THE WORD FORMATION PROCESSES
IN *BUSINESS WEEK* MAGAZINE

A THESIS

Submitted in Partial Fulfillment to the Requirement for the Degree of

Sarjana Sastra

BY:

DIAN NOVIANI SYAFAR

05 185 090

ENGLISH DEPARTMENT

FACULTY OF LETTERS

ANDALAS UNIVERSITY

PADANG

2009

ABSTRAK

Dalam skripsi ini dibahas proses pembentukan kata dalam bahasa Inggris bisnis. Penelitian ini bertujuan untuk mendeskripsikan jenis dan menjelaskan proses - proses pembentukan kata bahasa Inggris bisnis yang terjadi.

Pada tahap pengumpulan data, penulis menggunakan metode analisis isi (*content analysis*) dan menggunakan metode agih (*distributional method*) untuk menganalisis data. Teori yang digunakan adalah proses pembentukan kata oleh Stageberg dan Oaks (2000) yang didukung oleh teori Halle (1973), Aronoff (1976) dan Bauer (2003). Data tersebut diambil dari majalah Business Week edisi Januari hingga Mei 2009.

Hasil penelitian menunjukkan bahwa terdapat enam jenis proses pembentukan kata dalam bahasa Inggris bisnis. Pembentukan kata tersebut adalah kata majemuk (*compounding*), derivasi (*derivation*), akronimi (*acronymy*), penggabungan kata (*blending*), pemenggalan kata (*clipping*), dan penciptaan kata baru (*invention*). Penulis juga menemukan bahwa kecuali akronimi, lima jenis lainnya mengalami proses sesuai dengan kaidah pembentukan kata. Masing – masing kata dipisahkan berdasarkan morfemnya yaitu, morfem bebas, morfem terikat atau mengalami afiksasi. Keseluruhan data ini tidak memiliki keistimewaan, oleh karenanya tidak disaring pada *filter* tetapi langsung disimpan pada *dictionary*. Dari hasil yang ditemukan, kata majemuk merupakan proses pembentukan kata yang sering muncul dalam bahasa Inggris bisnis, terutama pembentukan kata benda majemuk.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

English is one of languages spoken by million people around the world. Language itself can be learned and developed depending on the efforts of the human being. For this instance, English is possible to develop and has variety of ways in forming new words. To some extent, English creates new words by using words that have already existed in the language. Furthermore, new words that are built from the existing words likely undergo certain morphological processes.

One of these processes is known as word-formation. Bauer (1983) stated that,

"Word-formation is a traditional label, and one which is useful, but it does not generally cover all possible ways of forming everything that can be called a "word". In particular, the use of the term "word-formation" is of value when the rules for the formation of words are not identical with the rules for the formation of sentences" (p. 9).

Word formation has role to enrich English words.

Nowadays, the range of study field also changes constantly, including in economic fields. Thus, there are many words formed. These words appear more in business than in general English which are related to business people, companies, institutions, money, business events, places of business, time, modes of communication such as marketplace, inflation, investment, etc.

There are many examples of using word formation processes are found. Coinage is the invention of totally new terms or words which can possibly come from the old uses to the new uses. The most typical sources are invented trade names for

one company's product which become general terms (without initial capital letters) for any version of that product. Older examples are *aspirin, nylon* and *zipper* and other recent examples are *kleenex,* teflon and *xerox.* It may be that there is an obscure technical origin for such invented terms, but after their first coinage, they tend to become everyday words in the language.

However, recently there has been also a great increase in the use of acronyms. They tend to occur in large organization such as in the army, in government and in big business. The very names of some business have been acronymized, like *Nabisco, Texaco,* and *Alcoa.* Some new acronyms also come into general use so quickly that many speakers do not think toward their component meanings. Recent innovations in banking such as the ATM ('automatic teller machine') and the required PIN ('personal identification number') are regularly heard.

Therefore, the writer is interested to study English word formation processes in Business English terms found in Business Week magazine. As we know, magazine is well-known as one of media to spread information. The readers will get the latest news within it. Business Week is a business magazine that contains all items have close relation with business and economic fields. This magazine gives the latest information to its readers, especially for entrepreneurs and economists.

Further, this study will discuss and describe these processes and give the clues to common people to understand word formation and hopefully this study will enlarge our knowledge about economics vocabulary.

CHAPTER 4

CONCLUSION

There are six types of word formation processes found in Business Week magazine namely compounding, derivation, blending, acronymy, clipping and invention. The result shows that the commonest morphological processes that occur is compounding. Compounding is formed by putting two or more words together to create a new one. Compound noun is one type of compound that dominantly occurs. Mostly, this type is formed by noun + noun. Furthermore, the writer also finds three types of compound; they are endocentric, exocentric and synthetic compound. Next, derivation involves taking an existing word or sometimes a bound morpheme and adding an affix. There are some affixes are derivational bound morphemes that are added change the word class. In this case, derivation must be separated into types of morphemes in which adding suffixes including into bound morphemes. There are also two types of acronyms, namely acronyms which are pronounced letter by letter like SEC and which are pronounced as whole word like OPEC.

Except acronyms, the other five types of word formation have to be processed in List of Morphemes, Word Formation Rules, Filter and Dictionary entry. In List of Morphemes, each of words is separated based on free morpheme, bound morpheme and affixes. Next, they enter the entry of Word Formation Rules. Each of them no needs to stop in Word Formation Rules theory because there is no idiosyncratic feature found. Thus, these words may go to Dictionary to be stored in this entry. Especially for invention process (Silicon Valley), it is not processed in Word

formation Rules because the *Silicon Valley* can not be distinguished based on morphemes forms.

It can be concluded that there are several word formation processes that not be discovered such as back formation, echoism, folk etymology, antonomasia and reduplication. These five types are not familiar and very rare to found in Business English.

BIBLIOGRAPHY

Aronoff, M. 1975. *Word Formation in Generative Grammar*. London: the MIT Press.

Bauer, L. 1983. *English Word Formation*. Cambridge : Cambridge University Press.

_____. 2003. Introducing Linguistic Morphology. Edinburgh : Edinburgh University Press.

Business Dictionary. Retrieved Mei 12, 2009. From http ://www.businessdictionary.com/

Dardjowidjojo, Soenjono. 1978. Some Problems in Generative Morpgology: A Case in Indonesian Derivation, Jurnal. Jakarta : Atmajaya Catholic University.

Driscoll, D. 2002. *Ubercool Morphology of Internet Gamers: A Linguistic Analysis*. Retrieved April 21, 2009. from http://www.kon.org/urc/driscoll.html.

Enarsson, Anna. 2006. New Blends in the English Language. Retrieved April 12, 2009 from http://www.diva-portal.org/diva/getDocument?urn_nbn_se_kau_diva-674-1__fulltext.pdf.

Fromkin, F and Rodman, R. 1988. *An Introduction to Language Fifth Edition*. Orlando : Harcourt Brace Jovanich College Publishers.

Jackson, Howard and Etienne Ze Amvela. 2000. An Introduction to Modern English Lexicology : Words, Meaning and Vocabulary. New York : Cassel.

Katamba, F. 1993. *Morphology*. London : Macmillan Press Ltd.

Neuman, W.L. 1997. Social Research Method : Qualitative and Quantitative Approach.3rd ed. Boston : Allyn & Bacon.

Nida, E.A.1963. *Morphology : the Descriptive Analysis of Words Second Edition*. Ann Arbor: The University of Michigan Press.

O'grady, William, et al. 1997. Contemporary Linguistics 3rd edition. New York: St.Martin Press.