

THE ENGLISH BLENDING WORDS IN INDONESIAN'S NEWSPAPERS

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ABSTRACT

Blending offers a unique and unusual character which is frequently used by mass because of its creativity and this study aims to figure out the pattern of English blending words in Indonesian's newspaper created and the meanings of those blending words. The study found that the complex words shows the pattern. The pattern of those analyzed complex words are categorized into $AB + CD = AD$. These patterns are based on Plag's theory about blending words. The meaning of those complex words was built based on the first and the second words. It follows the pattern of AD, namely the first term (A) and the last term (D) are combined. The twenty blending words discussed are not common in English itself. It is because these English complex words have been domesticated by Indonesian's terms.

INTRODUCTION

Blending becomes a good choice for people to achieve their own goals. Of course, they have their own reasons for that. As Harley (2006: 101) opted his idea which described that blending are some of the new words that we're most conscious of, probably because someone usually made them on purpose. That is a good reason for people to construct and combine words.

The other premise of blending decision told that it is one of word formations that is often used in daily life especially mass media so that people could satirize, entertain, and even to gain fame quickly (e.g: democrazy, duckula, twitpic). This explanation is in line with Minkova (2009: 14) who said that "[b]lending is an area of word-formation where cleverness can be rewarded by instant popularity... [which] can even be amusement". It means that there are some words which sound so strange because the sounds of those 'new' words are not familiar to our ears.

Blending also offers a unique and unusual character which is frequently used by mass because of its creativity. That is one of the distinctive properties of human language. As Booij (2005: 23) shared that we may get to know more about the architecture of the human language faculty and about the nature of rule-governed creativity in the domain

of language. Based on this statement, creativity becomes the other reason of blending words to be constructed.

In other hand, blending shows us an innovative way on forming new words. For example, relatively few blended words have become lexicalized words in English (*brunch, smog*), but the technique is frequently used for coining words by advertisers and the media, precisely because such words are noticeable. McDonald's, for example, creates a word like *menunaire* from *menu* and *millionaire* to catch your eye (or ear), and make you pay attention to their pitch (Lieber, 2009: 70). Hence, mass media plays an important role here.

In other case, blending becomes a tool of entertainment by its own creativity. Then, mass media provides it to be published. Harley (2006: 101) told that *The Washington Post Style Invitational* often pits readers against one another in creating the funniest new blend, where the challenge is to do it by adding, deleting, or changing only one letter of an existing word. Thus, the construction of blending words play an important role with its playful language.

Blending does not only contain the great word construction and awesome sound mixing in mass media, but also their appearances from an easy surrounding environment as in our workaday communication as Minkova (2009: 12) said that “[d]ictionaries list blending words as separate entries. Although most patterns of word-creation are subject to the normal constraints on sound-sequencing in the language, that is, they are phonetically well-formed.” Therefore, we could realize their amazing constructions using the pattern of how the words could be combine with.

Blending, in other hand, has a function as a way to make a practical word combination for specific people needs. For example, *modulator* and *demodulator* become a new word of *modem* in order to make it simpler. The decision of blending word such as *modem* is well-constructed by using the pattern generally.

It is clear from those examples that blending is in active use for the creation of new vocabulary such as (currently) information technology (McCarthy, 2002: 66). That opinion above supports mass media as an exact object to be exposed. As Lieber (2009: 53) also remarked that blending is used quite a bit in English advertising, product naming, and playful language. This research investigates two main research question below.

1. How is the pattern of English blending words in Indonesian's newspaper created?
2. What are the meanings of those blending words?

The Construction of English Blended Words in Mass Media

This is the formal properties of blending by Plag (2002). The first important generalization that can be drawn on the basis of the data is that it is always the first part of the first element that is combined with the second part of the second element. This can be formulated as a rule, with A, B, C and D, referring to the respective parts of the elements involved: $A B + C D \rightarrow AD$. As evidenced by *guesstimate*, B or C can be null, i.e. one of the two forms may appear in its full form. If we take the orthographic representation, *guesstimate* does not truncate the first element (B is null), if we take the phonological representation, we could also argue that *estimate* is not truncated, hence C is null. Similar examples can be found. There is only one veritable exception to this pattern in the above data, namely *modem*, where the blend has the structure AC instead of AD. In general, blending that does not correspond to the structure AD are in a clear minority (only 4 to 6 % of all blending). The rule of blending by Plag is used by researcher to analyze 45 English blending words below.

Blending Using Rule AD

This can be formulated as a rule, with A, B, C and D, referring to the respective parts of the elements involved: $A B + C D \rightarrow AD$. As evidenced by *guesstimate*, B or C can be null, i.e. one of the two forms may appear in its full form. If we take the orthographic representation, *guesstimate* does not truncate the first element (B is null), if we take the phonological representation, we could also argue that *estimate* is not truncated, hence C is null.

1. HERBALIFE

<u>HERBA</u>	<u>L</u>	+	<u>LIFE</u>
A	B	+	C/D

A (herba) is the first element of first part, B (l) is the second element of first part, C (life) in the first element of second part can be null, and D (life) is the second element of second part. The first element of first part /herba/ or A combined with the second element of second part /life/ or D, thus the result is “*Herbalife*”. The new word is constructed by the formula of $AB + CD = AD$.

2. EGGSTEROIDS

<u>EGG</u>	+	<u>A</u>	<u>STEROIDS</u>
A/B	+	C	D

A (egg) is the first element of first part, B (egg) in the second element of first part can be null, C (a) is the first element of second part, and D (steroids) is the second element of second part. The first element of first part /egg/ or A combined with the second element of second part /steroids/ or D, thus produce a new word of “*Eggsteroids*”. It is constructed by the formula of $AB + CD = AD$.

3. CYBOOK

$$\begin{array}{ccccc} \underline{\text{CY}} & \underline{\text{BER}} & + & \underline{\text{BOOK}} & \\ \text{A} & \text{B} & + & \text{C/D} & \end{array}$$

A (cy) is the first element of first part, B (ber) is the second element of first part, C (book) in the first element of second part can be null, and D (book) is the second element of second part. The first element of first part /cy/ or A combined with the second element of second part /book/ or D, thus the result is “*Cybook*”. The new word is constructed by the formula of $AB + CD = AD$.

4. FASHIONARY

$$\begin{array}{ccccc} \underline{\text{FASHION}} & + & \underline{\text{DICTION}} & \underline{\text{ARY}} & \\ \text{A/B} & + & \text{C} & \text{D} & \end{array}$$

A (fashion) is the first element of first part, B (fashion) in the second element of first part can be null, C (diction) is the first element of second part, and D (ary) is the second element of second part. The first element of first part /fashion/ or A combined with the second element of second part /ary/ or D, thus produce a new word of “*Fashionary*”. It is constructed by the formula of $AB+CD= AD$.

5. POSITIVENERGY

$$\begin{array}{ccccc} \underline{\text{POSITIV}} & \underline{\text{E}} & + & \underline{\text{ENERGY}} & \\ \text{A} & \text{B} & + & \text{C/D} & \end{array}$$

A (positiv) is the first element of first part, B (e) is the second element of first part, C (energy) in the first element of second part can be null, and D (energy) is the second element of second part. The first element of first part /positiv/ or A combined with the second element of second part /energy/ or D, thus the new word is “*Positivenergy*”. That is constructed by the formula of $AB + CD = AD$.

6. SPORTYTUDE

$$\begin{array}{ccccc} \underline{\text{SPORTY}} & + & \underline{\text{ATTI}} & \underline{\text{TUDE}} & \\ \text{A/B} & + & \text{C} & \text{D} & \end{array}$$

A (sporty) is the first part of first element, B (sporty) in the first part and second element can be null, C (atti) is the first element of second part, and D (tude) is the second part of second element. The first part of the first element /sporty/ or A combined with the second element of the second part or D /tude/, which produce a new word of “*Sportytude*”. The rule could be formulated as $AB + CD = AD$.

7. CASSACHIPS

$$\begin{array}{ccccc} \underline{\text{CASSA}} & \underline{\text{VA}} & + & \underline{\text{CHIPS}} & \\ \text{A} & \text{B} & + & \text{C/D} & \end{array}$$

A (cassa) is the first element of first part, B (va) is the second element of first part, C (chips) in the first element of second part can be null, and D (chips) is the second element of second part. The first element of first part /cassa/ or A combined with the second element of second part /chips/ or D, thus the result is “*Cassachips*”. The new word is constructed by the formula of $AB + CD = AD$.

8. FUTUREADY

$$\begin{array}{ccccc} \underline{\text{FUTU}} & \underline{\text{RE}} & + & \underline{\text{READY}} & \\ \text{A} & \text{B} & + & \text{C/D} & \end{array}$$

A (futu) is the first element of first part, B (re) is the second element of first part, C (ready) in the first element of second part can be null, and D (ready) is the second element of second part. The first element of first part /futu/ or A combined with the second element of second part /ready/ or D, thus the result is “*Futuready*”. The new word is constructed by the formula of $AB + CD = AD$.

9. BEAUTRICKS

$$\begin{array}{ccccc} \underline{\text{BEAU}} & \underline{\text{TY}} & + & \underline{\text{TRICKS}} & \\ \text{A} & \text{B} & + & \text{C/D} & \end{array}$$

A (beau) is the first element of first part, B (ty) is the second element of first part, C (tricks) in the first element of second part can be null, and D (tricks) is the second element of second part. The first element of first part /beau/ or A combined with the

second element of second part /tricks/ or D, thus the result is “*Beautricks*”. The new word is constructed by the formula of $AB + CD = AD$.

10. SALEBRATION

$$\begin{array}{ccccc} \underline{\text{SALE}} & + & \underline{\text{CELE}} & \underline{\text{BRATION}} & \\ \text{A/B} & + & \text{C} & \text{D} & \end{array}$$

A (sale) is in the first element of first part, B (sale) in the second element of first part can be null, C (cele) is the first element of second part, and D (bration) is the second element of second part. The first element of first part /sale/ or A combined with the second element of second part /bration/ or D, thus the resulted word is “*Salebration*”. The new word is constructed by the formula of $AB + CD = AD$.

11. EYEVOLUTION

$$\begin{array}{ccccc} \underline{\text{EYE}} & + & \underline{\text{E}} & \underline{\text{VOLUTION}} & \\ \text{A/B} & + & \text{C} & \text{D} & \end{array}$$

A (eye) is in the first element of first part, B (eye) in the second element of first part can be null, C (e) is the first element of second part, and D (volution) is the second element of second part. The first element of first part /eye/ or A combined with the second element of second part /volution/ or D, thus the resulted word is “*Eyevolution*”. The new word is constructed by the formula of $AB + CD = AD$.

12. WEBINAR

$$\begin{array}{ccccc} \underline{\text{WEB}} & + & \underline{\text{SEM}} & \underline{\text{INAR}} & \\ \text{A/B} & + & \text{C} & \text{D} & \end{array}$$

A (web) is the first element of first part, B (web) in the second element of first part can be null, C (sem) is the first element of second part, and D (inar) is the second element of second part. The first element of first part /web/ or A combined with the second element of second part /inar/ or D, thus the result is “*Webinar*”. The new word is constructed by the formula of $AB + CD = AD$.

13. SURPRIZES

$$\begin{array}{ccccc} \underline{\text{SUR}} & \underline{\text{PRISE}} & + & \underline{\text{PRIZES}} & \\ \text{A} & \text{B} & + & \text{C/D} & \end{array}$$

A (sur) is the first element of first part, B (prise) is the second element of first part, C (prizes) in the first element of second part can be null, and D (prizes) is the second element of second part. The first element of first part /sur/ or A combined with the second element of second part /prizes/ or D, thus the result is “*Surprises*”. The new word is constructed by the formula of $AB + CD = AD$.

14. SOFTERGENT

$$\begin{array}{ccccccc} \underline{\text{SOFTE}} & \underline{\text{NER}} & + & \underline{\text{DETE}} & \underline{\text{RGENT}} & & \\ \text{A} & \text{B} & + & \text{C} & \text{D} & & \end{array}$$

A (softer) is the first element of first part, B (ner) is the second element of first part, C (dete) is the first element of second part, and D (rgent) is the second element of second part. The first element of first part /softe/ or A combined with the second element of second part /rgent/ or D, thus the result is “*Softergent*”. The new word is constructed by the formula of $AB + CD = AD$.

15. TORACINO

$$\begin{array}{ccccccc} \underline{\text{TORA}} & \underline{\text{BICA}} & + & \underline{\text{CAPPUC}} & \underline{\text{CINO}} & & \\ \text{A} & \text{B} & + & \text{C} & \text{D} & & \end{array}$$

A (tora) is the first element of first part, B (bica) is the second element of first part, C (cappuc) in the first element of second part can be null, and D (cino) is the second element of second part. The first element of first part /tora/ or A combined with the second element of second part /cino/ or D, thus the new word is “*Toracino*”. That is constructed by the formula of $AB + CD = AD$.

16. ACTIFIT

$$\begin{array}{ccccccc} \underline{\text{ACTI}} & \underline{\text{VE}} & + & \underline{\text{FIT}} & & & \\ \text{A} & \text{B} & + & \text{C/D} & & & \end{array}$$

A (acti) is the first element of first part, B (ve) is the second element of first part, C (fit) in the first element of second part can be null, and D (fit) is the second element of second part. The first element of first part /acti/ or A combined with the second element of second part /fit/ or D, thus the result is “*Actifit*”. The new word is constructed by the formula of $AB + CD = AD$.

17. EDUVACATION

$$\begin{array}{ccccc} \underline{\text{EDU}} & \underline{\text{CATION}} & + & \underline{\text{VACATION}} & \\ \text{A} & \text{B} & + & \text{C/D} & \end{array}$$

A (edu) is the first part of first element, B (vacation) is the first part of second element, C (vacation) in the first element of second part can be null, and D (vacation) is the second part of second element. The first part of the first element /edu/ or A combined with the second element of the second part or D /vacation/, which produce a new word of “*Eduvacation*”. The rule could be formulated as $AB + CD = AD$.

18. DEMOCRAZY

$$\begin{array}{ccccc} \underline{\text{DEMO}} & \underline{\text{CRACY}} & + & \underline{\text{CRAZY}} & \\ \text{A} & \text{B} & + & \text{C/D} & \end{array}$$

A (demo) is the first element of first part, B (cracy) is the second element of first part, C (crazy) in the first element of second part can be null, and D (crazy) is the second element of second part. The first element of first part /demo/ or A combined with the second element of second part /crazy/ or D, thus the result is “*Democracy*”. The new word is constructed by the formula of $AB + CD = AD$.

19. SOYLUTION

$$\begin{array}{cccccc} \underline{\text{SOY}} & \underline{\text{BEAN}} & + & \underline{\text{SO}} & \underline{\text{LUTION}} & \\ \text{A} & \text{B} & + & \text{C} & \text{D} & \end{array}$$

A (soy) is the first element of first part, B (bean) is the second element of first part, C (so) in the first element of second part can be null, and D (lution) is the second element of second part. The first element of first part /soy/ or A combined with the second element of second part /lution/ or D, thus the new word is “*Soylution*”. That is constructed by the formula of $AB + CD = AD$.

20. CHOCORILLAS

$$\begin{array}{cccccc} \underline{\text{CHOCO}} & \underline{\text{LATE}} & + & \underline{\text{GO}} & \underline{\text{RILLAS}} & \\ \text{A} & \text{B} & + & \text{C} & \text{D} & \end{array}$$

A (choco) is the first element of first part, B (late) is the second element of first part, C (go) is the first element of second part, and D (rillas) is the second element of second

part. The first element of first part /choco/ or A combined with the second element of second part /rillas/ or D, thus the result is “*Chocorillas*”. The new word is constructed by the formula of $AB + CD = AD$.

CONCLUSION

In conclusion, the complex words shows the pattern. The pattern of those analyzed complex words are categorized into $AB + CD = AD$. This pattern are based on Plag’s theory about blending words. The meaning of those complex words are built based on the first and the second words. It follows the pattern of AD, namely the first term (A) and the last term (D) are combined. These twenty blending words are not common in English itself. It is because these English complex words has been domesticated by Indonesian’s terms.

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