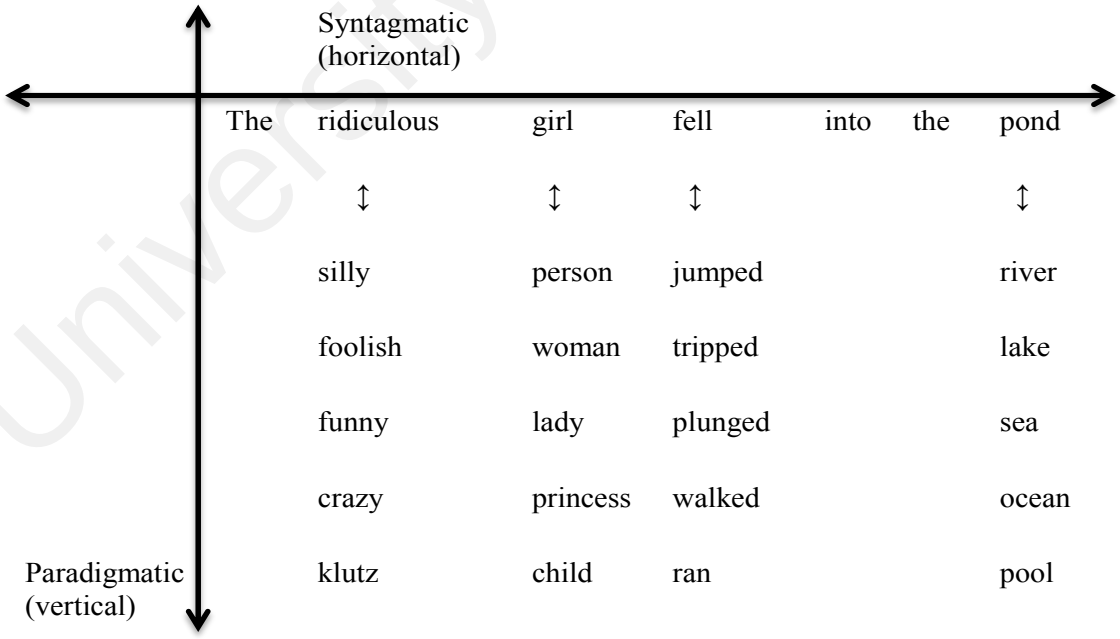

Figure 2.1:
Example of Paradigmatic and Syntagmatic Concept
(adopted from Arab, 2012)

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2.11 The Differences between Paradigmatic Blends and Syntagmatic Blends

The paradigmatic and syntagmatic relationship based on Saussure's understanding defines systematic categories of blends. The semantic properties of blends create a classification of blends according to the relations between their SWs (Kemmer, 2003; Lehrer, 2007; Böhmerová, 2010; Gries, 2012). Previous studies (Downing, 1977; Bauer, 1983; Benczes, 2006; Renner, 2008) proved that semantic relationship between their components determines the categorisations of blends. Certain semantic properties are used to differentiate features of blends. A word can be a blend only if its SWs have some type of coordinate relationship (e.g. antonymic or synonymic or hyponym); otherwise, it is a clipping compound (Adams, 1973; Berg, 1998; Kelly, 1998). The relations between the formation and the semantics of blends aid in finding reliable grounds to distinguish and classify blends. There are two semantic types such as paradigmatic origin blends and syntagmatic origin blends shown in Table 2.3 (see page 34). Both are synonymous to the coordinative and determinative blends (Bauer, 2006).

Classifications of paradigmatic or syntagmatic origin blends are not only based on the semantics, but also the origin of the blends (Bauer, 2006). Paradigmatic blends are synonymous to a coordinative blend because it consists of same lexical class (a chair and a sofa) while syntagmatic blends are synonymous to subordinative blends that refer to a type of diet. The subordinative blends have only one arrangement of word order resolved by the significance of blend. The coordinative blends could have a dissimilar order of components, which could be conjoined with and or have a comma or a hyphen.

Blends can be defined in terms of differentiating types as mentioned-above, but there is also another technique to differentiate them where they can be categorised as syntagmatic blends or paradigmatic blends. Syntagmatic blends are blends that signify amalgamations of words that follow next to another one in the speech chain. Even though these are considered as blends, they could correspondingly be seen as

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contractions. According to Gries (2004), in most cases, the first word ends with the same phonology as the second word begins with as in *Chicagorilla* ← **Chica**go + **gorilla** and *radarange* ← radar + range.

Furthermore, the syntagmatic blends do not need to be haplologistic, the dropping of two sequential morphs of similar form (Trask, 1993, p.125). However, some replicate both clipping of one or both forms, some overlapping, and some both processes as in *Amerindian* (**Amer**ican + **Indian**) and *Hashbury* (**Ha**ight + **Ashbury**). On the other hand, associative blends are coined from SWs that are connected in the word-maker's mind. The SWs can share a communal base morpheme or affix, or possibly be similar in sound. Most commonly, associative blends can also have a semantic relationship. The perfect patterns of associative blends are those that are formed by conjoining synonyms (e.g. *bonk* ← **b**ump + c**onk**). **Dvandva blend** is a term from Sanskrit grammar that describes blends that belong to the same paradigmatic class, but are not synonyms (e.g. *smog* ← **sm**oke + f**og**). Synonymic and dvandva blends are same because the SWs can be substituted each other. For example, it is possible to use *bonked*, *bumped*, and *conked* in the same place in a sentence and with similar meaning. These types of blends are called paradigmatic blends. Algeo (1977, p.55-58) states blends whose SWs are connected with each other but are not substitutable is called a **jumble** (*foodoholic* ← **food** + alc**oholic**).

A distinction is often made between paradigmatic and syntagmatic blends (Cannon, 1986; Bauer, 2006; Beliaeva, 2014). Although there is some variation as to definitions and terminology, an established understanding of these categories could be described in terms of a few characteristics. Blends formed from contracted syntactic patterns are usually referred to as syntagmatic (Algeo, 1977; Dressler, 2000; Bauer, 2006). The perhaps most obvious criterion for this type of blend is its word order restriction. As is the case in compounding, the meaning of a syntagmatic blend such as

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motel (**mo**tor + ho**tel**) depends on the understanding of hotel as its semantic head. It is therefore not possible to retain the semantic content if the order of the segments is changed to a hypothetical blend *hotor*. Such a blend would typically denote a type of motor rather than a type of hotel (Bauer, 2006).

Thus, since syntagmatic blends are syntactically determined, the SW order also determines the order of the elements. Furthermore, Algeo (1977, p.57) claimed that syntagmatic blends lack a semantic relatedness seen in associative or paradigmatic, blends of the portmanteau type termed by Carroll. Therefore, the term *telescope word* is suggested to denote blends formed by conflating two contrasted forms, rather like sliding the cylindrical parts of a telescope together. Several researchers (Kemmer, 2003; Lehrer, 2007; Fandrych, 2008) have questioned the understanding of syntagmatic blends as mere contractions. In Lehrer's (2007) investigation of hyponymy test revealed answer to that. Notably, the blend *motel* and the compound *motor hotel* appeared simultaneously in written form in 1925 (Barnhart & Steinmetz, 1988), which in this case hints at the close structural relation between the forms. The subjects did not always accept a blend as a semantic subcategory of its original syntactic construction or compound. They rejected the statement that a *skyscape* is a kind of landscape (p.126). This is explained because of semantic transfer from the free morpheme sky to the blend *skyscape*, which produces a conflict of meaning between the blend and its assumed superordinate category (e.g. landscape) while syntagmatic blends are a relatively coherent category; there is both terminological and descriptive variation as regards paradigmatic blends (Bauer, 2006). A preliminary definition of this category will however be phrased here as blends whose SWs are in paradigmatic relation as in *geep* originating from the conjunctive phrase *goat* and *sheep* (Kelly, 1998; Beliaeva, 2014). Because of the absence of word order restriction, paradigmatic blends seem to exhibit a high degree of structural complexity and relatively low semantic transparency (Cannon,

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1986). For instance, Kelly (1998) addresses this issue showing that the SWs frequency, syllabic structure, and cognitive prominence influence the structure of conjunctive, or paradigmatic, blends. The significance of paradigmatic blends is illustrated in the fact that some researchers consider the paradigmatic relation to be a more or less necessary condition in definitions of blend formation (Algeo, 1977; Cannon, 1986; Dressler, 2000).

The combination of two components that takes place repeatedly in the speech chain can form a syntagmatic blend. Syntagmatic blends are conserved as one only as a concession to traditional taxonomies, but note that a reliable categorisation would look simply as contractions. Algeo (1977) termed these formations as *telescope words* because it is metaphorically the most appropriate for this type.

Algeo (1977) defined associative blends as the ones that have two or more SWs. This classification is further categorised into synonymic blends that combine words from the similar paradigmatic class, which is also termed as paradigmatic, jumble, and *dvandva* blends. The SWs are associated with one another, but not by paradigmatic similarity as in *foodoholic* (**food** + alc**oholic**) in this type. Algeo (1977) termed associative blends as portmanteau to distinguish them from telescope blends. Adaptation of the metamorphoses between the telescope and portmanteau blends instigates Bauer's (2006, 2012) classifications of paradigmatic and syntagmatic origin blends.

Semantic Types	Examples
Paradigmatic origin blends	*chofa* ← **ch**air + s**ofa**
Syntagmatic origin blends	*briet* ← **bri**dal + di**et**

Table 2.3:
Classification of Semantic Types
(adopted from Bauer, 2006, 2012)

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2.12 The Researches on Blends in Indonesia

This subsection discusses few researches that have been conducted focused on blends. The differences between those researches and the present research would be explained in this section. Although there are many researchers published articles in word formation processes but studies especially in blending process is still at the beginning stage in Malaysia. However, there are numbers of studies instigated in Indonesia focusing on formation of blends in various fields such as **entertainment, food and beverages, advertisements, media** and so on.

Setyowati (2015) conducted a study on the prosodic morphological analysis on blends used as brand of snacks and beverages. The research aims to analyse the structure of blends and the relevancy of size of blend to each structural formation of blend by measuring the number of syllables of the SWs. The paper uses prosodic morphology approach by Plag (2003) and theory of relevancy of size of blend by Bauer (1983). The result shows that the most frequently used structural formation from 25 blends taken from brands of snacks and beverages found in several supermarkets in Yogyakarta is by coining each beginning of two SWs. Furthermore, the structural formation that is mostly relevant to the size of blends is AD formation in which the initial splinter of SW1 combined with terminal splinter of the SW2 with 83.33% of accuracy.

Other than that, Maulana (2016) also piloted a study on the prosodic morphology analysis on blending strategies used in branding mobile application. The data of the research are blends of application names that are provided in Google Play Store. The researcher analyses the prosodic structure of each application names, the size of blends measured by the number of syllables of the SWs and shows the most frequently used pattern of the blend in the application name. Similar to Setyowati (2015), the research uses prosodic morphology approach by Plag (2003). The most common types of blends

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from the data are combination of syllable + syllable and syllables + syllable. The combination of syllable + syllable consist of one syllable from each SWs (e.g. *robird* ← **ro**bot /roʊbɒːt/ + **bird** /bɜːrd/ and *pinterest* ← **p**in /pɪn/ + **interest** /ɪntrɪst/). Then, in combination of syllables + syllable, the creator combines syllables from the SW1 with one syllable from the SW2 (e.g. *studioverb* ← **studio** /ˈstuːdiːoʊ/ + re**verb** /ˈriːvɜːrb/ and *acupoint* ← **acu**puncture /ˈækjʊˌpʌŋktʃər/ + **point** /pɔɪnt/).

Moehkardi's (2016) studied on the patterns and meanings of English words through word formation processes of acronyms, blending compound, and clipping found in Internet-based media. Obviously, the data were collected from social media to study word formation processes. Moehkardi (2016) used Algeo's (1977) theoretical framework to analyse the blends. The scope of the research is broader because it also studies other word formations. From 17 data blends from the research, six data are categorised as phonemic overlap, seven data are formed from shortening the two SWs then combine them, and the last four data are classified as phonemic overlap and clipping. This is can be concluded that the researcher focused on classification of patterns and meanings of blends.

Then, Sangthita (2017) conducted a morphological study on blending in advertisements for events. The research focuses on blending process on advertisements of events in Yogyakarta from the year 2014 until 2017. The writer investigates the types of blends proposed by Hosseinzadeh (2014) which refers to structural formation of blends by Algeo (1977). As the result, 5 out of 50 data blends words do not belong to anywhere in type of blends by Hosseinzadeh's (2014) classification.

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CHAPTER 3: METHODOLOGY

3.1 Introduction

This section describes the research design to execute the study, instrument used to collect data, data collection processes, research procedure, sampling method and method of data analysis to present a functional results.

3.2 Research Design

This is a qualitative study to obtain a better understanding of the aims and motivations. This approach helps to study certain issues in depth without being controlled by pre-determined classifications of exploration. This design is more applicable to provide holistic and subjective results. This is because qualitative research is concerned with understanding words. This research method values openness and flexibility. Furthermore, qualitative research is the key tool involved thoroughly with the data collection and analysis. Qualitative method aids in analysing the relationship between paradigmatic and syntagmatic blends. Descriptive analysis helps to describe categories of information such as classification of blends and semantic types of blends. Qualitative methods produce a large number of complete information about a smaller number of examples that facilitate a rich understanding. According to, the process discovers that there will be no numeric data or quantitative data established (Silverman, 2004; Bell, 2005; Sarantakos, 2005).

3.3 Instrument

Studies of headlines have acknowledged considerable attention since Straumann's (1935) pioneering work on the language of newspaper headlines. A headline defines the core of a complex news story in a few words. According to Ungerer (2000, p.48), it updates rapidly and exactly and stimulates the readers' curiosity. Crystal and Davy

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(1969, p.174) provide a detailed description of headlines. Headlines must comprise clear, concise, and if possible stimulating news to generate a spark of inquisitiveness in the reader, who is a person whose eyes move swiftly down a page and stop when something hooks his/her attention. The headlines are seen as the summary to the facts of newspapers (Bowles & Borden, 2000; Ellis, 2001; Saxena, 2006) and they are used to attract readers' attention (Reah, 1998). Garst and Bernstein (1933, p.103) who explicitly state that the product to be sold is the news story also suggest the importance of attracting readers to the news story. Some words are avoided in favour of rich, striking adjectives, nouns, or verbs and that puns and quotations may also be used to make headlines attractive (Simon-Vandenbergen, 1981, p.55). According to Reah (1998), in order to attract the readers' attention, writers employ techniques such as homophones (words with same sound but different in spelling), homonyms (words with more than one meaning that are not closely connected) and polysemes (words with some closely connected meanings) in news headlines. Ifantidou (2009) has revealed that readers show more interest in attractive or creative headlines than informative or standard headlines. Therefore, blends can be used in headlines to produce eye-catching and innovative headlines. Furthermore, Newmark (1988, p.140) explains neologisms (new words) as newly coined lexical or remaining parts that get a new dimension and can be formed by prefixes or suffixes (Richardson, 2007). Crystal (2003) argues that neologisms in newspaper headlines result from space constraints. From linguistic perspectives, the language of news headlines has its own grammar (Simon-Vandenbergen, 1981), and vocabularies used in headlines are characterised as being unusual and sensational (McCarthy & O'Dell, 2001; Swan, 2005). According to Reah (1998), the record of newspaper headlines can range from the use of sound pattern and assonance, to the formation of sensational phrases to draw readers' attention.

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3.4 Data Collection

The samples were extracted from the online version and/or hardcopy of the local English newspapers such as *The Star, New Straits Times, Malay Mail, and The Borneo Post*. Most newspapers today have a website with current news, and most make it possible to search their archives of older issues. Furthermore, *Malay Mail* stops print edition and go digital on 2nd December 2018 onwards. The data collection processes took seventeen months (January 2018 to May 2019). These newspapers consist of the latest news nationwide and worldwide. The main samples of this study were blends. The headlines of the news were used to gather samples because blends draw attention of the readers. Since the process focused on studying blends, so the newly used blends were also given more consideration, including first-time usage.

3.5 Research Procedure

Firstly, a library study helped to find information about blends and appropriate theories for analysis. The samples were collected by listing blends from the headlines and overall reading of the newspapers. The selected blends were listed manually and the types of blends were catalogued together with the meanings and SWs. Next, the meanings and SWs were used to identify the semantic types of blends. Later, all samples were compiled according to their blend types (Mattiello, 2013) and semantic types (Bauer, 2006, 2012) by means of tabulation (modified based on Bauer, 2006) as shown in Table 3.1 (see page 40). This table gives better understanding for the readers to identify the SWs involved to form blends. Since there are blends with ambiguous SWs, this table with divisions of the new words and blended parts of the SWs helps illustrate the formation of blends clearly. The types of blends and their formation were also recorded using Mattiello's framework. Furthermore, the meanings of blends become the primary step to determine the semantic types of blends. The meanings of

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two SWs were combined to finalise the meaning of blends that were formed. Therefore, the meanings of blends are essential to conclude the semantic types of blends. If the meanings of both SWs are similar, it lies under paradigmatic blends whereas the meanings of syntagmatic blends are sequential chain.

New words	Division of the new word	Blended 1st part	Blended 2nd part	Meaning	Types of Blends	Semantic Type	Sources

Table 3.1:
Table of Blends Analysis (using Bauer's and Mattiello's Theoretical framework)

3.6 Sampling Method

This study uses purposive sampling to achieve the objectives of the study. Purposive samples (only blends) from local English newspapers helped to answer the research questions. Purposive sampling method is the easiest way to reach targeted samples efficiently and quickly. The purposive sampling is a method usually used in qualitative study for the collection and documentation of information-rich data for the most operational use of insufficient resources (Patton, 2002). There are few advantages of using purposive sampling in the study. Firstly, the purposive sampling helps to draw upon a broad range of qualitative research designs. The several methods those are conceivable through the purposive sampling enable research design to be more flexible, allowing explicit methods to be used when required to perform toward the outcomes. Secondly, purposive sampling also helps to generate generalisation from the samples. Although it is not promising to generalise evidence from the targeted data to create a complete set of samples, the purposive sampling techniques do give results with the explanation to create a generalisation from the samples. These attempts must be analytic, logical, or theoretical in nature to be effective. Finally, the flexibility in

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purposive sampling helps to save cost and time while collecting data. It offers a method that is flexible as situation adjustment, even if it happens in an abrupt way.

3.7 Method of Data Analysis

The samples were catalogued according to the structure of blends and types using Mattiello's (2013) framework (RQ 1) which consists of three perspectives, namely morphotactic, morphonological and graphic, and morphosemantic perspectives. The differences between paradigmatic and syntagmatic in blends were studied using Bauer's (2006, 2012) classification (RQ 2). The data analysis with examples is attached in Appendix A and B. This study obtained data from headlines, articles, and advertisements of local English newspapers. The data were collected from January 2018 until May 2019. Blends with same morphemes or splinter and word formation process were documented separately. For instance, there are blends with splinter *-licious* following the unclipped SW1, as each in fact has different initial SW. The term SWs is used to denote to the words in the blend, including the **new morphemes** (Algeo, 1977, p.52) resulted from blends such as *-cast* (broad**cast**) and *-athon* (mar**athon**) and **bound roots** or **combining forms** of blends (Carstairs-McCarthy, 2002, p.66). On the other hand, the term **source form** (Beliaeva, 2014, p.4) is used for non-words such as the use of affix. For example, the term source form is used for abbreviation in the study (e.g. *APA* ← **A**mateur **P**ress **A**ssociation). In presenting the data, *italic* words are blends; plus symbol **(+)** demonstrating the combination of SWs, the origin of blends; parentheses **( )** showing the parts of the word that is clipped; **bold** demonstrating parts of blends that clipped to overlap, for instance: *adex* ← **ad**(vertising) + **ex**(penditure) and underlined and **bolded** words showing embedded splinter in one of the SW. This study follows Mattiello's (2013) and Bauer's (2006, 2012) frameworks in categorising blends and distinguishing the semantic types (refer to Appendix B, page 101).

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CHAPTER 4: FINDINGS AND DISCUSSION

4.1 Introduction

This chapter answers the research questions of the study (Section 1.4). Firstly, data analysis of types of blends was recorded in this section (Section 4.2 and 4.3). There are three types of blends found in the study, namely morphotactic (total and partial), morphological and graphical (overlapping and non-overlapping) and morphosemantic (syntagmatic and paradigmatic) blends which were documented by Mattiello (2013). Secondly, there are morphosemantic blends (Section 4.4) and the difference between paradigmatic blends and syntagmatic blends. There are subtypes of syntagmatic blends recorded in this section termed as right-headed syntagmatic blends and left-headed syntagmatic blends.

4.2 Morphotactic Blends

4.2.1 Total Blends

Total blends are those in which all SWs are clipped to splinters. Blends are formed by combining two or sometimes more words called **source words** (SWs) in the study as mentioned in Chapter 1. The combination of SWs determines the meanings of blends because each SW has different or similar meanings. Additionally, the similar meaning of both SWs forms paradigmantic blends while SWs with different meanings respectively form syntagmatic blends. The reductions of parts of one or both SWs sustained in blends are called as splinter. The differences between SWs and splinters; SWs are full words that are combined to form blends, while splinters are SWs that are reduced, usually end of SW2 documentated as most used splinters in blends. There are four sub-groups of total blends. The morphotactic blends are often used in local English newspapers as shown below.

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4.2.1.1 Total Blends – beginning of SW1 and end of SW2

In this pattern, the beginning of SW1 is followed by the end of SW2 as in Table 4.1.

(1)	Morphotactic - total blends		SWs and processes
a.	*agropreneur*	←	**agri**culture + entre**preneur,**
b.	*APAzine*	←	**APA** + maga**zine**,
c.	*broast*	←	**bro**il + ro**ast,**
d.	*bromance*	←	**bro**ther + ro**mance,**
e.	*brunch*	←	**br**eakfast + l**unch,**
f.	*Chinglish*	←	**Chi**nese + E**nglish,**
g.	*cineplex*	←	**cine**ma + com**plex,**
h.	*chocoholic*	←	**choco**late + alco**holic,**
i.	*edutainment*	←	**edu**cation + enter**tainment,**
j.	*electrocute*	←	**electr**ic + exe**cute**,
k.	*infotainment*	←	**info**rmation + enter**tainment,**
l.	*Instagram*	←	**insta**nt + tele**gram,**
m.	*malware*	←	**mal**icious + soft**ware,**
n.	*Manglish*	←	**Ma**laysia + E**nglish,**
o.	*masstige*	←	**mass** market + pres**tige,**
p.	*mum-preneur*	←	**mo**ther + entre**preneur,**
q.	*nicknapping*	←	**nick** name + kid**napping,**
r.	*pineberry*	←	**pine**apple + straw**berry,**
s.	*pontianak*	←	**p**erempuan + ma**ti** + ber**anak,**
t.	*positron*	←	**posi**tive + elec**tron,**
u.	*prosumer*	←	**pro**fessional + con**sumer**,
v.	*scotch*	←	**sco**re + no**tch**,
w.	*technopreneurs*	←	**techno**logy + entre**preneurs,**
x.	*Thailicious*	←	**Thai**land + de**licious,**
y.	*veganuary*	←	**vega**n + Ja**nuary,**
z.	*vlogger*	←	**v**ideo + b**logger**

Table 4.1:
Examples of Total Blends (beginning + end)

As mentioned above, both SWs undergo processes of reduction to form splinter. For instance, *agropreneur* is formed by reducing parts of SW1 and SW2, producing a splinter *-preneur* which then motivated to form *technopreneur.* This is the most common pattern of creating blends by combining initial of SW1 followed by the end of SW2. In this subtype, all blends are nouns. There are also blends with abbreviation as in *APAzine* where SW1 (**APA**) is an abbreviation of **A**mateur **P**ress **A**ssociation by taking

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initial of each word or also known as initialism. Based on the above-mentioned examples, there are blends with Malay words as SW such as *Pontianak* (discussed below). The splinter *techno-* in *technopreneur* convinces that it is not from techno (form of electronic dance music) despite the fact that *technopreneur* is a person who sets up business regarding technology as the additional of grapheme /no/ confuses the readers. Blends such as *infotainment* and *edutainment,* are form of media in the order of the SWs where both use SW 'entertainment' at same order. The order of the SWs designates the order of importance; the beginning of SW1 signifies the content of a media program and the SW2 signifies supplementary. *Infotainment* is a type of media, usually televisions, that provides news of both information and entertainment. Meanwhile, *edutainment* is also a media to educate through entertainment.

The SWs of proper names, Malaysia and Chinese as in *Manglish* and *Chinglish* are placed in the same order with English to denote the language slang used by the Malaysians. The *Manglish* is a lingua franca of natures unlike pidgin, which is a blend of an English language and a native language of the country. *Manglish* is made up mainly of English words, scattered with components from three of the main languages such as Malay, Chinese, and Indian.

The word *vlogger* is formed by combining three SWs. The table shows the combination of **v**ideo and b**logger**, but the word *blog* itself is an amalgamation of we**b** and **log**. In some cases, one blend might have different meanings and make readers confused at one glance by reading the headline. For example, *scotch* has two different meanings, but only over reading, the full article can assure the real combination of SWs that forms a blend. Typically, *scotch* is addressed as a type of whisky. It is made of malt grain whisky in Scotland. Therefore, it can be said that the first source word of this blend picked from the manufacturer country Scotland. However, the intended meaning for the word *scotch* is to decisively put an end.

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In the formation of *agro-preneur*, vowel /o/ infixed to change from agriculture by dropping /i/. Following the same pattern in *mum-preneur,* SW1 undergo a modification perhaps a shortening from mother to **mom**my at the initial syllable of **mo**ther where vowel /u/ infixed by dropping vowel /o/ of. This blend also called as *mompreneur* in some cases. Then in *electrocute* also dropping of vowel of /i/ happen and substitute with vowel /o/. This pattern shows that dropping vowels and substituted with /o/. Blends are the result of conscious formation of words by assimilation irregular clipped parts of two or more SWs that are aptly named as splinters. These splinters adopt different forms, they possibly parted from the SW at a morpheme boundary as in *bromance* (1d) or at a syllable boundary like *-cute* (from execute) or boundaries of both types perhaps overlooked as in *brunch* (1e).

English is an active language that is continuously developing. Many of the words are originated from prehistoric Greek and Latin or from other European languages such as French or German. Nevertheless, in the beginning of 20th century, blends began to arise to designate cultural phenomena or new technologies. For example, since banqueting became more popular, many hotels and restaurants started to serve a new meal *brunch* by combing names of two types of meals; a late breakfast and an early lunch that has both elements in it. Similarly, the hybrid fruit *pineberry* is formed because it has both flavours and tastes of pineapple and strawberry.

There is a Malay language blend called *Pontianak*. Firstly, the analysis process was difficult to find the SW1, but then the researcher managed to figure out that it is *perempuan* (girl in Malay language). Still, it was a bit confusing for the researcher why SW1 is reduced to *pon-* instead of *per-*. In the Malay slang, the word *perempuan* is modified to *pompuan* to address prostitute. The word *perempuan* undergo alteration by dropping grapheme /er/ and infixed with /on/. Therefore, *Pontianak* is combination of three SWs (**pom**puan + ma**ti** + ber**anak**). However, the registered women comedy show

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in Malaysia named *POMPuan* (**POMP** + P**uan**) gives different connotation where POMP is a ceremony and splendid display followed by overlapping of grapheme /p/ with *puan* which is a shorten form of *perempuan*. In addition, another idea is that the word is a blend of *puan* (woman) + *mati* (die) + *anak* (child), where *perempuan* became *puan* after get pregnant.

4.2.1.2 Total Blends – beginning of both SWs

The second subtype of this category is formed by combining both splinters from beginning of words as in Table 4.2.

(2)	Morphotactic – total blends		SWs and processes
a.	*adex*	←	**ad**vertising + **ex**penditure,
b.	*AutoNavi*	←	**auto**matic + **navi**gation,
c.	*biopic*	←	**bio**graphy + **pic**ture,
d.	*botox*	←	**bo**tulism + **tox**in,
e.	*Britpop*	←	**Brit**ish + **pop** music,
f.	*Cantopop*	←	**Canto**nese + **pop** music,
g.	*capex*	←	**cap**ital + **ex**change,
h.	*dashcam*	←	**dash**board + **cam**era,
i.	*Digimon*	←	**digi**tal + **mon**ster,
j.	*FedEx*	←	**fed**eral + **ex**change,
k.	*forex*	←	**for**eign + **ex**change,
l.	*hazmat*	←	**haz**ardous + **mat**erial,
m.	*hi-fi*	←	**hi**gh + **fi**delity,
n.	*infosys*	←	**info**rmation + **sys**tem,
o.	*Internet*	←	**inter**national + **net**work,
p.	*karaoke*	←	**kara**ppo + **oke**sutura,
q.	*K-pop*	←	**K**orean + **pop** music,
r.	*Mandopop*	←	**Manda**rin + **pop** music,
s.	*modem*	←	**mo**dulator + **dem**odulator,
t.	*pixel*	←	**pic**ture + **el**ement,
u.	*Pokémon*	←	**pocke**t + **mon**ster,
v.	*portmanteau*	←	**porte**r + **manteau**x,
w.	*sitcom*	←	**sit**uational + **com**edy,
x.	*sonar*	←	**so**und + **na**vigation + **r**anging,
y.	*velcro*	←	**vel**vet + **cro**chet,
z.	*Wi-Fi*	←	**wi**reless + **fi**delity

Table 4.2:
Examples of Total Blends (beginning + beginning)

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The word portmanteau is itself a portmanteau because it is combination of **port**er + **manteau**x as mentioned in Section 2.1. Based on the analysis, there many blends formed of beginning of both SWs. the most popular word of 21st century; *Internet* is blend of two SWs of beginning of both SWs. The blend word *Internet* is a proper noun that should be written with an initial capital letter. However, sometimes it is not capitalised (*internet*) in daily use and the media. Some mention that the word should be capitalised when used as a noun, but non-capitalised when used as an adjective in a sentence. So, both capitalised and non-capitalised are accepted written form. *Internet* undergo clipping, stated as net as a short-form of **net**work, and it can stand alone. The blends *capex*, *forex*, and *FedEx* are interesting in the order of the SWs. All three blends use SW of 'exchange' as the second SW with different meanings. Generally, *exchange* means an act of giving one thing and receiving something in return. The similar form is used in *capex* (expenses of a company to buy and develop their business), *forex* (foreign currency change) and *FedEx* (is an American multinational courier delivery services). The word *exchange* is clipped to splinter *ex-* and *Ex-* to form blends. Similarly, the pattern continues in *Britpop, Cantopop, K-pop,* and *Mandopop.* The second source word of these blends is **pop** music or known as popular music, which is clipped as pop. This is because pop can stand alone to represent music. Popular music or shortened form of pop music is often used interchangeably, although the earlier designates as music that is popular and comprises many diverse styles like *Cantopop*, *K-pop, and Mandopop* etc. Blend word *Mandopop* undergoes modification by losing grapheme /a/ and substituted with /o/. The order of the SWs designates the importance of the SW1 that represents genre and the SW2 denotes pop music.

As mentioned in Section 2.6 (see page 16), the SW1 in ***pix****el* undergoes multiple processes such as clipping and grapheme modification of pictures. The word *pixel* is a portmanteau of **pix** (from pictures, shortened to *pics*) and added with grapheme /x/ and

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element. In the case of *Pokémon*, the SW1 loses grapheme /c/ to join with initial of SW2. The word *karaoke* is a blend of two dissimilar Japanese words named ***kara****ppo* that means empty, and the word ***oke****sutura* meaning orchestra to form one compact new word. Therefore, the word can be defined as an empty orchestra or music that has the lead melody missing. This blend has been a part of Malaysian context usage since many of the words are borrowed from other languages.

4.2.1.3 Total Blends – end of both SWs

Next, the subtype of this pattern is coined from both splinters at the end of words as shown below in Table 4.3.

(3)	Morphotactic – total blends		SWs and processes
a.	*Berry Licious*	←	straw**berry** + de**licious**,
b.	*gerrymandering*	←	Elbridge **Gerry** + sala**mander,**
c.	*netizen*	←	Inter**net** + cit**izen,**
d.	*netpreneur*	←	Inter**net** + entre**preneur,**
e.	*netscape*	←	Inter**net** + land**scape,**
f.	*Padukone-Singh*	←	Deepika **Padukone** + Ranveer **Singh,**
g.	*podcast*	←	i**Pod** + broad**cast**

Table 4.3:
Examples of Total Blends (end + end)

Although this type is said to be impossible in English, but this analysis proves that such formation is indeed used to coin blends. Although the splinter *-licious* usually is used as SW2, *Berry Licious*, is a company selling strawberries in Australia. As mentioned above, *Internet* is combination of interconnected network, and used to address as *net.* Therefore, the SW1 is clipped to *net* in both cases followed by end word of SW1. The splinter of *-preneur* is relatively famous since the usage denotes business and entrepreneurship. The coinage of celebrity couple *Padukone-Singh* is little awkward because the blend uses their surname rather than the couple's names. It should be

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Deepveer (**Deep**ika Padukone + Ran**veer** Singh) as this new word has been viral in social media.

The blending of I**Pod**, a brand of media player and broadcast, forms Pod**cast**. Some sources update that *POD* is acronym of **p**ortable **o**n **d**emand. The term *podcasting* is also used in newspapers as a name for the nascent technology. Notwithstanding the etymology, the content can be accessed using any technology devices that can play media files. The usage of the word *podcast* precedes Apple's addition of formal support for podcasting to the iPod software. Informally, *gerrymander* is coined out of a proper noun and common noun. This is a system introduced for politically forced redistricting by Massachusetts Governor Elbridge **Gerry** and the boundary of one of the districts thereby forms a very curvy sala**mander** in outline.

4.2.1.4 Total Blends – beginning/ end intercalated into a splinter

In this subclass, either the beginning or the end of splinter is embedded in a discontinuous splinter with some reduction in either splinter as seen in Table 4.4.

(4)	Morphotactic – total blends		SWs and processes
a.	*chortle*	←	**ch**uc**kle** + sn**ort**,
b.	*lon999evity*	←	**long**e**vity** + **999,**
c.	*Pande-May-nium*	←	**pande**mo**nium** + **May,**
d.	*Gong Sea Fa Cai*	←	**Gong** Xi **Fa Cai** + **sea,**
e.	*a-meow-zing*	←	**a**ma**zing** + **meow**

Table 4.4:
Examples of Total Blends (beginning/ end intercalated into a splinter)

This is the rarest type of blends created by Carroll. There are samples that belong to the subclass of which a splinter of SW1 is replaced by the SW2 whose sounds, are similar to clipped splinters: /uc/ and /ort/; /ɡ/ and /999/, which actually are different from each other. *Lon999evity* is a new type of blend formed by combining **alpha**bet and **numeric**

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to become *alphanumeric*. This blend also can be named as **numeronym** blends because it is a number-based blend. This blend may not sounds similar when pronouncing the letter and number together but looks similar when it is written together as /ɡ/ and /9/. In this type, grapheme /ɡ/ is substituted with triple *999* to present the rebate offered by the Honda Company, RM 999. This shows that blends are unique and able to carry any content for having two or more ideas together as initiated by Carroll. Next, in *Pande-May-nium*, the month May is embedded into pandemonium. This is denoting a loud sound to announce about theatre plays that happened in May. This is also an interesting blend because at first sight of observation, it was thought as combination of three SWs. However, repeated reading of the article reveals that it is a blend of *pandemonium,* which means the chaotic situation and May. The overlay of both embedded words -mo /ˈməʊ/ and May /ˈmeɪ/ is considered phonological substituting.

Another interesting blend is *Gong Sea Fa Cai*, a combination of Gong Sea Fa Cai and sea to address the Aquaria KLCC show during the Chinese New Year season. The aquarium consists of all underwater creatures resembled as sea is sandwiched in between Gong Xi Fa Cai, the Chinese greeting for the celebration. Additionally, the SW2 sea /ˈsiː/ sandwiched in between substituting -Xi /ˈsɑɪ/ phonologically. Likewise, *a-meow-zing* is another product of creative blends out of amazing and meow (denote sound of cat) to acknowledge an amazing act of kittens rescuer who take good care of newly born kittens. The SW2, meow /miˈaʊ/ is inserted in between SW1 replacing syllable -ma /ˈmeɪ/ to match the switching part phonologically. Based on the analysis, only in *chortle* (**ch**uc**kle** + sn**ort**) the end of SW2 is positioned within a discontinuous splinter whereas in other examples the full words (e.g. *999, sea, May* and *meow*) from SW2 are intercalated within SW1.

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4.2.2 Partial Blends

In morphoctatic type, partial blends are those in which only one SW is reduced. The SW is reduced to form a splinter. The reduction of either SW1 or SW2 contributes to splinters that inspire similar blends as discussed below. There are three sub-groups of this type.

4.2.2.1 Partial Blends – full word followed by a splinter

In this subtype, blends are formed by combining the full word of SW1 and splinter from SW2 as in Table 4.5.

(5)	Morphotactic – partial blends		SWs and processes
a.	*Anwarnomics*	←	**Anwar** + eco**nomics,**
b.	*brick-tacular*	←	**brick** + spec**tacular,**
c.	*Cambridge-gate*	←	**Cambridge** + Water**gate,**
d.	*cityscape*	←	**city** + land**scape,**
e.	*doctorpreneur*	←	**doctor** + entre**preneur,**
f.	*eggs-tatic*	←	**eggs** + fan**tastic,**
g.	*fruitarian*	←	**fruit** + vege**tarian,**
h.	*high-tech*	←	**high** + **tech**nology,
i.	*Jazzercise*	←	**Jazz** + ex**ercise,**
j.	*mansplaining*	←	**man** + e**xplaining,**
k.	*mindscape*	←	**mind** + land**scape,**
l.	*monkeypox*	←	**monkey** + chicken**pox,**
m.	*nightscape*	←	**night** + land**scape,**
n.	*pescetarian*	←	**pesce** + vege**tarian,**
o.	*Rendangate*	←	**Rendang** + Water**gate,**
p.	*shopaholic*	←	**shop** + alc**oholic,**
q.	*soundscape*	←	**sound** + land**scape,**
r.	*spygate*	←	**spy** + Water**gate,**
s.	*staycation*	←	**stay** + va**cation,**
t.	*swimfluencers*	←	**swim** + in**fluencers,**
u.	*Travelganza*	←	**travel** + extrava**ganza,**
v.	*Travelicious*	←	**travel** + de**licious,**
w.	*walkathon*	←	**walk** + mara**thon,**
x.	*wirathon*	←	**wira** + mara**thon,**
y.	*workaholic*	←	**work** + alc**oholic,**
z.	*yummilicious*	←	**yummy** + de**licious**

Table 4.5:
Examples of Partial Blends (word + splinter)

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In the above-mentioned data, the SW2 are adjective (*-licious* from delicious), noun (*-thon* from marathon) and verb (*-ercise* from exercise). Here are some examples of blends combinations in this type: noun + noun (e.g. *Anwarnomic*), noun + adjective (e.g. *brick-tacular*), noun + verb (e.g. *Jazzercise*), verb + noun (e.g. *walkathon*), verb + adjective (e.g. *Travelicious*) and adjective + noun (e.g. *high-tech*). Final splinters are amongst common splinters established in the analysis such as *-tarian* (e.g. *fruitarian* and *pescetarian*), *-thon* (e.g. *walkathon* and *wirathon*), *-scape* (e.g. *mindscape and soundscape*), *-tacular* (e.g. *brick-tacular*), *-aholic* (e.g. *shopaholic* and *workaholic*) in terms of **duplicating**. This shows that it is easy to duplicate such blends with similar splinters. Duplication of blends not only happened with final splinters but also with initial splinters (see to Table 4.15, page 75) such as *egg-*, which is full word followed by splinter (e.g. *eggs-tatic*).

In this subtype, there is a splinter *-holic* functioning like addicted. This pattern gives rise to new splinters such as *-gate* (from Watergate) which denote scandals. Recently, *Rendangate* is a popular term used in social media and mass media to address Zaleha Kadir Olphin or better known as The Rendang Lady. Last year, in April she was eliminated from a reality TV show when the judge declared that the *rendang* prepared with nasi lemak for the competition was not crispy. The judge's comments sparked an uproar among Asian foodies who know there is no such thing as crispy *rendang* chicken, which led to the usage of '*Rendangate*'. Usually, *x*-gate is formed where *x* is a noun like *spygate* (**spy** + Water**gate**), spy is a noun. The scandal behind *spygate* is the name for the exposed conspiracy that charges the FBI for directing an informer into Trump's political purposes campaign in the year 2016.

Pescetarians (**pesce** (fish) + vege**tarian**) and *fruitarian* (**fruit** + vege**tarian**) are not a type of vegetarian but a type of diet. *Pescetarians* is a type of diet that consumes only fish while *fruitarian* is a diet consists chiefly of fruit. In addition, *flexitarian* is an

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eating habit that encourages mostly plant-based foods while consuming meats in moderation. As a result, not all blends with splinter *-tarian* will bring the connotation of vegetarian.

There are many splinters in English such as *-tastic* as in *eggs-tatic*, which mean excellent feeling after decorating eggs. Furthermore, splinter *-licious* as in *Travelicious* is originally from the word *delicious* which denotes the meaning of tempting or appealing. The dissimilarity between a splinter and a true suffix is recognised as the splinter in relationship to the original SW from which the ending clipped off. If these splinters continue to survive to give rise to new forms, though, they might be real suffixes in future. The rise of the splinter *-licious* as in *Travelicious* has inspired some blends such as *yummilicious*. In *yummilicious*, grapheme /y/ is substituted with vowel /i/ to avoid the conflicting of two consonants, otherwise can be blended by adding hyphen in between two SWs (e.g. *yummy-licious*). Contrarily, the two consonants conjoined in *monkeypox* to form a blend. *Monkeypox* is a rare disease caused by a virus and primarily transmitted to human from monkey or said to be another type of chicken pox.

Neologism of new words by combining part of words became popular as new creations changed the lifestyle of people lived and worked. Subsequently, in 1920s, travelling using vehicle especially car became more common which is the creation of a new type of hotel that provided to drivers. This *motor hotel* then rapidly increased and was named *motel.* It can be said that political influences that happened in the US motivated the emergence and popularity of certain words such as *staycation* (**stay** + va**cation**) or known as *holistay* (**holi**day + **stay**). The arrangement of *stay* shifted from SW1 to SW2, but the meaning is the same, which refers to a time when a person or family stays at home or does not need to stay overnight at any accommodations.

The emergence of cultural and technological trends inspired coinage of new blends all the time. In 2018, the word *mansplaining* that combines **man** and ex**plaining**

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by adding epenthesis of /x/ replacing grapheme /s/ was coined to define the nature of few men who explaining matters by showing an attitude of patronising superiority. The grapheme /x/ has changed to /s/ to avoid a non-English sound sequence of n + ex + s + p + l which would be quite mouthful (e.g. *mansplaining* and *egg-straordinary*).

Then, *Anwarnomics* was formed by correlation with *Reaganomics* (**Reagan** + eco**nomics**) to pronounce the economic strategies followed by a Malaysian politician, Anwar Ibrahim. It is the policies included to do away with state-backed racism and promises to be inclusive, rule based and competition oriented with a large, well-funded social safety net. Nowadays, in political and economic terms, blends are very familiar and popular. It should be disclosed here that the splinter *-nomics* started to get the standing of suffix when the blend *Abenomics* was coined with its contribution. *Abenomics* refers to the economic strategies supported by Shinzo Abe (Prime Minister of Japan) which was established based on three main arrows such as monetary expedition, fiscal incentive, and operational reforms.

It can be concluded that most of the final parts in SW2 are taken as splinters and those are used as active splinters to duplicate other blends like *-nomics, -preneur, -scape, -tacular, -tastic, -tarian, -licious* and so on. Many splinters are arising through the process of blends. Yet, splinters may have very short life span because they may fade as happened to *-teria* (from cafeteria) as food court is more prevalent in usage; otherwise, the usage deliberately fades but it has come back as can be seen in this study. They may become productive splinters to produce more interesting blends such as *–licious* (e.g. *chickalicous*), *-oholic*, *-tastic* (e.g. *eggs-tatic*) and many more. This is what occurred with *-nomics* as mentioned above although it is very low productivity. Then, splinters can stand alone as independent words such as *burger* (ham**burger**), info (**info**rmation) and *net* (Inter**net**).

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4.2.2.2 Partial Blends – splinter followed by the full word

Another subtype is formed of the splinter followed by the full word as in Table 4.6.

(6)	Morphotactic – partial blends		SWs and processes
a.	*agribusiness*	←	**agri**culture + **business,**
b.	*alphanumerical*	←	**alpha**bet + **numerical,**
c.	*aqua-cadabra*	←	**aqua**rium + **cadabra,**
d.	*biotechnology*	←	**bio**logy + **technology,**
e.	*bitcoin*	←	**b**inary + dig**it** + **coin,**
f.	*Brexit*	←	**Br**itish + **exit,**
g.	*cosplay*	←	**cos**metic + **play,**
h.	*e-commerce*	←	**e**lectronic + **commerce,**
i.	*eco-political*	←	**eco**logy + **political,**
j.	*Eurozone*	←	**Euro**pe + **zone,**
k.	*frenemies*	←	**fr**iend + **enemies,**
l.	*geopolitic*	←	**geo**graphy + **politic,**
m.	*geotagging*	←	**geo**graphy + **tagging,**
n.	*Instafamous*	←	**Insta**gram + **famous,**
o.	*Insta-worthy*	←	**Insta**gram + **worthy,**
p.	*K-drama*	←	**K**orean + **drama,**
q.	*LA-based*	←	**L**os **A**ngeles + **based,**
r.	*Lenovo*	←	**le**gend + **novo,**
s.	*Netflix*	←	Inter**net** + **flicks,**
t.	*petrochemical*	←	**petro**leum + **chemical,**
u.	*psychopath*	←	**psycho**logy + **path,**
v.	*quake-tsunami*	←	earth **quake** + **tsunami,**
w.	*socio-cultural*	←	**socio**logy + **cultural,**
x.	*socio-economic*	←	**socio**logy + **economic,**
y.	*socio-political*	←	**socio**logy + **political,**
z.	*tsunametre*	←	**Tsuna**mi + **metre,**

Table 4.6:
Examples of Partial Blends (splinter + word)

In this subclass, there are blends with Latin initial splinter *socio-,* clipped from sociology. The splinter inspires many other similar blends such as *socio-cultural, socio-economic,* and *socio-political.* The splinter *socio-* is used to form adjectives and nouns, which describe things relating to social factors. Most of the first source words are clipped to add with full words of second source words except in *quake-tsunami* and *Netflix.* These two blends clipped from end of SW1 followed by full word of SW2. In

the case of *Netflix*, the first source word is clipped from the word *Internet,* amalgamation of **Inter**connected and **net**work. Furthermore, the second source word undergoes alteration by dropping grapheme /ck/, substituted with /x/. Additionally, this pattern also has many initial splinters such as *e-, geo-, Insta-, K-* and *socio-*. In *LA-based* blends, the SW1 undergoes process of initialism by taking initial letters from **L**os **A**ngeles followed by hyphened SW2. There are two blends used SW of Tsunami but in different placement, one as SW1 (e.g. *tsunametre*) and another one as SW2 (e.g. *quake-tsunami*). Correspondingly, inflectional conclusions in some cases may confuse the problem to some extent. For *geotagging* (**geo**graphy + **tagging**), the *-ing* ending might be overlooked in the study or considered to have been contributed to both SWs.

4.2.2.3 Partial Blends – full word intercalated within a discontinuous splinter

The full word is intercalated within a discontinuous splinter as shown in Table 4.7 (see page 57) for example as a sort of infix in *fituristic* (futuristic + fit). This type of blends happened by sandwiching graphemes or vowels between SW1. It can be seen that commonly these blends are preferred by phonology parallel as seen in between: *icon* and *ion*, *ex* and *e*, *fut* and *fit*, *ungry* and *angry*, *net* and *et*, *bot* and *hot*, *tex* and *sex* (refer to overlapping blends, 4.3.1, page 57). The second SWs in this subclass are interleaved in the beginning with or without clipping in the SW1. In *emoticon*, there is not clipping in the first or second source words, but overlapped vowel /i/. One blend that sounds unusual in this pattern is *E-xcellent* where vowel /e/ overlapped from both SWs, but clipping of initial of SW1 happened. In *hangry,* the vowel /u/ is dropped by substituting vowel /a/. The word marvel inserted in initial SW by dropping grapheme /l/ and adding hyphen in *Marvel-ous.* Since one-component resonances in some way the full word or splinter replaces, this type creates a general paronomastic effect as humour or vagueness.

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(7)	Morphotactic – partial blends		SWs and processes
a.	*emoticon*	←	emotion + icon,
b.	*E-xcellent*	←	excellent + vitamin E,
c.	*fituristic*	←	futuristic + fit,
d.	*hangry*	←	hungry + angry,
e.	*Marvel-ous*	←	marvellous + Marvel,
f.	*Nespresso*	←	Nescafe + Espresso,
g.	*netiquette*	←	Internet + etiquette,
h.	*robotel*	←	robot + hotel,
i.	*sexting*	←	texting + sex,
j.	*smash*	←	smack + mash,
k.	*televangelist*	←	television + evangelist

Table 4.7:
Examples of Partial Blends (full word intercalated into a discontinuous splinter)

4.3 Morphonological and Graphical Blends

4.3.1 Overlapping Blends

Blends are a type of compound where SWs break the strict linear by combining parts of SWs. In blends, two-to-one correspondence relations recognised between two parts in the SWs and a one part. Blends can be formed by combining phonemes, which are parts of two SWs has same sound system sometimes.

4.3.1.1 Morphonological and Graphical Blends – overlap both graphically and phonologically

In this subclass, examples of both graphical and phonological overlapping with no other shortening are shown as in Table 4.8 (see page 58). In this subtype, almost all of blends are noun + noun combinations. It can be seen that the range of components overlapped varies from a single phoneme: /d/ in *soun(d)ance* to two phonemes /et/ in *netiquette,*

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/ex/ in *sextortion,* and /es/ in *guesstimate.* A syllable /car/ in *car-tastrosphe* that sounds similar with the overlapped component of /ca/.

(8)	Morphonological and graphical - overlapping		SWs and processes	Components overlapped
a.	*guesstimate*	←	gu**ess** + **es**timate	/es/
b.	*Netiquette*	←	N**et** + **et**iquette	/et/
c.	*sextortion*	←	s**ex** + **ex**tortion	/ex/
d.	*soun(d)ance*	←	soun**d** + **d**ance	/d/

Table 4.8:
Examples of Morphonological and Graphically Blends (overlap of both graphic and phonology without shortening)

4.3.1.2 Morphonological and Graphical Blends – overlap both graphically and phonologically with shortening

Next, the component overlaps both graphically and phonologically with shortening at least one of them as illustrated in Table 4.9 (see page 59). Commonly, the components overlapped are single similar graphemes like /c/ /e/, /f/, and /l/. However, there is a case with different graphemes overlaps /t/ and /tw/ as in *tween* formed by combining be**tween** + **teen**; but phonetically there are almost observed as the same. Nevertheless, /fan/ in '**fan**atic' and in '**fan**tastic' are the same grapheme. In *faction,* 'fact', and 'fiction' share grapheme /f/ and /ct/, the pronunciation of 'fict-' is replaced by the morpheme of 'fact'. *Robotel* overlapped with grapheme /ot/, however the final syllable of ro**bot** /bɒt/ and initial syllable of **hot**el /hɒt/ overlapped grapheme sounds similar in pronunciation. There is a blend overlapped with splinter *-licious, Trave**l**icious* that overlaps with grapheme /l/. Furthermore, in *Fazbulous*, the grapheme /Faz/ and /fa/ overlap which have the same pronunciation. In another case, noun + adjective (e.g. *babelicious*) formed by combining *baby* and *delicious.* However, the word *baby*

undergoes modification by dropping /y/ to substitute with /e/ to sound as babe, which then overlaps with /e/ in *delicious*. *Bollywood* is formed by overlapping grapheme /bo/ from **Bo**mbay and /ho/ from **Ho**llywood, similarly in *Kollywood* by taking initial syllable /ko/ from **Ko**dambakkam. The interesting case is the initial SW of *Purr-fect* that gives onomatopoeic emphasis of the most common sound cats make. Likewise, *boombastic* is also a blend formed out of onomatopoeic sound (boom) where initial syllables of both SWs are pronounced similarly.

(9)	Morphonological and graphic		SWs and processes	Components overlapped	Components shortened
a.	*Bollywood*	←	B**o**(mbay) + (H)**o**llywood	/o/	-mbay and h-
b.	*Chillax*	←	chil**l** + (re)**l**ax	/*l*/	re-
c.	*Chindian*	←	Ch**in**(ese) + **In**dian	/in/	-ese
d.	*E-xcellent*	←	(vitamin) **E** + **e**xcellent	/e/	vitamin-
e.	*faction*	←	**fact** + **f**(i)**ct**ion	/f/, /ct/	-i
f.	*fan-tastic*	←	**fan**(atic) + **fan**tastic	/fan/	-atic
g.	*fituristic*	←	**fit** + **f**(u)**t**uristic	/f/, /t/	-u
h.	*hangry*	←	h(u)**ngry** + a**ngry**	/ngry/	-u
i.	*medicare*	←	medi**c**(al) + **c**are	/c/	-al
j.	*Nespresso*	←	N**es**(café) + **Es**presso	/es/	-café
k.	*robotel*	←	rob**ot** + (h)**ot**el	/ot/	-h
l.	*tween*	←	(be)tween + teen	/teen/	be-
m.	*veganuary*	←	veg**an** + (J)**an**uary	/an/	j-
n.	*vitamin*	←	vit**a** + **a**min(e)	/a/	-e
o.	*voluntourism*	←	volun**t**(eer) + **t**ourism	/t/	-eer

Table 4.9:
Examples of Morphonological and Graphically Blends (overlap of both graphic and phonology with shortening)

4.3.1.3 Morphonological and Graphical Blends – overlap phonologically but not orthographically

Furthermore, the components overlap phonologically but not orthographically as shown in Table 4.10 (see page 61). Even though the overlap is not phonologically the same,

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they are adjacent and considered similar, for example /purr/ and /per/ in *Purr-fect*. Nevertheless, pronunciation of splinters in the selection to create new blends is not always the same. The sounds of blends are chosen depending on the easiness of the articulation of the splinter. Therefore, the articulation of the splinter influences the sound of blends. In *Lee-thal,* the first syllable is probably pronounced as the first splinter of the SW2 as /ˈliː/ rather than /liː/. The pronunciations of the overlapped components are probably the ones chosen to pronounce the blends. Blends tend to be formed from semantically and phonetically similar words in such a way that the SWs remain recognisable. The representation of morphologically complex words has been conducted on material of various morphological categories. In a compound word, even one has never seen before, can relate its meaning to the meanings of its components. When one comes across a word, which was formed with some degree of shortening of the components, the same task may become a lot more difficult. In fact, various situations are possible. On the other hand, two SWs such as **Batu** Caves and beaut**iful** is combined as *Batu-iful*, so that some of the phonological and graphical materials are lost and only splinters (in the case Batu- and -itul) are retained in blends or sometimes words can be formed by overlapping. If a vowel of one of the SWs is trimmed, it is not measured as fully preserved in the phonological analysis.

Phonology plays an important role in creation of blends phonological controls have the power to determine even the order of the elements in blends. In fact, two phonologically similar fragments overlay when both appear in the SWs whereas only one remains in the blend. The recoverability of the SWs must be high when their similarity of phonology to the blend is high. Therefore, the phonological characteristics of the blends (segmental dependency on the SWs and prosodic dependency on the head) are implemented to develop the similarity between the blend and its SWs. Similarly, blend is a process of keeping the surface forms of the SWs and the blend as analogous

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as possible phonologically. This is because quality of the sounds in blends is taken into consideration. This is the most creative type of blends formation because need two SWs that sound identical to be overlapped as in *pawsitive*, *pawsperity,* and *purr-sible.* There are many blends take the splinter that sounds similar to overlap phonologically such as *egg-cident, egg-cellent, eggstravaganza, eggs-quisite, eggs-tatic, eggs-stra* and so on.

(10)	Blends		SWs and processes	Phonological Overlap
a.	*boombastic*	←	boom + bombastic	/boom/ and /bom/ /buːm/ and /bɒm/
b.	*car-tastrophe*	←	car + catastrophe	/car/ and /ca/ /kɑː/ and /kə/
c.	*ear-a*	←	ear + era	/ear/ and /er/ /ɪə/ and /ˈɪə/
d.	*egg-cident*	←	egg + accident	/egg/ and /ac/ /ɛg/ and /ˈæk/
e.	*egg-cellent*	←	egg + excellent	/gs/ and /ex/ /egs/ and /ɪkˈs/
f.	*impro-purr*	←	improper + purr	/per/ and /purr/ /pə/ and /pɜː/
g.	*make-oops*	←	make up + oops	/up/ and /oops/ /ʌp/ and /uːps/
h.	*Lee-thal*	←	Lee + lethal	/lee/ and /le/ /liː/ and /ˈliː/
i.	*pawsitive*	←	paw + positive	/paw/ and /po/ /pɔː/ and /ˈpɒ/
j.	*pawsperity*	←	paw + prosperity	/paw/ and /pro/ / pɔː/ and /prɒˈ/
k.	*purr-fect*	←	purr + perfect	/purr/ and /per/ /pɜː/ and /ˈpɜː/
l.	*purr-sible*	←	purr + possible	/purr/ and /pos/ / pɜː / and /ˈpɒ/
m.	*sure-Lee*	←	surely + Lee	/ly/ and /lee/ /li/ and /liː/
n.	*screamboat*	←	steamboat + scream	/steam/ and /scream/ /stiːm/ and /skriːm/
o.	*swipe*	←	sweep + wipe	/weep/ and /wipe/ /wiːp/ and /waɪp/
p.	*tea-rotic*	←	tea + erotic	/ea/ and /e/ /iː/ and /iː/
q.	*Whats-ssss*	←	what's + ssss	/s/ and /ssss/ /ɛs/ and /ɪz/

Table 4.10:
Examples of Morphonological and Graphically Blends (phonological overlap but not orthographically)

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4.3.2 Non-overlapping Blends

In this subclass, there is no overlap of phonological or orthographical found in the blends. The data was classified as in *app-trepreneur* (**app**lication + en**trepreneur**), fanzine (**fan** + maga**zine**), and 4DPlex (**4D** + com**plex**). This type typically took place when two consonants left behind after the reduction happened in the SWs as mentioned above. In some cases, for example *adex* (**ad**vertising + **ex**penditure) categorised under total blends (beginning + beginning) rather than non-overlapping.

4.4 Morphosemantic Blends

This section answers the relationship between syntagmatic and paradigmatic blends (Section 1.4). Morphosemantic blends observe the semantic relation between the SWs termed as syntagmatic and paradigmatic blends in this study. Blends are formed of two or sometimes more SWs and semantically are hyponyms of one of their components or display some kind of paradigmatic relationships between the components. They are two relationships between linguistic elements that define how language works according to structuralism. Both syntagmatic and paradigmatic relations are complementary each other. The syntagmatic relationship is how linguistic elements are sequenced such as syntax, morphology, and phonotactics. The paradigmatic relationship is concerned with linguistic elements that behave the same way in syntagmatic relationships. It is lexicon, phonetics and a set of morphology. The syntagmatic relationship explains the structure of language while the paradigmatic relationship defines the functions.

The meaning of blends arises from the differences between these two semantic types called syntagmatic (concerning positioning) and paradigmatic (concerning substitution). For examples, syntagmatic blends (e.g. *motel*) is positioning of the SWs *motor hotel* while paradigmatic blends concerning substitution of *breakfast* and *lunch* to form

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brunch (a type of meal). Furthermore, syntagmatic blends share different lexical classes whereas paradigmatic blends share the same lexical class. The origins or SWs of blends are important to categorise the semantic types of blends. As mentioned above, syntagmatic blends are similar to a subordinative type of word formation, which means the SW1 is a modifier, and the SW2 is the head. Paradigmatic blends are synonymous to amalgamation of their SWs. This type comprises two SWs that contribute equally to the meaning of the whole blend. Additionally, there are new findings mentioned in Section 4.4.1.1 and 4.4.1.2 named as right-headed and left-headed in syntagmatic blends (see page 64-66). The table with great examples and new findings is attached in Appendix B (refer to page 103).

4.4.1 Syntagmatic Blends

The study shows that syntagmatic blends were mostly used in the local English newspapers as shown below in Table 4.11 and 4.12 (see page 64 and 66). Blends are formed from contracted syntactic patterns that are usually referred to as syntagmatic. Based on the analysis, the definition of SWs determines the semantic types of a blend whether paradigmatic or syntagmatic blends. The meanings and SWs of blend determine that this is a syntagmatic blend because of the first one as a modifier and second SW functions as a semantic head. Bauer (2012) and Mattiello (2013) stated that syntagmatic blends are formed of the pattern (modifier + head) where the SW2 functions like head and SW1 as a modifier, which is termed **right-headed syntagmatic blends**. However, the study pinpoints that syntagmatic type of blends also can be formed of head + modifier, which is termed **left-headed syntagmatic blends**. Therefore, SW1 functions as the head while SW2 as the modifier. Based on the analysis, the splinters that form blends are not always right-headed blends. Therefore,

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the section explains the syntagmatic blends termed left-headed blends and right-headed blends that established in the study.

4.4.1.1 Left-headed Syntagmatic Blends

(11)	Blends		SWs and processes
a.	*babelicious*	←	**babe** + delicious,
b.	*brick-tacular*	←	**brick** + spectacular,
c.	*cosplay*	←	**cosmetic** + play,
d.	*E-xcellent*	←	**vitamin E** + excellent,
e.	*fun-tastic*	←	**fun** + fantastic,
f.	*fituristic*	←	**fit** + futuristic,
g.	*Free-rari*	←	**free** + Ferrari,
h.	*Movember*	←	**moustache** + November,
i.	*screamboat*	←	**scream** + steamboat,
j.	*sextortion*	←	**sex** + extortion,
k.	*shopaholic*	←	**shop** + alcoholic,
l.	*Travelicious*	←	**Travel** + delicious

Table 4.11:
Examples of Left-headed Syntagmatic Blends

As mentioned earlier, syntagmatic blends are combinations of SWs that occur sequential in the speech chain. Syntagmatic blends are **haplologistic**, the SW1 ends with the same sound system or sequence of sounds as the SW2 begins as can be seen in the underlined example of *sextortion* (sex + extortion) and *E-xcellent* (Vitamin **E** + e**xcellent**).

This pattern is related to endocentric blend in which the SW1 is the **head** and its relationship is straightforward. In the endocentric blend, there are head and modifier (A + B) where A indicates distinctive kinds of B as seen in Table 4:11. For example, in *Free-rari*, **free** is the **head** because it denotes that some people afford luxury **Ferrari** but cannot afford to get the road tax. Another example can demonstrate this pattern as in *Movember*, where moustache is the head, which denotes growing moustache during the month of November to raise awareness among men regarding health issues.

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It is understandable that most of the blends are left-headed. This is due to the semantic heads are deliberated from SW1 as observed in *screamboat* (**scream** + steam**boat**) where *scream* denote the reaction of a pregnant woman after seeing baby rat in the steamboat. There are blends with the combination of noun + noun as in *Movember* whose first noun functions as head and the second noun, as the modifier. Furthermore, there are adjective type of blends such as *babelicious,* and *Travelicious.* These blends use adjective word, *delicious* to form adjective blends. Conversely, there are adjective blends where SW1 as adjectives and the heads are nouns in SW2 (e.g. *high-tech*). In some cases, adjective blends are combination of both adjective SWs as in *fituristic* (**fit** + fut**uristic**) where SW1 functions as head and SW2 as modifier. There is also a verb-like blends *screamboat* and an adverb-like blends *sure-Lee* and *slow-Lee.*

If one part of the blend consists of a whole word, it is easier to analyse and identify the SW of the splinters. Frequently, the blend consists of two splinters and while there are some blends that do not present difficulties to analyse, this blend consists of two easily recognisable splinters. In addition, the same splinter has a different connotation in blends. The splinter -*licious* (from delicious) formed *babelicious* which is described as a woman who is sexually attractive. *Berry Licious* is a strawberry company brand in Australia and *Travelicious* is the name of tour agency or tour promotion. Hence, the splinter -*licious* has different meanings than food, such as describing someone/something delightfully or extremely attractive. Moreover, the development for Frankenwords has had a useful outcome in the formation of new affixes like the splinter -*aholic* that means addict. One new word inspires other similar blends. For example, the word alcoholic motivates some other similar blends such as shopaholic and workaholic. According to study, there are also splinters in front of blends (e.g. *egg-stra, egg-cident* and many more).

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The characteristic of this subtype of blends is endocentric as an illustration in *cosplay* (cosmetic + play), which is a practice of dressing up as a character from a film, book, video games etc. Whereas, *E-xcellent* is understood, as 'vitamin E is excellent' or 'excellent vitamin E', where the two SWs display endocentric relation. Nonetheless, *Pande-May-nium* (Pande**mo**nium + **May**, is an intercalated blend that demonstrations exocentric relation whose semantic head means 'theatre plays' is freestanding. In the Sanskrit grammar, the exocentric blend is termed as **bahuvrihi**, where it does not have head (A + B) and denotes an unstated semantic head as mentioned above in *Pande-May-nium*.

4.4.1.2 Right-headed Syntagmatic Blends

(12)	Blends		SWs and processes
a.	*a-meow-zing*	←	amazing + **meow**,
b.	*app-trepreneur*	←	application + **entrepreneur**,
c.	*Batu-iful*	←	Batu Caves + **beautiful**,
d.	*doctorpreneur*	←	doctor + **entrepreneur,**
e.	*egg-cident*	←	egg + **accident**,
f.	*emoticon*	←	emotion + **icon**,
g.	*e-voting*	←	electronic + **voting**,
h.	*forex*	←	foreign + **exchange**,
i.	*Jazzercise*	←	Jazz + **exercise**,
j.	*Instafamous*	←	Instagram + **famous**,
k.	*Lee-thal*	←	Lee Zia Jia + **lethal**,
l.	*mansplainer*	←	man + **explainer**,
m.	*motel*	←	motor + **hotel**,
n.	*medicare*	←	medical + **care**,
o.	*mum-preneur*	←	mother + **entrepreneur**,
p.	*Obamacare*	←	Obama + **healthcare**,
q.	*pawsitive*	←	paw + **positive**,
r.	*walkathon*	←	walk + **marathon**,
s.	*wirathon*	←	wira + **marathon**

Table 4.12:
Examples of Right-headed Syntagmatic Blends

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According to the data analysis, there are more right-headed blends compared to the left-headed blends. In this type, mostly blends are formed with noun + noun combinations. Contrastively, the amalgamation of noun + adjective as mentioned in Table 4.16 (see page 77), semantically means the same in this subclass (e.g. *Lee-thal*). It is evident that the right-headed splinter syntactically governs the word class of the blends. Some blends are formed of Malaysian athlete, Lee Zia Jia and Malay word *wira* assimilated into *wirathon*, meaning running for bravery cause. The data also have proper nouns of people as in ***Obama****care* and ***Lee****-thal* and proper nouns of building, Batu Caves. Semantically, all blends are attributive or syntagmatic for example *Batu-iful; Batu Caves* is a temple whose flights of staircase are adorned in rainbow colours. Most of the attributive right-headed blends display endocentric association between the SWs of which the SW1 operates as the modifier and SW2 as a semantic head.

The implication of the noun + noun combination blends is apparent as in *frenemy* who is friendly despite being an important rivalry. *Nespresso* is an Espresso brewing machine. Furthermore, *doctorpreneur* means entrepreneur who is from professional profession of doctor and *mum-preneur* is an entrepreneur who is a mother. In this line, *app-trepreneur* also can be added since it is also entrepreneur revolving around applications and online businesses. There are blends whose SW1 is 'robot' in contrast one whose SW2 is robot. The conceivable meaning of these blends indicates the word creator's purpose of playing with words to form eye-catching, creative, fun, and outstanding blends. Similarly, developing words such as '*delicious*', '*entrepreneur*' and '*marathon*' either as semantic head or as modifier in creating new words even though its lack of creativeness.

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4.4.2 Paradigmatic Blends

(13)	Blends		SWs and processes
a.	*alphanumerical*	←	alphabet + numerical,
b.	*bash*	←	bang + smash,
c.	*Bollywood*	←	Bombay + Hollywood,
d.	*broast*	←	broil + roast,
e.	*brunch*	←	breakfast + lunch,
f.	*chillax*	←	chill + relax,
g.	*Chinglish*	←	Chinese + English,
h.	*chortle*	←	chuckle + snort,
i.	*clash*	←	clang + crash,
j.	*edutainment*	←	education + entertainment,
k.	*fantabulous*	←	fantastic + fabulous,
l.	*flare*	←	flame + glare,
m.	*frenemy*	←	friend + enemy,
n.	*Frappuccino*	←	frappe + cappuccino,
o.	*guesstimate*	←	guess + estimate,
p.	*hangry*	←	hungry + angry,
q.	*meld*	←	melt + weld,
r.	*monstersaurus*	←	monster + dinosaurs,
s.	*oceanarium*	←	ocean + aquarium,
t.	*quake-tsunami*	←	earth quake + Tsunami,
u.	*smoke*	←	smoke + fog,
v.	*staycation*	←	stay + vacation

Table 4.13:
Examples of Paradigmatic Blends

Paradigmatic blends share the same lexical class and both function as head in blends. The significance of paradigmatic blends was highlighted because paradigmatic relation is more or less a necessary condition in the definitions of blend formation. Other than that, both paradigmatic and syntagmatic blends are related syntactically and semantically. In paradigmatic blends, the two or more SWs are related syntactically and semantically. Syntactically, the SWs are paradigmatically corresponding can be categorised to the same syntactic category and share their syntactic class in the final blends. A syntactic category is a type of syntactic unit such as word classes, mainly resultant to parts of speech (e.g. noun). Semantically, the SWs are general co-hyponyms of a superordinate term. Co-hyponyms is the semantic relationship between each SWs

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(e.g. breakfast and lunch) and the broader term (mealtimes) is called hyponymy and is not restricted to nouns. *Monstersaurus* is representing a big and hairy monster as big as dinosaurs; therefore, both SWs are head of the blend. The purest paradigmatic blends are those that combine synonyms as in *fantabulous* (13k) and *guesstimate* (13n) because have two heads inside the blend. Paradigmatic blend is a combination of two or more SWs that are can be syntactically, semantically and phonetically associated (13k). Blends also can be termed **dvandva blends** since they belong to the same paradigmatic relations but not synonyms. Dvandva and synonymic blends are the same since the words can replace each other. For example, *clap* or *clang* can be used to replace a word with the similar connotation (13i).

There are only few instances of paradigmatic origin blends, and syntagmatic origin blends were demonstrated in the analysis. The amount of syntagmatic origin blends that the SWs combination was showed is significantly higher than the paradigmatic origin blends. These kinds of blends are more likely to be formed if the analogous word combinations are confirmed. This is an important section of evidence for the achievability of differentiating between syntagmatic origin blends and paradigmatic origin blends.

The coordinate blend is similar to coordinative compound where both of their SWs are heads and equal importance is given. In short, paradigmatic blends are a different type of semantic relation between SWs that can be substituted with another SW in the same category, which functions as head of the final product. Furthermore, the categories of blends can be determined with their SWs. Mostly; both SWs belong to one semantic category like the formed blends below in Table 4.14. In the given examples, the original words are the resulting blends belonging to the category of nouns. However, some cases deviate from the rule such as in (14d). The first SW binary is an adjective while the second SW digit is a noun, and the resulting blend *bit* is a noun.

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(14)	Blends		Source words (SWs)	Semantic Category
a.	*sci-fi*	←	**sci**ence + **fi**ction	science + fiction
	AC	←	**A**B + **C**D	
	(N)		SW1 SW2	(N) (N)
b.	*robotel*	←	**robo**t + h**otel**	robot + hotel
	AD	←	**A**B + C**D**	
	(N)		SW1 SW2	(N) (N)
c.	*sextortion*	←	**sex** + **extortion**	sex + extortion
	WW	←	**W** + **W**	
	(N)		SW1 SW2	(N) (N)
d.	*Eurozone*	←	**Euro**pe + **zone**	Europe + zone
	AW	←	**A**B + **W**	
	(N)		SW1 SW2	(N) (N)
e.	*bit*	←	**bi**nary + dig**it**	binary + digit
	AD	←	**A**B + C**D**	
	(N)		SW1 SW2	(Adj) (N)

Table 4.14:
Examples of Systematic Categories of Blends

The study aims to find out whether the structural type of blend is related to its semantics. A similar issue has been considered using fewer structural types. AW, AD and WW blends were analysed as one type, as opposed to complex clippings, AC forms, and a subtler semantic classification, co-hyponymic relations were distinguished from contractive when the blend contracts two SWs that would have been adjacent as in a compound. In the study, it can be seen that the semantic relations actually established cases of co-occurrence of their SWs separately.

Most of blends of all the main structural types are of syntagmatic origin blends. Coincidentally or not, these structural types contrast from other blends in terms of recognisability of the SWs. According to the criteria of recognisability, WW blends (e.g. *sextortion* ← sex + extortion) have much higher potential recognisability of the SWs than other blends because the phonological and/or graphical material of each source word is completely preserved in blend due to the overlap. Thus, WW blends seem to be formed using wholly dissimilar principles rather than combining words that are frequently encountered side by side.

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An opposite scenario is observed in AC formations. The recognisability of the SWs seems to be low priority for this type of blends. This is because of the different principles of the switch point arrangement. AC formations blends tend to be formed out of SWs that are happen on together. An AC formation is significantly more likely to appear if the frequency of the corresponding subordinative SW combination exceeds, as the part of AC forms is significantly higher in nodes. This implies that an AC method is more likely to be designed as a reduction of a remaining word amalgamation such as a clipping compound or complex clipping than as a neologism naming totally a new notion, as in the case with hybrid blends.

4.5 Data Analysis of Splinters in Blends

It is still ambiguous whether the new forms of splinters are compounds since splinters may turn into affixes, prefixes, or words. As words with splinters are concerned, it is challenging to differentiate between derived words and compound shortened words. Therefore, if a splinter is preserved as an affix, the word can be called as *televangelist, e-commerce,* and *spygate*. But if the splinter is conserved as a lexical clipping of one the stems, the word can be called as compound-shortened word formed from a combination of word where one of the components is trimmed, for example *busnapper* (bus kidnapper).

Although the Oxford English Dictionary lists so many cases of it being used independently, the splinter *-scape* might be a case in point, that there can be little uncertainty as to its status as a word. At the same time, if we trust the Oxford English Dictionary, then splinter *-cade* (from caval**cade**) has become an affix. Blends may be composed of two parts called splinter (e.g. *biopic* ← **bio**graphy and **pic**ture) or only one part is a splinter and the other part is a full word (e.g. *aquatheatre* ← **aqua**rium + **theatre** and *brainiac* ← **brain** + man**iac**). A special punning influence is achieved

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when one component repeats in some way the word it substitutes, for example, *foolosopher* resounding philosopher or *fakesimile*, resounding facsimile.

An early example is the word *motorcade* (**motor** + caval**cade**), which generates a new splinter *-cade* that has been used in words like *aerocade*, *camelcade* and *tractorcade*. Similarly, the splinter *info-* from *information* has become heavily used in terms such as *infotainment* and *infomercial*. Other examples of splinters are *cyber-* (created from *cybernetics*), *-thon* (from *marathon*) was firstly used in *telethon* and now inspired words like *walkathon* and *wirathon*; *-gate* (from Water**gate**) forms words such as *Rendangate*; *egg-*, *K-* and so on.

In blends, those groups that involve a recurring SW usually the second one causes additional difficulties. For instance, the word *magazine* is used in the formation of blends such as *APAzine* and *fanzine*. The popularity of Frankenwords has reached an extent where end of each SW is considered as splinter in their own right. Thus, blends are a significant source of forming new splinters. There are few remarks have to be made on the basic structure of some blends. Blends are usually formed by taking first part from SW1 and combining these with the last part from SW2. But in some cases, the SWs can be seen as sharing their initial or final components, causing some potential problems in defining which components represent the SWs. Blends in English include *fantabulous* (**fanta**stic + fa**bulous**) and *stagflation* (**stag**nation + in**flation**). In the previous instances, the SWs may be considered as sharing the bits such as *fa-* and *-ation* in the last. This may be a more sensible explanation of the structure of the blends rather than claiming that stagnation in the blend *stagflation* is denoted only and completely by the splinter *stag-*.

As a rule, blend words consist of two components but sometimes they can comprise three components. There are some blends created to name new hybrids and

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such components are formed in order to give more emotive connotation and expression to the idea they denote. Blends tend to be formed from semantically and phonetically similar words in such a way that the SWs remain recognisable. The representation of morphologically complex words has been conducted on materials of various morphological categories. When we come across a compound word, even one we have never seen before, we can relate its meaning to the meanings of its components (e.g. predict that the meaning of juice bar has to do with juice and bar). When we come across a word, which was formed with some degree of shortening of the components, the same task may become a lot more difficult. In fact, various situations are possible.

The numbers of splinters found in the analysis are shown in Table 4.15 (see page 75). Based on the study, it can be concluded that splinters can be divided into two main classifications such as **initial splinters** and **final splinters**. Although splinters are reduced parts of SWs but it inspired formation of many blends. Splinters that become trendy and popular will be taken for formation of other blends. In Malaysia, the splinter *-licious* is very much popular and used as the most common splinter to coin blends (e.g. *babelicious, chickalicious, Travelicious, Tea-licious, Thailicious, yummilicious* and so on). This trend continues when another splinter take turn in the formation of blends (e.g. *purr-* and *egg-*). Splinters are also playing very important role in creations blends to reach readers easily.

In addition, many newly formed blends are often used in local English newspapers in a background where the readers are left to figure out the original compound, which might lead to varied interpretations that may be context-dependent. The process of determining the meanings of a blend begins with identifying the two SWs. Many blends in English developed or continued to form slang/informal/colloquial words, but some blends have functioned their way in daily use. The local blends are only familiar to native readers. The significant meaning of these words is their

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dependence on the SWs. Furthermore, it is not easy to decode these words without the further explanations in editions. When the new word is first presented in the newspapers, the explanation is given so that the reader can understand its meaning.

Some blends might be ambiguous. Not only was finding the SWs problematic, but it was also difficult to find a plausible meaning which had to be made after the SWs were identified. Blend of *slow*-*Lee* more or less sounds like *slowly*, but the *-ly* is substituted with Lee the name. The adjective *slow* is converted to adverb by adding *-ly* or Lee in the blends. As aforementioned, it was hard to identify the SWs of blends. However, reading through the article gave the conceivable meaning of the new blends.

As discussed earlier, blends belong to the local inspirations and influences of the language in local newspapers. Nonetheless, telescopic words break the boundaries of morphology and are the new components of the language and their usage in scientific and technological terms is not rare as well in forming new advertisement, brands, and names. In 2018, *nomophobia* is also added as a blend like any other modern coinages. This blend is made up of syllables from two or more words (**no** **mo**bile phone **phobia**). *Pineberry* is hybrid name for a fruit, which has both characteristics of pineapple and strawberry.

As mentioned above, it is not always easy to recognise the meaning of a blend, particularly when it seems to be difficult to figure out the SWs. The readers who met with ambiguous blend have to puzzle out the meaning on their own; there is no guideline to it. Hence, there is a need to explain the purpose of blends. One of the reasons is to shorten a phrase that appears to be long. Other than that, it is most appropriate to create blends for things, which are hybrids themselves or language hybrid. The most importantly is to fill in a lexical gap that supply names for new ideas. Finally, blends are created to draw reader's attention that results the relatively high usage of blends in advertisement and the media.

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(15)	Splinters	Examples
		Final Splinters
a.	*-bulous*	*Faz**bulous,** fanta**bulous***
b.	*-gate*	*Cambridge-**gate**, Rendan**gate***
c.	*-holic/ -aholic/ -oholic*	*choc**oholic**, shop**aholic,** work**aholic***
d.	*-licious*	*babe**licious**, Berry **Licious**, Thai**licious**, Trave**licious,***
e.	*-logue*	*Trave**logue***
f.	*-nomics*	*Abe**nomics,** Anwar**nomics,***
g.	*-scape*	*city**scape**, sound**scape,** mind**scape,** night**scape,***
h.	*-tacular*	*brick-**tacular,** spook-**tacular***
i.	*-tarian*	*flexi**tarian,** frui**tarian,** pesce**tarian***
j.	*-tastic*	*fan-**tastic,** fun-**tastic,***
k.	*-thon*	*aerobic**thon**, tele**thon,** wira**thon,** walka**thon***
l.	*-treprenuer*	*app-**treprenuer***
m.	*-prenuer*	*techno**prenuer,** net**prenuer,** doctor**preneur,** mom-**preneur***
n.	*-ware*	*mal**ware***
		Initial Splinters
o.	*e-*	***e**-commerce, **e**-kasih, **e**-wallet, **E**-xcellent*
p.	*egg-*	***egg**-cident, **egg**-cellent, **egg**-citement, **egg**-straordinary, **egg**stravaganza,**egg**s-tatic,*
q.	*Insta-*	***Insta**famous, **Insta**-story, **Insta**-worthy*
r.	*K-*	***K**-drama, **K**-pop, **K**-idol*
s.	*Mc-*	***Mc**Jesus*
t.	*Net-*	***Net**flix, **net**izen, **net**iqutte, **net**preneur*
u.	*purr-*	***purr**-sible, impro-**purr, purr**-fect,*
v.	*socio-*	***socio**-cultural, **socio**-economic**, socio**-political,*
w.	*tele-*	***tele**thon, **tele**genic, **tele**vangelist*

Table 4.15:
Examples of Splinters

4.6 Discussion

The present study is an attempt to study blends. The study explains the definitions of origins of blends and various types of blends. According to Steinmetz and Kipfer's (2006), blends are popular word formation process. This is due to their captivating, cost saving, and funny compared to other word formation process such as compounding and derivation (Fandrych, 2008) and resounding Algeo (1977, p.61) that blends are created not only for their practicality but for their creativity and cleverness. The creativity, cleverness, and funny aspect extract an eye-catching development not only for linguist but also to advertising administrators and scriptwriter. Additionally, most blends are

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ephemeral which means they are created for specific purposes and the blend is no longer required once the intention of coinage has gone then (Danks, 2003, p.2-3). Blends are ephemeral however many new words are arising day by day in many methods that are more creative and interesting.

Many word formation processes that take place in a language where the blends seem to be the inventors of new splinters (e.g. *-licious, -oholic, -nomics, -tarian, -thon, Mc-, egg-, e-, K-* and *purr-*) and so on were analysed. In the study, the significant characteristics of blends are that one of its components is represented not as a full, but by the clipped root and by its splinter. The study underlines three main types of blends such as morphotactic, morphonological and graphic and morphosemantic. This study found that morphotactically; the data can be categorised into total (all SWs are clipped into splinters) and partial blend (only one SW is clipped to a splinter). In the subtype of total blend, the data can be categorised into a) beginning splinter of the SW1 and end splinter of the SW2, b) both splinters are beginning of words, c) both splinters are end of words, and d) either beginning or the end of splinter is embedded into a discontinuous splinter. The subtype of partial blend can be categorised into a) the full word is followed by a splinter, b) the full word is preceded by a splinter, c) the full word is intercalated within a discontinuous splinter.

The most used blends are morphotactic type. The study revealed that most blends found in local English newspapers are syntagmatic. The new pattern of **syntagmatic blends** highlighted in the study is SW1 as head whereas SW2 functions as modifier. Despite the fact that blends commonly have local expressions, their use in scientific and technological term is not rare when it comes to coining new names (*Digimon* ← **digi**tal + **mon**ster), brands (*Fazbulous* ← **Faz**ura + fa**bulous**), hybrid name (*pineberry* ← **pine**apple + straw**berry**). Colloquialism is the use of informal words, phrases, or slang in a part of writing. Local expressions are influenced by the

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way people communicate in that society and they understand the words as in *Lee-thal* and *wirathon*. Undoubtedly, they are destined to add colloquial or local expressions to their vocabulary to attract people in the society and easily connected.

(16)	Local Blends		SWs and processes
a.	*Anwarnomics*	←	**Anwar** + eco**nomics,**
b.	*Banglasia*	←	**Bangla**desh + Malay**sia,**
c.	*Fazbulous*	←	**Faz**ura + fa**bulous**,
d.	*Gong Sea Fa Cai*	←	**Gong** Xi **Fa Cai** + **sea,**
e.	*Lee-thal*	←	**Lee** Zia Jia + le**thal,**
f.	*lon999evity*	←	**longevity** + **999**,
g.	*McJesus*	←	**Mc**Donalds + **Jesus,**
h.	*Rendangate*	←	**Rendang** + Water**gate,**
i.	*slow-Lee*	←	**slowly** + **Lee** Chong Wei,
j.	*sure-Lee*	←	**surely** + **Lee** Chong Wei,
k.	*wirathon*	←	**wira** + mara**thon**

Table 4.16:
Examples of Local Blends

Commonly, blends are formed by combining the beginning of SW1 followed by the end of another SW. In some cases, blends can be categorised into total blends involving of both initials of the SWs. In this subcategory, there are blends with combination of both noun SWs as in *robo-dinos* (**robo**t + **dinos**aurs). In the subcategory, either the initial or the end of splinter is embedded in a discontinuous splinter. In partial blends, there are more blends, which first SWs are full words and followed by SW2 is clipped. In morphonological and graphical formation, there is non-overlapping blend. There are graphic and phonological overlapping blends with no reduction and those with reduction. The components overlapped are from single phoneme to a syllable. In this subcategory, a few blends with Malaysia initials *Lee-*, and abbreviations turn into acronyms in the blends as in *APAzine*. Phonological, but not orthographical, overlap also takes place, especially in syllables whose English and Malaysian sounds are similar. Therefore, phonological overlap is possible. Morphosemantically, attributive blends are formed most common than the coordinate

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blends. There are also some left-headed blends that could be influenced by Malaysian words combination rule. The semantic relations of these right-headed blends are endocentric, whereas in the left-headed, there could also be exocentric blends, especially when the semantic head is an adjective word. Coordinative blends are similar to exocentric whose SWs are function equally as heads. Furthermore, it has been regarded that the formation of blends are quite free and without any absolute rules on how blends should be made. These are probably why new blends are formed frequently and are now more popular than ever.

Finally, it can be concluded that blends are defined as coinage of a new word from remaining (parts) of two or sometimes more SWs. In the blend, one or both of the SWs undergo clipping, which may be graphemic (letter) or phonemic (sound) or numeric (number). If there are no shortening occurs, the SWs display partial overlap, which may be graphemic or phonemic. Typically, blends are formed by combining first part of the SW1 is combined with the end part of the SW2. In short, blends are the intentional coinage of new words by combination at least two SWs by graphemic or phonemic or numeric overlapping.

4.6.1 Frequency Analysis

This section will highlight the findings that answer research questions of the study using simple statistics. The statistical analysis of blends found in local English newspapers and types of blends based on Mattiello's (2013) perceptions will be discussed in this section. Additionally, the charts will reveal the data collection, analysis, interpretation, and presentation of data. The statistical analysis of blends found in local English is general explanations regarding the usage of blends in local newspapers. The second and third statistics chart will be divided to account RQ1 (types of blends) and RQ2 (syntagmatic and paradigmatic blends).

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4.6.1.1 The Frequencies of Blends Found in Local English Newspapers

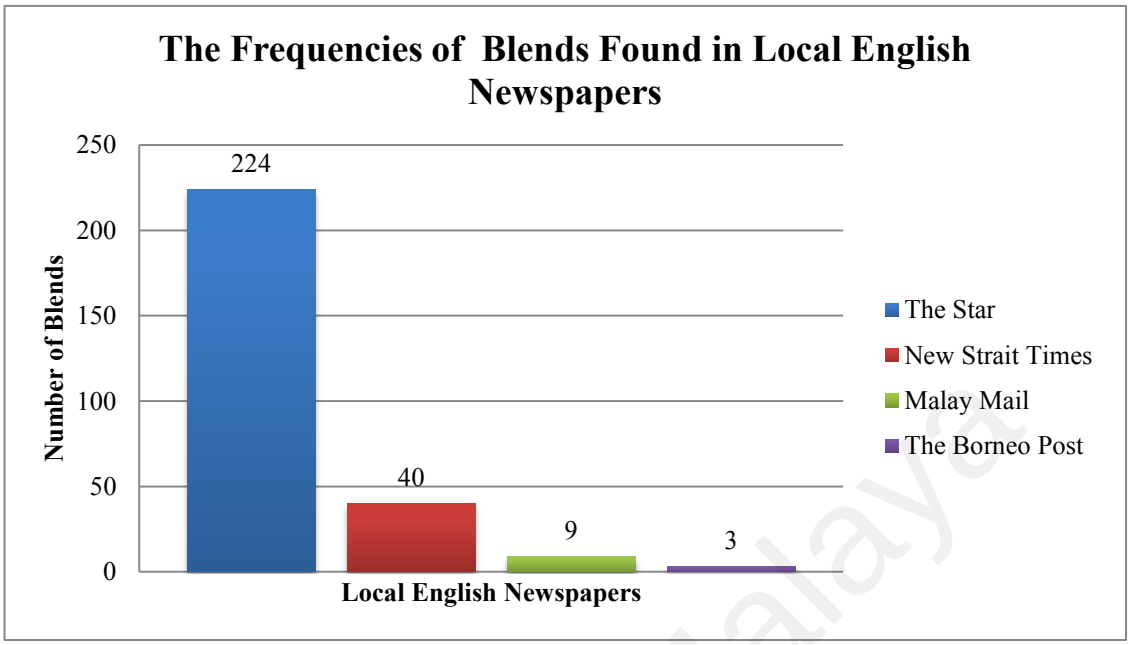

Chart 4.1:
The Frequencies of Blends Found in Local English Newspapers

This is a descriptive qualitative study, which employed purposive sampling method to achieve the objectives of the study. In the study, the data (blends) collected from four major local English newspapers such as *The Star, New Strait Times, Malay Mail, and The Borneo Post*. The Borneo Post is taken into consideration because to achieve the generalisation of the study, this means the study is complete including Peninsular Malaysia and East Malaysia (Borneo). In addition, this study used both online (Facebook page of newspapers) mode and physical newspapers to collect data. This is because; it is easy to access and fecund to filter more blends. Apart from that, Malay Mail stopped their publication and started to broadcast the news via online only. Even though this study focused to gather English blends, but Malay language influenced blends also (e.g. *wirathon* ← **wira** + mara**thon**) were recorded to analyse. Furthermore, blends have been collected based on general and focused domains. Most of the blends have been based on general domains such as food and beverages, advertisements, entertainment, politic, society etc. Blends are being used regularly today in headlines of

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newspapers to convey the article summary in one compact word because this word formation packed two SWs becomes an information-rich new word.

Based on the analysis, *The Star* produced 224 blends (81.15%) which is the highest number compared to other three newspapers in Malaysia. It is observed that blends are used in the headlines to attract the readers. Blends today habitually befall in newspaper headlines to catch reader's attention. Apart from the linguistic creativity, it became a business tactic to draw people's attention by placing blends in the headlines and advertisements. This is the main reason of the relatively high occurrence of blends in the media. The authors designed interesting blends that can pull off reader's eyes to read the article for explanations. The researcher not only concentrate on headlines but also the articles to get the meanings of newly coined blends. In term of usage of blends, *The Star* newspaper has scored highly with its relatively high occurrence. The creator produced new blends that are aptly fit the titles or headlines to convey their news in one compact word. There are also many common blends found in *The Star* newspaper. There were some interesting blends found after the duration of data collection (e.g. *Lee-ving* ← **Lee** Chong Wei + lea**ving**, *seniorpreneur* ← **senior** + entre**preneur**, *Thor-baik* ← **Thor** + ter**baik**, *Sim-ply* ← Welson **Sim** + sim**ply**, purr-mit ← **purr** + per**mit**). Based on observation, *The Star* newspaper has been a pioneer and being a productive blends user in their daily publication.

The study used online version of *New Strait Time (NST)* newspaper to collect the data. In fact, *NST* newspaper also contributed some new and interesting blends (e.g. *Batu-iful* ← **Batu** Caves + beaut**iful**, *Fazbulous* ← **Faz**ura + fa**bulous**, *ear-a* ← **ear** + er**a**, *free-rari* ← **free** + Fer**rari**, *make-oops* ← **make** up + **oops**, *tea-rotic* ← **tea** + e**rotic**). It is notable that the creator of *NST* newspaper is very conscious and highly artistic to coin blends and this is proven based on the above-mentioned examples. Among 276 blends, 40 blends were used in *NST* (14.49%) might not as many as in *The*

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Star newspaper but the impact of the blends coined with originality scored well in this newspaper by adding some interesting blends for scholar to analyse critically. Based on the analysis, mostly the readers who are met with the new blends need time to figure out the meaning by their own and there is no instruction to it. This is because the researcher had some confusion and difficulty to find the SWs and meanings of the blends. In some cases, it is not easy to recognise the meaning of a blend, especially when it seems to be impossible to conclude the components. For example, the blend word *free-rari* without its SWs confuses the readers, as they were clueless about the SW2. Therefore, there readers have to read the complete article in order to understand the meaning of newly coined word and puzzle out the SWs of the blend is formed. Following *The Star* newspaper, *NST* newspaper is growing to coin new blends.

Other than that, *The Malay Mail* newspaper contributed few samples (3.26%) for the analysis. During the data collection period, this newspaper stopped printing effectively on 1st December 2018 and go digital fully on 2nd December 2018. Therefore, the researcher found some difficulty to get daily issues but able to get updates via online using Facebook. This newspaper does not really concentrate on coining any interesting blends to attract their readers because they more concern on broadcasting direct news. There are few blends recorded under *The Star* newspaper, which were used in *The Malay Mail.* There is an interesting blends used in *The Malay Mail* such as *Gong Sea Fa Cai* (Gong Xi Fa Cai + sea) where the SW2 is sandwiched in between the SW1.

Similarly, *The Borneo Post* newspaper recorded the least number of blends (1.08%). The newspaper is very simple and precise about the news broadcast. It can be said that *The Borneo Post* is more formal in presenting their news. This could happen due the sustainability of blends since not all blends are last long. This is because some blends are coined for certain people, occasion, or society and they are used only to a certain extent esoterically by that demographic. If the newly coined words failed to reach

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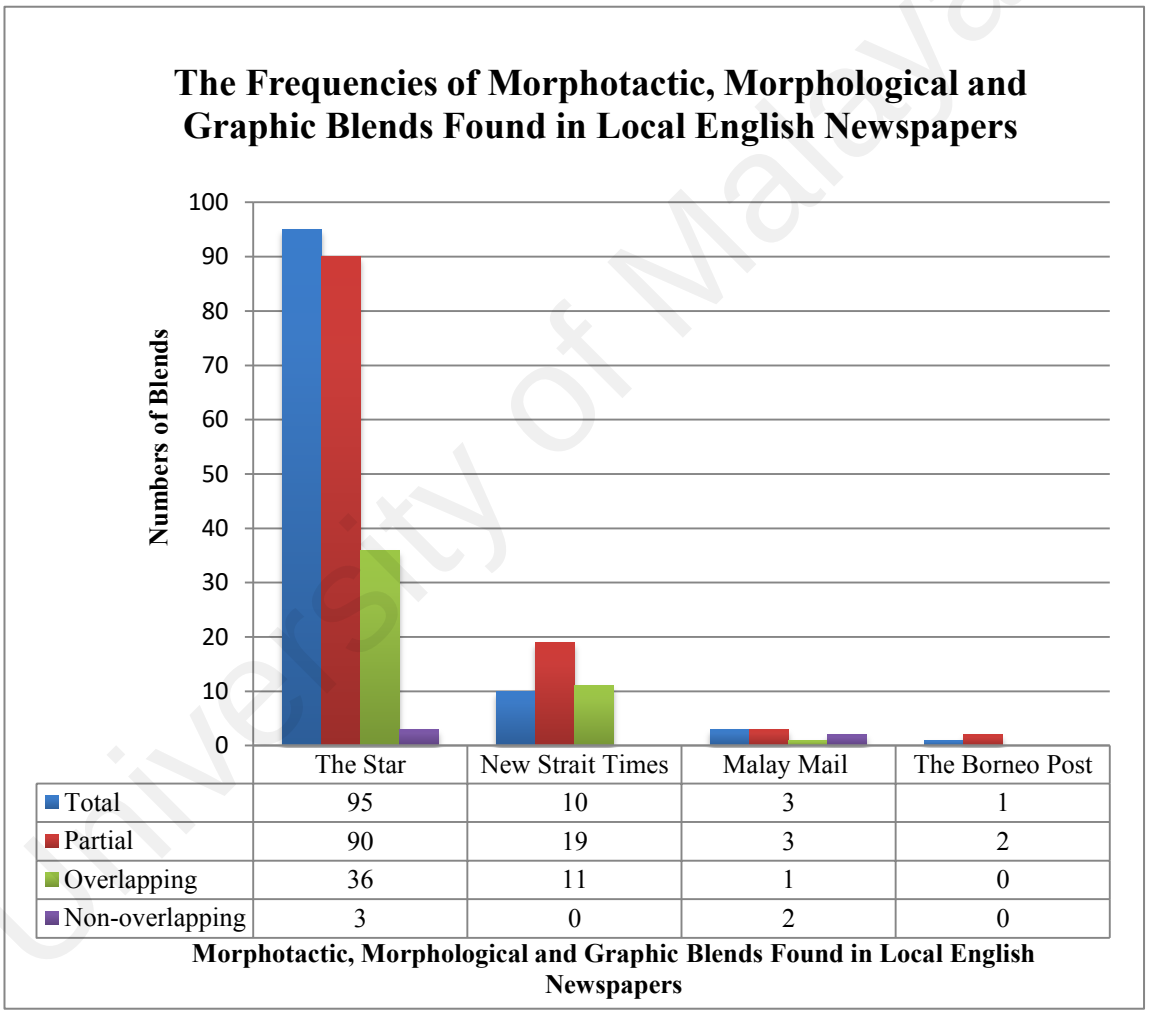
readers then they may disappear and fade off. Conversely, if the blends aptly meet a linguistic need, it will gains credibility, stability and becomes established into a general term of a dictionary.

4.6.1.3 The Frequencies of Morphotactic, Morphological and Graphic Blends Found in Local English Newspapers



	The Star	New Strait Times	Malay Mail	The Borneo Post
Total	95	10	3	1
Partial	90	19	3	2
Overlapping	36	11	1	0
Non-overlapping	3	0	2	0

Chart 4.2:
The Frequencies of Morphotactic, Morphological and Graphic Blends Found in Local English Newspapers

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In this sub-section, types of blends found in local English newspapers will be discussed based on frameworks contributed by Mattiello (2013). Although they were many taxonomies proposed by various linguists but this framework is complete and comprehensive categorisation of blends. This is because; many types of blends can be placed under this taxonomy. As an evidence, this study recorded many interesting blends (refer to Appendix B, page 103) and all those data were aptly recorded according to the categorisation proposed by Mattiello (2013) such as morphotactic blends (total and partial), morphonological and graphic blends (overlapping and non-overlapping) and morphosemantic blends (syntagmatic and paradigmatic). This sub-section will be underlining morphotactic, morphonological, and graphic blends. The morphosemantic blends type will be discussed in section 4.6.1.3 (see page 86). The detailed explanations of types of blends discussed in section 4.2 (see page 42) and in this section, usage of types of blends in local English newspapers will be presented with the guide of statistics chart.

Based on the statistics, it is understood that *The Star* newspaper has contributed larger number of blends for the study. In the above-mentioned chart, blends are subcategorised under these two main categories. Firstly, **morphotactic** is the commonest type of blends. Morphotactic can be defined as ordering constraints in place on the ordering of morphemes. Etymologically, it can be decoded as the set of rules that define how morphemes (morpho) can touch (touch) each other. Morphotactic blends can be subcategorised into **total** and **partial**. Total blends are those in which all SWs are shortened to splinters (e.g. *fantabulous* ← **fanta**stic + fa**bulous**) while in partial blends only one SWs is reduced to splinter to form a new word (e.g. *bikeisable* ← **bike** + d**isable**).

In total morphotactic, blends can be divided into four subcategories such as (beginning + end), (beginning + beginning), (end + end) and (beginning/end intercalated

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into a splinter). Many linguists mentioned that the first category (beginning + end) as the rule to form a blend (e.g. *vlogger* ← **v**ideo + b**logger**) however, this discussion will reveal many subtypes of blends that used by creators to coin new blends. *Velcro* (**vel**vet + **cro**chet) is an example of second sub-type blend from total blends where both beginning of SWs are reduced. These two types are frequently used methods to form new words in newspapers. Then, combination of both end of SWs as in *netscape* (Inter**net** + land**scape**) said to be the fewest one. The last one is Carroll's very own signature blend (e.g. *chortle* ← chuckle + snort) is the least used type in newspapers. This is because; it confuses the readers to find its meaning and the SWs.

It is observed that among 276 blends, 107 total blends (39.49%) followed by 119 partial blends (41.30%) were used in newspapers. Partial blends are formed by combining either one of the SWs being reduced. It is understood that local English newspapers used mostly partial blends type. Partial blends can be divided into three subtypes such as (word + splinter), (splinter + word) and (word intercalated into a discontinuous splinter). In this type, either SW1 or SW2 will be reduced and another SW will be maintained as full word as in *egg-cellent* ← **egg** + ex**cellent** and *geopolitic* ← **geo**graphy + **politic**. Based on the observation, these types have been used as main methods to coin numerous blends. The creators purposely leave either one of SW as full word to give clue to the readers to understand the content of the blend. Another type of partial blends is coined when word intercalated into discontinuous splinter as in *sexting* (sex + texting) where SW1 is sustained as full word while SW2 lose the grapheme /t/ to be substituted by /s/.

In morphonological and graphic type, blends can be coined into two main categories namely overlapping and non-overlapping. Overlapping blends (17.39%) are coined when two SWs are phonologically overlapped resultant in less reducing in between the two SWs that are being blended. This type can classified into four subcategories such as

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phonological and graphic overlap without shortening (e.g. *sextortion* ← sex + extortion), phonological and graphic overlap with shortening (e.g. *mocktail* ← mock + cocktail), only phonological overlap (e.g. *slow-Lee* ← slowly + Lee Chong Wei) and only graphic overlap (e.g. *smog* ← smoke + fog). The overlapping blends require lesser reduction of its SWs to make it sounds similar and catchy for readers. This is more functional to make the headlines become viral or grip reader's attentions.

Based on the analysis, it is noted that overlapping patterns are often based on the phonological similarity of the both SWs. In fact, the effect of shared phonological properties such as rhythmic structure and similar syllable as the main encouraging factors behind the formation of blends. Phonological properties are highly relevant to blend because phonological similarity of the blend with parts of SWs increases the possibility or acceptability of the blend. Among all the different categories of blends, **overlapping blends** requires the most creativity. This is because not only requires two or more SWs that are able to evoke concepts that creators would like to relate with one another within the scope of the blend, but furthermore the two SWs need to also share phonological properties too. In addition, Malaysians are very fond of cats and they keep them as their dearest pet. Therefore, cat's sounds like *purr* and *meow* are being used as a full word followed by splinter to coin many interesting blends such as *purr-fect, purr-mit, purr-adise, purr-sible, em-purr-or, impro-purr, meow-sic, meow-sive, a-meow-zing* and so on. Additionally, using the cat's foot (paw) to coin blends also trending in the local newspapers like *pawsome, paw-sitive*, and *pawsperity*. Conversely, non-overlapping blends (1.81%) are the least recorded in local English newspapers because this type failed to impress the readers to be repeated.

The SWs that undergoes reduction will produce splinters such *-licious*, *purr-* that inspire other blends as can be seen from above-mentioned examples. If it is noticed, such formed blends are hyphenated (-) to show how to split the syllable of the SWs.

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Based on the observation, newspapers used hyphen for newly formed blends and later combine the SWs without hyphen for repetition. For example, *The Star* newspaper used the combination of **Thai**land and de**licious** as *Thai-licious* for the first time and then combine both SWs to be *Thailicious*.

In short, blends manifest its own standard and have been mostly conspicuous as source of new words by developing trend towards disassemble parts of SWs with increasing originality and creativity. Although there are many types of blends exist today, it hard to decide which type become creator's strategies to form blends; the only regular condition is combination of two or more SWs involved in the blend has to be reduced or overlapped graphically or phonologically. In the prolongation, blends are formed by such factors as ease of pronunciation and catchiness.

4.6.1.3 The Frequencies of Morphosemantic Blends Found in Local English Newspapers

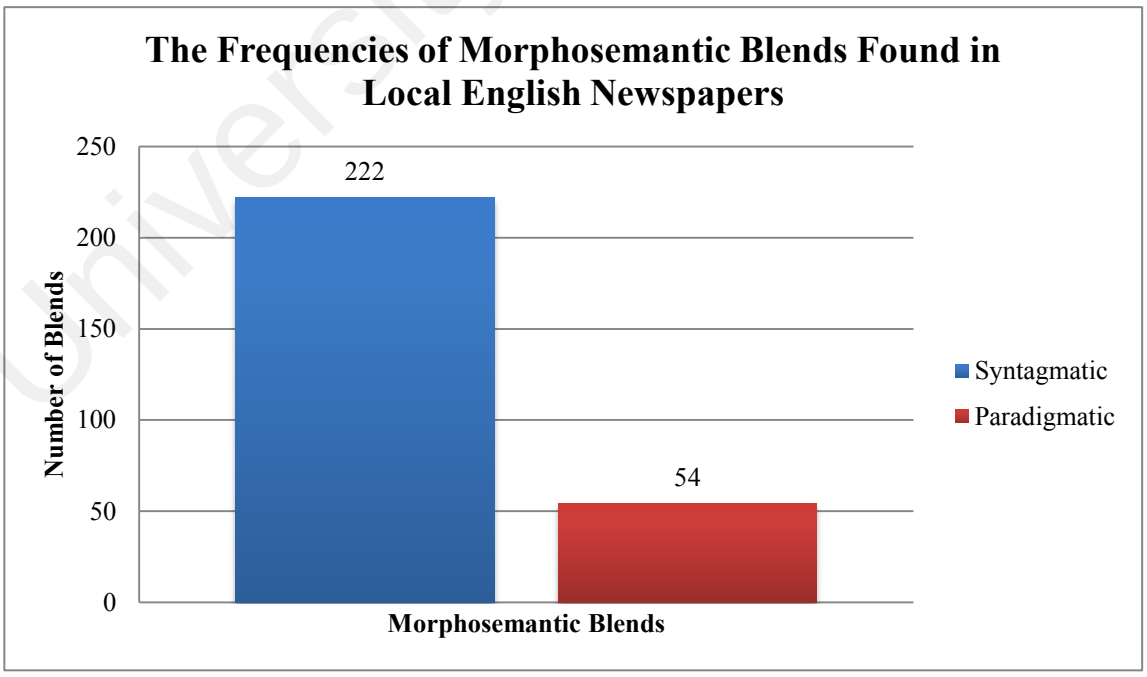

Chart 4.3:
The Frequencies of Morphosemantic Blends Found in Local English Newspapers

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As mentioned earlier, this study used Mattiello's (2013) framework to classify types of blends under three perspectives such as morphotactic, morphonological and graphic and morphosemantic. The second research question intended to differentiate the relationship between syntagmatic and paradigmatic in blends which lies under category of **morphosemantic.**

In the study, syntagmatic blends are subcategorised into right-headed and left-headed. The SWs play their roles as head and modifier to be placed under right-headed (modifier + head) or left-headed (head + modifier) blends. The SW that acts as **head** will contribute the main idea for meaning whereas the other SW, which acts as **modifier** will give further explanation of newly blended word. In some cases, the SWs are fused metonymically to denote for something else as in *babelicious* (baby + delicious) where 'baby' does not stand for a kid, but a girl or woman and 'delicious' is denoting hotness and sexiness rather than delightful food. At the final output of a syntagmatic blend, the meaning of the newly coined word as a woman who is sexually attractive, in which the SW1 plays as head followed by SW2 as modifier. However, in *yummilicious* (yummy + delicious) both SWs functions as head hence produce a paradigmatic blend to denote a tasty food. In atypical case as in *bit* (**b**inary + dig**it**) formed by involving both syntagmatic and paradigmatic combination, the word *bit* probably prejudiced its formation.

Syntagmatic blends are formed by combining two or more SWs in a syntagmatic relation to each other as in *flexitarian* (flexible + vegetarian) where either one of the SWs acts as head and another as modifier. In contrast, paradigmatic blends are formed by amalgamation two or more SWs in a paradigmatic relation with each other as in *burkini* (**bur**ka + bi**kini**) which are general co-hyponyms of attire and both SWs function as heads. The SWs determine the type of semantic properties of blends either

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to be labelled as syntagmatic or paradigmatic blends. This is because the relation between the SWs is based on this concept.

Among 276 blends, 222 (80.4%) blends are **syntagmatic blends** and mostly are **endocentric** in which either one of the SWs functions as **head.** The semantic relation of two SWs can be either endocentric or exocentric. The main difference between endocentric and exocentric relations is the existence of a semantic head. To put it simply, if one of the SWs acts as a modifier and the other as a semantic head, the relation is **endocentric**. According to the classification of the present findings, endocentric blends are much more common than exocentric ones. In English blends, most semantic heads occupy the right side namely **right-headed,** which plays an important role in determining the word order of the two SWs in a blend. In fact, the head of the SWs in blends determine the meaning of a blend. For example, *egg-cident* (**egg** + ac**cident**, SW2 is the head) which is **right-headed** blends means an accident that happened with a lorry full of eggs. On the contrary, *Movember* (**mo**ustache + No**vember**, SW1 is the head) is **left-headed** blends in which SW1 acts as head as in to grow moustache in the month of November. However, the finding also found **exocentric** blends in which denotes an unstated semantic head (e.g. *Fazbulous* ← **Faz**ura + fa**bulous**) whose semantic head 'hijab' is freestanding. Based on the finding, it can be established that most of the blends are syntagmatic because it is easy to fix either one of the SWs as the semantic head and another as modifier to explain the head. For example, in *app-trepreneur* (**app**lication + en**trepreneur**), the SW1 acts as head and SW2 functions as modifier to explain that the entrepreneur to build online business creates the application.

The paradigmatic relationship defined the function of the structure. Furthermore, most of paradigmatic blends are endocentric. In paradigmatic blends, both SWs are head and shares same lexical class. The rule of this type is both SWs functions as head to

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determine the meaning of the blend. Syntactically, the SWs are paradigmatically sharing same syntactic category. In paradigmatic blends, both SWs are related semantically and syntactically. It is stated that only 54 (19.56%) are paradigmatic blends. This is because creation of blends with both SWs as head is little challenging since the newly coined word also should carry the same syntactic class. Although blends are coined intentionally but the phonology amalgamation between two SWs is taken into consideration by the creators. Therefore, creators mostly coin syntagmatic blends in which either one of SWs functions as head. In the formation of paradigmatic blends, the creator has to be more conscious and deliberate in placing SWs of similar semantic status since both SWs contribute equally to the meaning of the final blend. In some cases, paradigmatic blends can be also endocentric (e.g. *Marvel-ous* ← **Marvel** + marvell**ous**, both **head** bring same meaning) as an astonishing or wonderful thing. Conversely, the semantic head is 'movies' that produced by a company which is freestanding.

In the nutshell, syntagmatic blends are seen more productively coined and used by the creators. It can be said that coinage of syntagmatic blends is easier since it has the head and modifier to form a blend whereas paradigmatic blends need to consider the semantic head of both SWs because they functions equally as head. In short, the SWs play an important role in determining the semantic relationship and meanings of blends. Additionally, splinters (e.g. *e-, -gate, -licious*) that are detached from SWs also inspired creation of other similar blends. Although this study discussed the categorisation of blends but the researcher believes that the creators have the freedom to explore their creativity to coin of blends. This is probably the reason why new blends are formed frequently and more productive.

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CHAPTER 5: CONCLUSION

5.1 Introduction

This section concludes the study and presents the recommendations for further study.

5.2 Conclusion

The aim of this paper was to describe types of blends and analyse the differences between paradigmatic blends and syntagmatic blends, particularly relationship between the SWs in formation of blends. The meaning and combination of SWs play an important role in the formation of blends. The clipping or overlapping processes of SWs determine the types of blends, which placed in different categories such as morphotactic, morphonological and graphic and morphosemantic. In this study, the researcher collected data from local English newspapers for an interesting blends and found few local blends that have local influences to form them (e.g. *wirathon*). Additionally, all those blends are formed purposely to reach targeted readers but some blends fade off as time goes due to their infrequent usage. However, there are some blends become catchy among the readers and usage in their informal communication or writing. It can be concluded that blends are very grammatical because they use the function of words to form them for the right situation or scenario (e.g. *Lee-ving* ← **Lee** Chong Wei + lea**ving**) is a verb to denote the retirement of Lee Chong Wei from playing badminton. In the analysis, the researcher has shown that blends are formed based on equivalence between SWs and the resulting blends and this equivalence requires them to be as similar as possible. The morphosemantic type blends can be divided into paradigmatic blends and syntagmatic blends. Paradigmatic blends are combination of two SWs with similar lexical class such as *brunch* while syntagmatic blends is determined based on its semantic head and modifier. The researcher has

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highlighted two sets of syntagmatic blends: right-headed and left-headed blends which again involves the placement of SWs in the blends, which functions as head. If SW1 functions as head, it is called left-headed syntagmatic blends whereas if the semantic head is SW2, then it is right-headed syntagmatic blends. Syntagmatic blends are the most common type of coinage of new words; this is because of the connections or relations of both SWs are sequential or chain to compress two different SWs to become one. In syntagmatic blends, most of them are faithful to the prosodic structure of the semantic head. This study also nurtures potentials for further studies. The nature of the overlapping of similar parts in formation of blends could be considered in detail with phonetic approaches.

Many blends are coined and getting popularity day by day. Firstly, the comprehensibility is an important element to give a chance for the sustainability of blends. It is important to recognise the SWs and meanings of newly coined blends (e.g. *monkeypox* ← **monkey** + chicken**pox**) to sustain among readers. Many linguists mentioned that life span of blends are temporary. It might be because certain blends are coined intentionally to address people, campaign, cause, and programme which are fade off later. Importantly, the splinter also playing very prolific role to keep blends connected among readers. In Malaysia, there is a trend of using certain splinters repeatedly to coin blends because they are connected to the readers. There are few interesting splinters analysed in this study such as *-purr, -meow, -paw* inspiring other blends (e.g. *impro-purr, a-meow-zing* and *paw-sible*). One thing made these blends are connected to readers is all of them are denoting cat.

Then, association of the SWs and splinters made blends connected to readers. If the readers understand the concepts and ideas of blends then it will be easy recognise the meanings of other new blends. It is also important to have prior knowledge of portmanteau with its SWs to identify new blends that come from the same general

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domain. There are numerous blends in use but not all distinguish the SWs of the blends, for example *fantabulous* is made of **fanta**stic and fa**bulous**. Other than that, applicability of newly coined words in newspapers will determine their longevity. Blends hardly sustain if the meanings are too constricted therefore the end of *zootique*. In such case, *slow-Lee* (**slowly** + **Lee** Chong Wei) will not stay with us since Lee Chong Wei already retired from sports federation. However, the trend keep changing substituting the SWs with another similar name such as in *Lee-thal* (**Lee** Zia Jia + le**thal**).

In addition, the SWs that share similar phonological properties are growing and popularly used in newspapers such as *egg-cident* and *fantabulous*. This criterion keeps blends grow naturally to reach the readers. Furthermore, fun factor also keep blends growing and become a tool to explore creativity in linguistic context (e.g. *eggs-tatic* ← **eggs** + fan**tastic**). Apart from that, ick factor contributing some wizard new concept in blends formation. An interesting number of blends are in questionable taste such as *Femi-Night* and *Feminazi* are improper on all levels. When mostly are neutralising gender specificity by changing fireman to fire fighter and policeman to police officer it seems queer to launch new words like *mumpreneur* (**mum** + entre**preneur**), and *mansplaining* (**man** + e**xplaining**).

This study proved that formation of blends does not only focused on morphology alone but also the combination with broader interpretative structures including semantic, pragmatic, and cognitive perspectives, morphosemantics, morphonological and graphic. Additionally, this study touched another dimension of blends formation named a **numeronym**. Numeronym is a number based word or called as *alphanumeric* (**alpha**bet + **numeric**) is also a blend. Generally, a numeronym is a word where a number is used to form an abbreviation but this study considered it's as blends since it has combination of two SWs (e.g. *4sure* ← four + for sure) overlapping

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phonetically. In this case, pronouncing the letter and number sound similar to the full word: '4sure' for 'for sure', phonetically pronounced as 'four - **4**' + 'for **sure**'. Another example is *lon999evity* ← **lon**g**evity** + **999** where the number is intercalated into SW1 substituting the /g/ with /9/ which looks similar. It can be said as the next level of creativity using numeronym notion.

Moreover, this study has recorded Malay, Chinese and Tamil language influenced English blends such as *Fazbulous, wirathon, Shaballoons*, *Gong Sea Fa Cai* and *Kollywood*. Malaysians are blessed to have these unique blends because living in multiracial community and the readers understood the amalgam of the SWs. Social network has helped to generate more blends as could be observed in the study such as *app-trepreneur, Instagram, Insta-story, Insta-worthy, Netflix, netiquette, netpreneur, netscape* and so on. The vogue for *Frankenwords* (**Franken**stein + **word**) has a useful side effect in the formation of new words. When a neologist invented *sugarholic* on the model of alcoholic, it suggested that the splinter *-holic* meant addiction allowed the following coinage of workaholic, shopaholic, and chocoholic. Similar fates have befallen the splinters *-thon* (*aerobicthon, walkathon*), -kini (*burkini* ← **bur**ka + bi**kini**), -gate (*Cambridge-gate, Rendangate, spygate*), -licious, -tastic and many more (refer Table 4.15, page 75).

The formation of blends is one of the factors that differentiate the English language from other languages as it offers creativity through the literary devices. Blends are output of creative factor where combining two or more entirely different SWs phonologically or graphically with unique meanings. Creators and writers are fascinated in such coinages because they are allowed to enhance creativity to their works, which accordingly improves the element of interests in their literary texts. As the result, it attracts reader's attention, as they appreciate this refined presentation of word play while reading newspapers.

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5.3 Recommendations for Further Study

This study comprises blends from local English newspapers in Malaysia. Although there are quite a number of blends found in the analysis, many samples were ignored. This is because those blends are from international newspapers, advertisements, and magazines. The researcher used online version of newspapers to obtain data. Digital media has many advertisements flashing with interesting blends such as *aromalicious* (**aroma** + de**licious**), *FunTHAIstic* (**fun** + **Thai**land + fanta**stic**), *Perth-fect* (**Perth** + per**fect**), *Purr-tama* (**purr**, cat + per**tama**), *sun-sational* (**sun** + sen**sational**). Some blends are temporary for business purposes such as *Yeogurt* (**Yeo**'s, soya beans brand and yo**gurt**) was coined during the month of Ramadan for Muslims to get the product. Efforts were taken to find the similar words in local newspapers but the researcher did not manage to do so.

In addition, many interesting blends were found after the data collection duration (e.g. *eggs-quisitely* ← **eggs** + ex**quisitely**, *hanfu-ture* ← **Hanfu** + fu**ture**, *HaXXXiq* ← Haziq + XXX, *Haziqgate* ← **Haziq** + Water**gate,** *impurr-sive* ← impressive + purr, *man-imal* ← **man** + an**imal**, *meow-sive* ← **meow** + mas**sive,** *meow-sical* ← **meow** + mu**sical**, *seniorpreneur* ← **senior** + entre**preneur,** and *Thor-baik* ← **Thor** + ter**baik**) which were not used in the study. However, these types of blends were discussed in detail in Chapter 4 (see page 42). The researcher added the above-mentioned examples in this section since these were not analysed and recorded in the table. Based on the observation, many useful blends for the study were overlooked in the data collection process. Therefore, it is recommended that future studies include advertisements, billboards, magazines, and newspapers from overseas to discover more blends in journalism and advertisement. Additionally, numeronym is combination of alphabets and words, which is a new type of blends (e.g. *lon999evity* and *4sure*). This pattern should also be given further attention in future studies.

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