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LEXICAL BLENDING IN THE MODERN ENGLISH LANGUAGE

This article looks at blending as a word-formation process which is gaining strength in modern English. According to the method, the formation of new lexical units occurs with impressive dynamism, but the corresponding changes are introduced into the dictionaries with delay and caution. However, many words formed with the help of blending entered the vocabulary of the English language. The number of blends increases every year. The dynamism of the process as an independent word-formation type proves its productivity. Blended words express various concepts and phenomena in the field of science, technology, politics, social phenomena, space research, transport, art, aviation, life, economics and finance, sports, language and linguistics, education, health, agriculture, etc. Due to their unusual and expressive nature they are widely used in mass media.

Key words: blending, word-formation model, telescoping, stem, affixation

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Қазіргі заманғы ағылшын тіліндегі кіріккен сөздер

Бұл мақалада қазіргі заманғы ағылшын тілінде көп қолданылатын кіріккен сөздер лексикалық бірлік құраудың әдісі ретінде қарастырылады. Аталған әдістің көмегімен жаңа кіріккен сөздердің таң қалдырарлық динамикамен құралғанымен, бірақ сөздіктерге кеш және сақтылықпен енгізіліп жатыр. Кірігу арқылы жасалған көптеген сөздер ағылшын тілінің сөздік қорына бекем еніп кетті. Кіріккен сөздердің саны жыл сайын артып келеді. Бұл кірігудің өзіндік нәтижелі сөзжасаушы тип ретінде күш алып келе жатқындығын дәлелдейді. Бүгінгі күні кіріккен сөздердің саны өте көп. Олар ғылым, техника, саясат, әлеуметтік құбылыстар, ғарыштық зерттеулер, көлік, авиация, тұрмыс, экономика және қаржы, спорт, тіл және лингвистика, білім, денсаулық сақтау, ауыл шаруашылығы және т.б. салалардың әртүрлі түсініктерін білдіреді. Өзінің ерекшелігі мен бейнелілігінің арқасында олар бұқаралық ақпарат құралдарында кеңінен қолданылады.

Түйін сөздер: кірігу, сөзжасаушы модель, телескопия, сөздің негізі, аффиксация.

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Лексические слияния в современном английском языке

В данной статье рассматривается слияние как способ образования лексических единиц, который в современном английском языке набирает все большую силу. С помощью данного способа образование новых лексических единиц происходит с впечатляющим динамизмом, но соответствующие изменения вносятся в словари с опозданием и известной осторожностью. Многие слова, образованные с помощью слияния, прочно вошли в словарный состав английского языка. Количество слияний с каждым годом увеличивается. Все это доказывает, что слияние все больше набирает силу как самостоятельный продуктивный словообразовательный тип. На

сегодняшний день количество слияний огромно. Они выражают различные понятия и явления в области науки, техники, политики, социальных явлений, космических исследований, транспорта, искусства, авиации, быта, экономики и финансов, спорта, языка и лингвистики, образования, здравоохранения, сельского хозяйства и т.д. Благодаря своей необычности и экспрессивности они широко используются в средствах массовой информации.

Ключевые слова: слияние, словообразовательная модель, телескопия, основа слова, аффиксация.

Introduction

The most vivid and determining process in the development of language is the constant and intensive enrichment of its words stock through new words. This continuous and increasing process of the appearing of new lexical units is carried out in two ways: through borrowing and various ways of word formation. However, borrowing is always limited and affects certain, quite definite categories of lexical units. Therefore, it plays a subordinate and relatively small role, although quite noticeable in certain periods of language development (for example, the borrowing of French words in English during the Norman conquest). The vocabulary of the language is enriched mainly by derivation, that is the formation of new words based on using the lexical material that already exists in the language. The language could not have word stock that would correspond to the development of society without word-building. Following on from this, the enormous importance of word formation is determined in the general system of language [1].

Currently in modern English the word formation method which is called by the term «blending» is gaining in strength. With the help of this method, the formation of new lexical units occurs with impressive dynamism, although the corresponding changes are introduced into the dictionaries with delay and caution. The reason for this situation is the fact that some researchers (Berman, 1959; Shansky, 2005) are not readily agree to distinguish blending as a separate way of word formation, pointing to the peculiar and contradictory nature of this phenomenon. Thus, the relevance of the topic is determined on the one hand by the fact that the use of blends is expanding day by day, on the other hand, this way of word-formation is only just beginning to receive clear scientific coverage and requires increased attention of linguists [1]. The research so far has focused mainly on the structural classification of blends (Arnold, 1986; Algeo, 2010; Plag, 2003; Lehrer, 2007), while their functional-pragmatic potential remained out of sight of linguistic science.

Word-formation models

The word-formation model shows how a word is formed in each particular case and helps to create similar meanings by analogous means. The concept of word formation as a whole includes generalizations, combining different models into groups according to the methods of word formation.

There are different opinions about the number of means of word formation.

Generally, different word formation means change their activity and for a long time can be more or less productive or even freeze. Currently there are six most productive ways of word formation: they are affixation («stem + affix» model), compounding (stem + stem model), conversion (V > N or N > V), reversion («stem-quasi-affix»), blending (the connection of fragments of the stems) and reduction. Other methods such as (alternation, for example, feed from food, duplication (murmur), as well as unmodified methods – onomatopoeia (cuckoo; splash) and rhymed repetition, for example tip-top; hocus-pocus) are considered to be marginal and unproductive. Sometimes lexico-semantic word-formation is also mentioned, but it rather refers to changing the meaning of an existing word.

Traditionally, three groups of word formation methods are distinguished depending on the result – word production, which includes affixation, reversion and conversion (the result is a derivative word), compounding (the result is a compound word) and abbreviation (the result is abbreviation, acronym and blended words) [8].

Lexical blending (telescoping) as a word-formation method

Lexical blending, also known as telescoping, is a relatively young word-formation method. Unlike other methods, the word-formation unit is not a stem, but its arbitrary fragment (sometimes coinciding with the stem). Moreover, the fragment does not exist in the language but appears only at the time of the coining of the word, which explains the absence

of a single model of blending. There are two basic techniques used in telescoping: they are the connection (amalgamation) of fragments of the stems and the actual fusion (blending) of fragments. Amalgamation takes place when the original fragments do not have common sounds in the composition (Euroshima <Europe + Hiroshima). Fusion occurs when common sounds are presented (motel <motorist + hotel).

Words that appear as a result of telescoping are usually blended words or blends (the English term for this method is blending; new words are called blends or portmanteau words). The process of blending is clearly presented on the example of the word *smog*, formed from fragments of two stems – smoke and fog – by superimposing them on each other. Despite the fact that the morphemes can be easily recognized in the blended word, it represents a simple word not a compound (motel <motorist + hotel; Euroshima <Europe + Hiroshima; etc.). As it has been mentioned, one of the fragments of the stems can coincide in form with the full stem (docudrama <documentary + drama; vidkid <video + kid; etc.). Such blendings resemble semi-reduction in their composition, but there is a significant difference between them in semantics. Semi-reductions actually represent only a formal change sometimes, but not necessarily, leading to a change in the stylistic characteristic of the word [8].

Among the earliest telescopic words recorded by the Oxford English Dictionary: blatterature (1512) – blatter + literature – ‘low-quality literature’; foolosophy (1549) – fool + philosophy – ‘a limited man, pretending to be wise’; universalphabeth (1670) – universal alphabeth – ‘universal writing system’; scraze (1703) – scratch + graze – ‘severely scratch severely’; boldacious (1888) – bold + audacious – ‘desperate and brave, loving risk and danger’.

Blended words are created to verbalize new complex, multidimensional concepts, new artifacts, trade marks, etc.: spamdexing (sp.) – spamming + indexing – ‘repetition of a word within a Web page so that the link to it is at the top of the search results posted by the Internet search server’; Websumer (n.) – Web + consumer – ‘a person carelessly absorbing information on the Internet’; vodcast (p., v.) – video + podcast – ‘broadcast video data over the Internet to digital players’.

A characteristic feature of telescopic formations is the clearly expressed consciousness of their creation. Sometimes even the names of those who created these words are known, as well as the place and time of their first use. This kind of word formation is an inexhaustible source for creating language

puns. The authors of «portmanteau words» are sure that listeners or readers will correctly «unravel» the meaning: hacktivist (p.) – hacker + activist; teleputer (n.) – television + computer; spamouflage (n.) – spam + camouflage.

A unique feature of the phenomenon described is that the process of integration is not accidental or spontaneous, since it is regulated by specific features of the components involved in the fusion. The original components of the telescopic words have to match each other according to several parameters – phonological, grammatical, semantic and have a high linguo-creative potential [9].

Methodology. The structure of blends

The object of the study is lexical telescopic words («portmanteau words») of the English language formed by means of blending.

Traditionally, the analysis of the structure of lexical blends was based on taking into account combinatorial features of their morphological composition. John Algeo [10], for example, distinguishes the following groups of blends:

1. Blends with phonemic overlapping

Units with the complete or partial overlapping of elements of the original components. Blends with overlapping usually overlap the ending part of one word with the first part of the next word. As a result, the end of one word and the beginning of the second word will overlap and therefore facilitate the blend. The overlap can be one phoneme or several.

strimmer = string + trimmer

slanguage = slang + language

broast = broil and roast / cook (food) by a combination of broiling and roasting.

anecdottage = anecdote + dotage / garrulous old age, anecdotes collectively.

backronym = back + acronym / reverse acronym.

cartune = cartoon + tune / musical cartoon.

coopetition = cooperative + competition / Collaboration between business competitors, in the hope of mutually beneficial results.

croning = crone + crowning from crown / (especially among feminists in the US and Australasia) a celebration or ceremony to honour older women.

2. Blends with Clipping

Blends with clipping have no overlapping. The shortening of two words and then compounding them, so one part or more is omitted. There are different patterns that are used when creating these kinds of blends.

Blends created by using the first part of the first word, the last bit of the second one:

aprium= apricot+ plum/ the combination of the two fruits.

cosmeceutical= cosmetic + pharmaceutical/ a cosmetic that has or is claimed to have medicinal properties, esp. anti-aging ones.

Telematics = telecommunications + informatics

Tigon = tiger + lion

Cineplex = cinema + complex

cama= camel+ llama/ A hybrid animal produced by breeding a camel and a llama.

Webzine = web + magazine

Blends which keep the whole part of the first word and the last part of the second word:

deskfast= desk+ breakfast/ Breakfast eaten at work.

foodoholic= food+ alcoholic /a person having an excessive, often uncontrollable craving for food.

jazzercise= jazz+ exercise/ a type of fitness training combining aerobic exercise and dancing to jazz music.

staycation=stay+ vacation/a vacation spent in one's home country rather than abroad.

Blends which keep part of the first word plus whole of the second one:

architourism=architecture + tourism/ tourism involving seeing buildings and other architectural works.

automagic= automatic + magic/ A process carried out automatically in such a clever way that the result appears to be magic.

Cheaster= Christmas + Easter/ An individual who attends religious services only twice a year, at Christmas or Easter.

dup= do + up/ to open.

Eurasia =Europe + Asia/ the land mass formed by the continents of Europe and Asia.

Blends created by using the first parts of two words:

avgas = aviation + gasoline/ gasoline fuel for aircraft.

famicom = family + computer/ The Nintendo Entertainment System is an 8-bit video game console that was developed and manufactured by Nintendo.

pokémon = pocket + monster /a video game, card game, or other toy featuring certain Japanese cartoon characters.

Blends created by using the last parts of two words:

podcasting= ipod+ broadcasting/ a program (as of music or talk) made available in digital format for automatic download over the Internet.

3. Blends with Clipping And Overlapping:

Bollywood = Bombay + Hollywood

codec= code(r) + dec(oder) /A device or computer program capable of performing.

eclection = eclectic(c) + (se)lection/An eclectic selection.

glamazon = glam(orous) + amazon / A glamorous woman.

glocal = glo(bal) + local / being both global and local.

Hungarican= Hungari(an) + (Ame)rican.

motel= moto(r) + (h)otel / a hotel for people who are travelling by car.

mockumentary= mock+ (do)cumentary / motion picture or television program that takes the form of a serious documentary in order to satirize its subject.

potato= po(t)ato+ (to)mato/ A graft hybrid produced initially by Luther Burbank (1849–1926), U.S. horticulturist, by grafting tomato scions on to potato roots; the edible fruit of such a plant, resembling a white-fleshed tomato.

Silastic = silicone + plastic

traficator= trafic+ (ind)icator/a blinking light on a motor vehicle that indicates the direction in which the vehicle is about to turn.

Results

English blends, collected from electronic dictionaries (English Oxford living dictionaries <https://en.oxforddictionaries.com/>; Dictionary.com <http://www.dictionary.com>; Thesaurus.com <http://www.thesaurus.com/>) and internet sites (<https://en.wikipedia.org>; <https://www.thoughtco.com>) compose the practical material of the study. As a result of the conducted research and analysis of various linguistic facts, three main groups of formation of blends were identified (overlapping, clipping, blends with clipping and overlapping).

The study of the derivational system of modern English language makes it possible to establish certain rules and patterns of constructing words. The ability to define word-forming elements in a word, to determine the way it is formed and the word-formation model by which it was created, contributes to the conscious and profound acquisition of the language and ultimately results in higher level of mastering a foreign language.

Conclusion

A unique feature of the phenomenon described is that the process of blending is not accidental or spontaneous, since it is regulated by specific features of the components involved in the fusion. The

original components of the telescopic words have to match each other according to several parameters – phonological, grammatical, semantic and have a high linguo-creative potential.

Many words formed with the help of telescoping firmly entered the vocabulary of the English language. The number of blends increases every year. On the whole, the blending is gaining strength as

an independent productive word-formation type. Blended words express various concepts and phenomena in the field of science, technology, politics, social phenomena, space research, transport, art, aviation, life, economics and finance, sports, language and linguistics, education, health, agriculture, etc. Due to their unusual and expressive nature, they are widely used in the mass media.

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