

Analogical modelling and paradigmatic word formation as attention-seeking devices

This paper is an attempt at showing that analogical modelling (Booij, 2007; Plag, 2006; Krott, 2001) and paradigmatic word formation (Booij 2007, 2010) are successfully used as the so called *attention-seeking devices* (Hohenhaus, 2007) in the journalistic register in modern English. Their outputs are effective in attracting the listener's, or reader's attention due to the fact that they can be quite playful, since their creators manipulate the language by bending and breaking its rules (Crystal, 1998). Innovative coinages constituting the core of analysis in this paper come from a number of websites aimed at collecting new words in the media as well as some online newspapers (see References).

The analysis to follow is going to be carried out within the framework of Construction Morphology (Booij 2007, 2010), proposing co-existence of analogical word-formation and word formation based on abstract schemas. In this theory, an analogical pattern may become subject to generalization and turn into a constructional idiom, at the same time retaining its link with the model lexeme (if it exists at all). Analogical modelling in the corpus to be analysed can be exemplified by:

a) analogically modelled blending whose outputs are paronymic (in the sense of Hartman and James, 1998) to one of the source words, e.g. *shuicide* (*shoe* + *suicide*) in *shuicide bomber* 'terrorist with a bomb in his shoes' is phonetically analogical to *suicide*, *intexticated* 'distracted by texting while driving a car' (*text* + *intoxicated*) to *intoxicated*, etc. (Kemmer (2003) refers to such blends as intercalative)

b) analogical rule-breaking understood as multiple rule violation, which can be illustrated by, for example, non-canonical use of the agentive suffix *-er*, i.e. attaching it to nouns, or even numbers, e.g. *birth-er* 'a person questioning whether Obama was born in the USA', *99er* 'somebody who is unemployed for a long time', etc.

c) analogical extension resulting from morphological reinterpretation, which may spur affix secretion and formation of a new constructional schema, which can be illustrated by the reanalysis: *typo* > *typ-o*, subsequently followed by the coinage of *speak-o* 'oral mistake', *thumb-o* 'texting error', etc., thus yielding two subschemas:

$[[X]_{V_j-O}]_{N_i} \leftrightarrow [MISTAKE\ RELATED\ TO\ SEM]_i$

$[[X]_{N_j-O}]_{N_i} \leftrightarrow [MISTAKE\ RELATED\ TO\ SEM]_i$

Analogy is also relied on in paradigmatic word formation which is deriving a word from another complex lexeme in a paradigm (Booij, 2010). As a result, paradigmatic relations between novel co-derivatives are formed, which, in turn, may lead to the creation of a new subschema. Paradigmatic word formation (cf. Bauer (2001) for the notion of paradigm pressure) characterized by the preservation of the idiosyncratic meaning of a complex lexeme, can be exemplified by the following phenomena:

a) replacement of a compound constituent

dot bomb 'a failed dot com'

dot snot 'an arrogant owner of dot com' modelled on *dot com*

These compounds are instantiations of the following subschema:

$[[\text{dot}]_{N_i}[X]_{N_j}]_{N_k} \leftrightarrow [\text{SEM}_j \text{ with relation R to SEM}_i]_k$

Note that *dot* has undergone metonymic sense extension (Booij, 2010)

b) replacement of an affix by a compound constituent

up-cycling ‘improving the quality when recycling’

down-cycling ‘downgrading the quality when recycling’ modelled on *re-cycling*

The structure of the above compound nouns can be represented as follows:

$[[X]_{P_i}[\text{cycling}]_{N_j}]_{N_k} \leftrightarrow [\text{SEM}_j \text{ with relation R to SEM}_i]_k$

2c) replacement of a compound constituent by an affix, or particle, as in

pre-load ‘download software before it is required’

up-load ‘transfer data from one computer to another’ modelled on *down-load*

$[[X]_{Aff}[\text{load}]_{V_j}]_{V_k} \leftrightarrow [\text{SEM}_j \text{ with relation R to SEM}_i]_k$

$[[X]_{P_i}[\text{load}]_{V_j}]_{V_k} \leftrightarrow [\text{SEM}_j \text{ with relation R to SEM}_i]_k$

REFERENCES:

Adams, V. 2001. *Complex words in English*. Harlow: Longman.

Bauer, L. 2001. *Morphological Productivity*. Cambridge: Cambridge University Press.

Booij, G. 2005. *The grammar of words*. Oxford: Oxford University Press.

Booij, G. 2007. ‘Construction Morphology and the Lexicon’ [in:] Montermini, F., Boye, G. and N. Hathout (eds) *Selected Proceedings of the 5th Decembrettes: Morphology in Toulouse*. 33-44.

Booij, G. 2010. *Construction Morphology*. Oxford: Oxford University Press.

Croft, W. 2000. *Explaining language change*. Harlow: Longman.

Crystal, D. 1998. *Language Play*. London: Penguin Books.

Hartman, R. R. K. and G. James, 1998. *Dictionary of Lexicography*. Oxford: Routledge.

Hohenhaus, P. 2007. ‘How to do (even more) things with nonce words (other than naming)’ [in:] Munat, J. (ed.) *Lexical creativity. Texts and contexts*. Amsterdam/Philadelphia: John Benjamins. 15-39.

Kemmer, S. 2003. ‘Schemas and lexical blends’ [in:] Berg, T. et al. (eds) *Motivation in language: from case grammar to cognitive linguistics*. Amsterdam: Benjamins. 69-97.

Krott, A. 2001. *Analogy in morphology: the selection of linking elements in Dutch compounds*. Nijmegen: Max Planck Institut für Psycholinguistik.

Lieber, R. and P. Stekauer (eds) 2009. *The Oxford handbook of compounding*. Oxford: Oxford University Press.

Maxwell, K. 2006. *From Al desko to Zorbing. New words for the 21st century*. London: Macmillan

Plag, I. 2003. *Word-formation in English*. Cambridge: Cambridge University Press.

Plag, I. 2006. 'The variability of compound stress in English: structural, semantic and analogical factors' [in:] *English Language and Linguistics* 10. 143-172.

Online sources of the corpus data:

<http://www.americandialect.org/index.php/ameridial/categories/C178//> [consulted December 2010 and January 2011]

<http://blog.oup.com/category/word-of-the-year-reference/feed/> [consulted November and December 2010]

<http://www.wordspy.com/index.asp> [consulted January 2011]

<http://www.worldwidewords.org/> [consulted January 2011]

<http://www.guardian.co.uk/> [consulted December 2010]

<http://www.thetimes.co.uk/tto/news/> [consulted December 2010]

<http://www.independent.co.uk/> [Consulted December 2010]