

CHAPTER II

REVIEW OF RELATED LITERATURE

A. Advertisement

Advertising is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services.⁶ Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites and text messages.

Advertisement itself is a kind of communication that has purpose to motivate the consumers to buy their products, and to promote their new product. The languages used in advertisements are very important for promoting its product. Consumers will know the product if they use an interesting word in its advertisement. The advertisers will try to delve the word as maximum as possible to reach the meaning and the curiousness of the target about the product itself. It must have a make-sense of power to

⁶ Matin Khan, *Consumer Behaviour and Advertising Management*, (New Delhi: New Age International (P) Limited Publishers, 2006), p. 248

them. On the other word, the advertisements must have hidden power to flatter their reader.⁷

Advertising is an important element of Promotion Mix and it is a process which gives information to the masses about products/services. It is a paid publicity sponsored by the advertiser. It is a persuasion which is controlled and influences the target audience. Its nature includes:⁸

1. Promotion Mix :

The elements of promotion mix includes, Advertising, Sales, Promotion, Personal Selling and Publicity. All these have been described in detail in the ensuring text.

2. Personal selling

Involves carrying of the messages of the product to consumers by individual salesman and make them purchase the product.

3. Sales promotion

It is the technique of motivating the customers to purchase the product. The motivation is brought about by offering cash discount, tax deduction, free items and other incentives. Sales promotion adds value to the product "*Buy two take one free*" etc.

⁷ Charles Forceville, *Pictorial Metaphor in Advertising*, (New York: Routledge, 1996), p. 70

⁸ Matin Khan, *Consumer Behaviour*, p. 250

4. Publicity

Publicity is not paid by the sponsor. Publicity comes automatically. It can be positive or negative publicity on which the individual or the incident publicised has no control.

5. Mass communication

It informs not one person but a group of persons who may be the prospects of purchase. The mass communication media includes radio, television, newspapers, magazine etc. Print media and audio and audio-visual media is extensively used.

6. Message

These are carriers of advertisement which inspires customers to purchase a product. Message writing or copy writing is an art and a lot of effort and money is put into it. The colour, design, structure of the message is given great importance.

7. Sponsor

Sponsor is a person who pays for the advertisement. He is identified and discloses the ideas, message and information to be advertised.

8. Persuasion

The message is persuasive and informative. It is creative as well. The message attracts the attention of the audience. It is an essential factor in advertising. It has also been dealt later in the book.

9. Control

The time, place, message and direction of advertising is controlled to make it effective and purposive. Advertisement can be controlled but publicity cannot.

B. Word Formation Rules

English language contains more than a million words of which than half are included in unabridged dictionaries. It is natural to wonder where all these words came from. Some morphological rules relate to different forms of the same lexeme, while other rules relate to different lexemes. Rules of the first kind are called inflectional rules, while those of the second kind are called word formation, as the term 'word formation' suggest, we are dealing with the formation of words.⁹ The English plural, as illustrated by dog and dogs, is an inflectional rule; compounds like dog catcher or dishwasher provide an example of a word formation rule. Informally, word formation rules form "new words" (that is, new lexemes), while inflection rules yield variant forms of the "same" word (lexeme). A further difference is that in word formation, the resultant word may differ from its source word's grammatical category whereas in the process of inflection the word never changes its grammatical category.

⁹ Ingo Plag, *Word-Formation In English*, (UK : University press, Cambridge, 2003), p. 9

1. Word Coinage

Coinage is the word formation process in which a new word is created either deliberately or accidentally without using the other word formation processes and often from seemingly nothing.¹⁰ New words may also enter a language in a variety of other ways. Some are created outright to fit some purpose.¹¹

The following list of words provides some common coinages found in everyday English:

- Aspirin (acetylsalicylic acid): used to relieve pain and reduce fever and inflammation.
- Kleenex : facial tissue
- Kodak : a device for recording visual images in the form of photographs, cinema film, or video signals

2. Back Formation

Back formation is the process of forming a new word by extracting actual or supposed affixes from another word; shortened words created from longer words.¹² According to Matthews (1997:33) defined back formation as "The formation of a simpler or simpler word from one understood as derived.

¹⁰ Kristin Lems, Leah D. Miller and Tenena M. Soro, *Teaching Reading to English Language Learners, Insights from Linguistics* (New York: The Guildford Press, 2010), p. 123

¹¹ Victoria Fromkin & Robert Rodman, *An Introduction to Language* (US: Harcourt Brace College Publisher, 1974), p. 82

¹² Laurie Bauer, *English word formation*, (US: Cambridge University Press, 1983), p. 230

e.g.:

Paramedic	From	Paramedical
Exhibit	from	Exhibitor
Stoke	from	Stoker
Swindle	from	Swindler

3. Reduplication

Reduplication is generally defined as the process of copying an entire base or some part of a base to create a new word or a new word-form. The copying usually serves the purpose of creating a specific semantic effect: it is argued to be frequently used to express such meanings as plurality, intensity and repetition.¹³

Reduplication process in perspective is not a grammatical element, but a grammatical process. Therefore it was not affixes. In differentiated grammatical reduplication. Such as :

Hip – hop : music genre

Ding – dong : bell sound

4. Acronym

Acronym is a word coined by taking the initial in a title of phrase and using them as anew word.¹⁴ For example *Strategic Arms Limitation Talks* gives SALT. However, not every abbreviation counts

¹³ Maria Braun, *Word-Formation and Creolisation*, (Dutch: Max Niemeyer Verlag, 2009), p. 252

¹⁴ Bauer, *English Word Formation*, 237

as an acronym: to be an acronym the new word must not be pronounced as a series of letters, but as a word.

The other examples of acronym are:

NASA : National Aeronautic and Space Agency

UNESCO : United Nations Education, Scientific, and Cultural
Organization

5. Abbreviation

Words can also be formed as a single base morpheme or morpheme combined abbreviated basis. That used in addition to short for the long form. Abbreviations are most commonly formed by taking initial letters of multi-word sequences to make up a new word.¹⁵ As shown in:

- BA : Bachelor of Arts
- DC : District of Columbia
- EC : European Community
- FAQ : Frequently Asked Question

Apart from words composed of initial letters, one can also find abbreviations that incorporate non-initial letters¹⁶ :

- BSc : Bachelor of Science
- Inc. : Incorporated

¹⁵ Ingo Plag, *Word-Formation in English*, 126

¹⁶ Ibid, 126

- Norf. : Norfolk
- Ont. : Ontario
- kHz : kilohertz

6. Clipping

Clipping is the word formation process in which a word is reduced or shortened without changing the meaning of the word.¹⁷

Clipping differs from back-formation in that the new word retains the meaning of the original word. Clipping mainly consists of the following types:

➤ Back clipping

Back clipping is the most common type, in which the beginning is retained. The unclipped original may be either a simple or a composite. Examples are: ad (advertisement), cable (cablegram), doc (doctor), exam (examination), fax (facsimile), gas (gasoline), gym (gymnastics, gymnasium), memo (memorandum), mutt (muttonhead), pub (public house), pop (popular music).

➤ Fore-clipping

Fore-clipping retains the final part. Examples: bot (robot), chute (parachute), roach (cockroach), coon (raccoon), gator

¹⁷ Bauer, *English Word Formation*, 233

(alligator), phone (telephone), pike (turnpike), varsity (university),
net (Internet)

➤ Middle clipping

In middle clipping, the middle of the word is retained.
Examples are: flu (influenza), fridge (refrigerator), jams or
jammies (pajamas/pyjamas), polly (apollinaris), shrink (head-
shrinker), tec (detective).

7. Compounding

Compounding is the process of putting words together to build a new one that does not denote two things, but one and that is pronounced as one unit.¹⁸ In linguistics, a compound is a lexeme (less precisely, a word) that consists of more than one stem. That is, in familiar terms, compounding occurs when two or more words are joined to make one longer word. The meaning of the compound may be very different from the meanings of its components in isolation. Usually, it is a noun with one or more preceding noun adjuncts. For example, the word football has the noun adjunct foot and the succeeding noun ball.

There are four kinds of compound words¹⁹ :

¹⁸ Bauer, *English Word Formation*, 201

¹⁹ Ibid, 30

a. Endocentric compounds

An endocentric compound consists of a head, i.e. the categorical part that contains the basic meaning of the whole compound, and modifiers, which restrict this meaning.²⁰ For example, the English compound doghouse, where house is the head and dog is the modifier, is understood as a house intended for a dog. Endocentric compounds tend to be of the same part of speech (word class) as their head, as in the case of doghouse.

b. Exocentric compounds

Exocentric compounds are hyponyms of some unexpressed semantic head (e.g. a person, a plant, an animal...), but not of any its component which may be perceived as a formal head, and their meaning often cannot be transparently guessed from its constituent parts.²¹ For example, the English compound white-collar is neither a kind of collar nor a white thing. In an exocentric compound, the word class is determined lexically, disregarding the class of the constituents. For example, a must-have is not a verb but a noun. The meaning of this type of compound can be glossed as "(one) whose B is A", where B is the second element of the compound and A the first. A bahuvrihi compound is one whose nature is expressed by neither of the words: thus a white-collar person is

²⁰ Ibid, 203

²¹ Ibid, 205

neither white nor a collar (the collar's colour is a metonym for socioeconomic status).

c. Copulative compounds

Copulative compounds are compounds which have two semantic heads. For example: bittersweet

d. Appositional compounds

Appositional compounds refer to lexemes that have two (contrary) attributes which classify the compound. For example: actor-director, maidservant.

8. Blending

Blending is words that combine two (rarely three or more) words into one, deleting material from one or both of the source words.²² Examples of blends can be assigned to two different classes, illustrated in :

➤ Blends, type 1: breath + analyzer → breathalyzer

motor + camp → mocamp

motor + hotel → motel

science + fiction → sci-fi

²² Plag, *Word – Formation in*, p.122

The exist compounds that are shortened to form a new word. The meaning of these forms is one where the first element modifies the second element. Thus, a *breath analyzer* is a kind of analyzer (not a kind of breath), a *motor camp* is a kind of camp (not a kind of motor), etc.

Blends, type - 2 : boat + hotel → *boatel*

boom + hoist → boost

breakfast + lunch → brunch

channel + tunnel → chunnel

compressor + expander → compander

goat + sheep → geep

guess + estimate → guesstimate

modulator + demodulator → modem

sheep + goat → shoat

smoke + fog → smog

Spanish + English → Spanglish

stagnation + inflation → stagflation

The base words of the blends of the example above are typically not attested as compounds in their full form. Furthermore, the semantics of the proper blends differs systematically from the abbreviated compounds in type - 1. The blends in type - 2 denote entities that share properties of the preferents of both elements. For example, a *boatel* is both a boat and a hotel, a *brunch* is both

breakfast and lunch, a *chunnel* is a tunnel which is under a channel, but it could also refer to a tunnel which is in some respects a channel, and so on.