An Analysis of Selected Word Forming Processes in the Area of Marketing

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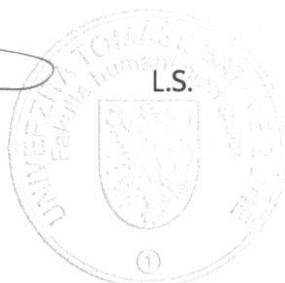Datum zadání bakalářské práce: **10. listopadu 2017**

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ABSTRAKT

Cieľom tejto bakalárskej práce je analyzovať slovotvorné procesy, ktoré sa vyskytovali vo vybraných marketingových článkoch.

Práca je zložená z dvoch častí. Teoretická časť sa člení na tri kapitoly, ktoré vymedzujú základné pojmy z oblasti slovotvorby, opisujú znaky marketingového žargónu či vymedzujú všeobecnú koncepciu marketingu.

Praktická časť ďalej skúma jazyk vybranej vzorky marketingových článkov a následne definuje základné slovotvorné procesy, ktoré sa v danej oblasti vyskytovali najčastejšie. Výsledky analýzy sú zhrnuté v závere práce.

Kľúčové slová: slovotvorba, marketing, business, zložené slová, skratky, odvodzovanie

ABSTRACT

The aim of this Bachelor's thesis is to analyze word formation processes, which occurred in the selected marketing articles.

The thesis consists of two parts. The theoretical part is divided into three chapters, which define basic terms in the area of word formation, describe features of the marketing jargon and also define the general concept of the marketing.

Practical part further analyses language from the selected sample of the marketing articles and it subsequently defines the basic word forming processes, which appeared in that area the most. The results of the analysis are summarized in the conclusion of the thesis.

Keywords: word formation, marketing, business, compound words, abbreviations, derivation

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CONTENTS

INTRODUCTION

Marketing is an inevitable part of modern consumer society and it has the power to influence the perception of consumers and their buying behavior, to create an image of the company and also to connect people who share the same values in regard to certain products or services. Marketers usually pay the biggest attention to the right marketing strategy in order to attract customers, which is often tightly connected with choosing the proper language. Moreover, the language is also important among the marketers, because the marketing is the area of the large development and there is a need to spread new and innovative ideas, theories and approaches to the market.

The main reason for choosing this topic was my interest in the marketing and also in the usage of the language in different contexts especially from the perspective of word-formation. The thesis is focused on the aspects of a creation and analysis of words in the selected marketing articles and its aim is to find out which word forming processes occur in the area of marketing the most, what are their linguistic features as well as the purposes of their usage from the perspective of the target audience.

In the theoretical part, firstly the attention is paid to the basic terms connected to the words and word-formation. Secondly, it provides a brief information about the theoretical overview of the basic concepts of the modern marketing and lastly it focuses on the features of the language used in the area of business as well as on the marketing jargon.

The practical part is devoted to the detailed analysis of fifteen online marketing articles which has been collected on the base of linguistic features described in the theoretical part. The thesis is accompanied by the practical examples from the analysed articles with the intention to demonstrate the acquired knowledge in the area of online marketing articles in a practical way. The articles used as a basis for the analysis come from the Marketing Journal, Precision Marketing Group, Marketing Land and Harvard Business Review online journals.

I. THEORY

1 BASIC TERMS

Words are important units of speech because to speak and understand specific language is tightly connected with knowing a certain amount of words and vocabulary. (Plag 2003, 1) Even though the existence of words is taken for granted, according to the research based on analysis of the literature, an average native American speaker at the age of twenty, knows 42,000 lemmas and 4,200 multiword expressions, where the lemma is defined as a group of headwords. (Brysbaert et al. 2016)

1.1 The definition of term *word*

As was mentioned previously, the vocabulary of the average native speaker consists of thousands of words and multiword expressions. To look deeper into the problematics of word-formation it is important to define the term *word*. Plag claims that there is a difference between word in writing system and units of speech in spoken language. Considering the speech act, he describes the *word* as a unit surrounded by pauses. It means that every time blank space follows one unit, another unit is considered to be another word. (Plag 2003, 4–5) However, this definition appears problematic, since pauses are not given behind every single word. In the fluent speech, pauses used by the speaker are influenced by different factors. They sometimes sound illogical or unnatural and are the reflection of the speaker's current emotional state. For instance, the speech fluency of speaker sitting in a restaurant with friends is completely different from the speech act of an angry person where pauses are rarely used behind every single word in sentence. This phenomenon is called speech disfluency. (Sumiko et al. 2017)

On the other hand, Babich describes the *word* as a basic unit of language with specific form and content, which is defined as the smallest or minimum free form. (Babich 2006, 39) However, Herbs suggests that according to this definition structures like *working party, market research* or *come up* are two words. At the moment they are treated as two separated units, their meaning is different and he thus describes *word* as the smallest mobile unit in the sentence. (Herbst 2010, 94–97)

As was previously demonstrated, sometimes the notion of the term *word* diverges. In cases mentioned above it is problematic to say directly which definition is correct and which not. To sum it up, words are fixed combinations of letters, that carry a meaning and have a specific function. Words are not always separated by pauses and in some cases words cannot be further divided into smaller elements, but in other cases they consist of two or more units. While all definitions mentioned above may be questionable, Mullany

and Stockwell suggest that in linguistics it is preferable to use the term *morpheme* for the smallest meaningful unit of language. (Mullany and Stockwell 2010, 6)

1.1.1 Concepts of words

According to Herbst, there are three main concepts of words in English language – orthographic, phonological and lexical. The orthographic word is defined as the sequence in written language which is separated by the blank spaces from another unit of the same type. Such words cannot be observed in spoken language; they exist only in written system. Because they are analysed from the perspective of blank spaces the words composed from two elements, as *market research*, are treated as two orthographic words. (Herbst 2010, 94–95)

Moreover, he further suggests, that this definition cannot be applied to phonological system of words. In contrast with orthographic words, the phonological words are considered to be a part of spoken language and they are defined as units of the pronunciation. The word as a part of phonological system, it is analysed from the perspective of the stress. It is assumed that the phonological word contains only one main stress and it is defined as a spoken sign that appears in a longer utterance. (Herbst 2010, 96–97) However, at the moment the word carries the meaning and has a specific function in the sentence, it is described as a lexical item. The lexical word is an abstract unit of the vocabulary which is connected to certain things, actions, phenomena, etc. (University of Sussex 2017, 1–2)

Even though Herbst implies that only three main concepts of words are orthographic, phonological and lexical, there are also other word concepts in English such as morphological, grammatical, onomastic, lexicographical and the statistical word. (Matej Bel University 2018)

1.1.2 Word vs. Lexeme

Even though it is rather problematic to define term *word* as such, Meyer comments that it is a unit in the language which has predictable internal structure. (Meyer 2010, 150)

However, the form of words in English changes according to their grammatical structure and one word may require different inflectional suffixes. For example, Bauer suggest that word *shoot* can be used in a sentence in different forms - e.g. *This hunter shoots big game*; *He is shooting right now* or *He shot a huge bear yesterday.* The words *shoot, shoots, shooting* and *shot* are all different representations of the same word *shoot.*

In this case the word *shoot* is described as lexeme and inflected form of that lexeme, such as *shoots* or *shooting*, is considered to be a word. (Bauer 2003, 11)

While Bauer describes lexeme as headword and term *word* as its inflected form, Nemo suggests that the notion of lexeme is often use as less ambiguous notion of the term *word*. Moreover, he claims that *lexeme* is a term which, in contrast with word, covers all lexical units in the lexicon. (Nemo 2003, 197)

1.2 Morpheme

As was mentioned above the term *word* is sometimes defined as the smallest meaningful unit. (Babich 2006, 39) Since some words can be divided into smaller units, for example word *talks* is divided into the base *talk* and inflectional suffix *-s*, this definition is not sufficient and the term *morpheme* was established in the language. Yule suggests that *morpheme* is a minimal unit of meaning or grammatical function which includes for example plural forms, past tense, possessive structures and others. (Yule 2010, 67) Since words can be decomposed into smaller units, morphemes are considered to be the main building blocks which are used to create words in written or spoken language and they cannot be further divided into smaller elements. (Leminen et al. 2016)

In contrast, Babich describes morphemes as units which are a combination of the meaning and a stretch of sound, where there is no natural connection between the meaning of morpheme and its sound. Furthermore, he suggests that morphemes are the smallest language units, which are not independent. They are mostly a part of words and those which are words by themselves are called free morphemes. Moreover, he refers to the morphemes which have to be attached to another elements as bound. (Babich 2006, 39–40)

Even though the term *morpheme* is not known outside linguistics, according to Jeffries it is still one of the most useful concepts that was introduced in the study of language. It helps to name those units which lie between the phonetics and syntax, because in contrast with phonemes, morphemes have identifiable meaning. Some of the morphemes are able to stand on their own in isolation as single words, but some of them have to be attached to another morpheme. (Jeffries 2006, 71–74)

Furthermore, according to O'Grady et al. in English some morphemes behave in terms of the function and meaning as independent words, but they cannot stand alone from for phonological reasons. Such morphemes are called clitics and they are further divided into enclitics and proclitics. They suggest that enclitics are forms added at the end of other

words which is typical for English reduced variants such as *'m* or *'s* in structures like *I'm, Mary's* and others. On the other hand, proclitics are forms added at the beginning of words which is more common in French than in English language (O'Grady et al. 2005, 134)

1.2.1 Free Morphemes

Jeffries describes free morphemes as words with no additions, i.e. morphemes which stand alone and carry the meaning. Those which have to be attached to free morphemes in a form of affixes are called bound. (Jeffries 2006, 71–74) Free morphemes are further divided into the category of lexical and functional morphemes. Yule describes the lexical morphemes as those which carry the main content of the speaker's message. It means that these types of morphemes carry the meaning. They are sometimes called semantic morphemes, because if the lexical morphemes are removed from the sentence, the utterance would not be understandable. This category includes word classes like *nouns, verbs, adverbs* and *adjectives*. However, pronouns, prepositions, articles and conjunctions do not carry a meaning or content in a way that lexical morphemes do. These word classes are called functional morphemes, because they specify the relationship between other morphemes. (Yule 2010, 68)

1.2.2 Bound Morphemes

In contrast to free morphemes, there are bound morphemes which have to be attached to another morpheme. Bauer describes bound morphemes as units which occur only in a word-form, so they are a part of words. (Bauer 2002, 17) They are dependent on another free morphemes and as Yule suggests also bound morphemes are further divided into two subcategories - derivational and inflectional morphemes. Derivational morphemes are used to transform word into different parts of speech. Words where derivational morpheme was attached, consist of base and affix. Another subcategory of bound morphemes is the group of inflectional morphemes. While derivational morphemes are used for creation of new words, inflectional morphemes indicate the grammatical function of words, such as plural or possessive form. (Yule 2010, 68-69) Furthermore, Haspelmath and Sims suggests that all bound morphemes are basically affixes. They claim that inflectional affixes appear only in a form of suffixes while derivational affixes can be either prefixes or suffixes. (Hasplemath and Smith 2010, 22–23)

1.2.3 Morphemes and Structural Types of Words

According to Plag, from the perspective of morphemes, words are divided into two main structural types – simple and complex. Words, which are consisted of one free morpheme and cannot be further divided, are called simple words. However, the process of affixation allows to add prefixes, suffixes or infixes to original simple words. These processes are used for example to distinguish single and plural form or to create a word with different meaning, e.g prefixes *in-*, *im-*, *il-* are used in order to create a word with the opposite meaning such as *immoral, illogical* or *indifferent.* Those words, which consists of a base word and the affix, are considered to be complex words. (Plag, 2003, 25)

Moreover, according to O'Grady et al., complex words are built up of a root morpheme and one or more affixes, where roots typically belong to a lexical category such as nouns, verbs, adjectives or prepositions. They further suggest that affixes do not belong to lexical category as roots do, but they are always bound morphemes. However, according to O'Grady et al. it is important to distinguish between the root and base. While a base is in many cases also the root, the base can be larger than a root. For example, in the word *blackened* the affix *-ed* is added to a base *blacken,* which is a unit built up of the root *black* and the suffix *-en* (O'Grady et al. 2005, 115–116)

In addition, some affixes in English language are used to change the word classes of simple words completely, for example suffix *-ly* added to word *different* causes that the adverb is created from the adjective. (Leminen et al. 2016) In example above simple word is used as a basis for the creation of complex word. This is the way of building up a new word and enriching the vocabulary of English language. This phenomenon, called word-formation, is discussed in more details in the following chapter.

2   ENGLISH WORD FORMATION

The language is a dynamic and creative system, which means that new words enter and old expressions leave the vocabulary on daily basis. Some words are built up from existing elements, while others are coined without using units and words which are already known in the language. The process of a creation of new words is called word-formation. According to Herbst, it is considered to be one the most creative aspects of the language. (Herbst 2010, 100) While Jeffries claims that three major ways of creating a new word in English are inflection, derivation and compounding, Bauer describes inflection as a process which deals only with different grammatical forms, not with a formation of new words with distinct meaning. (Bauer 2003, 33) According to, O'Grady et al. the major word-forming processes are only affixation and compounding. (O'Grady et al. 2005, 377) However, there are other creative ways of building a new word in English. For instance, Herbst besides derivation and compounding also describes processes such as conversion, clipping, back-formation, reduplication, and others. (Herbst 2010, 104 – 105)

2.1 Affixation

As was previously mentioned, complex words typically consist of a root morpheme and one or more affixes. (O'Grady et al. 2005, 115) Derivation, also called affixation, is a process that allows putting new lexical items to already existing elements, concretely to open word classes i.e. nouns, verbs, adverbs and adjectives. (Jeffries 2006, 80) Moreover, O'Grady et al. suggest that derivation can be applied more than once, for example, word *activation* has several layers in the structure. Firstly, the affix *-ive* was attached to verb *act* in order to create an adjective *active* and then the affix *-ate* was added to already created adjective and a verb *activate* was derived. They further claim that a new word which is a result of affixation has either meaning, category or both distinct from the original base. (O'Grady et al. 2005, 118 – 120)

However, Mullany and Stockwell argue that not all morphemes attached to word cause the change of the meaning. There are morphemes that change only its syntactic function. According to that criteria, they distinguish two main types of derivation which are called lexical and syntactic. While lexical derivation causes the change of meaning, thus it is a part of word-building processes, syntactic derivation involves changing only the function of a base word and it is not defined as a part of word formation. So they define affixation

as a process of addition of non-inflectional affixes to base words. (Mullany and Stockwell 2010, 7 – 8)

Although Plag et al. claim that two main types of affixation found in English are prefixation and suffixation, new words are created also by adding infix or circumfix. (Plag et al. 2007, 94)

2.1.1 Prefixation

Herbst describes prefixation as a word-building process in which a new word is created by combining a prefix and a bound morpheme. He further suggests that it is one of the main ways of English derivation. (Herbst 2010, 103) Plag et al. claim that each prefix has a specific meaning, i.e. the prefix *semi-* means *half* or *mal-* stands for *wrong*. They distinguish two main types of prefixes in English according to their meaning - negative and augmentative prefixes. They emphasize that negative prefixes, such as *non-, un-, im-, dis-* and others, are used to make negative statements. Those prefixes are used for nouns, verbs and adjectives as well as other parts of speech. Augmentative prefixes such as *ultra-, super-* or *mega-* express higher degree and have a meaning of *very* or *extremely,* i.e. *ultra-conservative.* (Plag et al. 2007, 94) In addition, Katamba suggests that affixes are neutral and non-neutral, most of the prefixes such as *mis-, un-, dis-* and others are neutral. It means that the stress of a derived word falls on the same syllable as it is in a base word. (Katamba 2005, 58)

2.1.2 Suffixation

Herbst suggests that suffixation is a process where a suffix is added to bound morpheme. However, in contrast with prefixation, in this process, a bound morpheme is an affix which follows the free morpheme. (Herbst, 2010, 103) O'Grady et al. claim that English suffixation follows two main restrictions. Firstly, the suffix *-ant* combine only with words of Latin origin, such as *assist* or *combat.* Secondly, the suffix *-en* is attached to some adjectives in order to create verbs with a causative meaning such as *whiten* or *soften.* (O'Grady et al. 2005, 121 – 122)

According to Plag et al. there are four main types of suffixes in English - agentive, instrumental, diminutive and gender-marking. Agentive suffixes are used for creating a noun from a verb in order to appoint a person who does a specific activity, i.e. *command/commander* or *preach/preacher.* However, the same suffix *-er* can be used to create nouns from verbs which refer to subjects, such as *mixer* or *cutter.* In that case the suffix *-er* is treated as an instrumental, not agentive suffix. Diminutive suffixes have

the meaning of *small*, i.e. *-let* or *-sie* in words such as *booklet* and *footsie* and the gender-making suffixes are those which denote female being, i.e. *tigress* or *goddess (*Plag et al. 2007, 96 – 97)

2.1.3   Infixes and Circumfixes

According to Yule, third type of affix called infix is not typically used in English language and it is described as a process where an affix is inserted in the middle of another word. This process is usually used when the speaker is emotionally aroused. (Yule 2010, 59) Nevertheless, O'Grady et al. suggest that it is important to realize that not all affixes which are placed in the middle of words are infixes. For instance, morpheme *-ish* in word *boyishness* is implemented in between two other morphemes *boy-ish-ness,* but to be an infix, an affix has to be added in the middle of one morpheme, i.e. *-bloomin-* in *absobloominlutely*. (O'Grady et al. 2005 116 – 117)

In contrast, circumfixation is a process where free morphemes are attached at the begging and simultaneously at the end of another morpheme. Even though they are typical for German past participle. However, circumfixes like *enlighten* or *embolden* are less common in English as well as infixes. (Anderson 2018)

2.2 Compounding

Compounding, also called composition or word-composition, is a process where a new word is created as a combination of at least two elements. Those units used for creation of compounds are all free morphemes or at least contain a free morpheme. (Herbst 2010, 102) In a process of compounding two already existing elements are combined resulting a compound word with different meaning. O'Grady at al. claim that the rightmost morpheme, called a headword, determines the category of a newly created word, i.e. *greenhouse/noun* or *nationwide/adjective.* (O'Grady et al. 2005, 123) Moreover, Plag suggests that according to word class of headwords, compounds are divided into three main types - nominal, adjectival and verbal. Non-heads of nominal compounds and verbal compounds are either nouns, verbs or adjectives, i.e. *book cover, pickpocket, redneck, chain-smoke, shortcut* or *dry-clean* and others. In contrast, adjectival compounds are those which have an adjective as a headword but only nouns or other adjectives in the position of non-heads, for example *sugar-free* or *blood-red.* (Plag 2006, 185 – 197)

2.2.1 Types of Compounds

Jeffries suggests that the meaning of compounds is not just a summary of base words. She further claims that their meaning cannot be derived from the meaning of free morphemes used for their formation. For example, the *blackbird* is not just any bird with black feather, but a specific type of garden bird. (Jeffries 2006, 82)

However, O'Grady et al. claim that in most cases a meaning of compounds may be derived from the headword. According to that criteria, they suggest that compounds are divided into endocentric and exocentric. (O Grady et al. 2005, 126) Bauer describes endocentric compounds as those where the compound word is a hyponym of the grammatical head. It means that the meaning of a whole compound word is easily derived from its head word, e.g. *cat food* is a type of specific food. In contrast there are exocentric compounds, which are defined as compound words that are hyponym of unexpressed semantic head, i.e. the meaning of a whole compound does not follow the meaning of its individual parts, e.g. *walkman* or *greenhouse.* (Bauer 2002, 30)

Moreover, in contrast with O'Grady et al., Bauer emphasizes that there are two more types of compounds – appositional and copulative. She describes appositional compounds as those which are a hyponym of both parts of compound words, such as *maidservant* while copulatives are not hyponym of either element, i.e *red-white* or *café-restaurant.* In copulative compounds, there is an equal relationship between its individual parts and it is not always clear which element is headword. (Bauer 2002, 31)

2.2.2 Properties of Compound words

There are three distinct ways of writing compound words and according to that criteria, they are divided into three major groups. Compounds which are written as single words are treated as open class and those writing with hyphen are called hyphenated. However, when a compound word is written as a single unit, it is treated as closed. The way of writing compounds sometimes makes a huge difference in the meaning, especially considering closed class of those words, because words such as *greenhouse* or *blackboard* have different meaning as phrases *green house* and *black board*. (O'Grady et al. 2005, 124) In addition, Jeffries suggests that in the spoken language in those structures as *blackboard/black board,* the stress placement is the main aspect that shows the identity of a phrase. Compound words normally carry only a single main stress, while equivalent phrase representing a noncompound carries two word stresses, i.e. *'blackbird/ 'black 'bird.* (Jeffries 2006, 82)

Another feature of compounds is that tense as well as plural form is in the most cases attached to a compound word as a whole word, i.e. *airplane/airplanes, redhead/redheads,* etc. However, there are some exceptions found in English, for instance in compounds like *mother-in-law* or *passer-by* the first element requires a plural form not the most-right element, i.e. *mothers-in-law* and *passers-by.* (O'Grady et al. 2005, 124)

2.3 Other Word-forming Processes

As was previously mentioned, majority of complex words in English are a result of either derivation or compounding, but there are also other creative ways how to build new words such as clipping, blending, back-formation, coinage, acronyms, etc. (Herbst 2010, 104 – 105) Furthermore, Yule suggests that there is also a possibility to combine more word-building processes in order to create a new word, for example a word *yuppie* is a combination of an acronym which stands for *young urban professional* and suffix *-ie*. This phenomenon is called *multiple processes.* (Yule 2010 53 – 60)

2.3.1   Abbreviations, Acronyms and Initialisms

According to Plag et al., the formation of abbreviations is a part of a process called shortening where new lexical items are created by deleting linguistic material rather than adding it to existing words. They suggest that abbreviations are a special type of shortening which is a result of the combining only initial letters of multiword combinations. However, they further divide abbreviations into two main categories, which are acronyms and initialisms. The difference is that acronyms are pronounced as one word, i.e. *UNICEF, NASA* or *NATO,* while initialisms are pronounced separately as a sequence of letters, for example *U.S.A, L.A.* or *UK* and others. (Plag et al. 2007, 106 – 108) However, Hudson prefers to use the terminology *word acronyms* and *spelling acronyms,* where the spelling acronyms stand for initialisms. (Hudson 2000, 62)

Since abbreviations are easy to form, they are used specially to avoid repetition in the sentences, to save space or to conform to conventional usage. (Pop and Sim 2009, 557) O'Grady et al. suggest that this phenomenon is especially typical in names of organizations, military and scientific terminology. Even though those words are usually written in capital letters, acronyms like *radar, scuba* or *laser* are accepted as common nouns and are not written in capital letters. (O'Grady et al. 2005, 137)

Moreover, Katamba analyses abbreviations as important part of a jargon used in internet communication, because cyberspeak has high tendency to combine different

letters and also letters with numbers together. However, abbreviations are also frequently used in the language of business, for example *RAM/random-access memory* or *B2B/business-to-business, CEO/Chief Executive Officer* and others. (Katamba 2005, 188 – 189)

2.3.2 Conversion

According to Jeffries conversion, also called zero derivation, is a process which causes the change of word class of a free morpheme. She suggests that this process is often used with nouns and verbs such as *a play/to play* or *a drink/to drink,* but sometimes it is problematic to tell which conversion is more frequent – whether the creation of verb from noun or vice versa. (Jeffries 2006, 81 – 82)

Even though, Plag suggests that conversion is a part of derivation (Plag 2003, 22), O'Grady et al. claim that in a process of conversion no affix is added to base word so conversion is sometimes considered to be a part of derivation, just because of a new meaning that a word requires. (O'Grady et al. 2005, 134)

Moreover, O'Grady et al. imply that although there are some exceptions where conversion is applied to words that has more than one morpheme, such as words *propos-ition* or *refer-ee,* conversion is usually restricted to words built up of a single morpheme. They further emphasize that conversion in two-syllable words is accompanied by shift of a stress, i.e. verb *import* has stress on the final syllable, while corresponding noun is stressed on the first syllable. (O'Grady et al. 2005, 135)

2.3.3 Clipping

Clipping, also known as truncation, is according to Katamba described as a creation of a new word which has the same meaning as the original lexical item. In a process of clipping an original word is reduced into monosyllabic or disyllabic word e.g. *extra/extraordinary* or *rep/reputation.* He further claims that clipping is a part of language economy and it is very productive process in modern English found especially in colloquial language. Katamba divides clipping into fore-clipping and back-clipping. While fore-clipping is process where the front element of word is cut e.g. *omnibus/bus* or *aeroplane/plane,* back-clipping is observed when the end of original word is trimmed such as *laboratory/lab* or *discotheque/disco.* (Katamba 2005, 180 – 181)

However, there are also other types of clipping in English - middle and complex. The middle clipping is a process, where both initial and final elements of original word is trimmed, e.g. *influenza/flu.* On the other hand, complex clipping is found with compound

words, where individual parts of compound word are clipped together such as *science fiction/sci-fi.* (Koyippally 2007) Moreover, Yule analyses a specific type of clipping which is called hypocorisms. Those words are described as process where a longer word is reduced into single syllable and then a suffix *-y* or *-ie* is attached to the end of e.g. *Aussie/Australian, telly/television* or *brekky/breakfast.* Even though this process is mainly used in Australian English, it is also often used British English. (Yule 2010, 56)

2.3.4 Blending

Blends or portmanteau words are lexical items which are result of a process where parts of different word forms are joined together, e.g. blend *smog* is a result of combination of words *smoke* and *fog.* (Katamba 2005, 186) O'Grady et al. describe blends as words created from nonmorphemic parts of two items which already exist in language - usually the first part of one word and a final part of another. They further emphasize that there is sometimes borderline between compounding and blending, because some words are combined with a part of another, for example *medicare, workaholic* or *perma-press.* (O'Grady et al. 2005, 136)

2.3.5 Back-formation

As Katamba suggests, words are usually created by adding affixes, but even though it is less common in English, there is also a possibility to create a new word by removing an affix. He further claims that this phenomenon happens when there is a gap in the lexicon. It means that there should be a term from which existing affixed word was derived, but there is no such word, for example the verb *typewrite* was formed from the noun *typewriter.* (Katamba 2005, 185) Bauer remarks that it is very productive process in English and majority of back-formations found in English are verbs. She describes back-formation as a process of deletion of suffixes. (Bauer 2002, 230)

2.3.6 Coinage

According to Yule, coinage is considered to be the least frequent process in English which is connected with invention of a new subjects. The most typical areas for coinage are analysed as commercials and advertising in overall, because those areas are connected with introducing new products to the market. Older examples of coinage words are *zipper* or *aspirin,* but they are not treated as new words anymore and they became a part of core vocabulary. He further suggests that these types of words are created using new elements,

rather than using already existing words, elements or word-building processes. (Yule 2010, 53–54)

2.3.7   Borrowing

According to Hoffer borrowing is defined as a process where the particular word is directly picked from different language and adopted in English. This process is also called *loanwords*. (Hoffer 2005, 53) Yule suggests that the borrowing is one of the most common sources of new words in English. (Yule 2010, 54) In addition, Katamba claims that many foreign words which are borrowed become fully nativised. It means that such words are completely assimilated in English. For instance, words of French origin like *chair, colour, aunt* or *dinner* are indistinguishable from indigenous English words. (Katamba 2005, 145) Even though Yule suggests that borrowing is one of the most common sources of new words in English, Panocová emphasizes that borrowing is just a way how to enrich the vocabulary. She argues that new words are not created in a process of word-formation, but rather taken from other languages. Moreover, she describes borrowing as part of etymology, which is a study of word's origin. (Panocová 2015, 36)

3 MARKETING

Marketing is a way of communication between companies or sellers and customers. The main function of this communication is to present a product or service to a target market in its most pleasurable way, but also to reach the customer's satisfaction. (Smith 2000, 4) However, the communication between companies and customers is just a little part of marketing and according to American Marketing Association, marketing is defined as the activity, set of institutions and processes used in order to create, deliver and exchange offerings which have the value not only for customers but also for partners and society at large. (American Marketing Association 2013) Burnett suggests that this process of presenting and selling a service or product is based on the fact that only customers themselves know what they really want and there are several factors which influence the strategy of marketing chosen by marketers including the target market, age, gender, economic situation, demand and many more. (Burnett 2010, 34)

Moreover, Foret et al. claim that it is important to distinguish between marketing and selling. While the main goal of selling is to persuade customers to buy specific service or product manufactured by a company, marketing also focuses on wants and needs of customers. It means that companies use marketing in order to manufacture products which will potentially reach customers satisfaction. (Foret et al. 2005, 10) Thus, the marketing is also defined as important management function which includes all business activities from the production to the consumption, which follows two main concepts – traditional and modern. The marketing concept is defined as the belief or attitude of the management that serves as a guide to the marketing effort. While the old concept of marketing focuses only on the tricks and tactics of pushing the products to the customer and tries to reach maximum profit, according to the modern concept marketing is a consumer-oriented activity and not only the sales-oriented. It means that modern marketing strategies are based on consumer satisfaction. (Devchand College 2018)

3.1 Main Functions of Marketing

According to Burnett, the main goals of marketing are to satisfy the customer, to establish a clear company image, to make marketing central to the organization, be proactive and to develop a right strategy. (Burnett 2010, 35) Besides those main goals, marketing has seven main functions – marketing information management, distribution, product or service management, pricing, promotion, selling and financing. (Your Business 2018)

In modern marketing concept, it is important to understand customer's needs for the development of the right products or services. So the main purpose of Information Management is to collect data and provide marketing research in order to understand consumer's wants and needs. (Art of Marketing 2018) Even though the marketing research is the only way how to collect information about the customers, Burnett suggests that it is not necessary to provide research for solving every problem in business since it is time-consuming and often also expensive. (Burnett 2010, 82)

However, the marketing research is connected also with Product or Service Management, which is another function of the marketing. For this function, the survey or research is an inevitable part, because the main goal of Product Management is to identify opportunities for the product or service extension according to customer's experience. The next important functions of marketing are choosing the right distribution channel and pricing in regard to the type of customers. Distribution is defined as a process of movement of goods and services from the production to the customers and it is tightly connected with the pricing, which is important in predictions of the success and profitability. For instance, the pricing strategy of a company with strong competition has to be different from those companies offering unique products or service. (Your Business 2018)

One of the purposes of marketing is a communication between companies and customers and the promotion is the way how to inform current or potential customers about offered products or services. (Your Business 2018) However, Foret et al. claim that promotion, also known as a communicational mix, is just a little part of marketing, it has five main tools which are *advertising, sales support, public relations, personal selling* and the last one is *direct selling*. Those tools are used in order to communicate with current and also potential customers in order to influence consumer buying behavior. (Foret et al. 2005, 117)

As was previously mentioned, selling in one of the functions of the marketing and it is defined as a transaction between seller and customer. Selling is simultaneously the last stage of marketing which results in purchases. (Foret et al. 2005, 10) In order to increase purchases, to gain a new customer or to reach customer's satisfaction, companies often provide loyalty programs, sales, discounts, etc. The main purpose of those offerings is to reach a regular flow of revenue in order to pay for business operations. This process of gathering financial resources for business is called financing and it is the last function of marketing. (Your Business 2018)

3.2 Marketing Tools

Although basic tools of marketing are considered to be demand, promotion, market analysis and planning, Foret et al. emphasize that one of the most important tools in creating the proper marketing strategy is marketing mix. They claim that it is a set of marketing tools which are used to reach customer's satisfaction. Marketing mix shows the relationship of the company towards external environments such as customers, suppliers, distribution, transport of material or goods and more. However, Foret et al. imply that one of the main weaknesses of the marketing mix is that it focuses only on the seller's perception of a market and in modern marketing concept, it should be oriented more on the customers. (Foret et al. 2005, 89–91)

3.2.1   Marketing Mix

According to Foret et al. marketing mix, as a set of marketing tools includes all basic elements used to reach goals of a business. (Foret et al. 2005, 89) Moreover, Smith suggests that marketing mix is also a framework which tries to find the best solution for different marketing problems. (Smith 2000, 5) The principle of 4Ps is based on the putting appropriate product or service in the right place, at the right time and for the right price. So, the 4Ps means the *product* which stands for goods and services offered by companies*, price* as the amount of money paid by consumers*, place* as a set of activities which make a product or service available and the *promotion,* which is viewed as communication between sellers and buyers. However, in modern marketing, 4Ps are tightly connected with the 7Ps and also 4Cs. Later, the model of 4Ps was modified to 7Ps. It was enriched by *the physical environment* which stands for the staff, packaging and experience connected with production, a *process* which is connected with research and development and the last P stands for the *people* such as employees, management and customers. (Marketing Mix 2018)

However, the model of 4Cs is not a basic component of the marketing mix or its modification, but rather a tool which focuses on advantages of the Internet market. 4Cs model is considered to be a modern version of the 4Ps which includes elements such as *clients, costs, communications* and *convenience*. (Marketing Mix 2018) However, Smith emphasizes that 4Ps and 7Ps are key models, while 4Cs is just an extension of the marketing mix strategy. He further suggests that it is important to make a difference

between the marketing mix and the communication mix because communication mix is a promotion which includes elements of *selling, promotion, direct marketing, sales support* and others. (Smith 2000, 6 – 7)

3.3 Language of Business

The world of business is a huge environment where the proper language plays a significant role. Jiang defines the language used in a business as a variety with a concrete social function or a branch of language which has the specific lexical, syntactic and grammatical features in comparison with other language varieties. (Jiang 2015) In contrast with general English, Dalalau emphasizes that the language used in modern business is the largest area of the growth. She argues that it is caused by the internalization of English in the business world since corporations worldwide are becoming multinational. She suggests that also computer revolution has had a significant impact on the development of the vocabulary used in business. (Dalalau 2010)

3.3.1 Lexical Features of the Language of Business

As was previously mentioned, Business English is a branch of language which has a specific lexical, syntactic and grammatical features. According to Dalalau, one of the most the important lexical feature is that the vocabulary of a business language is divided into two major parts - highly technical and sub-technical. Highly technical vocabulary consists of words used to refer to specific entities in business such as *return on assets, shareholder's equity, capital turnover* and others. On the other hand, she implies that the vocabulary of Business English is layered, which means words in a business environment requires new meanings. For example, a term *market* in colloquial language refers to a physical place where products are sold such as *a fish market* or *a farmer's market.* In the terminology of business, *a market* refers to a group of consumers interested in particular service or product. Those words, which have different meaning in business are according to Dalalau classified as sub-technical. (Dalalau 2010)

Moreover, Jiang claims that lexical features of the language used in business include specialization, formalization and standardization of the vocabulary. Specialization of the vocabulary means that the language of business adapts for special purposes. She demonstrates the specialization of the vocabulary using abbreviations such as *C.W.O/cash with order, W.P.A/with particular average, C.O.D/cash on delivery*, but also the indicators of macroeconomic development are often used in shortened forms, i.e. *GNP/gross national*

product, GDP/gross domestic product, NNP/net national product and *NI/national income.* Another distinct feature of Business Language is formalization of the vocabulary which means that informal phrases are replaced by formal ones. For instance, it is preferable to use phrases like *on the grounds that, in the event/case of, for the purpose of* rather than prepositions and adverbs such as *because, about, if, like, for* and others. Furthermore, the vocabulary of Business English consists of above 50% of borrowed words mainly from Latin, Greek and French. Terms like French *De facto convertibility* or Latin *Caveat emptor* are also used to reach the formality of the language in business. According to Jiang, the last distinct feature of the language of business is standardization of the vocabulary. It is defined as a creation of new vocabulary to keep up with the development of business. In this area of the language, compounding plays an important role since the creation of new words is connected with introducing new business strategies, theories or approaches, such as *ideas-first approach, jobs-to-be-done theory,* etc. To name these strategies, compound words are frequently used. (Jiang 2015)

Although Dalalau describes environment of Business English as the largest area of the growth, Perini claims that one of the distinct features of Business English is that it has a specialised discourse. It means that it is used in limited ways and context, the vocabulary is smaller and rather specific, but on the other hand rules of word-formation in business language are less strict than those in Standard English. However, he also suggests that it is important to distinguish general Business English and a specific area of Business English, such as economics, finance or marketing, because those branches of Business Language differ in terminology. (Perini 2018)

3.4 The language of Marketing

Language is one of the most important ways how to express individual's identity and each company tries to create its own image, to reach competitive advantage or to build a distinct position in a market. Even though the business is based mostly on figures, statistics and numbers, Bonigala emphasizes that the importance of the right vocabulary is inevitable in the area of marketing. He claims that marketing communication depends on language more than other fields of business, because part of a marketing is advertising where marketers try to persuade customers to buy a certain product or service. Thus the language in marketing is creative, eye-catching and it often breaks traditional grammar rules, such as changing the spelling of a word or combining parts of speech in unconventional way, e.g. *Kwality Ice cream* or famous McDonald's slogan *I'm Lovin' it.* (Bonigala 2009)

Furthermore, Vasiloaia suggests that marketing, especially area of advertising, is inevitable part of modern consumer society, because to advertise means to draw attention to something. She emphasizes that basic features of the language of marketing are simple syntactic structure which should appeal to recipients, descriptive language found in product description, but also a figurative language. So the language of marketing has four main functions - *attention value, readability, memorability* and *selling power*. The main purpose of the marketing is to sell a product/service, so the selling power force people to purchase. In advertising, it is mainly achieved by using imperatives. From the linguistic point of view, attention value can be reached by breaking conventions such as wrong *spelling, intentional grammar mistakes, semantic deviations* and others. However, the text still needs to be readable and it has to catch the reader's attention. Readability is based on the idea that current and potential customers search for simple and quick information. Once the text or slogan is too long, there is a risk of losing reader's attention. In order to make marketing campaign memorable, marketers often use repetition to reach memorability. Linguistic devices which are used for the repetition in marketing are alliteration, lexical repetition or even metrical rhythm or rhyme. (Vasiloaia 2018)

Moreover, Prasad implies that also transliteration, which is defined as transformation of foreign words into English, is frequently used in the language of marketing. The spelling of those word is usually different, but the pronunciation is the same as with English words, e.g. slogan *Be cointreauversial!* was used for advertising of French alcoholic drink used for cosmopolitan, margarita, and others and it is called *Cointreau.* Thus, he claims that the language of used in marketing is neither variety nor a register, because it takes any form required for communicating appropriate marketing message. This type of language is inevitable part of the business sector and its aim is to be distinct, catchy and easy to remember. (Prasad 2017)

However, the most creative language is used in the area of advertising and because the majority of analysed articles focus on approaches connected to the customer's needs, the following chapter deals with the basic lexical features of the language used in advertising.

3.4.1 Lexical Features of the Language of Advertising

The language of advertising has the power to persuade consumer's desire to purchase specific product or service. Linghong claims that the language of advertising has several lexical features such as usage of monosyllabic verbs, weasel words, favourable words,

personal pronouns, compounds, and more. As was previously mentioned, the advertising has to be eye-catching. For this reason, monosyllabic words are often used in marketing campaigns, because they are familiar with customers and are easy to remember. So advertisements often contain mainly verbs such as *make, get, try, need, have* and others, because they create a greater emotion in consumers and have a maximum impact.

However, Linghong implies that simple and straight message from the side of a company has usually negative impact on current and potential customers, for example, word *buy,* which means *to obtain something by giving money*, is associated with unwilling payments of customers. For this reason, verbs like *buy* are rarely used in advertising and it is preferable to replace them with weasel words such as *bring, give, plus, offer*, etc. Although the main purpose of advertising is to persuade customers to purchase a product, at the same time companies also try to build a positive image. It is aimed by the usage of favourable words, as emotive or evaluative adjectives, which confirm desirable qualities of the product, e.g. *spectacular, amazing, ultimate,* and others. In addition, comparatives and superlatives of adjectives are used to appoint to the excellent quality of the product or service. Companies commonly compare their new products with their old versions since it is illegal to directly refer to products of the competition. (Linghong 2006)

According to Yanping, personal pronouns such as *you* or *we* are used to build a closer relationship between the company and its customers and also to create friendly or intimate atmosphere. Such vocabulary appeals to the recipient and influences consumer buying behavior. (Yanping 2013)

II. ANALYSIS

4 AN ANALYSIS OF SELECTED MARKETING ARTICLES

The aim of the analysis is to find out which word formation processes primarily occurred in the analysed articles and how creative the language in the area of marketing is. I will try to identify the main purposes of the usage of word formation in the selected texts as well as its typical features. This will be achieved by using the basic linguistic aspects described in the theoretical part.

The practical part consists of the analysis of fifteen articles collected from the following online sources – *Marketingjournal.org*, *Precisionmarketinggroup.com*, *Marketingland.com,* and *Harvardbusinessreview.org.* However, the majority of articles have been collected from *The Marketing Journal* website, which is an online portal that brings together business executives, professionals and marketing thought-leaders in order to examine the effectiveness of different marketing strategies. (The Marketing Journal 2018)

The results will be summarized in the conclusion of the bachelor thesis and the articles used as a basis for the practical analysis are enclosed on the CD.

4.1 Compounding

Marketing is the area of business, which is characterized by the large growth and development. It means that marketers try to invent new and innovative approaches to the market and to customers, new strategies or to find out how to make a whole marketing more effective. To keep up with this development of marketing, language has to adapt to those changes which is tightly connected with a creation of new words. The first type of word formation process which frequently occurred in the analysed articles was compounding. Observed compound words were mainly hyphenated and the majority of them had a function of adjectives. In English sentence, adjectives are used to modify the nouns and in the analysed articles they were mostly created as a combination of nouns and adjectives or nouns and verbs in the past participle.

(1) *Soon customers will expect automated reorders to be available with accurate and efficient **voice-controlled** purchases.* (T8) – The compound adjective was created to the language economy instead of *purchases controlled by the voice* and hyphen was used to show that individual parts of the compound work together as one unit of meaning. The word refers to the technology, where customers can easily control their purchases using voice.

(2) *It corrects the flaws in the methods that have been used to date: namely, it links a company's value creation activities to* **customer-defined** *metrics.* (T1) – The compound word is used to provide information about the methodology based on the real customer's wants and needs. The main purpose of creating hyphenated compound is to show that combined words work as one unit and to provide information about the origin of metrics connected to the company's values activities.

(3) *In a* **data-obsessed** *world, it might be a surprise that some of the greatest innovators have succeeded with little more than intuition to guide their efforts.* (T11) – The hyphenated compound word is used to emphasize that today's society relies too much on data and facts, but the success in the world of business is sometimes based only on the intuition. Moreover, it is also a part of the language economy.

(4) *The article provides a framework for diagnosing and rethinking your I2D, making the process faster, transparent, reliable,* **cost-efficient** *and results oriented.* (T3) – Created adjective refers to the quality and effectiveness of the I2D process from the perspective of cost-cutting. The hyphen is used to express the equal relationship between its individual parts and also to show that they work together as one unit.

The second group of compounds that frequently appeared in the analysed texts were compounds created as a combination of two nouns.

(5) *PetSmart has built a pet-centric culture that incorporates* **pet-data** *and* **customer-data** *with in-store and online behavior.* (T4) – Nominal compounds created in the article are used in order to omit prepositions or long descriptions such as *data about the customers* or *data about the customer's pets.* The purpose of compounds is also to show who is in the centre of PetSmart's culture and they refer to the type of data that need to be collected to establish a pet-centric culture.

(6)   *B2B Buyers have a sixth sense when it comes to detecting a lack of **customer-centricity**.* (T6) – The nominal compound word refers to the name of marketing approach which focuses on the customer's life cycle and it emphasizes the importance of the customer's needs and wants in B2B. The main purpose of the compound word is to show the relationship between its individual parts and express that those two words convey one meaning. It is also a part of the specialization and standardization of the business vocabulary.

(7)   *The skills and traits to pull that off – such as **cost-consciousness**, relentless efficiency, and customer-driven design – must be anchored in the company and its culture from the very beginning.* (T10) – Nominal compound word was created to fill the gap in the vocabulary since it refers to the situation in the market where consumers know the value of a certain product or service. Moreover, the headword of the compound is a result of affixation, where the suffix *-ness* was used to create a noun from adjective *conscious*. The term is exclusively used in the marketing jargon.

(8)   *The **price-value** relationship is the decisive competitive advantage.* (T10) – The compound word is used to emphasize that in pricing strategies it is important to set a price of a certain product or service which is equal to the value that product has for the customer. Hyphenated compound word is used to express the coordinate relationship between its individual parts and it is also a part of the language economy instead of *a relationship where the price and value are equal.*

Another group of compound words in the analysed marketing articles were words created by building up more than two elements linked together by the prepositions, conjunctions or even infinitive *to be.*

(9)   *The Product Development Management Association (PDMA) states that "customer's needs, either expressed or **yet-to-be-articulated**, provide new product development opportunities for the firm."* (T1) – Hyphenated compound word was created using the infinitive *to be* in order to avoid repetition of word *need* instead of collocation *needs that need/have to be articulated.* Created compound modifies the specific type

of customer's needs in the marketing and it is also a part of the vocabulary standardization.

(10) *We introduce a process called the **Ideas-To-Demand** chain (12D), with less complexity and better controls.* (T3) – The preposition *is used to* join two equal elements and hyphens are used to show that those words have a meaning as one unit. The word was created to fill the gap in a vocabulary since it refers to a newly created process for optimizing marketing.

(11) *While retail has seen the most change from every angle of the business model, grocery stores are experiencing urgency around payments, mobile checkout and **scan-and-go** technology.* (T8) – The compound word is created using two verb bases joined together with conjunction and hyphens which are used to express the coordinate relationship among its individual parts. The term refers to the specific type of technology located in supermarkets which makes the shopping easier and save the time of customers.

The last type of compound words which were analysed in the sample of marketing articles are compounds built up as a combination of nouns with verbs in continuous form. Those compound words had also mainly the function of adjectives since they modified the nouns.

(12) *The solution to this is to enhance forecasting by giving early warnings of all the **demand-driving** activities.* (T3) – The compound word is used for the purposes of the language economy instead of collocation *activities that/which are driven by demand.* The created compound has to simplify the sentence and also to emphasize that to optimize the marketing and to satisfy the customer's needs, it is important to research the actual demand for certain goods or services.

(13) *Brick and mortar stores have the advantage here because they are able to provide **problem-solving** experts.* (T4) – The compound word is used to emphasize the quality and skills of experts and thus to persuade the reader about the authenticity of the statement from the article connected to the customer's determining. Hyphenated word was created to join two equal elements, to form

a unit of meaning to describe the following noun and it is also a part of language standardization.

(14) *CFOs rightly demand **value-creating** plans but are often unclear about how the plans submitted do this.* (T9) – The compound is used for the purposes of the language economy and hyphen is used to avoid ambiguity or misunderstanding and to show that two bases work as one unit. The term is used to refer to the marketing plans that have added value for both – company and customers.

4.1.1 Diversity in Writing

The transformation of the language into the different environment, context and its usage in various areas of marketing results in diversities in writing of the same terms. For example, the inventor of the Outcome-Driven Innovation® (ODI) Process, Tony Ulwick, explains in his article (T1) why are innovations important in modern marketing. He created a strategy which makes innovation measurable, predictable and it is highly connected with jobs-to-be-done theory. However, differences in writing the term *jobs-to-be-done theory* were observed during the analysis of the selected articles.

(15) *Tony Ulwick is the pioneer of **jobs-to-be-done theory**, the inventor of the Outcome-Driven Innovation® (ODI) process, and the founder of the strategy and innovation consulting firm Strategyn.* (T1) – The main purpose of the creation of compound word was to fill the gap in the vocabulary since it refers to the newly created marketing theory connected with innovation. The inventor of the theory prefers to use hyphenated compounds.

(16) *At the core, marketers must use a **Jobs-to-be Done approach** across these three levels.* (T4) – A different way of writing the same term has been used in the analysed text, as well as term *approach* is used instead of a word *theory*.

(17) *This is what we call the **job to be done theory**.* (T11) – Moreover, in another provided example hyphens were completely omitted, which is a result of the fact that newly created term is not yet a part of the core vocabulary, thus the way of writing highly depends on the author's preferences.

The majority of compound words in analysed articles were joined together using hyphens and they usually had a function of adjectives. Analysed hyphenated compound words were often used to simplify the sentences and to make the language brief but still informative enough.

4.2 Affixation

The second word-building process, which appears in a formation of marketing terms is affixation. In the analysed articles the prefix *re-* is frequently used in the marketing terminology. This prefix indicates the repetition of the action.

(18) ***Remarketing*** *is the process of reconnecting with previous visitors of your website.* (T5) – The term *remarketing* refers to a special form of marketing, where online advertising is displayed to people according to websites they have already visited. The prefix *re-* in this example is used to indicate the repetition.

(19) ***Repackaging*** *and mailing an item back seems cumbersome, which is why retailers with a physical location have an advantage at this step in the journey.* (T4) – The prefix *re-* is used to emphasize the importance of repeated product packaging in connection with returns and reclamations. It is used to show that the company cares about the customers even after purchase which helps to build a stronger relationship with customers.

There is also a variety of affixes denoting different meanings written with hyphens were often used in the analysed marketing articles. And because the words from the following examples are not usually written as one word, hyphens are used mainly to show that they have a meaning as one unit.

(20) *How do you as a marketer integrate the wisdom of the* ***micro-moment*** *into the discipline of mapping the buyer's journey?* (T4) – In the example given, the prefix *micro-* means "extremely small" or "unimportant" and it is used to invoked interest and inquisitiveness in the reader.

(21) *Rethinking Retail: From Micro-Moments to **Mega-Experience**.* (T4) – The prefix *mega-* denotes initial and the most important element of something and it has a meaning of "extremely huge" or "unforgettable". It expresses a kind of exaggeration and the contrast using prefixes *micro-* and *mega-* is used in order to invoke the interest in readers.

(22) *The same seven success factors apply, but to an even greater degree when a company or one of its business units wants to go one step further and pursue an **ultra-low** price position.* (T10) – The prefix with the meaning of "extreme" or "extremely" is used to expresses a certain quality of a company's position with reference to the price level of their products or services.

(23) *This is a **multi-level** concept – you don't just measure success at one level of your sales funnel – and your keys should be laid out before you even have a chance to measure them.* (T5) – The prefixed word with the meaning of "having many levels/layers" is used in order to describe the marketing value called *Key Performance Indicator.* The word is created as a part of language economy instead of *a concept with multiple levels.*

Other prefixes analysed in selected marketing articles where *pre-* and *post-*. Those prefixes are used in different contexts to express a time sequence of a group of activities in marketing, which are especially connected with purchases.

(24) *What about focusing precious retail space on creating a broad range of experiences that are not just enjoyable but that help the consumer to learn faster about choices **pre-purchase** and about the most effective use of the product **post-purchase**?* (T4) – The prefix *pre-* refers to choices that consumers have to make before purchasing a certain product or service, while the prefix *post-* denotes a group of activities connected with the usage of the purchased product.

In contrast with prefixation, words created by using suffixes appear in the analysed articles more frequent. Majority of suffixed words which refers purely to marketing terms are written with hyphens. To the first group of hyphenated suffixed words belongs term where the suffix *-driven* was added to a base word. Such words were often observed

in the marketing articles in order to express that something is controlled or based on certain characteristics.

(25) *Tony Ulwick is the inventor of the **Outcome-Driven** Innovation® (ODI) process and the founder of the strategy and innovation consulting firm Strategyn.* (T1) – A derived word is used to modify the marketing innovation process which is based on the outcomes. It serves to vocabulary gap-fills since it refers to the newly created marketing approach to innovation.

(26) *In just over a decade I saw the general business perception of marketing change from promotion and parties, to being **data-driven** and strategic.* (T7) – The suffix *-driven* was added to a noun in order to emphasize that modern business perception is mostly based on data and facts. The word is used instead of a *business that/which is based on data* as a part of the language economy.

(27) *The skills and traits to pull that off – such as cost-consciousness, relentless efficiency, and **customer-driven** design – must be anchored in the company and its culture from the very beginning.* (T10) – The formed word indicates that the required design is based on the customer's experience and it is used to fill the gap in the vocabulary since it refers to the type of design based on the customer's experience and the hyphen is used to show that those two words convey one meaning.

Another type of affixed words written with hyphens were formed by using the suffix *-centric*, which is used to emphasize, that the stated thing which precedes the suffix is the main interest or a centre of something. (Cambridge Dictionary 2018) Moreover, affixed words using prepositions were sometimes used in the analysed articles in order to describe certain qualities.

(28) ***The customer-centric** strategy is key to achieving **above-average** sales growth. The strategy can be **company-centric**, which is a death-wish in today's highly competitive world.* (T6) – The suffix *-centric* is used to distinguish what is the centre of two main B2B strategies in the analysed article. Those strategies are focused either on a company or on their customers. Furthermore, the word *above-*

average is used to imply increasing sales grow*th* and it should persuade the reader about the quality of the *customer-centric strategy.*

(29) *PetSmart has built a **pet-centric** culture that incorporates pet-data and customer-data with **in-store** and online behavior.* (T4) – The word is created to name the culture which is gathered around the needs of pets rather than their owners by using the suffix *-centric.* The word *in-store* is used to avoid repeating word *behavior* and it also serves to the language economy instead of *the behavior of customers in the store and also their behavior while online shopping.*

Furthermore, one of the features of the language of marketing is that words which are used also in other areas of the language either require a new meaning or are used to refer to marketing terms such as *development, supplier, inventor,* etc. Such noun was often used in the analysed articles and they were created from verbs under the process of suffixation.

(30) *This is very similar to CPI, except this is the measurement of the estimated cost of the **advertisement** based on 1,000 views or impressions (Mille is Latin for 1,000).* (T5) – In the article, the noun *advertisement* was built up from the verb *advertise* using the suffix *-ment*, which is usually used to form a noun denoting an action or process. (Cambridge Dictionary 2018)

(31) *It has to be done via more responsible **consumption**.* (T2) – The noun was created from the verb *consume* using the suffix *-ion* to denote a process of buying goods and services.

(32) *According to Kotler, more companies would do well to use a framework like this with the addition of blogs and social media broken out as distinct **distribution** channels.* (T3) – The noun was created on the same principle as in the previous examples in order to refer to the channels used for delivering goods to customers.

4.2.1   Diversities in Writing

Similarly, as with compound words, there may appear some diversities in writing of complex words in the area of marketing. Derived words which have been analysed in

selected articles were mostly written with hyphens that can be easily omitted because grammar rules in the language of marketing are not as strict as in the Standard Language. For example, marketer Tony Ulwick created a strategy called Outcome-Driven Innovation. To name this marketing strategy, an adjective using the suffix *-driven* was created. He, as the inventor, prefers to use a hyphenated version of an adjective which modifies the noun *Innovation.* (T1) However, other specialists in a field of business, such as Andrew Harrison or Mark Blessington in their article (T6) prefer to omit hyphens in this term.

> *(33) Tony Ulwick is the pioneer of jobs-to-be-done theory and the inventor of the Outcome-Driven Innovation® (ODI) process and the founder of the strategy and innovation consulting firm Strategyn.* (T1) – Hyphens are used in the name of the innovation.

> (34) *We recommend using jobs-to-be-done theory and the* **Outcome Driven Innovation (ODI) methodology** *championed by Tony Ulwick.* (T6) – Hyphens are omitted and authors also prefer to use a term *methodology* instead of a term *process*.

Another difference can be demonstrated using a prefixed word *omnichannel.* According to Cambridge dictionary, the prefix *omni-* has a meaning of "everywhere and everything". (Cambridge Dictionary 2018) During the analysis of selected articles, different ways of writing a word *omnichannel* have been found.

> (35) *The result is a blueprint for becoming more competitive in a mobile-driven,* **omni-channel** *world.* (T4) – The hyphenated version of the derived adjective is preferred.

> (36) *To describe it more generally, B2B customers demand an* **omnichannel** *experience and the right to choose the channel that suits them best at any given moment in time.* (T6) – It is preferred to omit hyphens in the word *omnichannel.*

4.3 Abbreviations

As was mentioned in the theoretical part of the bachelor thesis, one of the features of the language used in a business is a specialization of the vocabulary, which is expressed especially by the formation of abbreviations. (Jiang 2015) Even though abbreviations are

considered to be one of the most typical lexical features of the language of business, in the analysed articles, abbreviations referring to the purely marketing terms were not used as often as a compound or affixed words. Acronyms and initialisms which appeared in the analysed articles can be divided into two main groups. The first group consists of abbreviations which are used not only in the area of marketing but also in other branches of business. Those abbreviations where not further explained in the articles, because it is expected that the average reader interested in the area of marketing knows their meaning.

(37) *When Hubert Joly held first investor meeting as* **CEO** *for Best Buy back on November 13, 2012, he announced a rescues strategy called "Renew Blue."* (T13) – Initialism used in the article is a business term which stands for Chief Executive Officer. It refers to the officer of highest rank.

(38) **CFOs** *rightly demand value-creating plans, but are often unclear about how the plans submitted do this*. (T9) – Initialism, which stands for *Chief Financial Officer,* refers to the senior officer who is responsible for financial affairs of the company. In the analysed text, plural form was used.

(39) **CMOs** *of their deputies spent part of their working week making sure that the reforms were through, they rolled up their sleeves and poked in their noses.* (T3) – Abbreviation refers to the most senior marketing officer and in the example given, the plural form is used.

The second group of abbreviations refers to the terms which are typical only for the marketing jargon. However, abbreviations, which were considered to be known for the reader interested in the marketing, were not explained similarly as in the previous example and some of them were created using not only initial letters but also numbers.

(40) *This view was confirmed in a McKinsey online article on* **B2B** *digital marketing dated July 26th, 2016.* (T9) – Abbreviation from the article refers to the exchange of either products or services between businesses rather than between company and individual consumers. The numeral is used instead of the preposition *to* as a part of the language economy.

(41) *A lot of the same strategies used in **B2C** marketing can be utilized in B2B marketing.* (T14) – Similarly as in the previous example abbreviation refers to the exchange of goods and services. It stands either for *Business to Customers* or *Business to Consumers.*

Another group of abbreviations which were frequently used in analysed articles referred to various marketing theories or approaches. Those abbreviations were usually firstly explained and then later in the articles, the authors used only the abbreviation in order to avoid repetition and to make sentences shorter.

(42) *It can be made to work, as evidences by the creation of the **Outcome-Driven Innovation (ODI)** methodology. **ODI** is a needs-first approach to innovation that has an 86% success rate – 5 times the industry average.* (T1) – Firstly, the abbreviation was explained and secondly, the author preferred to use only an abbreviation as a part of language economy.

(43) *We introduce a process called the **Ideas-To-Demand chain (I2D)**, with less complexity and better controls. This article provides a framework for diagnosing and rethinking your **I2D**, making the process faster, transparent, reliable, cost-efficient and results oriented.* (T3) – The abbreviation was firstly used with the combination of its explanation and then it was used as a single word. The abbreviation was created as a combination of initial letters and numeral, which stands for the preposition *to.*

As was previously mentioned, one of the types of compound words created in the language of marketing are hyphenated compounds joined together using prepositions, which is as well a part of the language economy. However, marketers often try to do the language in the area of marketing as brief as possible, so abbreviations are used instead of such compound words.

(44) *A **CTA** is exactly that – a **Call-to-Action**. Some **CTA** phrases you're probably already familiar with include "Call now for a free consultation!" or "Find out more!" and are usually accompanied by the option to click a button to view more content or a link that will take you to a landing page with a form.* (T5) – Analysed

initialism refers to marketing approach to advertising or selling which invoke an immediate response from the consumers. The initialisms are used as a part of the language economy.

(45) *Another customer expectation is the ability to be heard by the brand and they believe in the **voice-of-the-customer (VOC)**.* (T5) – Initialism from the article stands for a process of collecting information from customers via ratings, reviews and surveys in order to find out what customer's needs are. (Business Dictionary 2018) The shortened version is used to simplify the sentence.

(46) *A **PPC (Pay-Per-Click)** ad is one that you might take out on a social sire - LinkedIn or Facebook, for example – or a search engine (which is the most popular place to put a **PPC** ad).* (T5) – The initialism is used to provide information about the specific type of website advertising and it is a part of specialization of the vocabulary.

Although acronyms are considered to be one of the main features of the language used in the area of marketing, in analysed articles, only a few acronyms were searched out.

(47) *In a similar way, geodemographic classifications such as **ACORN (a classification of regional neighbourhoods**), while useful for indicating likely very general patterns of spending power, do not reveal the absurd assumption that everyone in one street drives the same car, reads the same newspapers, eats the same food and so on.* (T9) – The acronym refers to geodemographic classifications which are used in identifying consumer's needs for the purposes of market segmentation.

(48) *Figures 6 and 7 illustrate this buying process (please note it is dyadic, or interactive, rather than the outdated **AIDA** notion, which assumes that consumers react to inputs).* (T9) – AIDA is a notion used for any type of marketing communication and the acronym stands for *Attention, Interest, Desire,* and *Action.* The acronym is used to fill the gap in the vocabulary and it also serves as a part of the vocabulary specialization.

Moreover, some of the abbreviation used in the analysed articles are created as a combination of both acronyms and initialisms.

(49) *The **4Ps** serve as an initial marketing framework to be used by the Russian government and NGOs to reduce vodka consumption.* (T2) – Abbreviation refers to a well-known set of marketing tools which stands for the *product, price, place* and *promotion.* The author uses a concrete example to explain what it stands for, but from the context, it is expected that the reader has a certain knowledge of what the 4Ps are.

(50) *Most marketers will be more than familiar with the **4Ps** of the Marketing Mix – latterly increased to **6Ps** or even **7Ps**.* (T7) – Abbreviations created using initial letters and numbers of individual elements that represent a set of the marketing mix are a part of the specialization of the language in marketing.

CONCLUSION

The aim of this bachelor thesis was to examine online marketing articles from the linguistic point of view with respect to the word formation processes. The research itself was based on the analysis of fifteen articles from the area of marketing. It was observed that the word formation processes which mainly occurred in the selected articles were compounding, affixation and abbreviations. The majority of compound and affixed words were written using hyphens. The frequent usage of hyphenated words often served to the language economy in order to avoid long descriptions, repetition or to omit function words like prepositions. Moreover, hyphens observed with compound words were often used to show that two or more elements work together as one unit and to express the coordinate relationship between its individual parts. Furthermore, a number of compound words referred to newly created strategies, various approaches and different associations, thus new words served as vocabulary gap-fills and it is a part of the specialization of the marketing jargon. Furthermore, the formation of new terms and applying them to the various areas of the marketing resulted in certain diversities in the writing.

Even though abbreviations are considered to be one of the main features of the language used in the area of marketing, they were not so frequently used in the selected articles in contrast with the compound or affixed words. Analysed abbreviations can be divided into two major groups. The first group consisted of acronyms which are used not only in a field of marketing but also in other areas of business and their meaning was not further explained in the articles. In the second group appear acronyms and initialisms which are connected restrictively to the marketing jargon. Abbreviations found in the analysed texts can be divided into three subcategories – pure initialisms and acronyms, abbreviations consisted of initial letters and a numeral instead of the preposition *to* and the last category were abbreviations which were combinations of acronyms and initialisms. The analysed acronyms and initialisms were used mainly to avoid repetition, to refer to the various marketing tools or business associations, to the language economy and they were also a part of the vocabulary specialization in the area of marketing.

To summarize, I hope that my bachelor thesis will shed the light on the usage of the word-formation processes in the area of marketing and will be beneficial for those who are interested in the environment of the English language used in the world of business.

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APPENDICES

Analysed online marketing articles are available on the enclosed CD.