

## The Use of Clipped Words and Blend Words in Four Online Fashion Magazines: The Elle, The Vogue, The Marie Claire and The Cosmopolitan

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**ABSTRACT:** The paper discusses the formation of words and the way they can change the use of the English language. More precisely, the focus of the paper is put on two minor word formation processes which, however, have recently become extremely popular due to the need for fast communication and those are *clipping* and *blending*. Although the mentioned word formation processes belong to minor word formation processes, their excessive use, especially among young population, emphasizes their importance as regards to creating new words in English language nowadays. Furthermore, the importance of online communication has increased nowadays as well, which results in a need for emphasizing the role of those two word formation processes. The hypothesis stated in this paper says that clipped words and blend words are commonly used in online fashion magazines in English language, for which purpose four online fashion magazine have been analyzed: the *Elle*, the *Vogue*, the *Marie Claire* and the *Cosmopolitan*. The conducted analysis and results have proven the hypothesis, with which the importance of those two word formation processes nowadays has been proven as well. However, it is important to emphasize that the results can not be taken as a general rule since not all online fashion magazines have been analyzed, but they can provide a significant insight into the use and the importance of these word formation processes nowadays, and serve as a good basis/source for some future similar research.

**Keywords:** *minor word formation processes, clipping, blending, online communication, online fashion magazines*

### Analiza uporabe skraćenica i sraslica u četiri online modna časopisa: the Elle, the Vogue, the Marie Claire i the Cosmopolitan

**SAŽETAK:** Ovaj rad se bavi tvorbom riječi i načinima na koje novotvorenice mogu utjecati na uporabu engleskog jezika. Točnije rečeno, naglasak rada je stavljen na dva sporedna procesa tvorbe riječi u engleskom jeziku, koji su u novije vrijeme postali iznimno popularni zbog potrebe za brzom komunikacijom, a to su: *skraćivanje (clipping)* i *sraslanje (blending)*. Iako navedeni procesi pripadaju skupini "sporednih" procesa tvorbe riječi, njihova učestala uporaba, posebice među mladm populacijom naglašava njihovu važnost kada je riječ o tvorbi riječi u engleskom jeziku u današnje vrijeme. Nadalje, važnost online komunikacije se povećala u današnje vrijeme također, što sve utječe na potrebu naglašavanja uloge navedenih dvaju procesa tvorbe riječi. Hipoteza navedena u radu ističe da se *skraćenice (clipped words)* i *sraslice (blend words)* često rabe u online modnim časopisima na engleskom jeziku, pri čemu su kao korpus za analizu poslužila četiri modna časopisa: the *Elle*, the *Vogue*, the *Marie Claire* i the *Cosmopolitan*. Provedena analiza i rezultati su potvrdili hipotezu, čime je potvrđena i važnost navedenih dvaju procesa tvorbe riječi u današnje vrijeme. Međutim, iznimno je važno naglasiti da se rezultati analize ne mogu smatrati općim pravilom budući da nisu analizirani svi online modni časopisi, ali mogu pružiti značajan uvid u uporabu i važnost navedenih procesa tvorbe riječi u današnje vrijeme, kao i poslužiti kao dobra osnova za neka buduća slična istraživanja.

**Ključne riječi:** *sporedni procesi tvorbe riječi, skraćivanje, sraslanje, online komunikacija, online modni časopisi*

#### INTRODUCTION

English language is the most widespread language in the world. Nowadays, wherever you are, you are expected to speak, or at least have some basic understanding of the English language. Therefore, it is expected that such a language is quickly changing and adapting. New words are created and coined in order to make communication easier.

In order to create a new word, some word-formation processes must occur. This paper deals with two minor word formation processes and those are: *clipping* and *blending*. Clipping and blending are commonly used

word formation processes in the English language, especially nowadays when creativity is fueled by internet and accessibility of information spreading. The hypotheses stated in this paper indicates that clipping and blending are commonly used word formation processes in online fashion magazines in English language.

#### METHODOLOGY

The paper is divided into several parts. The first part of the paper provides explains the reason for choosing the topic together with the hypothesis. The second part of the paper gives an introduction into the processes of

clipping and blending providing a certain number of examples. Finally, the third and the most important part of the paper focuses on the analysis and the results. Four most popular online fashion magazines nowadays have been chosen as the corpus for the analysis: the *Elle*, the *Vogue*, the *Marie Claire* and the *Cosmopolitan*. The analysis has been conducted in such a way that a certain number of sentences containing clipped words was selected from each online fashion magazine, after which a table containing the list of clipped words was added, followed by a graph containing the percentage of the use of clipped words in the mentioned magazine. Afterwards the same was done for blend words.

The same process was repeated for the the remaining three online fashion magazines.

At the end, the final graph with percentages was added presenting the ratio of the use of clipped words and blend words in all four online fasion magazines, after which certain conclusions were made.

### MORPHOLOGICAL PROCESSES

Before dealing with the the processes of clipping and blending, it is important to make a short introduction into what morphology is beforehand. Morphology deals with word formation, i.e. it deals with creating new words. Therefore, the words, or more precisely the structure of words is what is emphasized by Morphology (Lieber, R., 2009: 2).

Furthermore, it is unavoidable not to mention two morphological relationships among the words which are essential for clear understanding of morphological processes and those are: *inflection* and *derivation*. (Haspelmath, M., 2002:80).

*Inflection* refers to grammatical modification of a word (e.g a word changes its grammatical form, but not its word class: *play* (V) + *inflectional suffix -s* = *plays* (the 3rd person sg. Simple Present Tense, *boy* (N) + *inflectional suffix 's* = *boy's* (the possessive form), etc.

On the other hand, *derivation* refers to changing the word class and creating a completely new word: *happy* (adj) + *derivational suffix -ness* = *happines* (N); *play* (V) + *derivational suffix -ful* = *playful* (Adj.), etc. (Haspelmath, M., 2002:81).

Accordingly, all word formation process which result in forming new words are *derivational*.

### Blending

*Blending* is a word formation process whereby parts of lexemes are combined to form a new lexeme. However, it is important to emphasize that such parts which are combined are not themselves morphemes. Such newly formed lexemes are called blends or they are sometimes called portmanteau words. For example: *breakfast* + *lunch* = *brunch*; *smoke* + *fog* = *smog* (Lieber, R., 2009: 52).

### Syntagmic and associative blend words

It can be said that all blends are classified into two main categories: *syntagmatic* and *associative*. A *syntagmatic blend* is defined as "a combination of two forms that occur sequentially in the speech chain", e.g. *Chicago* + *gorilla* = *Chicagorilla*, *morphonemics* + *phonemics* = *morphophonemics*, *American* + *Indian* = *Amerindian*. (Algeo, 1977: 55).

The other major category outlined by Algeo (1977) is *associative blends*, i.e. the ones which have "two or more etyma that have been linked in the word-maker's mind and thence in his language." (Algeo, 1977: 57)

This category is subdivided into: (Algeo,1977: 58)

- 1) *synonymic blends* (e.g. *swellegant*, *needcessity*);
- 2) *blends that combine words from the same paradigmatic class*, or *dvandva blends* (*smog*) which may be also called *paradigmatic*;
- 3) *jumble blends*, in which "etyma are associated with one another, but not by paradigmatic equivalence," e.g. *dumb* + (*con*)*found* = *dumbfound*.

### Types of blends from phonological and morphological structure

Apart from general systemic categories, Algeo (1977: 59) also gives characteristics of different types of blends from the point of view of their phonological and morphological structure. In Algeo (1977: 60), the following types of blends are named:

1. *with first element clipped*, e.g. *documentary* + *drama* = *docudrama*
2. *with second element clipped*, e.g. *breath* + *analyzer* = *breathalyzer*
3. *with both elements clipped*, e.g. *electricity* + *execute* = *electrocute*
4. *where the overlapping elements are sounds rather than words*, e.g. *between* + *teenager* = *between-ager*.

### Clipping

Marchand (1969: 441) defines clipping as reducing a word to just one part of its whole form, such as *mag* for *magazine*. According to Marchand (1969), new words derived from clipping processes contain their own linguistic value, whereby the source form is the standard while the clipped form is slang, because these forms are not interchangeably used within the same situational contexts.

It can be said that clipping consists of cutting the words up in order to create a new, shorter version of that word. In the process, some material of the original word is lost.

*Clipping* is a word formation process wherby the words are shortened. For example: *information* – *info*; *web log* = *blog*; *refidgirator* = *fridge*. Furthermore, some univesity courses are often shortened by the use of clipping, e.g. *psychology* = *psych*; *anthroplogy* = *anthro*; *sociology* = *soc*; *linguistics* = *ling*. What is more, although clip words are more commonly used in colloquial register rather than in informal one, some clip words have gained a neutral use. For example: *laboratory* = *lab* (more commonly used in the USA) ((Lieber, R., 2009: 53).

*Clipping* refers to the process whereby a lexeme (simplex or complex) is shortened, while retaining the same meaning and still being a member of the same word class. Frequently clipping results in a change of a stylistic level. (Bauer 1993: 233) Clipping is the process of shortening a word without changing its meaning or part of speech. Additonally, clipping frequently does change the stylistic value of the word.(Bauer 1993: 40)

However, Bauer (1993) is not the only linguist sharing this opinion. According to Katamba (2005), he states that clipping is: "the term for the formation of a new word-form, with the same meaning as the original lexical term, by lopping off a portion and reducing it to a monosyllabic or disyllabic rump." (Katamba 2005: 180) Nevertheless, Katamba in his definition also refers to the phonological aspect of the clipping process.

The definition is broadened further by linguists Stockwell and Minkova, (2003: 10) who state that clipping can also be applied to a whole phrase and it does not have to be limited to a word. As an example, they provide clippings such as: *zoo – zoological garden*; *mob – mobile vulgus*.

Furthermore, the linguist Tournier (1985: 22) noted that clipped forms are mostly nouns. However, other clipped forms can also be found in the English language, such as adjectives and verbs. Forms that can more rarely be found are usually adverbs and prepositions and even more rarely, interjections and conjunctions (*because – 'cos*).

It can also be noticed that adjectival clipped forms are more often converted into nouns. Therefore, it can be concluded that nouns are far more used than any other word forms. For example: *Bisexual – bi*; *Radical – rad* (Tournier, 1985: 22).

### Clipping and backformation

It is important to mention that some linguists connect clipping to a different type of word formation process and that is *backformation*. Namely, *backformation* is the process of forming a new word by removing affixes from the already existing word (Lieber, R. 2009: 52). For example, Bauer (1993: 176) considers backformations as cases of shortening: *edit – editor*, *burgle – burglar*, *peddler – peddle*. However, even though the process of the word alteration is similar for both clipping and backformation, there are some significant differences between the two. The major difference is that the words that go through backformation process change the word class. When it comes to clipping, that is not the case. Here are some examples of the two processes compared (Bauer, 1993: 176):

#### Backformation

*Aesthete – aesthetic*

*Burgle – burglar*

*Dinge – dingy*

*Extradite – extradition*

*Grunge – grungy*

*Incent – incentive*

*Manipulate – manipulation*

#### Clipping

*Advertisement – ad*

*Alligator – gator*

*Examination – exam*

*Gasoline – gas*

*Gymnasium – gym*

*Influenza – flu*

*Laboratory – lab*

Nevertheless, the importance of clipping in the English language cannot go unnoticed. Bauer, Plag, and Lieber (2013: 402) state that the importance of clipping is to create a sense of familiarity among speakers who used clipped forms. Basically, it can be said that the use of clippings establishes a social in-group and indicates shared knowledge among other in-group members. Furthermore, Bauer, Plag, and Lieber (2013: 403) claim that there are two types of clippings – *phonological clippings and morphemic clippings*. A phonological clipping

targets sound sequences with no focus on meaning, whereas a *morphemic clipping* is one which targets morphemic constituents for retention such as *fiche* from *microfiche*, *fridge* from *refrigerator*, and *shrink* from *head-shrinker*.

Clipping always provides synonymous words from the same base, but the different style level (not the different meaning) allows both to co-exist (Bauer 1993: 81).

Moreover, the difference between the full form and the clipped form can be the following:

1. The clipped form has the same meaning as the full form (the most frequent case found in the English language);
2. The clipped form is marked colloquial or slang compared to the base lexeme which is the unmarked form – phenomenon that is also often found in the cases of borrowed words. Sometime, the loan word is specialized and belongs to the "register". So it is only used within a particular group. Tournier (1985) and Bassac (2004: 171) offer a couple of examples:
  - examination: school, academic; medical; scrutiny

*exam: just the test*

*examinations = exams (tests) => result*

*examination (no plural) (interrogatoire) => process*

For some linguists, clipping is not considered to be a good representation of word formation process. The problem arises mostly when it comes to creating new words with a different meaning or a different word class. And with clipping, neither of these changes occurs. According to Plag (2003:17), the main question is: "what exactly do we mean when we say that a word formation process should add 'new meaning' to a base, thereby creating a new lexeme? Do we consider the expression of attitude a 'new meaning'? Or only a minor modulation in usage?"

Were the definition of new meaning to be broadened, it can be said that it can be applied to the process of clipping. Even though the change is mostly restrained to stylistic change, the new form can have a narrower meaning, so this process can be classified as the process of creating a new word.

Also, the problem with clipping as a word-formation process is that it is very unpredictable. As Bauer (1993: 40) states:

As far as is known, there is no way to predict how much of a word will be clipped off in clipping, nor even which end of the word will be clipped off. Neither is it possible to say that any given syllable will definitely be retained in clipping.

Some examples in English are: *binoc(ular)s*; *deli(catessen)*; *de)tec(tive)*; *op(tical) art*; *sci(ence) fi(ction)*.

Since the parts that are deleted in clipping are not clearly morphs in any sense, it is not necessarily the case that clipping is a part of morphology, although it is a way of forming new lexemes (Jamet 2009:18).

Also, Tournier (1985) provides an example of how unpredictable the process of clipping actually is. He recognizes a thing called "suffixation fantaisiste" that follows

clipping. For example: *champers – champagne; beano – bean fest.*

Accordingly, the problem is in the fact that the parts that are clipped are actually not morphemes and that is what causes the problem when placing clipping into a morphological word formation processes. Also, Bauer (1993: 233) states that it is impossible to know how many syllables will be kept and how many clipped, if the final syllable will be open or closed, so it is impossible to make formal the phonological realization of the process of clipping.

### Types of clippings

When it comes to formation of the clipped words, there are three criteria by which this process is being done:

#### Back clipping

According to Tournier (1985: 42), *back clipping* is the most common type of word *clipping*. It is also known as apocope. As the name itself explains, the back of the word is clipped in order to make it shorter. Furthermore, in 3 out of 4 cases of clipped words, back clipping occurs. For example: *ad – advertisement; gym – gymnasium; homo – homosexual.*

#### Fore clipping

The second type of clipping process is *fore clipping*, also known as apheresis. Fore clipping is the process of clipping a word at the beginning, so that the initial part is omitted. Fore clipping is the second most common type of clipping in the English language. For example: *alligator – gator; bot – robot; roach – cockroach.* (Tournier, 1985: 43)

#### Medial clipping

The third type of clipping process is *medial clipping*. It refers to the clipping of both the initial and the final parts of the word. It is also known as syncope. It is not as common in the English language as the two former types of clipping. For example: *flu – influenza; fridge – refrigerator; jam – pajamas.* (Tournier, 1985: 44)

#### Complex clipping

As mentioned before, clipping does not necessarily refer to words only, but also some phrases and discontinuous pieces can be clipped. The process is also used for compound words. In the process, one part of the word remains intact. Sometimes both words can be clipped. This is referred to as complex clipping. (Tournier, 1985: 45) For example: *Cablegram – cable telegram; sit-com – situational comedy; sci-fi – science fiction; modem – modulator demodulator.*

## ANALYSIS AND RESULTS

The analysis has been conducted using four online fashion magazines which served as the corpus of the analysis: the Elle, the Vogue, the Marie Claire and the Cosmopolitan. The research was conducted from 9th April 2020 until 29 April 2020.

### The Elle

The following examples were taken from the *Elle* fashion magazine (<https://www.elle.com/>).

### Clipped words:

1. My mother, an **OB-GYN** head nurse in the Bronx, finds herself providing medical care—and comfort—in the face of fear.  
- OB-GYN stands for *obstetrician* and *gynecologist*.
2. The 12 Best-Reviewed Yoga **Pants** Since Real **Pants** Are Canceled for Now.  
- Pants are clipped from long version *pantaloon*s which is usually no longer in use.
3. If you want to bring some spring **vibes** to your WFH situation—and give your sweatpants a rest—Anthropologie is taking 40 percent off seasonal essentials, a.k.a. fresh-air favorites.
4. It only lasts for two days, so you're going to want to fill your **e-cart** start with some of our favorite picks, below.
5. This perfume partnership comes just in time for the holiday and follows several **collabs** between Kim and other members of the Kardashian clan.
6. "You're doing amazing, **sweetie**," your mother will say, quoting the Kar-Jenner matriarch, should this be included in her Mother's Day offering.
7. The latest collection is inspired by the singer's instantly-recognizable image—yes, including the studded **bra**.
8. What's even more special about the second collection is the packaging, which comes in a glossy black case with rhinestones fashioned into the silhouette of the singer's signature studded **bra**.
9. Sometimes achieving the luscious **lashes** of your dreams takes more than a tube of killer mascara.
10. But applying **falsies** every day is incredibly high-maintenance and no one has time for that.
11. Ahead, shop 15 **lash** serums to turn you into Twiggy in no time.
12. Mother nature comes through for your lashes with this herbal remedy, which uses an organic blend of extracts to stimulate **lash** follicles.
13. In a couple of weeks, you can turn around wimpy **lashes** (and sad-looking **brows**) with this hard-working formula featuring a triple peptide complex, which promotes length and fullness.
14. In the store, it smelled **citrusy** and bright, a scent, I learned, that wakes you up and then lingers even after you've left the shower.
15. From rainbow **flats** to cherry stilettos to the return of the flip flop, shop our edit of summer sandals ahead.
16. Founded in 1984, a **geophysicist** working as a rafting guide didn't want his flip flops to float off in the Colorado River, so he strapped Velcro watchbands around his feet.
17. Here, shop 26 **totes**, **shoppers**, and **baskets** for every style — we even included a few fashion-forward styles, because if Chanel is championing head-to-toe beach looks, you better believe we're going to honor and serve.
18. We are loving a California cool **vibe** for the warmer months.
19. She enjoyed the **psychedelic** moments seen on Chloe, R13, and Prada's runway, but don't sleep on

- beachside stalls and Etsy shops for an affordable option.
20. She suggests "linens, khaki, as well as the **cargo pant** and Bermuda shorts, [which] exemplify this trend."
  21. No one can stop talking about "can you mute your **mic**, Frank?"
  22. They can be really irritating and are one of the things you should **def** check for when choosing a skincare product.
  23. A beauty **balm** that can do it all.
  24. Lithe and glowing in white Cyndie Jordan New York **sweats** and a long Balenciaga camel coat with white Nike Air Force 1's, she looks every bit the cool off-duty model as she orders her preferred drink, a cookie butter latte.
  25. "I also want to create **comfy** athleisure.

**Blend words:**

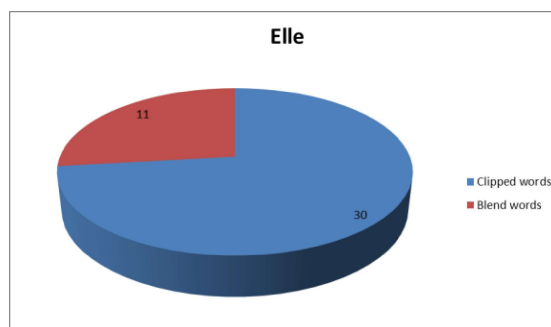
1. Whether you want to look cute during your video conferences or elevate your home cooking with pretty **dinnerware**, there's something in this sale for everyone.
2. Consider your Mother's Day shopping handled, courtesy of our favorite **Momager**.
3. KKW x KRIS seems to emulate a Mother's Day **brunch** (even though that may not be possible day-of), combining fresh freesias and Aperol spritz accord.
4. "You're doing amazing, sweetie," your mother will say, quoting the **KarJenner** matriarch, should this be included in her Mother's Day offering.
5. Specifically, I love these shampoo bars from Lush, the cosmetics company that's known for their handmade, vegan, and sustainable products—but also mostly for their colorful, **Instagrammable** bath bombs.
6. Feeling extra? Look no further than this **it-bag** with fringe edges.
7. I want a penguin performing a routine at drag **brunch!**
8. At his daily **informercial** yesterday, President Trump got up after a rousing speech from the founder of MyPillow, yelled at a couple reporters for reminding him of things he actually said with his actual mouth, and then announced that April Fool's Day would be canceled this year, with no postponement currently under consideration.
9. You gotta think about the forty-first of **Augtober**.
10. There's something about these chaotic times where the order of **charBEAUTerie** boards (I've had a lot of free time), provide relief.
11. "I also want to create comfy athleisure.

When it comes to the *Elle* magazine, it can be noticed that there are more clipped words than blend words. The largest number of clipped words refer to body parts on which make-up is often used (lashes, brows), while some adverbials were also often clipped (*probably – probs, definitely – def*).

As regards to blend words, the blend words found are not usually used in language, and it can be seen that most of these words are only formed particularly for this type of writing. On the other hand, the most often used blend word is brunch, which is often used in every day speech and has become a vocabulary item. Nevertheless, there are 25 sentences with 30 clipped words found meaning that there were some sentences containing more than one clipped word.

**Table 1.** Overview of clipped and blend words in The *Elle*

CLIPPED WORDS	BLEND WORDS
OB-GYN	Dinnerware
Pants	Instagrammable
Pants	It-bag
Vibes	KarJenner
E-cart	Momager
Collabs	CharBEAUTerie
Sweetie	Infomercial
Bra	Brunch
Lashes	Augtober
Bra	Athleisure
Falsies	Brunch
Lash	
Lashes	
Lash	
Brows	
Mic	
Def	
Balm	
Sweats	
Comfy	
Shorts	
Shoppers	
Cargo-pant	
Psychedelic	
Vibes	
Baskets	
Totes	
Geophysicist	
Flats	
Citrusy	



**Diagram 1:** Comparison of number of Clipped and Blend words in The *Elle*

When it comes to blend words, the number of sentences with blend words is 11 with the same number of blend words found. It signifies that in this case, it was more difficult to find sentences containing more than one blend word.

### The Vogue

The following examples were taken from *Vogue* fashion magazine (<https://www.vogue.com/magazine>).

#### Clipped words:

1. How to Bring Good **Vibes** into Your Space Under Lockdown, According to Fashion's Favorite Shaman.
2. Amethyst wards off 'energy **vamps**' and Black Obsidian is a stone of grounding and protection.
3. Then, shortly after, the chunky "**dad**" sneakers had their moment, beloved by fashion girls (and guys!) from **Scandi** style darlings to hypebeasts.
4. In her music videos, which are almost always **collabs** with her close friends, you can often see her pals dancing in the background.
5. For most the video, though, Yaeji and her friends (which include Kim, Han, and Jung, as well as fashion designer Jihyung, videographer Mija, New York-based Nicole Kim, who DJs as NK Badtz Maru, and Berlin-based Mobilegirl), are all wearing the grass green Yaeji Guild **sweats** and black baggy pants that stylist Kim and Yaeji designed together and produced in Korea last year.
6. In the time since they shot the video (Yaeji's scene with her **grandpa** takes on even more significance given the global health crisis), Han admits this world looks different.
7. This also applies to **celebs**, many of whom are stepping up and putting their privilege to good use.
8. The model and the founder of Snapchat, who married in 2017, have donated \$10 million to various charities and **nonprofits** around Los Angeles, including Allies for Every Child, Homeboy Industries, Koreatown Youth Community Center, Proyecto Pastoral, and the Venice Family Clinic.
9. Aside from this script, Newman's been working on a **photo** series that bears a similar, nostalgic influence.
10. Newman typically shoots on film, but for this self-isolation **photo** diary that she's now shared with *Vogue.com*, she's been using her **dad's** old digital camera.
11. "I've been in quarantine trying to be creative and compile all of these strange things that give expression to my inner child," says Newman of her **photo** diary, which she admits has a sort of pastoral, "cursed image" sort of **vibe**.
12. Yesterday, they presented a united front on daughter Tallulah's Instagram, with Willis, Moore, and the entire clan showing off matching striped **PJs** from Leveret.
13. Jennifer Lopez Nails the **Glam** Zoom Outfit on Ellen.
14. Meaning, Lopez appeared on The Ellen DeGeneres Show and was interviewed by Ellen from the comfort of their homes (DeGeneres hosted from inside, while Lopez **opted** for some vitamin D and conducted the interview outside, in her garden amongst the cacti).
15. While DeGeneres leaned into a **comfy** WFH fit, J.Lo's Zoom look was a tad more glam.
16. What, you didn't think she would show up in scrubby **sweats**, did you?
17. In case you've missed the memo, a bunch of celebrities have joined the **app** recently.
18. He famously dressed Madonna in a conical **bra** for her 1990 Blonde Ambition Tour; although he debuted the fashion look on his fall 1984 runway, he had first experimented with it on his childhood teddy bear (he used newsprint at the time), as revealed in the playful opening sequence of his 2018 cabaret, Fashion Freak Show, at Paris's fabled Folies Bergère—a popular success here and perhaps a hint at a future career.
19. That Gaultier **camo** was reimagined as a fall of autumn leaves exquisitely embroidered in silk thread on a tulle man's shirt or in origami whorls of silk taffeta on a jumpsuit, and Hermès scarves were sliced up and interwoven to make a swirling skirt.
20. It jibes with not just his lifelong **sci-fi** obsession, but also the time travel narrative he's made a central part of his Vuitton narrative.
21. Photographer Collier Schorr shot the images and a team of four international artists created the accompanying illustrations, with results that look intentionally—and quite satisfyingly—**retro** and **lo-fi**.
22. Voila: The Night Chaser, in which she wears a sequined **cami** and motocross-inspired leather skirt.
23. On that note, maybe these book covers will inspire some LV fashion **fan-fic**?
24. Jaden Smith in Lost Planet, a "nightmare **tech-thriller** where no microchip is spared"?
25. While a fabric mask won't absolutely keep you from getting sick or from spreading the virus to others if you're asymptomatic, it can help by blocking small **drops** that carry the coronavirus in a cough or sneeze. (Drops is actually a clipped form of droplet.).

#### Blend words:

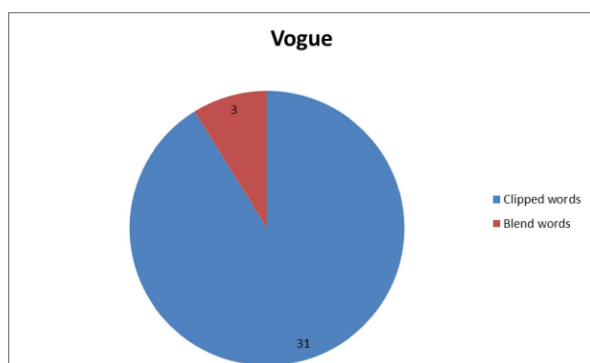
1. Then, shortly after, the chunky "**dad**" sneakers had their moment, beloved by fashion girls (and guys!) from Scandi style darlings to **hyperbeats**.
2. Those **crowdsourced** masks are then donated to healthcare providers, clinics, and nursing homes.
3. In New York, **wanderlust** is hitting hard, but this springtime weather comes with the harsh reality that the majority of parks are being closed as a result of COVID-19.

In the *Vogue* fashion magazine, the results were somewhat similar to the ones found in the *Elle* magazine. However, the number of clipped words prevails the number of blend words. Both magazines contain around 30 clipped words, but the *Vogue* contains only 3 blend words. Furthermore, the three blend words mentioned

in this magazine were blend words often used in other types and styles of writing, so they are not typical only for fashion.

**Table 2.** Overview of clipped and blend words in *The Vogue*

CLIPPED WORDS	BLEND WORDS
Vibes	Hyperbeats
Vamps	Crowdsourced
Scandi	Wanderlust
Collabs	
Sweats	
Pants	
grandpa	
Vibe	
Glam	
Opted	
Comfy	
Glam	
Sci-fi	
Retro	
Fan-fic	
Drops	
Celebs	
COVID-19	
Nonprofits	
Photo	
Photo	
Dad's	
Photo	
PJs	
Sweats	
App	
Bra	
Camo	
Cami	
Low-fi	
Tech-thriller	



**Diagram 2:** Comparison of number of Clipped and Blend words in *The Vogue*

When it comes to the number of sentences containing clipped words, there were 26 sentences found containing 31 clip words, which once again signifies that there were sentences containing more than one clipped word.

On the other hand, there were 3 sentences found containing 3 blend words.

**The Marie Claire**

The following examples were taken from the Marie Claire fashion magazine (<https://www.marieclaire.com/>).

**Clipped words:**

1. Got 10 minutes? We got the **rec**.
2. What to do with 10 spare minutes that's not scrolling pointlessly through your **Insta** feed?
3. For your short-term binging pleasure, the **app** will launch with 50 shows and roll out 125 more later this year.
4. Sick of *The Bachelor* drawing out 60+ minutes of pointless drama? (Not talking about you, **Barb!**)
5. In each episode of this **docu**-series, soccer star and feminist voice Megan Rapinoe highlights an athlete's achievements—and the journey they took to get there.
6. In each episode, *Velour* works with other performers to create insanely cool **lip-sync** routines while learning more about their life, behind the makeup.
7. On Sunday night, at 8 p.m. in the United Kingdom, Queen Elizabeth II delivered a **televised** address to the UK and the Commonwealth about the coronavirus pandemic.
8. Sweatpants were made for cozying up on the couch (and occasionally going to the **gym**), but they're so much more than that.
9. Not only are there form-fitting options that make them look stylish, but there are numerous ways to style your **joggers**, even your slouchiest pair, that will make you look and feel like a fashion icon.
10. The sweatsuit is the new tracksuit, and a matching **sweat** set like this Nike one is a game-changer in a world where style and comfort have become one.
11. Complete the look with a killer pair of **com-boots** and you'll be swimming in compliments.
12. To avoid crossing this line, be sure to pair your sweats with more fashion-forward pieces, like a bold puffer jacket, a pair of bulky **sneaks**, or colorful shoulder bag.
13. Crowned as the greatest TV show of all time by critics everywhere, this series follows the life of Tony Soprano and his involvement with "The Family," otherwise known as the **mob**.
14. The hosts of Amazon's 'Making the Cut' have nothing against staying in your **PJs** all day.
15. Look no further than the show jet-setting around fashion capitals of the world, employing seamstresses for contestants, or staging **high-tech**, beautiful runway shows at iconic tourist destinations as proof of the streaming service's deep pockets.
16. "My pitch deck included an entire 'Teens in the '90s' section with **pop** culture and fashion references," the show's lead director Lynn Shelton tells Marie Claire.
17. I used a lot of old Ralph Lauren and Ethan Allen for the first floor of Elena's house to get that "East Coast money **vibe**."
18. The seven episodes track a, um, zany cast of characters—including Carole Baskin, Doc Antle, and a

- large swath of exotic felines—and the subsequent ongoings at to an independent **zoo** in Wynnewood, Oklahoma.
19. She recently sat down with us to face **mask 'n chill** while wearing Gleamin's Vitamin C Clay Mask (\$40).
  20. If you're slightly stir crazy and looking for some **in-spo**, she gets creative in the kitchen and DIYs her own masks using honey, lemon, and baking soda, a recipe passed down from her mom.
  21. Sometimes, lip **balm** alone simply does not cut it.
  22. This agave scrub has a **lush** whipped texture that smells like pure vanilla—no, you can't eat it.
  23. Afterwards, I use my Fresh lip **balm** to top it off and seal in the moisture.
  24. Yes, sunscreens have gotten a bad **rap** for being thick, pore-clogging, and greasy, but today's formulas are so lightweight and creamy, they're basically just moisturizers with UV ray-blocking superpowers.
  25. Serious question: Do seasons even count when you're spending weeks **cooped** up inside?
  26. It only lasts for two days, so you're going to want to fill your **e-cart** stat with some of our favorite picks, below.
  27. Now's a better time than ever to stock up on some wardrobe staples, like T.La's breezy **tees**.
  28. Meal **prep** has never looked so good, thanks to these sleek storage containers.
  29. Brooke Shields made waves in the fashion industry, covering the most popular fashion magazines and appearing in Calvin Klein's controversial jean **ads**.
  30. Her bold **brows**, impeccable bone structure, and long hair were iconic.
  31. Yes, a **hoodie** can be part of it.
  32. Second, you'll need a v-neck or crewneck **tee** of your choice.
  33. To take this plain outfit from **drab** to **fab**, focus on the outerwear.
  34. Slip into a **croc**-embossed kitten heel for a height boost.
  35. It doesn't get much more relaxing than a **comfy** pair of sweat pants.
  36. Freshen up your black dress and jean jacket **combo** with a pair of animal print boots.
  37. Play around with patterns by pairing your outfit with an animal print **bootie**.
  38. Instagram's **Fave** New WFH Fashion Trend Is Belting a Pillow to Yourself.
  39. In case you can't picture it, here's exactly what I mean when I say, again, for the second time, that fashion influencers are belting pillows to themselves and taking **pics** of said "outfits."
  40. Also, we could all use a little levity, and this hits all the right notes for the **'Gram**: aesthetically pleasing, still kinda meme-y, dog being cute, etc.

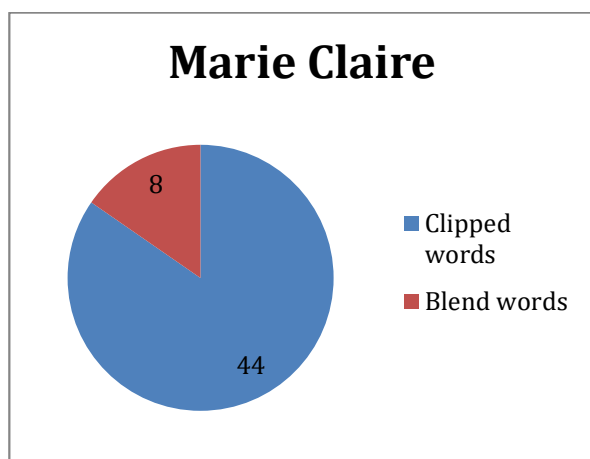
**Blend words:**

1. Talk about a glow up, **amiright**?
2. Sweatpants Outfit Ideas You Can Wear from the Couch to **Brunch**.

3. To that end, each episode's winning outfit becomes immediately **shoppable** on Amazon.
4. Petite Reebok-clad feet, complete with scrunched white socks and ankle weights, tap down a **ginormous** carpeted hallway.
5. In just the few short days since its premiere, the Netflix show has unleashed a treasure trove of Internet content, including **whodunit** fan theories, hilarious Twitter reactions, and creative memes about zoo entrepreneurship.
6. Besides the show, the **multihyphenate** is up to other major things.
7. Anyways, these types of situations do happen IRL—like when you happen upon your new boss on your way to Sunday **Funday**, or are seated next to your **frenemy** at a mutual acquaintance's dinner party.

**Table 3.** Overview of clipped and blend words in *The Marie Claire*

CLIPPED WORDS	BLEND WORDS
Rec	Brunch
App	Amiright
Barb	Whodunit
Docu-series	Frenemy
Lip-sync	Ginormous
Sweat	Multihyphenate
Sneaks	Funday
Vibe	Shoppable
Docu-series	
Zoo	
Mask 'n chill	
Lush	
Balm	
Rap	
Cooped	
Tees	
Prep	
Ads	
Brows	
Comfy	
Combo	
Pics	
Insta	
Gym	
Joggers	
Televised	
Sweats	
Com-boots	
Mob	
PJs	
High-tech	
Pop	
Stir	
Inspo	
Mom	
Balm	
E-cart	
Hoodie	
Tee	
Fab	
Croc	
Booty	
Fav	
Gram	



**Diagram 3:** Comparison of number of Clipped and Blend words in The *Marie Claire*

The situation in the *Marie Claire* fashion magazine was somewhat similar to the situation in magazines the *Elle* and the *Vogue*. The number of clipped words was larger than the number of blend words. There were 44 clipped words found and only 8 blend words. Nevertheless, blend words mentioned in this magazine were the words used typically in this style of writing and pretty common (*brunch, frenemy, funday*).

Accordingly, in the *Marie Claire* fashion magazine, there were 40 sentences found containing clipped words. Out of all four magazines, the *Marie Claire* fashion magazine contains the largest number of sentences with clipped words, however, not the largest number of clipped words in total.

Furthermore, it is the only magazine in which two blend words could be found in the same sentence.

### The Cosmopolitan

The following examples were taken from the *Cosmopolitan* online fashion magazine (<https://www.cosmopolitan.com/>)

#### Clipped words:

1. There are but a handful of moments that can make or break the street **cred** of an Instagram-fan-account runner—that is, one of the few, the proud, and, yes, the wildly obsessive **peeps** who dedicate hours each day to cataloging a certain **celeb's** every OOTD and comment reply.
2. What started out as a casual hobby to memorialize the Lip Kit queen's **Snap vids** had turned into a full-on ~1-million-followers (mostly unpaid!) side hustle, and fans were depending on Jessica to break the first looks of Kylie's "I'm back, bitches" dress.
3. Jessica couldn't let her **Ky-or-die** crew down.
4. No sign of Kylie yet, not even a **glam-squad** candid.
5. Dominating tonight's coverage is all about snagging and reposting the first **pic** of Kylie, so it's time to get sneaky: Jessica inspects **vids** on Snapchat Maps and refreshes tagged **photos**.
6. Fourteen **photo** reposts in, Jessica has moved on to the sound-bite search, holding her **phone** at the

ready to record any live Kylie/Travis red-carpet interviews in real time.

7. TBH, the previous six hours are now **kinda** hazy, like a fully sober brownout.
8. **Y'all**, the girl is dedicated.
9. Time to troll for after-party **leaks**, JIC some Beyoncé-inan-elevator-type s\*\*t goes down.
10. Can't I just use my credit card **tho**?
11. Our generation is terrified of debt, even though most people **opt** to do the least re: their credit card bills...as in only pay minimums, not realizing they'll accrue more debt in the long run thanks to interest.
12. So if you need to use a BNPL for a job interview outfit or a **luxé Insta-bait** bag (right this way, sorry!), go ahead.
13. To my rescue, oddly, came a **lil** franchise called The Real Housewives.
14. The over-the-top-ness of their manufactured, rich-people **probs** was somehow exactly what I needed to wind down and put my own angst in perspective.
15. Okay, sure, **legit** scientific studies (that were probably commissioned to personally victimize me, just sayin') found that more than four hours of screen time a day is linked to depression.
16. Last October, **K-pop** singer Goo Hara took to Instagram and completely broke down.
17. She was mourning the loss of fellow **K-pop** star Sulli, a former member of the wildly popular girl group f(x).
18. **K-pop** artist, songwriter, and YouTuber Grazy Grace exclusively tells **Cosmo**.
19. It all starts in the **dorms**.
20. They can really go with any look and they're **comfy** as hell, so no question why.
21. If I'm going on a quick run or bike ride (six feet away from other **ppl!**) to get out some fresh air, I just ditch my sweatpants for leggings and throw some on.
22. But whether you prefer more minimal designs or like a pair that's a **lil** bolder, there's definitely a brand out there that fits your aesthetic.
23. The brand has been around a loong time (since 1906), so you're **def** already familiar.
24. You **prob** already know about Asics.
25. This Finnish footwear brand has tons of cute styles in a bunch of hues, and includes **sneaks** that are both fashionable and functional.
26. Your **mom** does so much for the whole family all year long, so it's only right for her to have one day that's all about her.
27. Just because you're strapped for cash doesn't mean you can't get your mom a **luxé** perfume.
28. Yo, **Insta fam**, I'm really happy for you.
29. **Imma** let you finish your self-care bread making, closet organizing, and living room yoga, but Cheetos and sleeping 12 hours a day are totally acceptable ways to quarantine too!

30. You **probs** know the one: Everyone's tagging their **mom** and dog in the matching-pajama, under-the-tree **'gram** while you're (or at least I'm) wearing a smelly softball tee fresh from your childhood closet and fighting with your **dad** (again) about leaving the family **phone** plan.
31. Even if I had all these things, though, **Insta**-ing to keep up is too much.
32. After my **mishap**, our boss changed the name of our catch-ups from 'happy hour' to 'team lunch.'
33. I know everyone is obsessed with **Barb** due to obvious "BRING HER HOME TO US" related reasons, but can we take a quick moment to talk about Madison Prewett's **mom**?
34. Madison's mom hit his **Insta** last month to leave the world's most supportive comment and it recently resurfaced online.
35. It has the same features as the other models, plus you can schedule, adjust, and check on the progress of dinner with a few swipes and taps on the **app**.
36. So, you're a **pro** that can pretty much do it all in the kitchen, eh?
37. This long-running series about mobster Tony Soprano (played by James Gandolfini), his family, and a life of organized crime ran for six seasons and ended up having such a huge impact on **pop** culture that people still make references to the show to this day, even though it's been over since 2007.
38. It quickly gets rid of any stubble and exfoliates my skin thanks to a **combo** of calcium and sodium hydroxides and exfoliating clay.
39. The formula is infused with coconut oil and vitamin E to prevent your **pits** from getting dry or itchy.

**Blend words:**

1. And also, ofc, keep tabs on any **KarJenner** drama.
2. TBH, the previous six hours are now kinda hazy, like a fully sober **brownout**.
3. You're being a very bad cat right now, and I do not appreciate your **cattitude**.

The analysis of the *Cosmopolitan* showed the discrepancy in numbers between the clipped words and the blend words. Namely there were 51 clipped words, but only 3 blend words.

The graph below illustrates the frequency of use of clipped words and blend words in the four mentioned online fashion magazines. Additionally, not only does the graph show similarities, but also the differences in the same language style (fashion magazines).

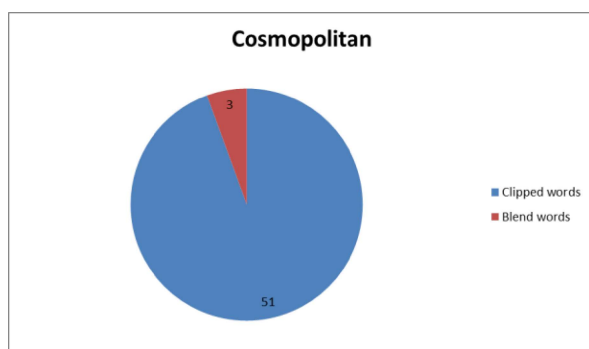
The *Cosmopolitan* is the magazine which contains the largest number of clipped words out of all four magazines. The number of clipped words (51) is extremely large in comparison to the number of sentences found (39) containing the clip words. Nevertheless, it is the magazine with the highest discrepancy between the number of sentences and the number of clipped words meaning that there were sentences containing several examples of clipped words. An interesting example is the sentence number 30, in

which 5 clipped words were found. However, the sentence is completely understandable (at least to the aimed audience).

As regards to blend word forms, there were only 3 sentences found containing 3 blend words.

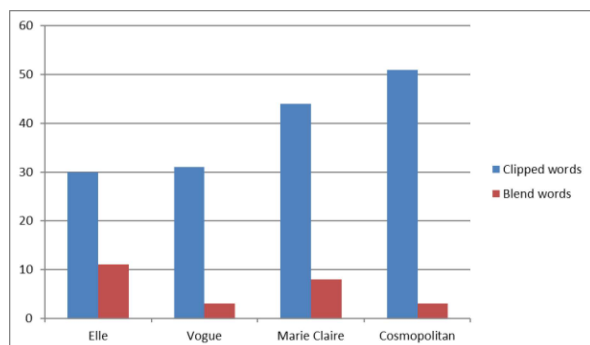
**Table 4.** Overview of clipped and blend words in *The Cosmopolitan*

CLIPPED WORDS	BLEND WORDS
Cred	KarJenner
Peep	Brownout
Celeb's	Cattitude
Snap	
Vids	
Ky-or-die	
Opt	
Tho	
Luxe	
Insta	
K-pop	
Cosmo	
Dorms	
Comfy	
Ppl	
Mom	
Luxe	
Insta	
Fam	
Imma	
App	
Mishap	
Barb	
App	
Combo	
Pop	
Glam	
Vid	
Pics	
Photos	
Kinda	
Ya'll	
Photo	
Leaks	
Lil	
Probs	
Legit	
K-pop	
Lil	
Def	
Sneaks	
Probs	
'gram	
Mom	
Dad	
Phone	
Insta	
Mom	
Insta	
Pro	
Pits	



**Diagram 4:** Comparison of number of Clipped and Blend words in The *Cosmopolitan*

As illustrated in the graph 1, the *Cosmopolitan* contains the largest number of clipped words. The *Cosmopolitan* is also the fashion magazine that targets somewhat younger audience; therefore, the informal language is not so uncommon. However, the *Elle* magazine contains the smallest number of clipped words, but it contains larger number of blend words. Furthermore, the *Elle* magazine contains some of its magazine-specific blends that are not found in other magazines. For example, in three out of four of these magazines, *brunch* is a blend word that is mentioned. The *Marie Claire* magazine contains over forty clipped words, but it also contains 8 blend words, which is pretty high if compared to the *Cosmopolitan* and the *Vogue*.



**Graph 1:** Comparison of number of Clipped and Blend words

## CONCLUSION

As the world changes, the language changes as well. New words are formed on a daily basis. Even though word formation processes go unnoticed in everyday speech, they are much present nowadays. When looked closely, every word is created in order to make life and communication easier.

Blending and clipping as word formation processes may not seem to be a part of the "high class" linguistic phenomena; however, due to the need for fast communication, they have entered the everyday communication with a high tendency to increase its use and purpose.

At a first glance, blending and clipping are processes which are used by groups of people for casual and informal communication. They are mostly used among

the younger generations, and have "blossomed" among the *millennials*.

The four online fashion magazines that were analyzed in this paper offer provide a certain insight into the use of these word formation processes. They are often used and, even though they may be avoided, they are usually placed in texts for stylistic reasons.

As it could be seen in the examples taken from those four magazines, the number of clipped words and the blend words found is pretty similar showing that writers who are aiming younger audience use this type of stylistic expressions in order to get closer to them. However, it is interesting to see how many expressions and words found their way into vocabularies and have become vocabulary items. It only helps to show how vivid a language can be and how imagination can positively influence a language.

Furthermore, these four magazines are the most popular fashion magazines of this type, therefore the informal language in the form of clipped words and blend words was used with a special purpose - to reach the specific audience (the younger population in this case).

Additionally, it is important to mention that the results obtained through the analysis are significant, but they cannot be taken as a general rule since not all online fashion magazine have been analyzed. Nevertheless, the results might have been different had some other types of magazines been analyzed (political magazines, business magazines, etc.), or had a completely different language style had been analyzed (literature texts, scientific papers, etc.).

Accordingly, the results could be used as a significant indicator of the use of clipped words and blend words in this language style, but they can also serve as a good basis/source for some future similar research.

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