

Journal of Clipped Words in Reader's Digest Magazine

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And

Abstract

This study deals with Clipped Words in the "Laughter, the Best Medicine" of Reader's Digest. The objectives of the study are to find out the types of clipped words which are used in the "Laughter, the Best Medicine" of Reader's Digest, to find out sthe dominantly used in the whole story and to reason the dominant clipped word use in the text. The study use descriptive qualitative method. The data were collected from seventeen selected Reader's Digest which contains the clipped word by applied documentary technique, and analyzed based on the type of clipped words namely, back clipping, fore clipping, middle clipping and complex clipping. The finding indicates that from four types of clipped words just only three types found in the "Laughter, the Best Medicine" of Reader's Digest, back clipping, fore clipping, and a word middle clipping. Back clipping is proved to be the most dominantly used because the story in the "Laughter, the Best Medicine" of Reader's Digest tell about human daily experience daily.

Key words: Clipped words

BACKGROUND

Language is the most important instrument of human communication because people need to communicate each other to deliver and to get information. Language develops day by day due to the development of information and technology. Everyday new words occur in our conversations which also influence language in our society. This is the realization of characteristic of language where language is dynamic, it changes constantly, words and meaning may even vary from one generation to the other. So that is why the language we speak today is not the same with the language we speak ten years ago. Most new words are created by some innovative manipulation of an already existing word. (Harley, 2006:91). As clipping, one of the processes of word building where a multisyllabic word is reduced in size of existing word, usually one or two without change the meaning of the word itself. Aronof and Fudeman (2005:115) simply state clipping is the creation of a new word by truncation of an existing one. It is often the case that a word is clipped because it comes into common

usage, its frequency increases and the speaker found that they do not need to use the full of word version, they prefer a more quickly and easily pronounce version. Sometimes the confusion occurs when the readers do not know what the original word of the word they read in the text.

REVIEW OF LITERATURE

1. Morphology

Morphology in linguistic refers to the mental system involved in word formation or to the branch of linguistic that deal with words, their internal structure and how they are formed (Aronof and Fudeman, 2005:1). Simply Jackson (2002:2) in book *Words, Meaning and Vocabulary* says that morphology is the study of morphemes and their arrangements in forming word. From the meaning it is clear that in linguistic morphology is the branch of the study which concern with the process of word building, how the words are structured and how they are put together from smaller unit as we know morpheme. As Sibarani (2002:22) states that morpheme is the smallest meaningful unit into which word can be analyzed.

Morpheme itself divides into two types, they are free morphemes and bound morphemes. Free morphemes are linguistic form which can exist as independent word as example, *horse, stone, hill* and etc. Bound morphemes are linguistic forms which are never used alone but must be used with another morpheme. Example *un-*, this prefix must be used with a stem to be a meaning word, as *happy* become *unhappy*, the word *unhappy* become a meaningful word after bound morpheme *un-* used with stem *happy*. So, we can simply say free morphemes can occur as separate words but bound morphemes can not occur on their own.

Word

In language a word is the smallest free form unit. Harley (2006:3) says word is a combination of vocal sound, or such sound, used in a language to express idea and constituting an ultimate minimal element of speech which having a meaning. A word may consist of only one morpheme. A word can be combined to create other units of language, such as phrases, clauses and sentences. A complex word will typically include a root and one or more affixes as *book-s, un-expect-ed* or more than one root in a compound such as, *bill-board*.

Word Formation

Word formation refers to the processes for creating new words in a language. Word formation is the creation of a new word.

a. Word Formation Process

Sibarani (2002:55) describes in Introduction to Morphology that in morphology there are fourteen word formation processes.

Compounding

The compound is the result of the combining of the base form may be nouns, verbs, adjectives, adverbs or other form of word classes. There is no limit on the kinds of combinations that occur in English

Examples:

girl-friend (noun + noun)

pick pocket (verb + noun)

Affixation

Affixation is the adding of bound morphemes to the base to form a word.

Prefixation

The adding of the bound morphemes initially to a base is called prefixation.

Examples:

Prefix mis- + lead → mislead

Prefix ir- + rational → irrational

Infixation

The adding of bound morphemes inside the base is called infixation, but English language does not have infixes. We can see the infixation in Indonesian.

Examples:

Prefix -el- + gembung → gelembung

Prefix -er- + gaji → gergaji

Suffixation

The adding of the bound morphemes added initially to the end of the base is called suffixation.

Examples:

Suffix -dom + king → kingdom

Suffix -hood + brother → brotherhood

2.4.3 Reduplication

Reduplication is the repetition of a syllable, a morpheme or a word to form a word.

Examples:

see-saw hurry-worry

tip-top kit-kat

2.4.4 Internal modifications

Internal modification is the internal changes of a base to form a word.

2.4.5 Suppletion

Suppletion consists in a complete change in the form of a root (i.e., a word) or in the replacement of root by another morphologically unrelated root with the same component of meaning in different grammatical contents. This completely irregular situation is called suppletion and usually only occurs in a few words of language.

Examples:

good better best

Bad worse worst

2.4.6 Acronyms

Acronyms are the formation of a word by taking the initial sounds or letter of the words of a phrase and uniting them into a combination which is itself pronounceable as a separate word or name.

2.4.7 Back Formations

Back Formation is the removal of an affix from an existing word to form a new word.

Examples:

editor → edit

donation → donate

2.4.8 Blending

Blending is the merging of two words into each other to form a word.

Examples:

brunch	breakfast + lunch
smog	smoke + fog
chunnel	channel+ tunnel
mocamp	motor + camp

2.4.9 Clipping

Clipping is the shortening of a word or words to make a new form.

Examples:

ad	advertisement
porn	pornography
mike	microphone
telly	television

2.4.10 Coinage

Word coinage (or invention) is the process whereby new words are created outright, either deliberately or accidentally, to fit some purposes. Usually, words are coined to express new ideas, processes, products, etc. in the language.

Examples:

Xerox	Kleenex
Exxon	Snop
Kodak	Nylon

2.4.11 Conversions

Conversion is the process by which new words are created by using a word in new functions.

2.4.12 Morphological Misanalysis

Morphological misanalysis is the misanalyzing a word and adding part of the word to another base to form a new word.

Example:

The suffix *-holic* from a peculiar analysis of *alcoholic*

This suffix can be found in words *workaholic*, *sugarholic*

2.4.13 Proper Name

Proper name is the naming place, activities, inventions, for person somehow connected with them.

Examples:

Washington, D. C. has been named for George Washington
District of Columbia for Christopher Columbus.

2.4.14 Deviating

Deviating is the process of creating a new word by deviating an existing morpheme or word from its former meaning. The existing word is regarded as an acronym and stands for the long forms which result in the new meaning. This process is now extensively used in informal Indonesian.

Example:

SUMUT the acronym of Sumatera Utara (North Sumatera Province)
deviated to be Semua Urusan Mesti Uang Tunai ‘ All affairs need money ‘

2.5 Clipped Word

Clipped word is a word which creates from the clipping process as one in word formation where a multisyllabic word is reduced in size, usually one or two syllables. Harley (2006:95) states that clipping is the process of word formation which a word is reduced and shortened without changing the meaning of the word itself. As example, *lab* from word *laboratory*, *rev* from word *revolution*. Some the most common products of clipping are names such as *Liz* from *Elisabeth*, *Rob* from *Robyn* and *Bob* from *Bobby*.

Types of Clipped Word

As cited in (http://en.wikipedia.org/wiki/Clipping_%28morphology%29.) the types of clipped word itself there are four. They are:

- **Back Clipping**

Back clipping or apocopation is the most common type, in which the beginning is retained.

Examples of back clipping

Clipped word	Full word
Ad	advertisement
Doc	Doctor
Pop	popular music
Cable	Cablegram

- **Fore Clipping**

Fore clipping or aphaeresis retains the final part.

Examples of fore clipping

Clipped word	Full word
Chute	Parachute
Coon	Raccoon
Gator	Alligator
Varsity	University

- **Middle Clipping**

Middle clipping or syncope, the middle word is retained.

Examples of middle clipping

Clipped word	Full word
Flu	Influenza
Polly	Apollinaris
Shrink	Headshrinker
Jams	Pyjamas
Tec	Detective

- **Complex Clipping**

Clipped forms also found in compounds. One part of the original compound most often remains intact. Sometimes both halves of a compound are clipped.

Examples of complex clipping

Clipped word	Full word
cablegram	cable telegram
op art	Optical art
org-man	organization man
linocut	linoleum cut
navicert	navigation certificate

2.6 Laughter, the Best Medicine

Laughter, the best medicine is the title of a section in Reader’s Digest magazine which had short stories about real people showing the humor in life. The stories tell about job, couple, travelling, human necessities and etcetera. People of all ages and cultures respond to humor because humor helps us by replacing distressing emotions with pleasurable feelings.

CONCLUSION

From the analysis it is clear that form of clipped words are also apply in the text of magazine. It is often the case that a word is clipped because it comes into common usage, its frequency increases and the speaker found that they do not need to use the full of word version, they prefer a more quickly and easily pronounce version. The clipped form is also apply in the written form and it is acceptasble in written form because it does not change the meaning of the word itself. The author use the form of clipped word in the text of magazine as they applied in the story they write in the “Laughter, the Best Medicine” to make the story attract the readers attention where the readers just need a short time to read it.

Finally in the using of clipped word in magazine especially in Reader's Digest magazine as the source of the data for the both research is same, because the data have the similarity. It contains the human life, the "Laughter, the Best Medicine" tells the jokes from human experience daily and RD LIVING concern with human living daily.

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