

CHAPTER I

INTRODUCTION

This chapter provides background information related to the study and states the problems of the research. It also explains about the objectives and benefits of the research. Some key words or phrases which are specifically used in the research are introduced in this chapter to avoid misinterpretation among the readers. This chapter is subdivided into four parts. Namely : research background, research questions, research significance, and definition of terms used in this research.

A. Background of the Research

Humans need a device to communicate with others. In our life, using language is the way to communicate with other people. Every human knows at least one language, spoken or signed, it is called mother language.

Linguistics is an area of research which studies language. According to Aitchison (2003, p.4) linguistics is “the systematic study of language and it is “one of the fastest-expanding branches of knowledge”. There are many fields in linguistics, such as phonetics, phonology, syntax, morphology, pragmatics, semantics, and sociolinguistics. The study of how a word is formed is in the morphology field. According to Aronoff & Fudeman (2011, p.2) morphology refers to the mental system involved in word formation or to the branch of linguistics that deals with words, their internal structure, and how they are formed.

In life, words produced by the time people speak. They often find hearing new words produced by people and also having new meanings. When people are chatting, reading articles, listening to music, watching television or doing activities, sometimes they produce, use and get a new word without realizing it. Their creativity to produce new words makes it easy to receive and apply in their daily conversation.

Nowadays, people love to read magazines, not only women and teenagers but also men. They get news, information, and articles about something they are interested in from magazines. Magazine is a type of thin book with a paper cover that contains stories, essays, pictures, etc., and this is usually published every week or month. From its story, essay, and articles, they can find many new words there. The new words they get from magazines can increase vocabulary, but with these new words that have not been heard or used, they can not understand their meaning.

Furthermore, every new word that people produce has its origin and it can be described with the word formation process theory. The word formation processes depend on how people process in making a new word. (Yule 2010, p.53-60) stated that there are coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronyms, derivation, prefixes, suffixes, infixes, and multiple processes in making a new word. So, with those word formation processes, the writer can describe the origin of the new words.

In our daily activity, we often get a new word that is a combination of two words that produce a new word and meaning. According to McCarthy (2002, p.65), these two words are blended where at least one component is reproduced only partially. From this statement, it can be referred that language always develops its words because of human's creativity in producing words.

Electronic publishing includes various publishing models, such as electronic books (e-books), electronic newspapers (e-newspapers), electronic magazines (ezines), etc. People read a magazine to access any information which is suitable with their interests, class, or age group. While most newspapers contain news for the general readers, magazines focus more on a specific aspect of life, such as parenting, lifestyle, hairdressing, fashion, business, travel, etc. Besides there is a lot of information that can be found in magazines about the issues around the world, the elements of the language, such as words, which are used in magazines are various and attractive. In magazines, language is used creatively to attract attention from the readers. Therefore, there are many new words that can be found in magazines.

By using blending words in daily conversation, it means that people can improve their English vocabulary entries to describe something new and it is interesting to be researched. On the other hand, people may often produce, hear, or find blending words in their daily life, but they usually do not recognize the origin and the meaning of the words. Blending words are difficult enough to be understood and recognized, because it is different from the origin words and some parts of the original words are omitted. Therefore, the writer is

interested in studying the origin and meaning of the blending words itself, because it is important and easy enough to understand the words by knowing their origin.

In this research, the writer analyzes the word formation process blending in *Time* E-Magazine on October 14, 2019. Blending is a combination of two separate forms to produce a single new term. For example:

- **Brunch** → **Breakfast + Lunch**
- **Internet** → **International + Network**
- **Email** → **Electronic + Mail**

The word “brunch” is formed from the word “breakfast” (N) and “lunch” (N). The word “internet” is formed from the word “international” (N) and “network” (N). The word “email” is formed from the word “electronic” (N) and “mail” (N), the meaning is the combination of these two substances, Yule (2010, p.55). According to Plag (2002, p.155), there are two types of blending, proper blending and abbreviated compound blending.

The writers chose *Time* E-Magazine as the data source. The writers chose *Time* E-Magazine because it is one of the United States of American magazines which uses English language to deliver articles, news and other information related to international lifestyle. *Time* is an American weekly news magazine and news website published and based in New York City. It was first published in New York City on March 3, 1923.

B. Questions and Scopes of the Research

From the background explained above, the writer can assume that blending is the combination of two words that produce new meaning. From its combination, it is difficult enough to understand and recognize the blending word. Furthermore, the problem that the writer researched is how the blending word is formed in *Time* E-Magazine and what the meaning of the blending word itself.

Based on the problems mentioned above, the writer intends to answer these following questions:

1. How is the blending word being formed in *Time* E-Magazine?
2. What is the meaning of the blending word found in *Time* E-Magazine?
3. What methods of blending that mostly exist in *Time* E-Magazine?

The research is morphological research, and focuses on the word formation process. According to Yule (2010, p.53-60), there are coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronyms, derivation, prefixes, suffixes, infixes and multiple processes in making a new word. Furthermore, the writer limits her research only on blending process from the twenty process of words itself is taken from *Time* E-Magazine.

Moreover, the writer implies the blending theory from some linguists such as, McCarthy, Booij, Lieber, Jackson and Amvela, and Aronoff and Hosseinzadeh because their theories complete and strengthen one another. Basically, they have the same definitions of blending that blend is a common

derivational process in English and are formed by combining parts of more than one word.

C. Objective and Significance of the Research

This research paper that has been done by the writer has its own purpose. Just like everything that exists in the world, they have their own reason why they exist. And here are the objectives that related to the question above, they are:

1. To explain the process of the blending words formed in *Time* E-Magazine.
2. To describe the meaning of the blending word found in *Time* E-Magazine.
3. To find out what blending methods that mostly exist *Time* E-Magazine.

The study focused on English blends as the result of blending in word formation. Therefore, it can give benefits for the following readers:

1. For English Language Learners

This research is useful for the college students, especially English Language Education Study Program students, who study English as a foreign language. By reading this research, it is expected that the language learners can have better understanding and additional knowledge about English blends as the result of word formation process.

2. For English Teachers

This research could be an inspiration for English teachers who often find English blends as the result of word formation process in their teaching. They could use a magazine as the teaching media to supplement the textbook.

3. For Other Researchers

This research is expected to provide some information that can be used as a reference for the same research or to give an inspiration for other researchers who are interested to conduct further research in the similar topic.

D. Operational Definition

The following terms need to be clarified so that the reader can comprehend the research easily.

1. Blends

English blends are an example of creative use. They are composed of at least two base words. Blend is composed by two different words with completely unequal meanings which are put together to form a new word with a new meaning. A blend occurs as the result of blending in the word formation process. Blending as the coinage of a new lexeme by fusing parts of at least two other source words of which either one is shortened in the fusion and/or where there is some form of phonemic or graphemic overlap of the source words. The examples of blends in English are *stagflation* which is derived from *stagnation* and *inflation*, *smog* from *smoke* and *fog* and *motel* from *motor* and *hotel*.

2. E-Magazine

An e-magazine (e-zine) is an “electronic magazine” or “online magazine”. eZines are equivalent to eNewspapers but published by established print magazine publishers.

E. Systematization of the Research

In order to present this research paper systematically and to make it becomes easier for the readers to understand the contents, the writer presents it into five chapters with the following organization:

Chapter I is Introduction. This chapter contains the background of the research, the problem of the research, the objective of the research, the scope of the problem, the significance of the research, and the systematic of the paper.

Chapter II is Theoretical Description. This chapter consists of the books and theories that have relation with this research. They are introductions, the definition of linguistics, the definition of morphology, the definition of word, the kinds of word formation, the definition of blending, and the definition of magazine.

Chapter III is Methodology Of The Research. This chapter will explain the research methodology in more detail. It consists of setting of the research, the subject of the research, the method of the research, the instrument of the research, the technique of the data analysis, and the procedure of the research.

Chapter IV is Research Findings And Discussion. In this chapter, the writer gives an explanation about word formation processes of blending words and the kinds of blending words itself in *Time E-Magazine*.

Chapter V is Conclusions And Suggestion. This chapter comprises the writer's conclusion of the analyzed data and gives some recommendations and suggestions.

