

A STUDY OF THE MORPHOLOGICAL PROCESSES OF
NEOLOGISMS IN THE MEDIA

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ABSTRACT

This research report investigates the morphological processes used in forming neologisms found in the Malaysian English media. The morphological processes adopted in this study are based on Murray's (1995) list: affixation, compounding, reduplication, conversion, borrowing, acronymy, clipping, blending, onomatopaeia and antonomasia. 70 Neologisms are selected from *The Edge* weekly and their word classes are analysed from a quantitative approach. The classification of the samples is based on their contextual meaning in the source (*The Edge* weekly newspaper). The morphological processes of the samples collected are analyzed qualitatively. The findings of the study are analyzed to determine the types of processes that are frequently employed to form Neologisms. The results are used to determine which morphological processes are most frequently used in forming Neologisms found in the local media and what word classes they belong to. The results show that the local media seem to be using more words formed through compounding and that most of the new words that are being formed in this era are nouns. The paper concludes that although there are no new or unknown morphological processes that have been introduced as yet, some Neologisms are formed through a combination of at least two morphological processes.

ABSTRAK

Laporan penyelidikan ini mengkaji proses-proses morfologi yang digunakan untuk mencipta neologisme ataupun perkataan-perkataan baharu dalam media Bahasa Inggeris yang terdapat di Malaysia. Proses-proses morfologi yang digunakan adalah berdasarkan senarai Murray (1995) iaitu pengimbuhan, penggabungan, reduplikasi, konversi, peminjaman, akronimi, klipping, pencampuran, onomatopia dan antonomasia. 70 neologisme dipilih daripada akhbar mingguan *The Edge*. Pengkelasan perkataan-perkataan tersebut dikaji mengikut pendekatan kuantitatif. Klasifikasi sampel pilihan adalah berdasarkan maksud kontekstual daripada sumber data. Proses-proses morfologi sample-sampel tersebut pula dikaji mengikut pendekatan kualitatif. Hasil penyelidikan yang diperoleh diteliti untuk menentukan proses-proses yang paling kerap digunakan dalam pembentukan kata serta klasifikasi perkataan bagi neologisme yang terdapat dalam media tempatan. Kajian mendapati bahawa perkataan-perkataan baharu dalam media tempatan paling kerap dibentuk dengan menggunakan proses penggabungan. Juga didapati bahawa kebanyakan neologisme ini adalah terdiri daripada kata nama. Laporan ini menyimpulkan bahawa walaupun tiada proses morfologi baharu yang digunakan dalam pembentukan neologisme, namun terdapat perkataan-perkataan yang dibentuk dengan menggunakan gabungan lebih daripada satu proses morfologi.

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Contents	page
Preface	
a. Title Page	i
b. Abstract	ii
c. Abstrak	iii
d. Acknowledgements	iv
e. Table of Contents	v
f. List of Figures	vii
g. List of tables	vii
Chapter 1	
Introduction	
1.1 Background of the Research	1
1.1.1 The Definition of Neologism	3
1.2 The research Problem	5
1.3 Purpose of the Research	6
1.4 Research Objectives	7
1.5 Significance of the study	7
1.6 Scope and limitations	8
1.7 Ethical Considerations	9
Chapter 2	
Literature Review	
2.1 Development of Word Formation	10
2.2 Overview of Morphology	10
2.3 Word Formations Processes	14
2.3.1 Affixation	14
2.3.2 Compounding	16
2.3.3 Reduplication	16
2.3.4 Conversion	17
2.3.5 Borrowing	17
2.3.6 Acronymy	18
2.3.7 Clipping	18
2.3.8 Blending	19
2.3.9 Onomatopaeia	19
2.3.10 Antonomasia	19
2.4 Recent Research on Morphological Processes	20

Chapter 3

Methodology

3.1	Introduction	24
3.2	Data Collection	24
3.3	Organization of Data	26
3.4	How the Data will be Analyzed	31

Chapter 4

Data Analysis

4.1	Morphological Processes	33
4.2	Classification of Neologisms according to morphological processes	35
	4.2.1. Analysis of Neologisms	40
4.3	Analysis of the recurrence of the morphological processes used in forming the Neologisms	56
4.4	Findings	
	4.4.1 Quantitative analysis of the morphological processes of neologism	58
	4.4.2 Quantitative Analysis of the Word Classes and their Morphological Processes	64

Chapter 5

Conclusion

5.1	Findings and Discussion	66
5.2	Implication of the research	70
5.3	Suggestions for further studies	72
5.4	Conclusion	73

Appendix	74
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Bibliography	83
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List of Figures

Diagram 4.4.1.a	Bar chart showing the percentage of recurrence of the morphological processes	61
Diagram 4.4.2.a	Pie Chart showing the percentage of word class	64

List of tables

Table 3.3.a:	List of the 70 Neologisms Selected and their Word Classes	27-31
Table 4.1.a	Morphological Processes	33-35
Table 4.2.a	Classification of Neologism according to Morphological Processes	35-40
Table 4.3.a	Analysis of the recurrence of the morphological processes	57
Table 4.4.2.b	Analysis of recurrence of the morphological processes used in the word class	66

1 INTRODUCTION

1.1 Background of the Research

'Many people are fascinated by the question of how language relates to thought. It is natural to imagine that something as powerful and fundamental to human nature as language would influence how we think and perceive the world around us' (Fromkin, Rodman & Hyam, 2007).

Language has certainly influenced how society today perceives the world. The growth and changes in language reflects the growth and changes that are taking place in the society today. Modern men have come a long way in terms of lifestyle, culture and development. The overall quality and way of life of the modern society today, as compared to the society of three or even two decades ago, has changed dramatically. Today, we live in a world of cutting edge information-technology. People have wider and more efficient access to news and information especially via the internet, cable television and the mobile telephone. Our technology is so advanced that we require glossaries of new words to keep up with all the information and technology growth that is taking place rapidly.

Language has a way of keeping up with such growth in society. The English language, especially, is spoken widely all over the world and has taken the role of being the *lingua franca* of people who come from different geographical and racial backgrounds throughout the world. The English language has coped with the information and technology explosion within the modern society by continually adding to its vocabulary to meet its requirements. Such new vocabulary is called Neologisms.

Roggen (1996), says this of Neologism,

'No new science is possible without neologisms, new words or new interpretations of old words to describe and explain reality in new ways. How could Aristotle have developed the logic of syllogisms or Newton the theory of dynamics without new vocabularies and definitions? They were neologists, and everybody wanting to contribute new knowledge must be. For new knowledge there is no way around the creation of new terms and concepts. To reject neologisms, often despicably, is to reject scientific development. No sign of scientific conservatism is so telling as the rejection of all but the established concepts of a school of thought. Neologisms are, however, relative to the terminological paradigm actually dominating a field of knowledge. It may be a radical renewal to introduce terms from a tradition believed to be outmoded.'

Roggen stresses the importance of Neologisms to the point of stating that not accepting them would be equivalent to not accepting scientific development. Neologisms, therefore, play a vital role in the growth of human knowledge and understanding. One of the reasons why changes in words take place is that there are too many new concepts and that leads to many unnamed concepts. This leads to other challenges such as changes in the view of the world around us. This affects our knowledge and social behaviour. Thus new words are required to meet the need to adapt to these changes. The contact between various social groups too demands for changes in lexis. This refers to people from different social and cultural background meeting, as globalization is becoming more and more necessary in today's society.

Neologisms, or new words, are formed daily in most languages around the world in a seemingly never ending process. The media, both print and electronic, has contributed greatly to the introduction and widespread use of English Neologisms in

various fields. One encounters Neologisms in the English language almost everyday while watching the news on television or reading the daily news from newspapers or magazines, for example, words or phrases such as *Obamamania* (made popular during the 2008 U.S.A Presidential Elections) and *credit crunch* (made popular during the 2007 global economic downturn) are coined by political or business analysts and eventually used widely by the international media.

Neologisms are coined to suit the various fields of language. For example, words like *surf*, *blog* and *search engine* are terms that have been introduced and used as computer lingo. Words like *micro-credit*, *soft loan* and *supply crunch* are examples of Neologisms used in the field of economy. Such words or terms and many others in various different fields are eventually introduced to the mass through their wide usage in the media. The importance of Neologisms is aptly reflected by Garber (2001), in ‘*Yesterday's neologisms, like yesterday's jargon, are often today's essential vocabulary.*’

1.1.1 The Definition of Neologism

The word ‘Neologism’ comes from a combination of the French word *Neo* which means ‘new’, and the Greek word *logos*, which means ‘word’. It generally refers to a newly coined word that may be in the process of entering common use, but has not yet been accepted into mainstream language. Neologisms are often directly attributable to a specific person, publication, period or event. According to the Oxford English Dictionary, Neologism was first used in print in AD 1483. Neologism is not a complex term that requires a deeply interpretive definition. In fact, there aren’t many academic definitions of Neologisms that are available. This could be because Neologism is not a

field of study on its own. It is mainly a term used to describe new words or phrases that are formed or the act of forming new words itself.

Suzanne Kemmer (www.ruf.rice.edu) refers to Neologisms as ‘novel formations’. She defines Neologisms as ‘*words that are apparently novel to the language and probably not yet recorded in a dictionary*’. She goes on to say that ‘*a novel word can be a known stem with a new ending; a new compound made up of familiar words; a preexisting form that has been given a rather different new meaning from its ordinary sense or a totally new creation*’.

Since there are very limited academic definitions of Neologisms available currently, all of the definitions used in this study are taken mainly from selected established dictionaries. *The Oxford English Reference Dictionary* defines Neologism as ‘a new word or expression’ or ‘the coining or use of new words’. *The Cambridge Advanced Learner’s Dictionary* defines it as ‘a new word or expression, or a new meaning for an existing word’. *The Collins Cobuild English Language Dictionary* gives this definition: a new word or expression in a language, or a familiar word or expression that is now being used with a new meaning. *The Encarta World English Dictionary* describes Neologism as ‘a new word or meaning; a recently coined word or phrase; or a recently extended meaning of an existing word or phrase.

Based on the meanings given in the various dictionaries, it can be observed that there are three main aspects to the meaning of Neologism. The first is that a Neologism is defined as a new word, phrase or expression. Second, Neologism is seen as the actual process of coining and creating a new word. And third, Neologism is the process of giving new or extended meaning to existing, old or familiar words. For the purpose of

this research, only the first two meanings will be considered, that is, Neologism as a new word or phrase and Neologism as the process of creating a new word. Neologisms are often created by combining existing words or by giving words new and unique suffixes or prefixes. Other processes besides Affixation include Compounding, Reduplication, Conversion, Borrowing, Acronymy, Clipping, Blending, Onomatopoeia, and Antonomasia.

1.2 The Research Problem

This report is a study of the various morphological processes that are involved in the formation of Neologisms found in the print media. Neologisms are formed to provide names for things, processes, situations and ideologies. Although Neologisms are formed in most languages in the world, this study focuses only on the formation of Neologisms in the English language. Owing to the globalization and the advances in the field of journalism and the media, the use of Neologisms is spreading at a rapid rate among speakers and users of English in the international arena. Some of these terms have only been recently introduced and therefore are not listed in the dictionary. In fact, some of these terms may not even be included in a dictionary and as such, may not be recorded formally despite their wide usage. Thus, there is a need to recognize and acknowledge some of these Neologisms academically so as not to overlook the importance of their contribution to the continual process of word formation in the English language.

In the academic world, the growth of such new words leads to a need to identify the word-formation processes involved in the formation of Neologisms. This is because Neologisms do make a significant difference in the English vocabulary and perhaps may even affect parts of its structure. Neologisms expand the vocabulary of a language and they ultimately bring about new ways of grammatical usage. At the moment, there are very few studies carried out in this field as far as academic research is concerned. This study, therefore, attempts to contribute towards further research in this field and perhaps help in a small but significant way to fulfil the need to fill this obvious gap in academic research.

1.3 Purpose of the Research

The purpose of this paper is to study the morphological processes that are used in the forming of Neologisms found in the printed media. The reason for such an analysis is to study the pattern of morphological processes that are mainly used in forming Neologisms that are created to suit the needs of the modern society especially in these information technology based times. English is used widely as a global language and Neologisms are created everyday in an attempt to disseminate information and opinions in an effective and comprehensive manner. It is particularly interesting to have an insight into how word formation has grown to become an important process in the growth and expansion of the English vocabulary especially in this era of globalization.

1.4 Research objectives

In order to meet the purpose of this study, there are several objectives that need to be achieved. The first objective is to collect a sufficient amount of data, namely Neologisms, from a selected local newspaper as a source for the data base in order to conduct this research. The second objective is to classify the Neologisms into their respective word classes. The third objective is to give the meanings of the words from the context in which they are used in the selected source material. The fourth objective is to identify a list of morphological processes that will be used to determine the word-formation processes of the Neologisms. And the final objective is to analyse the data and present the morphological processes that they belong to as well as their word classes for further discussion.

There are two research questions that need to be answered in this study. The first question is: What morphological processes are most frequently used in forming Neologisms found in the local media? And the second question is: What word classes do the selected Neologisms belong to? Once the objectives above are achieved, the findings of this study will be analysed in order to answer the research questions:

1.5 Significance of the study

Since the formation of Neologisms is a never ending process, it would be difficult to keep up with their ever growing number especially in the English language.

This study will not be able to, and therefore, is not intended, to analyse a great number of Neologisms. That would indeed be an impossible endeavour. This study will only analyse a very small portion of the hundreds of Neologisms formed widely in most English speaking societies. Nevertheless, an analysis such as this can make a significant contribution by helping researchers of the English Language recognize some of the more common morphological process patterns that are used in the coining of Neologisms, particularly in the Malaysian media, in the current era. Considering the limited amount of research done in connection to Neologisms, this study can also be used as a source of reference for future researchers who are keen to study and analyse Neologisms.

1.6 Scope and Limitations

Firstly, this study is only concerned with morphological processes in one particular language, English. My focus here is to study the word formation processes of Neologisms, based on the various morphological processes possible in the English language. Therefore, this study is only limited to the various morphological aspects of the 'word'. It does not concern itself with the semantic variations or the lexical aspects of the Neologisms. The matter of giving new meanings to old, existing word is mainly related to the study of semantics and therefore will not be dealt with in this study.

Also, since this study is meant to analyse the various morphological processes and not focus on a singular process, thus, there will be no in-depth and detailed descriptions of any one particular morphological process, for example, the drawing of detailed tree diagrams and discussions of historical backgrounds and such. The data to be analysed is limited to 70 new words or Neologisms. This is based on the rationale

that this study is basically a research report and not, a theses, and therefore does not require more than that number. The Neologisms will be collected from one selected Malaysian weekly paper, “The Edge”. These Neologisms cover various fields of language patterns in the English language.

1.7 Ethical Considerations

There are no obvious ethical questions that need to be considered in this study as the data used is available to the general public. Also, the Neologisms selected are used widely in the internet, and, print as well as electronic media, and therefore does not violate any copyright acts. Because of the data sources’ availability to the public and the Neologisms’ common sharing status, there are no particular individuals or organizations that need to be acknowledged for their usage.

2 LITERATURE REVIEW

2.1 Development of Word Formation

Newly created words entering a language tend to pass through the following stages: First, unstable, where they are extremely new and are used only by a small group or subculture. Second, diffused, where they reach a significant frequency of use but have yet to gain widespread acceptance. Third, stable, where having become recognizable, they gain lasting acceptance. Fourth, dated, the point where the words cease being novel and enter formal linguistic acceptance. Finally, passé, where a Neologism becomes so culturally dated that the use of it is avoided because its use is seen as a sign of being out of step with the norms of a changed cultural tradition. (www://en.wikipedia.org)

2.2 Overview of Morphology

In linguistics, morphology is the study of word structure. While words are generally accepted as being the smallest units of syntax, in most languages words can relate to other words by rules. The rules comprehended by the speaker in each case reflect specific patterns in the way words are formed from smaller units and how those smaller units interact in speech. Thus, morphology is the branch of linguistics that studies such patterns of word formation across and within languages, and attempts to explicate formal rules reflective of the knowledge of the speakers of those languages.

The morpheme is the smallest meaningful unit of language and therefore the smallest unit of grammatical function. The morpheme can either stand on its own or needs to combine with at least one other morpheme to form a word. The morpheme which can stand on its own is known as a free morpheme or root, example: **dog, day, fool**. The morpheme which needs to combine with another morpheme is known as a bound morpheme or affixes, example: **dogged, daily, foolish**.

One of the largest sources of complexity in morphology is that the one-to-one correspondence between meaning and form does not apply to every case in the language. In English there are words that form pairs like *ox/oxen, goose/geese* and *sheep/sheep* where the difference between singular and the plural is signaled in a way that deviates from the regular pattern, or is, in some cases, not signaled at all. These cases where the same distinction is affected by alternative changes to the form of a word are called *allomorphy*. There are several kinds of allomorphy. One is pure allomorphy, where all the allomorphs are just arbitrary. Other more extreme cases of allomorphy are called suppletion, where two forms related by morphological rule cannot be explained as being related on a phonological basis, example : the past of **go** is **went**, which is a suppletive form.

Zero allomorph is the term given to the unit involved when a morpheme changes status from one function to another without any overt change of shape, that is, without any addition or subtraction of sounds.

Example : **teacher** (masculine)—**teacher** (feminine)
singer (masculine) – **singer** (feminine)
fish (singular) --**fish** (plural)

Words are classified according to their functional possibilities with other words in the sentence. Words with paradigmatic possibilities are those that can go into a set of alternatives equally in a listed order vertically.

Example :

He		some	
She	made	a lot of	noise.
It		plenty of	

In the example above, “she” can be replaced by “he”; and “it” and “some” can be substituted by “a lot of” and “plenty of”. So they are said to be in paradigmatic relations with each other. Syntagmatic possibilities are those that can go in a sequential pattern, reflecting the restriction on word order horizontally. For example : “**He made some noise.**” is ordered horizontally, where each word has to follow the other and can’t be “**Made he some noise.**” or “**He some noise made.**”

Variable words are words that go into grammatical paradigm with varying fixed and affixed roots. For example, “play” is a variable word with other possibilities. Such as the following: **play, plays, playing, played, player**. Another example would be “small” which has the following variation: **small, smaller, smallish, smallest**. Invariable words, on the other hand, are words that have only one form with no possibility of inflections or derivations through affixes. Some of such words are as follows : **but, as, if, that, when**.

Words that are open to new additions are considered productive as they can take in an extra morpheme and expand. Major words fall into the open-class items category. They are words that contain vocabulary content and lexical import. Major words can be

described via the simple or complex dichotomy. Simple words contain only one morpheme (monomorphemic), examples: **blue, bird, fat, small, and short.**

Complex words, on the other hand, contain more than one morpheme (polymorphemic), examples: **bluish, birdbath, fattening, smallest, and shorter.**

Major words are usually made up of nouns, verbs, adjectives and adverbs.

Examples:

Nouns	cow, doctor, James, New York
Verbs	sit, run, jump, dream
Adjectives	good, bad, serious, false
Adverbs	quickly, regularly, seldom

Minor words are not productive as they do not easily accept new additions. They are fixed and limited in expansion possibilities as well as mutually exclusive words because they cannot occur together.

Example: **“a car”** but not **“a the car”**
“on the roof” but not **“on above the roof”**
“this chair” but not **“this that chair”**

Minor words are those containing the grammatical function and form the linkage between the major words. They give grammatical coherence to the sentence. Minor words are usually function words and particles that make up the parts of speech.

Example:

General class	Part of speech	example
Function words	Articles Demonstratives Pronouns Prepositions Conjunctions	a, an, the this, that, these he, you, we on, over, in, but, so, as
Particles	Exclamatives	Wow, Ouch, Yikes

	Interrogatives	No? is it? What?
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2.3 Word Formation Processes

Words can be formed or expanded by various morphological processes possible in a language. There are certain specific word formation or morphological processes which convert a morpheme into a word in a language. Murray (1995) states that, “*new words can enter English in only two general ways: either they are borrowed from another language or they are created from elements that already exist in English*”. There are many patterns of word formation processes used to coin new words. For the purpose of this research, the morphological processes that will be considered are based mainly on Murray’s list of word formation processes. The word formation processes to be considered in this study are as follows: affixation, compounding, reduplication, conversion, borrowing, acronymy, clipping, blending, onomatopoeia and antonomasia.

2.3.1. Affixation

This is a process where a bound morpheme is attached to a free morpheme in various syntactic positions where the affixes have various terminologies according to where they are placed. Affixations can be categorized into five types. The first is prefixation. Prefixation happens when a bound morpheme is attached in pre-position before the free morpheme. In English, prefixation normally does not change the word class of the free morpheme.

Examples:	tell (verb)	→	retell (verb)
	wind (verb)	→	rewind (verb)
	place (verb)	→	misplace (verb)
	take (verb)	→	mistake (verb)

The second type of affixation is suffixation. This refers to the process where the bound morpheme occurs in post position after the free morpheme. Unlike prefixes, suffixes can alter the word class of the free morpheme.

Examples:	milk (noun)	→	milky (adjective)
	crazy (adjective)	→	craziness (noun)
	doubt (verb)	→	doubtful (adjective)
	slow (adjective)	→	slowly (adverb)

The third type of affixation is confix or circumfixation which is the process where a bound morpheme occurs in both pre and post position to the free morpheme.

Examples:	satisfy (verb)	→	dissatisfaction (noun)
	act (verb)	→	overactor (noun)
	excite (verb)	→	unexciting (adjective)
	logic (noun)	→	illogical (adjective)

The fourth type of affixation is called infixation which is a process where the bound morpheme occurs within the free morpheme usually after the first consonant or within the first syllable. This process is not very productive in English.

Examples:	fantastic	→	fan freaking tastic
	absolutely	→	abs bloomer lutely

The fifth kind of affixation is the superfixation which is a process where the suprasegmental affix such as tone or stress is used to change the morphemic status of the free morpheme or the base word.

Examples:	produce (noun)	→	produce (verb)
	tailor (noun)	→	tailor (verb)
	compliment (noun)	→	compliment (verb)
	powder (noun)	→	powder (verb)

2.3.2. Compounding

Compounding is the process where two or more roots or free morphemes combine to produce a new word. There is no limit to the type of combinations between or among the free morphemes. That means that any class of words can occur in the process. Compounds are also from all classes of words both major and minor. Compounds can occur either with both the words joined together (agglutinative compounds) or occurring apart from each other, whether hyphenated or not.

Examples:	your + self	→	yourself (pronoun)
	where + by	→	whereby (conjunction)
	sun + tan	→	suntan (noun)
	day + dream	→	daydream (verb)
	lady + like	→	ladylike (adjective)

2.3.3. Reduplication

Reduplication is a process where a free morpheme is repeated or duplicated to form a new word. There are generally three types of reduplication. The first is called exact reduplication where the entire morpheme is repeated without any overt change, examples: **bon-bon**, **bye-bye**, **choo-choo**, **couscous**, **dum-dum**. The second type of reduplication is known as the rhyming reduplications. This happens when there is partial reduplication with changes of the consonant in the first part of the morpheme, examples: **fuzzy-wuzzy**, **harum-scarum**, **hocus-pocus**, **Hobson- Jobson**, **hoity-toity**, **roly-poly**. The third type of reduplication is the ablaut reduplication where there is a partial reduplication with changes in the vowel part of the morpheme, examples: **knick-knack**, **ping-pong**, **mish-mash**, **riff-raff**, **zig-zag**, **splish-splash**

2.3.4. Conversion

Conversion is a process where a word changes its morphemic status without overt addition to its form. This conversion is usually a class changing process where in some cases it is very obvious which morphemic function started first and which is after the conversion took place. However in some cases it is not very apparent.

Examples: jog (verb) → jog (noun)
sun (noun) → sun (verb)
care (verb) → care (noun)
like (verb) → like (conjunction)
cool (adjective) → cool (verb)

2.3.5. Borrowing

Borrowing is a process where words from one language are used in another with or without some phonological and autographic changes. Such borrowing occurs due to language contact over many years either through travels, trade, colonization or missionary moves. Most often the special areas of transfer are food, clothing, customs, religion and cultural items. Today, there is also transfer and borrowing in science and technology.

Examples: Words borrowed by the English Language

Language	Word
Japanese	karaoke
French	deja vu
Malay	orang utan
Sanskrit	guru
German	sauerkraut

2.3.6. Acronymy

Acronymy is the process when all the words that combine in a title are shortened to only the initials or first few letters of each word. They can be pronounced as one word or spelled out individually in which case they are known as alphabetisms.

Examples: **OPEC**—Organisation of Petroleum Exporting Countries
PAYE—Pay as you earn
FORTRAN—formula translation
COBOL—common business oriented language
WHO—World Health Organisation

2.3.7. Clipping

Clipping is the process which occurs when a multi syllabic word is shortened by subtracting one or more of the syllables. This shortening may occur at the beginning, at the end or at both the beginning as well as the end.

Examples:	automobile	→	auto
	gynaecologist	→	gynae
	aeroplane	→	plane
	violoncello	→	cello
	influenza	→	flu

2.3.8. Blending

Blending is the process when two or more morphemes are combined after at least one of them is shortened or some part of the syllables between the two are joined.

Examples:	bail + sheriff	→	bailiff
	lull + baby	→	lullaby
	mean + stingy	→	mingy
	smoke + fog	→	smog
	mini + hotel	→	motel

2.3.9. Onomatopaeia

This is the process where the morpheme indicates the sounds involved in the meaning of that morpheme. Such morphemes are also known as echoisms.

Examples: apes → **gibber**
tiger → **roars**
door → **bangs**
bird → **chirps**
clock → **ticks**

2.3.10. Antonomasia

Antonomasia is the process when a personal name, a place name or a brand name adapts a new meaning usually referring to common noun related to the proper noun.

Examples: **Hoover** (proper noun) → vacuum cleaner (c. n)
Kleenex (proper noun) → tissue paper (common noun)
Xerox (proper noun) → photocopying machine (c. noun)
Pampers (proper noun) → diapers (common noun)
Clorox (proper noun) → bleach (common noun)

2.4 Recent research on Morphological Processes

There has been very limited research carried out surrounding Neologisms especially in the field of morphological processes especially among local academicians. The most recent research found was done by Seng (2006). Seng's research entitled "Penciptaan Istilah-istilah Baru Bahasa Cina dan Penggunaannya dalam Surat khabar dan Majalah" analysed new words formed in the field of sports. Seng's analysis is based on George Yule's theories on word formation processes which include creating, borrowing, compounding, blending, clipping, backformation, changing, acronym and

adding. In his research, Seng found that the 80 new words that he analysed, all followed the grammar rules of the Chinese language. Classification of the words showed that 53 per cent of the new words are Nouns. Other findings in the report show certain terms in football such as a transfer between sports clubs showed a higher frequency of usage because football is a popular sport in this country. Seng (2006) recommends that some terms do not have corresponding meanings in the dictionary and therefore suggests that a committee be formed to standardize the usage of such terms.

Su's (1993) research "Compounding and other Word-formation Processes in the English of Malaysian Newspaper Advertisement" gives a linguistic description of word formation processes in Malaysian newspaper advertisements in English. She examined the traditional and transformative generative approaches that form the basis of her method of classification. In her categorization, she considered the parts of speech and type of syntactic and semantic relations as well as considering the creativity factor in the word formation process. Compounding formed the main focus of her study. She concluded that productivity, interpretability and predictability play a role in the ability of the advertisement to register, and therefore should be considered when giving a linguistic description of word formation.

Although Su's study was carried out more than 20 years ago, her research can be considered relevant to this current study because hers is one of the very few studies done in the field of word formation in the Malaysian academic arena. Her research also focuses on English words and the data collected is from the local media as is in my research. Su's study focuses on compounding and perhaps, that, to a small extent portrays the choice of word-formation process in the 1980s. Of course an inference such as this cannot be made based on only one study. Yet, still it gives some room for

comparison between this research and Su's. Researchers today seem to focus more on blending as compared to compounding. As to whether that is the current trend, at least in the Malaysian media, remains to be seen until the conclusions can be made based on this study.

Researches in word formation processes itself have been carried out by many researchers within various contexts. Most researchers tend to focus on one particular process of word-formation. One such research was done by Gries (2004) who investigated the word formation process of Blending in English. Gries' paper analyzes the orthographic and phonemic structure of blends on a quantitative basis. The results show that the amount of material contributed by the words is determined by the degree of recognizability of the source words and that the similarity of source words to the blend plays a vital role in word formation.

Danks (2003) investigated the Blending process in English. The research takes a corpus based approach and focuses on the grey area between blends and related morphological processes. The research is therefore a formal study and not a functional one. The research attempts to tackle psycho-linguistic aspects of why and how blends are coined and by whom. A user-survey is carried out to address the questions of if, how, why and which blends are perceived as different from words spoken by native speakers. The study presents a workable definition of a blend and separates blending from related word-formation processes such as clipping, compounding, acronymy and affixation. In developing this corpus-based classification, the researcher was able to devise new subcategories of blending which cannot be classified with regard to definitions, rules or criteria.

The studies mentioned above focus mainly on the process of blending whereas my research also looks at the other common processes. Nonetheless, the researchers are able to give an insight into the importance of blending in the word formation process. The analysis in this research report may help to discover if the current trend for the formation of new words worldwide is gearing mainly towards blending especially in Malaysian English.

Besides the focus on blending as mentioned in the two studies above, Aremo (2005) reports a study concerned with finding examples of nouns derived from adjectives through the word formation process of conversion, used in everyday English. The study involves a close examination of common adjective-derived noun from two learners' dictionary: Oxford Advanced Learner's Dictionary and Collins Cobuild English Language Dictionary. The data collected throughout the duration of the study are listed in the article according to semantic subclasses determined by the kinds of general meanings, where the nouns are formed from the adjective bases to express.

The examples in the study are expected to be of some value to the teaching of English vocabulary in second or foreign language situations. Although the article focuses on the semantic meanings of the words derived, it still brings some value to my study as it gives a working definition of conversion, which is one of the morphological processes used to form Neologisms. Conversion is indeed an important word formation process and is used greatly in non-technical everyday English.

3 METHODOLOGY

3.1 Introduction

This study analyses the various possible morphological processes that can be employed in the formation of new words or Neologisms. Words can be formed or expanded by various morphological processes possible in a language. There are certain word formation or morphological processes which convert a morpheme into a word. There are several other morphological processes but the commonest types of morphological processes in word-formation that will be the focus of analysis in this study are: affixation, compounding, reduplication, conversion, borrowing, acronymy, clipping, blending, onomatopoeia, and antonomasia. These processes have been discussed and defined in detail in the previous chapter.

3.2 Data Collection

Rajadurai (2004), discusses the selection and significance of sub-varieties of English in Malaysia. She opines that English still commands a great deal of respect and is considered prestigious besides demonstrating a wide range of intra- and international uses. She underscores the importance of English among Malaysians in the education field, as well as technological, economic and politics aspects of the country. This article, though not concerning word formation, portrays the importance of English in Malaysia and therefore gives support to the relevance of the data used to analyse the word formation processes of Neologisms (the data used here being *The Edge*, a local, weekly

English paper). English is arguably an extremely important language of communication in Malaysia and this study hopes also to uncover some uniquely Malaysian contribution to the Neologisms analysed.

The data used is a collection of copious examples of neologisms gathered from a selected printed media. The printed media selected is a local Malaysian weekly newspaper called *The Edge*. *The Edge* is a Malaysian financial and investment weekly newspaper that is published by The Edge Communication Sdn. Bhd. It was launched in 1994 to cater to corporate executives and the general public who are interested in the Malaysian financial market. It is distributed throughout Malaysia via news stands. There are plans for an international expansion of the newspaper with a Hong Kong-based weekly business magazine. *The Edge* is considered to be Malaysia's best selling and highly regarded publication on business and investment. It has won publishing awards such as Excellence in Newspapers 2003 by the society of Publishers in Asia (SOPA) (<http://en.wikipedia.org>)

Regular features in *The Edge* include corporate investments, capital investments, forums on current political issues, ICT developments and property development. Therefore the Neologisms used in the paper covers various fields of language including social, economic and political aspects. The Neologisms collected are from a period of three months, that is, from March 17—June 8, 2008.

Samples of Neologisms will be collected from the selected printed media. The Neologisms gathered will be analysed to determine the various patterns of word-formation processes that are employed to form the new words. This is a study that employs a mixed approach, that is, both qualitative and quantitative methods, in the attempt to identify word-formation processes. The researcher will be instrumental in

identifying the various word formation processes used in the formation of Neologisms, and in giving a structural description of them based on the findings. This study will be divided into two stages. In the first stage, words or phrases that are selected will be classified into the various word formation processes. In the second stage, the processes will be analysed to determine the morphological process that is most frequently used in the forming of Neologisms in the English language of the current era.

The data used is a collection of Neologisms gathered from *The Edge*, a Malaysian weekly newspaper. These Neologisms are used in various fields of the English language that cover economical, social and political matters. The choice of newspaper used for data collection is made based on an extensive study of the various local newspapers and subsequently, through a random sampling of these papers. The data selected will be analyzed to determine the types of processes that are most frequently employed to form Neologisms.

3.3 Organization of the Data

70 Neologisms are selected from more than 200 words and phrases collected from *The Edge*. The main consideration in choosing the 70 words is that there are no entries of them in the dictionary. The dictionary selected here is the Oxford Advanced Learner's Dictionary (2005 Edition). The selected words are listed in a table alphabetically and their word classes are determined and entered as in Table 3.3.a below.

Table 3.3.a. List of the 70 Neologisms Selected and their Word Classes

No.	Neologism	Word Class
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1	Asset-light	Adjective
2	Backhaul	Noun
3	Bio-informatics	Noun
4	Biopower	Noun
5	Bio-sourced	Adjective
6	bittorent	Noun
7	Blogaticians	Noun
8	Blogosphere	Noun
9	bulkiers	Noun
10	Capex	Noun
11	celcos	Noun
12	Credit crunch	Noun
13	Damp market	Noun
14	Development bottleneck	Noun
15	Downcycle	Noun
16	Downforce	Noun
17	Dry bulk	Noun

18	Ebitda	Noun
19	Eco-activism	Noun
20	Economic muscle	Noun
21	Eco-park	Noun
22	Email spam	Noun
23	Ethnic box	Noun
24	e-waste	Noun
25	Feedstock	Noun
26	Free float	Noun
27	genomic	Adjective
28	Gen-sets	Noun
29	Global slump	Noun
30	Green building	Noun
31	Green flavour	Noun
32	Green lung	Noun
33	Green strategy	Noun
34	hip	Adjective

35	Incoterms	Noun
36	Knee-jerk effect	Noun
37	Mahathirism	Noun
38	Mamak joint	Noun
39	Megatrend	Noun
40	Micro-credit	Noun
41	Mixed-landed	Adjective
42	Monetise	Verb
43	Newsriver	Noun
44	Non-bank	Adjective
45	Non-bumiputeras	Noun
46	Off-taker	Noun
47	Opto-sensors	Noun
48	Podcasts	Noun
49	Power player	Noun
50	Quasi-feudal	Adjective
51	Selldown	Noun

52	Semidees	Noun
53	Sick companies	Noun
54	Skype	Verb
55	Soft launch	Noun
56	Soft loan	Noun
57	Stadia	Noun
58	Subprime	Adjective
59	Superlinks	Noun
60	Supply crunch	Noun
61	Takaful business	Noun
62	Tech-savvy	Adjective
63	Teh tarik session	Noun
64	Telemedicine	Noun
65	terrabit	Noun
66	The rakyat	Noun
67	Turnkey	Adjective
68	Value chain	Noun

69	w-o-w	Noun
70	y-o-y	Noun

3.4 How the data will be analyzed

This study adopts the qualitative and the quantitative approach. The morphological processes of the samples collected will be analyzed qualitatively. This will be done based on the word formation processes listed in Table 4.1 (Chapter 4). Each Neologism will be typed, segmented and labeled numerically in a table. The meanings of each word or phrase will be recorded and the words will then be analyzed separately to identify the word formation process that is involved in their coinage as well as the word class they belong to. The second part of the analysis carried out through a quantitative analysis. The findings from the first part of the study will then be analyzed to determine the types of processes that are frequently employed to form Neologisms. The frequency and percentage of the usage of the various morphological processes will be tabulated. The results will then be used to answer the research questions. The findings from the analysis will be discussed at length in the conclusion.

4 DATA ANALYSIS

4.1 Morphological Processes

The morphological processes that will be considered in this research are based mainly on Murray's (1995) list of word formation processes. The word formation processes to be considered in this study are as follows: affixation, compounding, reduplication, conversion, borrowing, acronymy, clipping, blending, onomatopoeia and antonomasia. These processes have been described at length in Chapter 2: Literature Review. A more concise description of these morphological processes is described in Table 4.1.a below.

Table 4.1.a. Morphological Processes

Morphological Processes	
1. Affixation	<ul style="list-style-type: none">i. Prefixation - bound morpheme is attached in preposition before the free morpheme. Example: bio-sourcedii. Suffixation - the process where the bound morpheme occurs in post position after the free morpheme Example: bulkersiii. confix or circumfixation - the process where a bound morpheme occurs in both pre and post position to the free morpheme Example: bio-informatics

	<p>iv. infixation - the bound morpheme occurs within the free morpheme usually after the first consonant or within the first syllable. Example: bittorent</p> <p>v. Superfixation - the suprasegmental affix such as tone or stress is used to change the morphemic status of the free morpheme or the base word. Example: produce (noun) → produce (verb)</p>
<p>2. Compounding</p>	<p>the process where two or more roots or free morphemes combine to produce a new word Example: credit crunch</p>
<p>3. Reduplication</p>	<p>process where a free morpheme is repeated or duplicated to form a new word.</p> <p>i. exact reduplication - the entire morpheme is repeated without any overt change Example: bye-bye</p> <p>ii. rhyming reduplications - partial reduplication with changes of the consonant in the first part of the morpheme Example: hocus-pocus</p> <p>iii. ablaut reduplication - partial reduplication with changes in the vowel part of the morpheme Example: ping-pong</p>

4. Conversion	<p>process where a word changes its morphemic status without overt addition to its form</p> <p>Example: free floating (verb) → free float (noun)</p>
5. Borrowing	<p>words from one language are used in another with or without some phonological and autographic changes</p> <p>Example: mamak joint</p>
6. Acronymy	<p>all the words that combine in a title are shortened to only the initials or first few letters of each word</p> <p>Example: w-o-w</p>
7. Clipping	<p>process which occurs when a multi syllabic word is shortened by subtracting one or more of the syllables</p> <p>Example: gen-sets</p>
8. Blending	<p>the process when two or more morphemes are combined after at least one of them is shortened or some part of the syllables between the two are joined.</p> <p>Example: capex</p>
9. Onomatopaeia	<p>the morpheme indicates the sounds involved in the meaning of that morpheme. Such morphemes are also known as echoisms</p> <p>Example: door → bangs</p>
10. Antonomasia	<p>the process when a personal name, a place name or a brand name adapts a new meaning usually referring to common noun related to the proper noun.</p> <p>Example: skype</p>

4.2 Classification of Neologism according to Morphological Processes

This study, as mentioned earlier in Chapter 3: Methodology, employs a mixed approach, that is, both qualitative and quantitative methods, in the attempt to identify word formation processes. To achieve the objectives of this research and answer the research questions the various word formation processes used in the formation of Neologisms need to be identified qualitatively. In order to do this, the words or phrases selected as data need to be classified into the various morphological processes. This has been done in Table 4.2.a. below.

Table 4.2.a. Classification of Neologism according to Morphological Processes

No.	Neologism	Morphological Process
1	Asset-light	Compounding
2	Backhaul	Compounding
3	Bio-informatics	Affixation (Circumfixation)
4	Biopower	Affixation (Prefixation)
5	Bio-sourced	Affixation (Prefixation)
6	bittorent	Affixation (Infixation)
7	Blogaticians	Affixation (Infixation + Suffixation)
8	Blogosphere	Affixation (Infixation)

9	bulkers	Affixation (Suffixation)
10	Capex	Blending
11	celcos	Blending
12	Credit crunch	Compounding
13	Damp market	Compounding
14	Development bottleneck	Compounding
15	Downcycle	Compounding
16	Downforce	Compounding
17	Dry bulk	Compounding
18	Ebitda	Acronymy
19	Eco-activism	Affixation (Circumfixation)
20	Economic muscle	Compounding
21	Eco-park	Affixation (Prefixation)
22	Email spam	Compounding
23	Ethnic box	Compounding
24	e-waste	Affixation (Prefixation)
25	Feedstock	Compounding

26	Free float	Conversion
27	genomic	Affixation (Suffixation)
28	Gen-sets	Clipping
29	Global slump	Compounding
30	Green building	Conversion
31	Green flavour	Compounding
32	Green lung	Compounding
33	Green strategy	Compounding
34	hip	Conversion
35	Incoterms	Blending
36	Knee-jerk effect	Compounding
37	Mahathirism	Antonomasia + Affixation (Suffixation)
38	Mamak joint	Borrowing + Compounding
39	Megatrend	Compounding
40	Micro-credit	Affixation (Prefixation)
41	Mixed-landed	Compounding
42	Monetise	Clipping + Affixation (Suffixation)

43	Newsriver	Compounding
44	Non-bank	Affixation (Prefixation)
45	Non-bumiputera	Affixation (Prefixation) + Borrowing
46	Off-taker	Compounding
47	Opto-sensors	Clipping + Affixation (Infixation)
48	Podcasts	Acronymy + Blending
49	Power player	Compounding
50	Quasi-feudal	Affixation (Prefixation)
51	Selldown	Compounding
52	Semidees	Affixation (Prefixation) + Clipping
53	Sick companies	Compounding
54	Skype	Antonomasia
55	Soft launch	Compounding
56	Soft loan	Compounding
57	Stadia	Borrowing
58	Subprime	Affixation (Prefixation)
59	Superlinks	Compounding

60	Supply crunch	Compounding
61	Takaful business	Borrowing + Compounding
62	Tech-savvy	Clipping + Compounding
63	Teh tarik session	Borrowing + Compounding
64	Telemedicine	Affixation (Prefixation)
65	terrabit	Affixation (Prefixation) +Acronymy
66	The rakyat	Borrowing
67	Turnkey	Compounding
68	Value chain	Compounding
69	w-o-w	Acronymy
70	y-o-y	Acronymy

4.2.1. Analysis of Neologisms

1. Asset-light

--asset-light is a strategy that was popularised by Enron (a U.S. energy trading and utilities company) in the 1999s. According to this strategy, heavy, physical assets which were expensive to build, buy and maintain were no longer a competitive advantage. What mattered more were information, ability and capital. (<http://www.smartmoney.com>)

This word is formed through the process of **Compounding** the two nouns “asset” and “light” resulting in the adjective “asset- light”.

2. **Backhaul**

-- refers to the return trip made, as by truck or cargo ship after delivering a load to a specified destination.

Intransitive verb: to make such a trip, often with no load as required by regulation. (<http://www.yourdictionary.com>)

This word is formed through the process of **Compounding** the two words “back”(noun) and “haul” (verb) resulting in the noun “backhaul”.

3. **Bio-informatics**

--refers to the use of computer science, mathematics and information theory to model and analyze biological systems especially systems involving genetic material. (<http://www.answers.com>)

--This word is formed through the process of **Affixation**, that is, the **circumfixation** of the prefix “-bio” and the suffix “-atic(s)” to the verb “inform” , resulting in the noun “bio-informatics”.

4. **Biopower**

--is a word coined by French philosopher Michel Foucault to mean a technology of power, that is a way of exercising power encompassing various techniques into a single technology, thus allowing the control of entire populations. (<http://www.wordiq.com>)

--This word is formed through the process of **Affixation**, that is , the addition of the **prefix** “-bio” to the noun “power”, thus resulting in the noun “biopower”.

5. **Bio-sourced**

--while biodegradability refers to the end of a material’s life, bio-source refers to the material’s origin. Bio-source materials, if cannot be recycled, can be incinerated to produce clean energy. (<http://www.clextral.com>)

--This word is formed through the process of **Affixation**, that is , the addition of the **prefix** “-bio” to the noun “source”. The noun bio-source is used more commonly. Using the term in the past tense (the addition of the – ed) results in the adjective “bio-sourced”.

6. **bittorent**

--refers to a global standard for delivering high quality files over the internet. It allows users to download files quickly by allowing people downloading the file to upload (distribute) parts of it at the same time. (<http://www.bittorent.com>)

--This word is formed through the process of **Affixation**, that is , the addition of the **infix** “-o” to the nouns “rent” and “bit” , resulting in the noun “bittorent”.

7. **Blogaticians**

--the term *blog* comes from the word *weblog*. Blogs provide different commentaries online as well as news on particular topics. Blogaticians are people who read or comment on any opinions voiced by the blogger. (<http://hubpaggers.com>)

--This word is formed through the process of **Affixation**, that is , the addition of the **infixes** “-a” and “-ti” and the **suffix** “-cian(s)” to the noun “blog” , resulting in the noun “blogaticians”.

8. **Blogsphere**

--refers to a way of describing the social creature that grows from a critical mass of blogs. Information is able to be transmitted at an incredible pace where bloggers whose attention is caught by a blog post can repost the item and the subsequent reposting of it by their readers means the information is soon all over the blogosphere. (<http://www.wisegeek.com>)

--This word is formed through the process of **Affixation**, that is , the addition of the **infix** “-o” to the nouns “blog” and “sphere” , resulting in the noun “blogsphere”.

9. **bulkers**

-the term is derived from the term bulk carriers which refers to a merchant ship or vessel designed to transport dry or liquid bulk cargo. (<http://www.answers.com>)

This word is formed through the process of **affixation**, that is, the addition of the **suffix** “-er(s)” to the word “bulk” , resulting in the plural noun, “bulkers”.

10. Capex

--is an abbreviated word that signifies “capital expenditures”. It refers to the amount spent by a company to upgrade, acquire, or maintain depreciable and tangible long term physical assets. (<http://www.investorglossary.com>)

This word is formed through the process of **Blending**; the first syllable of the noun “capital” (cap) and the first syllable of the noun “expenditure” (ex) are blended to form the noun “capex”.

11. celcos

--cellular company (<http://biz.thestar.com.my>)

This word is formed through the process of **Blending** the first syllable of the adjective “cellular” (cel) and the first syllable of the noun “company” (co) and thus forming the pluralised noun “celcos”.

12. credit crunch

--refers to an economic condition where investment capital is difficult to obtain. Banks and investors become wary of lending funds to corporations which drive up the price of debt products for borrowers. (<http://www.investopedia.com>)

This word is formed through the process of **Compounding** the two nouns “credit” and “crunch” resulting in the compound noun “credit crunch”.

13. damp market

-refers to a less strong or intense market (<http://www.google.com>)

This word is formed through the process of **Compounding** the adjective “damp” and the noun “market” resulting in the compound noun “damp market”.

14. development bottleneck

--bottleneck refers to a point of congestion or blockage. Therefore a development bottleneck refers to a phenomenon or situation that causes delay in the process of development. (<http://www.google.com>)

This word is formed through the process of **Compounding** the noun “development” and the compound noun “bottleneck” resulting in the compound noun “development bottleneck”.

15. downcycle

--most recycled industrial materials lose viability or value in the process of recycling. Therefore they are used in a degraded form for components other than their original use. This phenomenon is called downcycling. (<http://www.sustainabilitydictionary.com>)

This word is formed through the process of **Compounding** the preposition “down” and the verb “cycle” resulting in the noun “downcycle”.

16. downforce

--refers to how strongly the air presses downwards on a vehicle due to the sleekness and shape of the body. More downforce means more stability while driving and ultimately better handling. (<http://wiki.answers.com>)

This word is formed through the process of **Compounding** the adverb “down” and the noun “force” resulting in the compound noun “downforce”.

17. dry bulk

--refers to a commodity which is shipped in large, unpackaged amounts. Such commodity is divided into minor bulk such as steel and sugar, or major bulks such as coal and ore. (<http://www.investopedia.com>)

This word is formed through the process of **Compounding** the adjective “dry” and the noun “bulk” resulting in the compound noun “dry bulk”.

18. Ebitda

--refers to Earnings Before Interest, Taxes, Depreciation and Amortization. (<http://www.investorwords.com>)

This word is formed through the process of **Acronymy** which involves the shortening of all the words combined in the title to only their initials –E (earnings)+ B (before) + T (taxes) + D (Depreciation) + A (Amortization) and thus forming the noun “Ebitda”.

19. eco-activism

--refers to a term used to describe a person or people actively involved in the furtherance of environmental issues such as making green choices or lobbying for a global change. (<http://www.supereco.com>)

--This word is formed through the process of **Affixation**, that is , the **circumfixation** of the prefix “-eco” and the suffix “-ism” to the adjective “active” , resulting in the noun “eco-activism”.

20. economic muscle

--refers to power or influence in the economy.
(<http://www.Idoceanline.com>)

This word is formed through the process of **Compounding** the adjective “economic ” and the noun “muscle” resulting in the compound noun “economic muscle”.

21. Eco-park

There are no definitions found from the resources available in this study. The broad meaning refers to ecologically friendly animal sanctuaries covering large areas of forest reserve. (<http://www.malaysia.hotels.net>)

--This word is formed through the process of **affixation**, that is , the addition of the **prefix** “-eco” to the noun “park” , resulting in the noun “eco-park”.

22. Email spam

Refers to junk e-mail or unsolicited bulk e-mail (UBE). It’s a subset of spam that involves nearly identical messages sent to numerous recipients by email. (<http://en.wikipedia.org>)

This word is formed through the process of **Compounding** the two nouns “email ”(which in itself is formed through the process of affixation, that is , the addition of the prefix “-e” to the word “mail”) and the noun “spam” resulting in the compound noun “email spam”.

23. Ethnic box

There are no definitions found from the resources available in this study. The broad meaning refers to the constraints of matters pertaining to ethnicity and ethnic interests that forms a barrier in a person to become broad minded.

This word is formed through the process of **Compounding** the adjective “ethnic ” and the noun “box” resulting in the compound noun “ethnic box”.

24. e-waste

--a popular and informal name for electronic products nearing the end of their “useful life”, such as computers and televisions.

(<http://calrecycle.ca.gov>)

This word is formed through the process of **Affixation**, that is, the addition of the **prefix** “-e” to the noun “waste”, resulting in the noun “e-waste”.

25. Feedstock

--noun that refers to raw material required for an industrial process.

(<http://www.answers.com>)

This word is formed through the process of **Compounding** the two nouns “feed” and “stock” resulting in the noun “feedstock”.

26. Free float

--Comes from the adjective free-floating which means “not attached to or controlled by anything. (Oxford Advanced Learners Dictionary, 7th Edition, 2005)

This word is formed through the process of **Conversion**. The adjective “free floating” is converted into the noun “free float” by dropping the “-ing”.

27. genomic

--the term genome is used as a noun. But genomic is used pertaining to a genome or the DNA sequences making up the genome of an individual.

(<http://www.answers.com>)

This word is formed through the process of **affixation**, that is, the addition of the **suffix** “-ic” to the noun “genome”, resulting in the adjective “genomic”

28. Gen-sets

--is the abbreviation of the term generator-sets.

(<http://www.dailyexpress.com>)

This word is formed through the process of **Clipping** where the four syllabic noun ‘generator’ is shortened by subtracting three of the last syllables— “gen” and compounding it with the noun “sets” resulting in the noun “gen-sets”.

29. Global slump

--refers to a global recession, signalling a slow down of business activities around the world. (<http://www.investopedia.com>)

This word is formed through the process of **Compounding** the adjective “global” and the noun “slump” resulting in the noun “global slump”.

30. Green building

--a verb that refers to a practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building’s life-cycle. (<http://en.wikipedia.org>).

This word is formed through the process of **Conversion** the verb “green building” changes its morphemic status to the noun “green building” without any overt changes to its form.

31. Green flavour

There are no definitions found from the resources available in this study. The broad meaning refers to projects or activities that are eco-themed.

This word is formed through the process of **Compounding** the two adjective “green” and the noun “flavour” resulting in the noun “green flavour”.

32. Green lung

--refers to an area of parkland within a town or city, considered in terms of the healthier environment it provides. (<http://www.thefreedictionary.com>)

This word is formed through the process of **Compounding** the adjective “green ” and the noun “lung” resulting in the noun “green lung”.

33. green strategy

--involves strategies in development, economy and industry that moves towards ecological industrial civilization that creates a balanced ecological environment. (<http://www.english.gov.cn>)

This word is formed through the process of **Compounding** the adjective “green ” and the noun “strategy” resulting in the compound noun “green strategy”.

34. hip

--refers to the slang term meaning fashionably current and 'in the know'
(<http://www.answers.com>)

This word is formed through the process of **Conversion** where it changes its morphemic status from a noun "hip" to an adjective without any overt additions to its form.

35. incoterms

--abbreviation for International Commercial Terms.
(<http://www.businessdictionary.com>)

This word is formed through the process of **Blending** which involves the shortening of the first two words in the title to just the first syllables and combining it with the last word –In (International)+ Co (Commercial) + Terms and thus forming the noun "Incoterms".

36. knee-jerk effect

--refers to an effect that is the result of a predictable and automatic response without thought. (<http://www.thefreedictionary.com>)

This word is formed through the process of **Compounding** the compound adjective "knee-jerk" and the noun "effect" resulting in the compound noun "knee-jerk effect".

37. Mahathirism

--unique to Malaysia. Refers to a mix of socio-political economic model introduced by Malaysia's longest serving Prime Minister Dr. Mahathir Mohamed. (<http://www.malaysia-today.net>)

The word is formed through the process of **Antonomasia** where the personal name "Mahathir" adapts a new meaning referring to common noun related to the proper noun. Here the process of **Affixation** is also used where the **suffix** "-ism" is used to form the noun "Mahathirism"

38. Mamak joint

--unique to Malaysia. Refers to Indian-Muslim restaurants in Malaysia. (<http://www.mmail.com.my>)

The word is formed through 2 processes. The first is **Borrowing** where the word “mamak” is borrowed from the Malay slang word which refers to a person of Indian-Muslim descent. Next is the process of **Compounding** the two words “mamak ” and “joint” resulting in the compound noun “mamak joint”.

39. Megatrend

-- a major trend or movement. Also refers to a large scale change in circumstances or fashion. (<http://dictionary.reference.com>)

This word is formed through the process of **Compounding**, that is , the adjective “mega” is combined to the noun “trend” , resulting in the noun “megatrend”.

40. Micro-credit

-refers to the lending of very small amounts of money at a low interest, especially to a start-up company or self-employed person. (<http://dictionary.reference.com>)

This word is formed through the process of **Affixation**, that is , the addition of the **prefix** “-micro” to the noun “credit” , resulting in the noun micro-credit.

41. Mixed-landed

--similar meaning as mixed-use development which refers to the practice of allowing more than one type of use in a building or set of buildings. In planning zone terms refers to a combination of residential, commercial, industrial, office etc. use. (<http://en.wikipedia.org>)

This word is formed through the process of **Compounding** the two adjectives “mixed ” and “landed” thus resulting in the compound adjective “mixed-landed” .

42. **Monetise**

-- to establish the legal tender of a country or to give a legal value to (a coin) (<http://dictionary.reference.com>)

This word is formed through the process of **Clipping** where the word “money” is shortened by dropping the last letter “y”. Then the **suffix** “-ise” is added thus forming the verb “monetise”

43. **newsriver**

--refers to a principle that regards news as a continuous flow of information where you can hook in whenever you want. (<http://www.hypernarrative.com>)

This word is formed through the process of **Compounding** the two words “news” and “river” thus resulting in the compound noun “newsriver” .

44. **non-bank**

There are no definitions found from the resources available in this study. The broad meaning refers to companies that are not banks that offer credit service to the mass.

This word is formed through the process of **Affixation**, that is, the addition of the **prefix** “-non” to the noun “bank”, resulting in the adjective “non-bank”

45. **non-bumiputeras**

--unique to Malaysia. Refers to Malaysian citizens who are not Malay, Natives of Sabah and Sarawak and Aborigine. (<http://www.asnb.com.my>)

-- The word is formed through 2 processes. The first is **Borrowing** where the word “bumiputera” is borrowed from the Malay term which refers to Malaysian citizens who are Malay, Natives of Sabah and Sarawak and Aborigine. Next is the process of **affixation** where the prefix “non” is added to “bumiputera” resulting in the pluralised noun “non-bumiputeras”.

46. **off-taker**

There are no definitions found from the resources available in this study. The broad meaning refers to the main consumers of various services or products.

This word is formed through the process of **Compounding** the preposition “off” and the noun “taker” thus resulting in the hyphenated compound noun “off-taker” .

47. **opto-sensors**

--is short for optical-sensors. Refers to cross section convertors that control the edges of the band or detect ban interruptions as well as high performance photoelectric barriers and reflex sensors for large distances. (<http://www.ege-elektronik.com>)

This word is formed through the process of **Clipping** where the adjective “optical” is shortened by subtracting the last two syllables. Then the **infix** “-o” is added to the word resulting in the word “opto”. This is then added to the undisturbed noun “sensors” thus resulting in the noun “opto-sensors” which is the shortened version of the noun “optical-sensors”.

48. **podcasts**

--stands for Personal on Demand Broadcast. Refers to a series of digital media files that are released episodically and often downloaded through web syndication. (<http://en.wikipedia.org>)

This word is formed through the processes of **Acronymy** and **Blending**. The first three words of the title Personal on Demand Broadcast is shortened to just the initials—P (personal) + o (on) + D (demand) resulting in the word pod. The last word of the title, “Broadcast” is shortened by subtracting the first syllable leaving the word “cast”. Then the two words “pod” and “cast” are blended to form the pluralised noun “podcasts”

49. **power player**

--comes from the noun power play which means a military. Diplomatic, political or administrative manoeuvre in which power is brought to bear. A power player is the person who carries out such manoeuvres. (<http://www.meriam-webster.com>)

This word is formed through the process of **Compounding** the two nouns “power” and “player” resulting in the compound noun “power player”.

50. **quasi-feudal**

refers to resembling or seeming to be a feudal system. (<http://dictionary.reference.com>)

This word is formed through the process of **Affixation**, that is, the addition of the **prefix** “quasi-” to the adjective “feudal”, resulting in the adjective “quasi-feudal”.

51. selldown

There are no definitions found from the resources available in this study. The broad meaning refers to the practice of holding a smaller position of interest, for example, smaller shares in a company or entity.

This word is formed through the process of **Compounding** the verb “sell” and the adverb “down” thus resulting in the compound noun “selldown”.

52. semidees

--short for semi-detached which means forming one of a pair of residences joined into one building by a common sidewall. (<http://www.meriam-webster.com>)

This word is formed through the process of **Clipping** where the two syllabic adjective ‘detached’ is shortened by subtracting the last syllable (de). Then the **prefix** “semi” is added resulting in the pluralised noun “semidees”.

53. sick companies

--refers to a company that is on the brink of bankruptcy. (<http://www.articlesbase.com>)

This word is formed through the process of **Compounding** the adjective “sick” and the noun “company” thus resulting in the pluralised compound noun “sick companies”.

54. skype

-- is a software application that allows users to make voice calls over the internet. It's operated by a company called Skype Limited in Luxembourg. (<http://en.wikipedia.org>)

This word is formed through the process of **Antonomasia** where the name of the company called Skype Limited in Luxembourg adapts a new meaning where the first word “skype” becomes a verb, meaning making audio and visual calls over the internet.

55. soft launch

--a web site that is implemented in stages rather than all at once. (<http://http.yourdictionary.com>)

This word is formed through the process of **Compounding** the adjective “soft” and the verb “launch” thus resulting in the compound noun “soft launch”.

56. soft loan

--a loan in which favourable repayment terms have been granted to the borrower, usually developing countries. (<http://http.yourdictionary.com>)

This word is formed through the process of **Compounding** the adjective “soft” and the noun “loan” thus resulting in the compound noun “soft loan”.

57. stadia

--noun: a plural of stadium, latin. (<http://http.yourdictionary.com>)

This word is formed through the process of **Borrowing**, that is, directly from the latin word “stadia” to form the plural of the noun “stadium” resulting in the noun “stadia”.

58. subprime

--refers to borrowers who are least likely to repay a loan. (<http://banking.about.com>)

This word is formed through the process of **affixation**, that is, the addition of the prefix “sub-” to the adjective “prime”, resulting in the adjective “subprime”.

59. superlinks

There are no definitions found from the resources available in this study. The broad meaning refers to several residences joined into one building but separated by partition walls. The superlink has a larger living area than a standard link house.

This word is formed through the process of **Compounding** the adjective “super” and the noun “link” thus resulting in the pluralised compound noun “superlinks” .

60. supply crunch

refers to a supply disruption or crisis. (<http://www.bloomberg.com>)

This word is formed through the process of **Compounding** the noun “supply” and the verb “crunch” thus resulting in the compound noun “supply crunch” .

61. takaful business

Takaful refers to Islamic insurance. Takaful business means Takaful whose aims and operations do not involve any element which is not in consonance with the injunction of Islam as laid down in the shariah. (<http://www.pktcl.com>)

The word is formed through 2 processes. The first is **Borrowing** where the word “takaful” is borrowed from the Arabic word which refers to Islamic insurance. Next is the process of **Compounding--** “takaful” and the noun “business” are combined thus resulting in the compound noun “takaful business”.

62. tech-savvy

--refers to the hyphenated compound of “technological” and “savvy” indicating proficiency in the use of technology. (<http://en.wiktionary.com>)

The word is formed through 2 processes. The first is **Clipping** where the noun “technology” is shortened to just the first syllable “tech”. Next is the process of **Compounding** “tech” to the adjective “savvy” resulting in the hyphenated compound adjective “tech-savvy”.

63. Teh tarik session

--Unique to Malaysia. Refers to a flash of inspiration that comes while sipping teh tarik (dragged milk tea) at one’s favourite mamak (Indian muslim) stall. (<http://thestar.com.my>)

The word is formed through 2 processes. The first is **Borrowing** where the words “teh tarik” is borrowed from the Malay word which refers to dragged milk tea. Next is the process of **Compounding** “teh tarik” with the noun “session” resulting in the compound noun “teh tarik session”.

64. telemedicine

--refers to the use of telecommunications technology to provide, enhance or expedite health care by accessing service off-site databases, linking clinics or physicians offices to central hospitals. (<http://www.answers.com>)

This word is formed through the process of **Affixation**, that is, the addition of the **prefix** “tele-” to the noun “medicine”, resulting in the noun “telemedicine”.

65. terrabit

--(also spelt as terabit) It refers to a unit of information or computer storage. Bit stands for ‘binary digits’ which is the basic unit of information in computing. Tera is a prefix in the SI system of units denoting 10^{12} (1 000 000 000 000) or a trillion bytes. ((<http://en.wikipedia.org>))

The word is formed through 2 processes. The first is **Acronymy** where the adjective “binary” is shortened to just the initial “b” and added to the noun “digit” which is shortened to just the second syllable “it” thus forming the word “bit”. Next is the process of **Affixation** where the prefix “tera” is added to the word ‘bit’ resulting in the noun “terabit”.

66. the rakyat

--unique to Malaysia. Refers to Malaysian citizens
(<http://www.malaysianbar.org.my>)

The word is formed through **Borrowing** where the word “rakyat” is borrowed from the Malay language, where it refers to Malaysian citizens.

67. turnkey

--refers to being fully equipped and ready to go into operation
(<http://dictionary.reference.com>)

This word is formed through the process of **Compounding** where the verb “turn” and the noun “key” are combined, resulting in the adjective “turnkey”.

68. value chain

--refers to a high level model of how businesses receive raw materials as input, add value to the raw material through various processes, and sell finished products to customers. (<http://dictionary.reference.com>)

This word is formed through the process of **Compounding** the two nouns “value” and “chain” thus resulting in the compound noun “value chain”.

69. w-o-w

-it is the abbreviation of the marketing term “week over week”.
(<http://www.trulia.com>)

This word is formed through the process of **Acronymy** which involves the shortening of the nouns ‘year’ and the preposition “on” in the word to just the initials – w (week) + o (on) + w (week) and thus forming the noun “w-o-w”.

70. y-o-y

-it is the abbreviation for Year on Year which means a comparison made between the results for a period and the same period in the previous year.
(<http://moneyterms.co.uk>)

This word is formed through the process of **Acronymy** which involves the shortening of the nouns ‘week’ and the preposition “on” in the word to just their initials -- y (year) + o (on) + y (year) and thus forming the noun “y-o-y”.

4.3. Analysis of the Recurrence of the Morphological Processes used in Forming the Neologisms

The second part of the analysis carried out through a quantitative analysis. The findings from the first part of the study need to be analyzed so that the types of morphological processes that are frequently employed to form Neologisms in the media can be determined. The frequency and percentage of the usage of the various morphological processes has been tabulated in Table 4.3.a. in the following page (pg. 57). The results will then be used to answer the research questions.

Table 4.3.a Analysis of the Recurrence of the Morphological Processes

Morphological Processes		Frequency of Usage	Percentage
1	Affixation	22	31.43%
2	Compounding	34	48.57%
3	Reduplication	0	0%
4	Conversion	3	4.29%
5	Borrowing	6	8.57%
6	Acronymy	5	7.14%
7	Clipping	5	7.14%
8	Blending	4	5.71%
9	Onomatopaeia	0	0%
10	Antonomasia	2	2.86%

4.4. Findings

The purpose of this research is to analyse the Morphological processes used in forming selected new words or Neologisms found in the local weekly newspaper, *The Edge*. The basic reason for this purpose is to understand how words are formed to suit the needs of the constantly growing modern society today, that is, a society that lives in a time where cutting edge information-technology is readily available to people throughout the world. The findings of this research can be discussed in two parts: first, the Morphological processes used, and second, the pattern of word classification of Neologisms in current times.

4.4.1. Quantitative Analysis of the Morphological Processes of Neologism

Based on the quantitative analysis of the sample data, it is discovered that from the ten morphological processes identified for this study (affixation, compounding, reduplication, conversion, borrowing, acronymy, clipping, blending, onomatopaeia and antonomasia), the process that is most frequently used in forming new words is compounding. The recurrence of usage of this process among the Neologisms selected is 34 times or 48.57 per cent of the samples selected. Examples of words formed through the process of compounding are *backhaul*, *downforce*, *dry bulk* and *downcycle*.

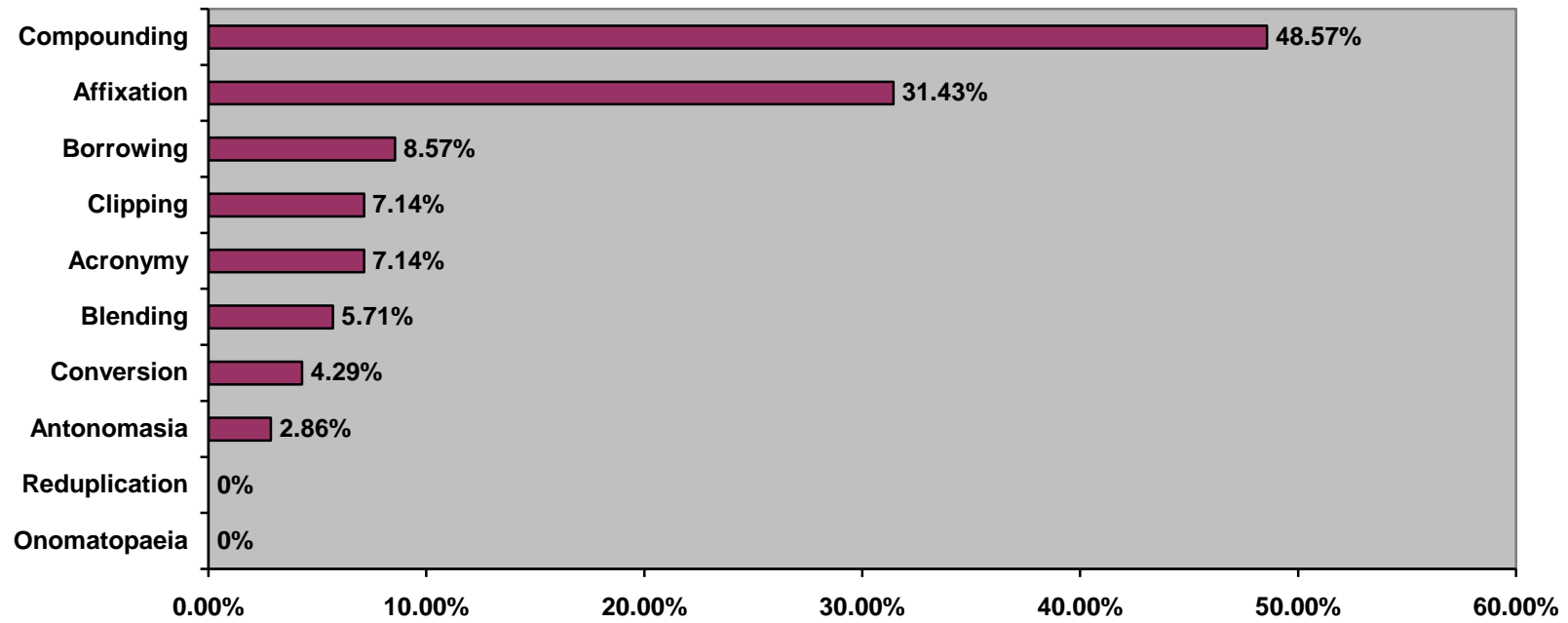
The second most frequently used morphological process in forming the Neologisms is affixation. This process encompasses 31.43 per cent or totals 22 of the samples. Of the 22 words, 12 words were formed through prefixation, a process where the bound morpheme is attached in a position before the free morpheme. Examples for such Neologisms are *biopower*, *bio-sourced*, *eco-park* and *e-waste*. Four words were formed through the process of suffixation, process where the bound morpheme occurs in post position after the free morpheme, for example, *bulkiers*, *genomic* and *monetise*. Two words were formed using the process of circumfixation, a process where a bound morpheme occurs in both pre and post position to the free morpheme, for example, *bio-informatics* and *eco-activism*. Four words were formed through the process of infixation, a process where the bound morpheme occurs within the free morpheme, for example, *opto-sensors*, *bittorent* and *blogosphere*. There are no words in the samples formed by using the process of superfixation, the process where tone or stress is used to change the morphemic status of the base word.

The process of borrowing is used in six Neologisms, that is, 8.57 per cent of the samples. Examples of these words are *mamak joint*, *non-bumiputera*, *stadia* and *the rakyat*. Of the six words, four have been borrowed from the Malay language and one each from Latin and Arabic . The study also shows that both the processes of acronymy and clipping are used in five Neologisms each, that is, 7.14 per cent each. Examples of words formed through acronymy are, *ebitda*, *y-o-y* and *w-o-w*. Some of the words formed through clipping are, *gen-sets*, *semidees* and *tech-savvy*.

From the study, the process of conversion is shown to be used in three words, that is, 4.29 per cent of the samples selected. Those words are: *free float* (converted from the *adjective- free floating* to the *noun -free float*), *hip* (converted from *noun* to *adjective*) and *green building* (converted from *verb* to *noun*). The study also shows that the process of antonomasia is used in two words, that is, 2.86 per cent of the selected samples. The words are: *Mahathirism* (name of the former Prime Minister of Malaysia) and *skpe* (part of the name of a software company in Luxemburg). The processes of reduplication and onomatopaeia, are not used at all in the sample data collected for the analysis.

Based on the quantitative analysis of the sample data, the percentage of recurrence of the ten morphological processes identified for the study (affixation, compounding, reduplication, conversion, borrowing, acronymy, clipping, blending, onomatopaeia and antonomasia), has been determined and discussed as above. The result of this analysis is projected in Diagram 4.4.1.a.in the following page (pg 61).

Diagram 4.4.1.a Bar chart showing the Percentage of Recurrence of the Morphological Processes



The study also shows a pattern where there is a combination of two morphological processes used in forming a Neologism. 11 such words have been identified. They are:

1. *Mahathirism* –formed through a combination of antonomasia and affixation
2. *mamak joint* –formed through a combination borrowing and compounding
3. *monetise*—formed through a combination clipping and affixation
4. *non-bumiputera*—formed through affixation and borrowing
5. *opto-sensors*—formed through a combination clipping and affixation
6. *podcasts*—formed through a combination of acronymy and blending
7. *semidees*—formed through a combination of affixation and clipping
8. *takaful business*—formed through a combination of borrowing and compounding
9. *tech-savvy*—formed through a combination of clipping and compounding
10. *teh tarik session*—formed through a combination of borrowing and compounding
11. *terrabit*—formed through a combination of affixation and acronymy

The study also identifies Neologisms that are unique to Malaysia and Malaysian English. They are listed below:

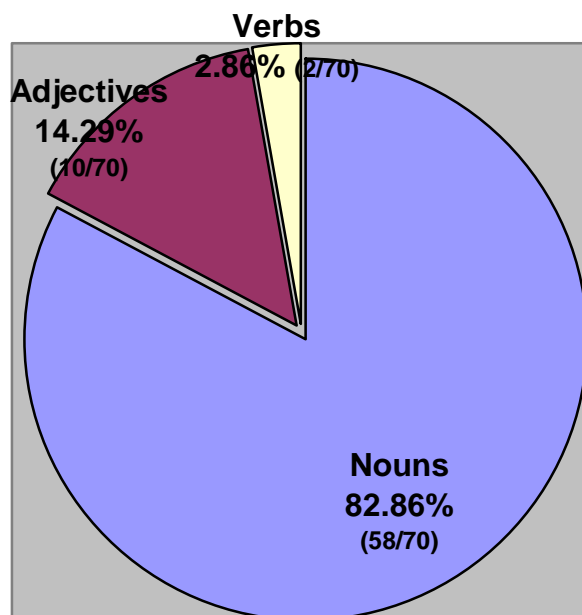
1. *Mahathirism*—formed through the process of antonomasia and affixation (suffixation) and is based on Malaysia's longest serving Prime Minister, Dr. Mahathir Mohamed.
2. *mamak joint*—formed through a combination of borrowing and compounding and refers to Indian-Muslim restaurants found predominantly throughout Malaysia.
3. *non-bumiputeras*—formed through the processes of borrowing and affixation (prefixation) and refers to Malaysian citizens who are not Malay, natives of Sabah and Sarawak or Aborigines. This minority group is made up mainly of Chinese, Indians and Eurasians.
4. *teh tarik session*—formed through borrowing and compounding and refers the common man in Malaysia who enjoy having dragged milk tea at their favourite Indian Muslim restaurant or stall with their friends while discussing the current issues concerning the country.
5. *the rakyat*—formed through borrowing and refers to the common term used by local politicians to refer to Malaysian citizens.

The words above are easily identifiable as words that are unique to Malaysia because all of them have elements that are borrowed from the Malay language as well as certain cultures that are peculiar to Malaysians in general.

4.4.2. Quantitative Analysis of the Word Classes and their Morphological Processes

In this study, 70 Neologisms were selected from *The Edge* weekly and their word classes were analysed from a quantitative approach. The classification of the samples is based on their contextual meaning in the source (*The Edge* weekly newspaper) from which they were collected from (refer to appendix). It was discovered that of the 70 Neologisms, 58 words are nouns, that is, 82.86 per cent. The study also shows that there are 10 Neologisms that come under the word class of adjectives, that is, 14.29 per cent and only two words or 2.86 per cent of the Neologisms are verbs. The result of this finding is projected in Diagram 4.4.2.a. below.

Diagram 4.4.2 a Pie chart showing the Percentage of Word Class



Of the 58 nouns, 31 words or 53.45 per cent are formed through the morphological process of compounding resulting in compound nouns. Examples are *backhaul*, *damp market*, *credit crunch* and *economic muscle*. 16 words or 27.59 per cent are formed through the process of affixation, for example, *bittorent*, *eco-activism*, *e-waste* and *micro-credit*. The study also shows that five nouns or 8.63 per cent are formed through the process of acronymy, for example, *w-o-w*, *y-o-y*, *terabit* and *ebitda*. All four of the words formed through blending, that is 6.9 per cent are also nouns. The words are *capex*, *celcos*, *incoterms* and *podcasts*. Another four nouns or 6.9 per cent are formed through the process of borrowing. They are *mamak joint*, *stadia*, *teh tarik session* and *takaful business*. Three of the nouns or 3.17 per cent are formed through the process of clipping. They are *gen-sets*, *opto-sensors*, and *semidees*. Two nouns or 3.45 per cent are formed through the process of conversion. They are *free float* and *green building*. Only one noun, *Mahathirism*, is formed partly through the process antonomasia, that is, 1.72 per cent .

The study shows that of the ten Neologisms that come under the word class of adjectives, five words or 50 per cent are formed through affixation, for example, *subprime*, *quasi-feudal* , *non-bank* and *bio-sourced*. Three adjectives or 30 per cent are formed through compounding. They are, *asset-light*, *tech-savvy* and *turnkey*. The word *tech-savvy* is also formed partly through the process of clipping. Lastly, 10 per cent the adjective, that is, one word, *hip*, is formed through the process of conversion.

The study shows that the two verbs of the two verbs, *monetise* is formed through a combination of two morphological processes—clipping and affixation. The verb *skype* is formed through the process of antonomasia. From the study it can be seen that none of the Neologisms fall into any other word classes (such as adverb, preposition, pronoun, conjunction or article) besides noun, adjective and verb. These findings have been tabulated in Table 4.4.2 b below.

Table 4.4.2 b Analysis of the Recurrence of the Morphological Processes used in the word classes

Morphological Processes		Word Classes		
		Noun	Adjective	Verb
1	Affixation	16	5	1
2	Compounding	31	3	0
3	Reduplication	0	0	0
4	Conversion	2	1	0
5	Borrowing	4	0	0
6	Acronymy	5	0	0
7	Clipping	3	1	1
8	Blending	4	0	0
9	Onomatopaeia	0	0	0
10	Antonomasia	1	0	1

5 CONCLUSION

5.1 Findings and Discussion

This report, as mentioned in Chapter 1: Introduction, is a study of the various morphological processes that are involved in the formation of Neologisms found in the print media. Neologisms do make a significant difference in the English vocabulary because they help expand the vocabulary of the language and ultimately bring about new ways of grammatical usage. The purpose of this paper was to study the word formation or morphological processes that are used in the forming of selected Neologisms found in the weekly newspaper, The Edge. In order to meet the purpose of this study, there are several objectives that needed to be achieved. The first objective was to collect a sufficient amount of data, namely Neologisms, from a selected local newspaper in order to conduct this research. To achieve this objective, copious examples of Neologisms were collected from various established local newspapers. From these a random sampling was made and The Edge was selected as the source for the sample data to be analysed. These samples were selected as Neologisms based on the fact that they have not been recorded in the dictionary yet. The dictionary of reference here was the Oxford Advanced Learner's Dictionary (2005 Edition).

The second objective was to classify the Neologisms into their respective word classes. This classification is illustrated in Chapter 3: Methodology (Table 3.3.a, pg 27-31). The third objective in carrying out this

study was to give the meanings of the words in the context in which they are used in the selected newspaper, *The Edge*. This part of the study is described at length in Chapter 4: Data Analysis. The fourth objective was to identify a list of morphological processes that was to be used to determine the word-formation processes of the Neologisms. The detailed morphological processes, based on Murray's (1995) list of processes, is elaborated upon in Chapter 2 : Literature Review and a concise table of the morphological processes is listed in Chapter 4: Data Analysis (Table 4.1.a, page 33-35).

The final objective in this study was to identify the morphological processes found in the media. The analysis of the data is described in Chapter 4: Data Analysis and the findings of the analysis are also recorded in the same chapter. This study has enabled the researcher to recognize some of the more common morphological process patterns that are used in the coining of Neologisms, particularly in the Malaysian media, in the current era. The findings in Chapter 4 will be further discussed in this chapter below.

This study clearly shows that compounding is the most frequently used process in the formation of the new words that make up the sample data, that is, 48.57 per cent of the data. This finding implies that compounding is the most popular process used in word formation today. It could also mean that the modern English-speaking society today rely more on compound words rather than long phrases to describe new ideas . For example, words like *sick companies* (which refers to a company that is on the brink of bankruptcy) and *knee-jerk effect* (which refers to an effect that is the result of a predictable and

automatic response without thought), describe what needs to be said in a concise manner by fitting the meaning into compound nouns and thus removing the need for long phrases.

The second most frequently used morphological process is affixation, which encompasses 31.43 per cent or 22 of the samples. The four processes used are prefixation, suffixation, circumfixation and infixation. These processes either used on their own, for example, *biopower* (prefixation), *bulkers* (suffixation), *bio-informatics* (circumfixation) and *bittorent* (infixation) or as a combination, that is, together with another word-formation process. Some examples are, *Mahathirism* (antonomasia + suffixation), *non-bumiputeras* (prefixation + borrowing) and *opto-sensors* (clipping + infixation). This finding indicates that there are some Neologisms that are formed from existing words which are extended with affixations, for example,

bulk → *bulkers*

medicine → *telemedicine*

Moreover, among the 12 Neologisms listed as formed through combinative processes (Chapter 4: Data Analysis), six words or half of the words listed are formed through a combination of affixation and another process. These findings show that affixation still plays a very important role in the forming of new words in current times.

The study shows that the third most frequently used morphological process identified among the samples is borrowing, that is six times or 8.57 per cent of the samples. Examples are, *mamak joint*, *takaful business* and *teh*

tarik session. The use of these words in the local media particularly in *The Edge*, an established and highly regarded newspaper, shows that borrowed words play an important role in today's local vocabulary. Of the six words that use borrowing in their formation, four words are listed as Neologisms unique to Malaysian English (Chapter 4: Data Analysis, pg 58-59). There are two conclusions that can be made from these findings, the first is that the use of borrowing indicates the serious effect of globalization in today's society, for example in the use of words like *stadia* (Latin origin) and *takaful business* (Islamic term). The second is that the cultural difference and background that is so unique to Malaysia also plays an important role in the growth of the Malaysian English vocabulary. This finding may also predict a growing trend where borrowing from local dialects and languages may be used to form uniquely Malaysian Neologisms that will continue to find a place in the local media.

The study shows that both acronymy and clipping are used five times in the morphological processes of the Neologisms selected, that is, 7.14 per cent each. Some examples for clipping are *gen-sets*, *monetise* and *tech-savvy*. Examples for acronymy are *podcasts*, *terrabit* and *w-o-w*. This finding implies that today's modern society has a tendency for forming and liking shortened words. Perhaps, this is an indication that, long, self-explanatory words or phrases are less desired by today's society as compared to concise meaningful words or terms.

The study shows that the process of conversion is used in three words or 4.29 per cent of the samples selected. This shows that although conversion is not so popularly used, it is still needed in word-formation today. Another observation is that, all of the three words that have been converted are nouns. They are, *free-float*, *hip* and *green building*. This implies that today's vocabulary requires more nouns compared to other parts of speech. The process of antonomasia, like conversion, is not so frequently used among the samples. They make up only 2.86 per cent or two of the samples selected (*Mahathirism* and *skype*). Nevertheless, like conversion, they are still needed in the morphological processes of Neologisms today. The final observation is that, reduplication and onomatopoeia are not found to be used at all in the sample data collected for this study. This could imply that the two said morphological processes are not popular anymore or does not fill the requirements for the formation of Neologisms that are needed in the current era. This could also be an indication that these two processes have become archaic.

In the second part of the quantitative analysis done in the study, the analysis of the recurrence of the word classes of the Neologisms was carried out. The findings show that of the 70 words selected, 58 or 82.86 per cent are nouns, ten words or 14.29 per cent are adjectives and two words or 2.86 per cent are verbs (refer to Diagram 4.4.2 a, pg 64). This indicates that most of the new words formed today are nouns. This reflects the growing need for new words to match the growing change in lifestyle and the introduction of new and latest technological and infrastructural innovations in modern society. Even the adjectives formed, although much smaller in number and percentage,

reflect modernization, for example, *hip*, *tech-savvy* and *turnkey*. The minimal use of verbs (*monetise* and *skype*) shows that the existing verbs are firmly established and may still be very relevant in today's English. The verbs formed seem to be for totally new concepts in technology and business that never existed before or that have been newly invented.

5.2 Implication of Research

The findings in this study correspond with some of the recent researches carried out in the field of word formation or morphological process. One observation is that similar to Seng's (2006) finding that that 53 per cent of the new words in the sample data of his research are nouns. This study also finds that 58 per cent of the Neologisms selected are nouns. The implication is that most of the new words that are being formed in this era are nouns.

The study also shows that Su' (1993) focus on compounding as the main process used in word formation in her research corresponds with the findings of this study where compounding is the most frequently used process found among the selected samples, that is, 48.57 per cent. The implication here is that, most of the new words formed and used in the local media are formed the process of compounding, resulting in the copious use of compound nouns. This shows that although researchers today seem to focus more on the

process of blending (as mentioned in Chapter 2: Literature Review, page 21), the local Malaysian media seem to be using more words formed through compounding.

The samples selected for the purpose of this research, was limited to one established newspaper, *The Edge*, and collected over a period of three months. This may be considered a short period of time for new words to be introduced to the mass audience yet the number of examples collected show that new words are being used daily in the local media today. Papers like *The Edge*, which covers various fields in news writing, including business, investments and politics are required to keep up with the times and use words relevant to the current society's perception and understanding of the world around them. This observation implies that the future for Neologisms, at least for now, is still very bright and that the use of morphological processes in word formation is an ongoing process. Based on the findings of this study, there are no new or unknown morphological processes that have been introduced as yet. The only consideration is that there are some Neologisms that are formed through a combination of at least two morphological processes.

5.3 Suggestion for Further Studies

This study has raised some very interesting question that can be considered for future studies in the field of word formation. There are three

areas that the researcher recommends for further studies. The first is, there is a need to discover if the tendency to use compounding to form new words is only peculiar to Malaysian English or whether this phenomenon is happening in other places around the globe as well. Perhaps there a need for a comparison between the Neologisms used in local media and the ones used in a foreign media to be carried by future researchers.

The second suggestion is for a study to be carried out solely on Neologisms that are unique to Malaysia. A future researcher could analyse the current patterns of word-formation that are most frequently used to form Neologisms that identifies the uniqueness of Malaysian English. The factors that influence Malaysian Neologisms can also be analysed. Such a research would require a much longer period to collect a data base for the analysis as such Neologisms may be fewer than the norm. The third suggestion for further studies is to analyse and discover the most frequently used morphological process that are used in words that are formed through a combination of two or more processes. This could uncover a new trend in word formation processes.

5.4 Conclusion

This study has clearly shown that English is a language that is constantly growing. The morphological processes that have been used for decades in word-formation are still being used in the formation of Neologisms

today. This is indication that as long human beings continue to grow in knowledge and modernization, as well as evolve culturally, language will evolve alongside with humans. Although these Neologisms have not been recorded in dictionaries yet, they have already been accepted in the mainstream media. Society in general may or may not accept the use of Neologisms but it cannot be denied that they are important to the growth of language. This is reflected upon by Yule (1996),

'It should be remembered that these processes have been at work in the language for some time and many words in daily use today were, at one time, considered barbaric misuses of the language....Rather than act as if the language is being debased, we might prefer to view the constant evolution of new terms and new uses of old terms as a reassuring sign of vitality and creativeness in the way of a language is shaped by the needs of the users' (Yule: 1996, page 64).

Appendix

Extracts containing Neologisms from *The Edge*.

No.	Neologism	
1	Asset-light –“ AEON recently stated that it aims to be asset-light and will consider selling its shopping complexes if it requires financing for future expansion.” (pg 33)	June 2-8, 2008 (Issue 705)
2	Backhaul –“ For a player to be in a competitive market, it must be able to access backhaul and last mile at competitive prices, for instance.” (pg S8 Special Focus)	June 2-8, 2008 (Issue 705)
3	Bio-informatics –“The unit will focus on the six areas of biotech... natural products...and industrial biotech and bio-informatics .” (pg 1 N@v)	May 12-18, 2008 (Issue 702)
4	Biopower – “ The rise of multi-ethnic consciousness 50 years after independence may mean that Malaysians have begun to think ahead—beyond biopower to self-empowerment and civil society. (pg 68)	March 17-23, 2008 (Issue 694)
5	Bio-sourced –“ We also launched the Nokia 3110 Evolve last year, which comes with bio-sourced covers made from wheat husk, helping to reduce the use of fossil fuels in manufacturing. (pg 1, Net@value)	April 21-27, 2008 (Issue 699)
6	Bittorent –“ For instance, one service is a mixture of skype , bittorent, file sharing and instant messaging and it has more users than Yahoo China!” (pg S4)	June 2-8, 2008 (Issue 705)
7	Blogaticians -“Those who have overstayed their welcome are out, to be replaced by a bevy of “ blogaticians ”—young, well educated and tech-savvy.” (pg 1 Net@value)	March 17-23, 2008 (Issue 694)

8	Blogosphere – “They obviously did not read, or perhaps dismissed, the many passionate comments of Malays in the blogosphere decrying the BN, often accompanied by the comment: Not all Malays support Umno.” (pg 2 Net@value)	March 17-23, 2008 (Issue 694)
9	Bulkers-“ Although charter rates for bulkers and tankers have remained on uptrend, small container vessels – which Sealink does not offer—have seen their rates soften.” (pg 28)	June 2-8, 2008 (Issue 705)
10	Capex – “ There is no worry at all on the existing business, but if I want to expand the business, and expand the capex , then obviously we have to gear a bit, but whatever capex arises, the banks will make sure we have the ability to pay and we are supported by strong Ebitda (earnings before interest, tax, depreciation and amortisation),” adds Hasni. (pg 21)	May 12-18, 2008 (Issue 702)
11	Celcos—“ Initially, it was supposed to have happened in 2003 but the three celcos were against it then.” (pg S6)	June 2-8, 2008 (Issue 705)
12	Credit crunch – “The US Federal Reserve has been the biggest culprit in the sell-off in the US dollar, as it has focused all its attention on solving the credit crunch and jump-starting the US economy.” (pg 36)	May 12-18, 2008 (Issue 702)
13	Damp market—“ It is also not clear when this proposed floatation exercise will take place with the current damp market sentiment prevailing.” (pg 14)	June 2-8, 2008 (Issue 705)
14	Development bottleneck –“ Mean, JP Morgan says in a recent note that the postponement is due to infrastructure development bottleneck in the deepwater fields off the coast of Sabah.” (pg 24)	June 2-8, 2008 (Issue 705)

15	Downcycle –“ Not helping either, is the global air freight sector that is suffering from a downcycle at the moment, and the downturn may be prolonged, “ RHB Research says in its note recently. (pg 12)	June 2-8, 2008 (Issue 705)
16	Downforce – “Before we go, we would have done as much lap simulation as possible, so we can define the right downforce level – what brakes, what cooling will be necessary, and so on.” (pg 10 Options)	March 17-23, 2008 (Issue 694)
17	Dry bulk—“ while we remain bullish on the fundamentals of the dry bulk sector for 2008...” (pg 25)	May 26-June 1, 2008 (Issue 704)
18	Ebitda - “ There is no worry at all on the existing business, but if I want to expand the business, and expand the capex, then obviously we have to gear a bit, but whatever capex arises, the banks will make sure we have the ability to pay and we are supported by strong Ebitda (earnings before interest, tax, depreciation and amortisation),” adds Hasni. (pg 21)	May 12-18, 2008 (Issue 702)
19	Eco-activism—“ ...it marks the anniversary of the birth of the modern environmental movement and eco-activism as we know it.” (pg 1, Net@value)	April 21-27, 2008 (Issue 699)
20	Economic muscle—“Asis has been flexing its newly gained economic muscle of late, putting it in the spotlight of all luxury brands that want to expand their markets.” (pg 12, O)	June 2-8, 2008 (Issue 705)
21	Eco-park – “The project will be an eco-tourism and heritage water park with aquarium; natural, landscaped pools with streams and waterfalls, as well as a tropical rainforest reserve with eco-park and botanical garden,” Yusof reveals. (pg 4 City & Country)	May 12-18, 2008 (Issue 702)

22	Email spam—“ With email spam forming up to 70 per cent of emails received, businesses of all sizes are seeing their email infrastructure overburdened and end user productivity at risk.” (pg S12)	April 28- May 4, 2008 (Issue 700)
23	Ethnic box –“ Can these states lead Malaysians to think out of the ethnic box and develop a stronger , more vibrant global Malaysia? (pg 68)	March 17-23, 2008 (Issue 694)
24	e-waste –“ These companies reduce e-waste and its environmental effect by designing products that allow various components to be removed...” (pg 1, Net@value)	April 21-27, 2008 (Issue 699)
25	Feedstock –“ This will ensure a steady supply of cheaper feedstock for Megasteel.” (pg 16)	April 14- 20, 2008 (Issue 698)
26	Free float—“ ...Kencana is poised to benefit as it has sufficient free float and is an interesting growth story.” (pg 44)	April 14-20, 2008 (Issue 698)
27	Genomic—“ Venter and other genomic researchers have build a rapidly expanding database of useful genes...” (pg 5, Net@value)	May 26- June 1, 2008 (Issue 704)
28	Gen-sets—“ In the meantime, ETI is solving another problem—the pollutants emitted by diesel-powered generators or gen-sets .” (pg 2, Net@value)	April 21-27, 2008 (Issue 699)
29	Global slump—“...and will cut more as the proximity and magnitude of the likely global slump become clear.” (pg 59)	April 7-13, 2008 (Issue 697)
30	Green building—“ The 37,000 sq m Rochavera Corporate Towers is a green building with four tower office complexes, of which two have been completed. (pg 6, City & Country)	June 2-8, 2008 (Issue 705)

31	Green flavour—“ “this year’s awards carried the same theme as last year’s— green flavour , which saw mainly eco-themed projects winning.” (pg 4, City & Country)	June 2-8, 2008 (Issue 705)
32	Green lung – “ There will also be a 30-acre green lung within the development, with lakes and bicycle tracks,” he says...” (pg 4, City&Country)	May 12-18, 2008 (Issue 702)
33	Green strategy –“An example of this would be if a property developer wanted to adopt a green strategy and it costs more and people would have to pay a higher premium.” (pg 35)	March 17-23, 2008 (Issue 694)
34	Hip—“ ...’floating pavilions’ and other hip fashionable features that the well heeled will demand.” (pg 4, City & Country)	April 21-27, 2008 (Issue 699)
35	Incoterms—“ With the advent of Internet sales and better customer service, there seems to be a trend towards adopting incoterms in the contract of sales for goods delivered and duty paid.” (pg64)	May 12-18, 2008 (Issue 702)
36	Knee-jerk effect—“ This might be a knee-jerk effect on property stocks,” he says. (pg 23)	June 2-8, 2008 (Issue 705)
37	Mahathirism – “That corruption is rife today, the disintegration of the integrity of the judiciary and the neglect of the rural and urban poor as the government focused on ambitious projects that soaked up billions are all the consequences of 22 years of Mahathirism. ” (pg 7)	March 17-23, 2008 (Issue 694)
38	Mamak joint—“ Just as some people religiously go to the church, mosque or temple to pay homage to the supreme being, others equally religiously go to a dedicated pub or mamak joint to get that football fix.” (pg 60)	May 12-18, 2008 (Issue 702)

39	Megatrend—“ I think all of us are believers in HSBB. It is a megatrend. ” (pg S8 Special Focus)	June 2-8, 2008 (Issue 705)
40	Micro-credit—“ Besides the easy availability of credit cards, banks have been offering hassle-free personal loans under the micro-credit tagline. (pg 14)	May 19-25, 2008 (Issue 703)
41	Mixed-landed – “The site is zoned as three-storey mixed-landed housing.” (pg 5 City & Country)	March 17-23, 2008 (Issue 694)
42	Monetise—“ If you are a mobile publisher and you want to monetise your site, you would do well to look at Buzzcity as a means to do so.” (pg 4 N@v)	May 12-18, 2008 (Issue 702)
43	Newsriver –“It calls it the ‘newsriver’ —a principle that regards news as a continuous flow of information that the audience can tap at any moment. (pg 8, Net@value)	May 26- June 1, 2008 (Issue 704)
44	Non-bank –“ Also non-bank players such as AEON Credit Service (M) Bhd, a subsidiary of Japanese retail giant AEON Co Ltd, are getting more aggressive.” (pg 14)	May 19-25, 2008 (Issue 703)
45	Non-bumiputeras—“ Of 23,038 local scholarships, 20,096 went to bumiputeras and 2,942 went to non-bumiputeras. ” (pg 8, Net@value)	May 26- June 1, 2008 (Issue 704)
46	Off-taker—“ ...the strength of the PPAs would be tested on their ability to pass on the higher generation costs by raising selling prices to the consumer or main off-taker. ” (pg 10)	June 2-8, 2008 (Issue 705)
47	Opto-sensors – “According to notes to its accounts, MEMS had entered into a business arrangement with a company, which then secured two contracts for the assembly of opto-sensors from two multinationals for MEMS’ wholly-owned subsidiary SenzPak.” (pg 18)	May 12-18, 2008 (Issue 702)

48	Podcasts—“ ...setting up hi-tech websites packed with videos, podcasts and interactive elements to attract anew audience and garner mass appeal.” (pg 5, Options)	April 14-20, 2008 (Issue 698)
49	Power player—“This would enable MMC to stand toe to toe with Tanjong plc, which became a global power player when it acquired power plants in Egypt.” (pg 14)	May 12-18, 2008 (Issue 702)
50	Quasi-feudal—“ Insulated from criticism by draconian press laws and a quasi-feudal culture of subservience...” (pg 63)	April 14-20, 2008 (Issue 698)
51	Selldown – “ In any case, investors should pay close attention to this market as it could be the beginning of a new era, where projects are awarded to the most suitable and capable candidates, which in turn would be good companies to invest in. So why the selldown ?” (pg. 10)	March 17-23, 2008 (Issue 694)
52	Semidees - “ This is an exclusive project, with only 30 units available; 28 units of 2 and 2 ½ -storey superlinks and two units of 2 ½ -storey semidees ,” he says. (pg 2 City & Country)	March 17-23, 2008 (Issue 694)
53	Sick companies—“ The PN17(an evolution of the PN4 rule) was introduced to get rid of sick companies on Bursa Malaysia.” (pg 6)	June 2-8, 2008 (Issue 705)
54	Skype—“ For instance, one service is a mixture of skype , bittorent, file sharing and instant messaging and it has more users than Yahoo China!” (pg S4)	June 2-8, 2008 (Issue 705)
55	Soft launch – “Located in Padang Besar, Perlis, the RM2.67 million Taman Padang Emas project – comprising 15 units of terraced houses, four units of semidees and two units of bungalows—was fully booked during its soft launch .” (pg 2 City & Country)	March 17-23, 2008 (Issue 694)

56	Soft loan—“ The money will come in the form of a soft loan from Japan...” (pg 1 Net@value)	May 12-18, 2008 (Issue 702)
57	Stadia—“ ...just months after their construction firms, consultants and suppliers have pocketed billions from the construction of Games facilities such as stadia and media centres. (pg 58)	June 2-8, 2008 (Issue 705)
58	Subprime—“...in September 2006, just 10 months before the subprime mortgage crisis became apparent to all.” (pg 64)	April 14-20, 2008 (Issue 698)
59	Superlinks – “ This is an exclusive project, with only 30 units available; 28 units of 2 and 2 ½ -storey superlinks and two units of 2 ½ -storey semidees,” he says. (pg 2 City & Country)	March 17-23, 2008 (Issue 694)
60	Supply crunch – “With less and less land available for agriculture and food crops in a supply-crunch , land has become even more of a prized commodity.” (pg 30)	March 17-23, 2008 (Issue 694)
61	Takaful business—“ The takaful business offers opportunities not only for the domestic market but also for global players.” (pg 28)	May 19-May 25, 2008 (Issue 703)
62	Tech-savvy – “Those who have overstayed their welcome are out, to be replaced by a bevy of “blogaticians”—young, well educated and tech-savvy .” (pg 1 Net@value)	March 17-23, 2008 (Issue 694)
63	Teh tarik session—“The solution, which cropped up over a teh tarik session with his chief technology officer, was to come up with a compression technology...”. (pg S4)	June 2-8, 2008 (Issue 705)
64	Telemedicine—“ HSBC is very important for certain sectors such as telemedicine , content or eLearning and eCommerce.” (pg S8 Special Focus)	June 2-8, 2008 (Issue 705)

65	Terrabit—“ ...it will span 20,000 km and provide minimum capacity of 1.28 Terrabit per second and up to 1.92 Terrabit per second. (pg S11 SF)	June 2-8, 2008 (Issue 705)
66	The rakyat – “Differing views and opinions can be tolerated but only if these are made in the genuine interest of the rakyat and not that of an individual or party.” (pg 6 City & Country)	March 17-23, 2008 (Issue 694)
67	Turnkey—“Before Metroworld, Tan had undertaken and completed high profile projects such as the external architecture of the Petronas Twin Towers, a design-and-build turnkey project for the Ministry of Education’s teachers’ quarters,...” (pg 6 C&C)	May 12-18, 2008 (Issue 702)
68	Value chain –“Basically, we are trying to capture most of the value chain, ” he says. (pg 28)	June 2-8, 2008 (Issue 705)
69	w-o-w—“Meanwhile, Petronas Gas Bhd saw an outflow of RM1.7 million as its share price gained 10 sen or about 1% w-o-w to close at RM10.20 on May 27.” (pg 37)	June 2-8, 2008 (Issue 705)
70	y-o-y—“ KNM recently announced its IQ earnings, where net profit jumped 37% y-o-y to RM54.1 million from RM38.3 million a year earlier. (pg 37)	June 2-8, 2008 (Issue 705)

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