

Jelena R. Danilović Jeremić¹
Jelena M. Josijević²
University of Kragujevac
Faculty of Philology and Arts

THE COMPOUNDS AND BLENDS IN BRAND NAMES OF BABY PRODUCTS³

Various word-building mechanisms are employed in the field of advertising and brand naming. This paper aims at describing several characteristics of compounding and blending in brand names of baby products. Both of these morphological processes can be utilized in creative and innovative ways to make a product's name memorable and suggestive. Our analysis focuses on the structural, graphological and lexico-semantic features of 150 target names of baby products obtained through Internet search, pertaining to three categories: milk formulas, baby cereals and diapers. The results show that compounding and blending contribute to the distinctive character of baby products, serving different functions and evoking different associations.

Keywords: brand names, compounding, blending, structural features, orthographic features, semantic features, English

1. INTRODUCTORY REMARKS

In a world suffused by commercial products, a brand name represents the crucial element of a successful business and the most significant aspect of its identity. It serves to identify a product, impart meaning and imply qualities (Rivkin and Sutherland 2004). The combination of these functions makes commercial names linguistically rich and, hence, attractive for analyses.

There are many aspects to be considered when a product is to be named, such as legal issues, marketing goals and linguistic devices available for achieving the most positive effects on customers. One of the most important requirements for a brand name is to be memorable. Also, it should be short and brief yet capable of representing both the company and the product. Additionally, the name must not be offensive and should be easy to pronounce and spell in an international trade setting (Stockwell and Minkova 2001). Therefore, many companies choose English words when naming their products because English has become an international *lingua franca*. Language universals should be taken into consideration as well if products are to be placed on the international market (Lowrey *et al.* 2013). For instance, many languages do not have syllables with consonant clusters so it is generally advised that brand names

1 jelena.jeremic@filum.kg.ac.rs

2 jelena.josijevic@filum.kg.ac.rs

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should not possess such phonetic structures as potential customers in various parts of the world might have difficulties in pronouncing them. In addition to brand names' ability to be easily encoded, retained and retrieved from the memory, Robertson (1992: 62) states that names should "support and enhance the planned strategic positioning or image" that a company desires for its products. All these demands make brand naming an extremely challenging task. Hence, the creators of brand names must make use of the available phonological and morphological devices in innovative and artful ways.

The aim of this paper is to analyze brand names of baby products because the global baby product market has been steadily expanding due to rapid urbanization and changing lifestyles, especially in developing countries, that demand convenience-oriented items. Baby cosmetics and toiletries appear to be the largest growing segment, closely followed by baby food.⁴ Although various word-formation processes are employed in product naming practices, compounding and blending have been found to be particularly prominent (cf. Leech 1966, Thurner 1993), so we intend to focus on the structural, orthographic and lexico-semantic aspects of compounds and blends in brand names of baby products. But first, let us present the key features of compounds and blends, and briefly discuss the findings of several recent studies on brand names and trademarks in English.

2. A REVIEW OF THE RELEVANT LITERATURE

Besides derivation and conversion, compounding represents one of the three principal word-formation mechanisms in English. A compound can loosely be defined as a combination of two (or more) lexemes (Bauer 2003, Plag *et al.* 2015). Most frequently, new nouns and adjectives are formed in this way. Speaking of the structural patterns of compounds, the following have been observed, *inter alia*, with N + N being the most productive (Lieber 2005, Mair 2015):

noun + noun: <i>bookworm, life insurance</i>	noun + adjective: <i>sea-sick, error-free</i>
adjective + noun: <i>oddball, dark horse</i>	verb + noun: <i>pickpocket, paywall</i>
adjective + adjective: <i>bitter-sweet, icy-hot</i>	verb + verb: <i>must-have, stir-fry</i>

As is evident from the aforementioned examples, the orthography of English compounds exhibits variability: they can be spelled as one word (i.e. solid spelling), separately (i.e. spaced spelling), or with a hyphen (i.e. hyphenated spelling). Generally speaking, the right-hand element, the head of the compound, is semantically and grammatically more important than the left-hand element, the modifier. It contributes the main information about the meaning of a compound as well as its grammatical properties (e.g. plurality, countability, word class). Another distinguishing feature of compounds is their stress, especially in the case of nominal compounds. Whereas syntactic phrases tend to be stressed on the final element, compounds are regularly stressed on the first element (compare *blackboard* and *black board*). However, there are sets of compounds which do not conform to this rule (for example, those whose

4 Source: <https://www.grandviewresearch.com/industry-analysis/baby-products-market>.

first element indicates a location or material, e.g. *Boston marathon*, *silk tie*; Plag 2003: 138). A more reliable test for identifying compounds is checking whether a modifying word can be inserted between the two lexemes (Lieber 2010: 43). In the case of *orange juice*, we cannot insert a modifier *tasty* between *orange* and *juice* so the sequence of two lexemes is a compound.

In an attempt to promote the distinctiveness of a product, the language of advertising can bend the established rules, alter spelling conventions and invent new forms. Nominal compounds have, thus, been known to have transformed into adjectives (e.g. *economy-size*, *top-quality*) that later became accepted in everyday use (Kannan & Tyagi 2013). According to Leech (1966: 138), adjectival compounds represent one of the most prominent features of advertising. As he put it, they can add an emotively slanted description or specify the referential domain of the accompanying noun (e.g. *baby-soft skin*, *fingerlickin' rib flavor*, *sun-dried tomato basil*). In product names, compounding has been proved to be a particularly useful device as it can summarize the key features of a product. Recursiveness enables the creation of rather long, descriptive brand names, such as *gentle peeling foot mask* or *whole peeled plum tomatoes*.

On the other hand, to this day, the status of blending remains a matter of controversy in morphological literature given that it verges on compounding (i.e. addition of material) and clipping (i.e. subtraction of material). Nevertheless, many linguists agree that it is a process which involves the creation of a new word, a portmanteau, by combining two (or possibly three or more) words and deleting material from one or both of the contributory words (Adams 2001, Bauer *et al.* 2015). Newly formed words commonly consist of the first part of one word and the last part of another (Plag 2003, Miller 2004).⁵ The parts, also known as splinters, may overlap phonologically and/or graphologically (e.g. *dolfan* ← *dolphin* + *fan*, *mattergy* ← *matter* + *energy*).⁶ By analyzing more than 1,018 blends, Reischer (cited in Bauer *et al.* 2015: 459) found nouns to be, by far, the most frequently occurring word class (e.g. *botel* ← *boat* + *hotel*, *charactoon* ← *character* + *cartoon*), followed by adjectives (e.g. *ginormous* ← *gigantic* + *enormous*, *bodacious* ← *bold* + *audacious*) and verbs (e.g. *chillax* ← *chill* + *relax*, *suspose* ← *suspect* + *suppose*). The four most frequent combinations of source words in blends were noun + noun, adjective + noun, adjective + adjective, and, finally, verb + verb.

Unlike compounding, blending is considered to be one of the minor word-formation processes in English. Nevertheless, it is fairly productive in popular press, advertising, product naming and playful language (Lieber 2010). According to Adams (2001: 140), blends are frequently used as attention grabbers in newspaper headlines, for instance '*Frankenwords*: They're alive!

5 There are exceptions to the rule, though. Consider the blending of the initial parts of source words in *moped* (motor + pedal) or the insertion of one word in the middle of another in *a-Tom-inable* (Tom + abominable). The latter can be tracked to 1966 and the title of the episode of the *Tom and Jerry* animated cartoon series 'The a-Tom-inable Snowman'. Many more possibilities of creating a blend have been described in the relevant literature (cf. Mattiello 2013).

6 The examples were excerpted from the *Portmanteau Dictionary* (Thurner 1993).

But for how long?⁷ The same holds for the language of advertising – blends are coined with the aim of attracting attention of potential customers and emphasizing the qualities of a particular product. Consider these two advertising slogans for Mercedes Benz and Toyota which highlight the attractiveness and longevity of the cars in question: ‘*Fabu*attractive. The E-Class Coupé. It deserves a whole language.’; ‘*Longergevity*. Legendary built quality. It’s part of every Toyota.’ (Vörös 2010). In product naming practices, blending is often used due to its suggestiveness – by combining two (or more) words into a compact name, a product is positioned on the market as unique and easily identifiable since its nature or purpose is relatively transparent. Schwarzkopf’s new hair styling products have thus been named *Volumaniac* (volume + maniac) and *Mess-merizing* (mess + mesmerizing).

The fact that the coiner of a new blend can take as much or as little from each source word (Bauer 1983) makes blending a particularly suitable vehicle for creativity, inventiveness and wordplay. We might say that it reflects the spirit of the times and current trends in business, popular culture and everyday life (e.g. *Brexit* ← Britain + exit, *Kimye* ← Kim + Kanye, *sexting* ← sex + texting). This morphological process seems to have been gaining momentum over the last fifty years or so (cf. Bryant 1974, Lehrer 2007, Lalić-Krstin & Silaški 2018) and is likely to continue to do so in an era characterized by rapid technological development, the global dominance of the Internet, and the ever-increasing opportunities for communication.

A recent study of the top 500 global brand names (Arora *et al.* 2015) has revealed an extensive use of the promoter’s name and place of origin, as well as compounds, abbreviations and blends. Its results lend support to the idea that compounding and blending play an important role in the brand naming process. Our research aims to contribute to the growing body of literature on brand naming by examining the structural, orthographic and lexico-semantic properties of compounds and blends in brand names of baby products.

3. METHODOLOGY

The corpus of 160 brand names of baby products was collected through Internet search by using the following key words: milk formulas, baby cereals and diapers. Given that the Google search engine offers a number of hits, we perused the first few pages of results. Having obtained an approximately equal number of brand names across the three target categories (N=50), we proceeded to analyze their features.

Brand names can be perceived as modifiers of common nouns, given that they typically consist of a core name followed by a generic description, e.g. *Play-Doh* modeling compound or *Pringles* potato crisps. Researching along the lines pursued by others (cf. Rivkin & Sutherland 2004, Danesi 2008), we disregarded the syntactic aspect (such as the arrangement of the common noun and the core name, for example) in our analysis.

7 Source: <https://www.theguardian.com/media/mind-your-language/2016/feb/05/frankenwords-portmanteau-blend-words>.

4. FINDINGS AND DISCUSSION

As we have already mentioned, several linguists have pointed out that compounds and blends are quite frequent in brand names (Leech 1966, Panić 2004, Arora *et al.* 2015) probably because they can vividly express complex ideas in a compact form (Benczes 2009). This is important in advertising discourse, especially in brand names, as a demonstration of the principle of economy.

Our analysis has revealed that compounds and blends found in the brand names of baby products abound with peculiar structural, orthographic and lexico-semantic features, not frequently found in general language. These features and their potential discursive functions are discussed below.

4.1. The structural features

Compounds in the brand names of baby products appear in a variety of forms, as described in the linguistic literature:

- 1) Open/spaced compounds: e.g. *Baby Fuel*, *Love Child*, *Rice pops*, *Sunshine orange*
- 2) Hyphenated compounds: e.g. *Bio-bebe*, *Prep-up*, *lp-fruity*, *L-free*, *Hi-Q*
- 3) Closed/Solid compounds: e.g. *Babymeal*, *Cottontails*, *Grainylac*, *Softmate*

The majority of compounds are nouns with a NOUN + NOUN internal structure. More interestingly, a number of less productive patterns of compounding (Lieber 2005) have been detected in the corpus material:

- N + ADJ: *baby-dry*, *action fit*, *comfort dry*
- ADJ + ADJ: *cosifit*, *cumfy dry*, *dry fit*, *tender-fit*, *easyfit*
- ADV + ADJ: *betterdry*
- V + PARTICLE: *slip on*, *pull-ups*, *backups*
- ADJ + V: *dryprotect*
- ADJ + PARTICLE: *easy ups*

The internal structure of these compounds should be examined in more detail given that the combinations of constituents appear to be rather peculiar. Namely, adjectives in noun phrases in English typically occur before nouns (e.g. *dry baby*) whereas compounds in brand names frequently contain NOUN + ADJECTIVE internal structure (*baby-dry*). In other words, adjectives are postpositioned. The same applies to *action fit*, a condensed form of the phrase *fit for action*, and *comfort dry*. Moreover, ADJECTIVE + ADJECTIVE compounds (*cosifit*, *cumfy dry*, *dry fit*, *easyfit*) can also be interpreted as condensed forms of ADJECTIVE + AND + ADJECTIVE phrase structures. Also, the structure ADVERB + ADJECTIVE (*betterdry*) stands out because the expected synthetic comparative (*drier*) has been replaced with the form that closely resembles the analytic variant (*more dry*). The adverb *better* is used in comparative constructions with past participles in both the verbal (*He was better informed*) and the adjectival domain (*Only better equipped hikers can reach the mountain top*). It is never used with prototypical adjectives (**He is better dry/smart/intelligent*,

etc.).⁸ In line with the low productivity of compounds containing verbs (Lieber 2005: 378), we noticed a single, rather unusual combination of an adjective and a verb, *dryprotect*. Moreover, three VERB + PARTICLE combinations have been found, nominalized formations also known as converted compounds, whose phrasal character is obvious (e.g. *slip on*, *pull-ups*, *backups*). It is worth noting that *prep up* (a clipping of the verb *prepare* + *up*, converted into *prep-up*) is not mentioned in any of the major English dictionaries. Nevertheless, its informal use has been registered in the *Corpus of Global Web-based English (GloWbE)* and the *iWeb* corpus so we hypothesize that *prep up* is currently used as a near-synonym to *prepare*, possibly emphasizing the completion of the action (cf. Glodović 2016). Also, we noted a novel combination ADJECTIVE + PARTICLE, *easy ups*, that does not belong to the inventory of compounding patterns in English (Plag 2003: 143). The creators of this brand name were obviously striving to highlight the fact that the training pants were *easy* to pull *up*. In addition to condensation, the principle of economy is also manifested in compounds which contain letters as abbreviated forms, e.g. *L-free*, *lp-fruity*, and *D-care* where *L* stands for *lactose*, *lp* for *low protein* and *D* for a *diaper* or *disposable*. Interestingly, our corpus of baby formula names includes a (clipped) compound whose elements might be considered informal. Morphologically speaking, *Hi-Q* consists of two elements: the word *hi* (homophonous with *high*) and the letter *Q* (an abbreviation for quality). This sort of wordplay has been noted on an international level, often referring to modern technology (e.g. *HIQ robotina*, *Hi-Q Electronics*, *hiq consulting*, *Hi-Q Academy*). Accordingly, we can conclude that the compound is on its way to becoming widely used as a referent of the most advanced technology in any branch. As opposed to the aforementioned tendency of conciseness, in *wee wee dry* we can see compounding within compounding (a reduplicative compound functioning as an adverb).⁹ Other examples of reduplications (full or partial) in the corpus material include *wakeywakey*, *(Baby) Mum-Mum*, *Yum Yum*, *nighty night* and *booboo (pants)*.

Blends are less frequent than compounds in our sample of brand names. In a prototypical blend, two splinters are fused together, the initial part of one word and the final part of another. Our data indicate that more often than not a splinter is merged with a whole word. Even though Fandrych (2008) mentions that blends can incorporate entire unshortened words, usually with overlap, our results only partially support her claim. Consider the following brand names:

Ceregrow ← *cereal* + *grow*

Brightamin ← *bright* + *vitamin*

8 *Prototypical (central or lexical) adjectives*, as opposed to *non-prototypical (peripheral or functional) ones*, are adjectives which convey *properties* that are *gradable* (i.e. they can take synthetic or analytic comparative and superlative forms or degree modifiers such as *very* or *rather*), and can be used both attributively and predicatively (Quirk *et al.* 1985, Baker 2003, Dixon 2004, Huddleston and Pullum 2007, Lehmann 2018).

9 Many discussions of English word-formation include reduplicative constructions as compounds (cf. Marchand 1969, Adams 2001) so we decided to include them in the corpus analysis.

<i>Freshkins</i> ← <i>fresh</i> + <i>napkins</i>	<i>Infacare</i> ← <i>infant</i> + <i>care</i>
<i>Babyganics</i> ← <i>baby</i> + <i>organic(s)</i>	<i>Gentlease</i> ← <i>gentle</i> + <i>ease</i>
<i>Easum</i> ← <i>easy</i> + <i>granum</i> (or <i>-um</i>)	<i>Natalplex</i> ← <i>natal</i> + <i>complex</i>
<i>Infasoy</i> ← <i>infant</i> + <i>soy</i>	<i>Flexicare</i> ← <i>flexible</i> + <i>care</i>
<i>Cerevita</i> ← <i>cereals</i> + <i>vita</i>	<i>Ecoriginals</i> ← <i>eco-</i> + <i>originals</i>
<i>Cereoland</i> ← <i>cereals</i> + <i>-o-</i> + <i>land</i>	<i>Orgababy</i> ← <i>organic</i> + <i>baby</i>

The constituents overlap phonologically and/or graphologically only in *gentlease*, *brightamin* and *ecoriginals*. According to Mattiello (2013: 123), non-overlapping blends, found in the majority of our examples, are less preferred than the overlapping ones because they render reconstruction of the source words more difficult. But, if we examine the aforementioned non-overlapping blends, we will see that the unshortened form of some of the source words can actually contribute to semantic transparency of the blends (e.g. *ceregrow*, *flexicare*, *freshkins*, *infasoy*) because it reveals the key attributes of the product in question. As Lehrer's (1996) psychological tests have shown, the more material from the source words is present, the easier it is to identify the meaning of the blend.

The initial element of the blends in brand names frequently represents the name of the company (the only exception being *NaturNes* and *BabyNes* in which the splinter *Nes* < Nestlé occupies the final position in the blend), e.g.:

<i>AppeKidz</i> ← <i>Appeton</i> + <i>Kidz</i> ¹¹	<i>Dugro</i> ← <i>Dumex</i> + <i>grow</i>
<i>Milumeal</i> ← <i>Milupa</i> + <i>meal</i>	<i>Dupro</i> ← <i>Dumex</i> + <i>professional</i>
<i>Nestogen</i> ← <i>Nestlé</i> + <i>-o-</i> + <i>genus</i> (or <i>-gen</i>)	<i>Nestum</i> ← <i>Nestlé</i> + <i>granum</i>
<i>Nutrifant</i> ← <i>Nutricia</i> + <i>infant</i>	<i>Kendamil</i> ← <i>Kendal</i> + <i>mil</i> ¹²

This marketing strategy is employed in an attempt to promote the quality of the product by relying on the well-established reputation of the company. For instance, parents who are satisfied with baby formulas *Dupro* and *Milumil* are more likely to opt for *Dugro* and *Milupino* baby cereals when their children start eating solids. The recognition of the company names *Dumex* and *Milupa* in their products serves to evoke positive associations and helps build brand loyalty. As the aforementioned example show, one of the world's largest corporations, Nestlé, often relies on the use of splinters *Nes-* and *Nest-* in the names of its products.

¹⁰ Some compounds also feature the company name or the surname of the company's founder (e.g. *Danalac*, *Frisolac*, *Medolac*).

¹¹ Note the non-standard spelling of the plural suffix *-s* in *kidz* (also mentioned as a feature of *Netspeak* in Crystal 2006: 93).

¹² The origin of the formant *mil* will be discussed in section 4.3.

4.2. The orthographic features

Some compounds resemble closed compounds in that they represent combinations of two meaningful roots spelled as one word. On the other hand, they also resemble hyphenated compounds because a boundary between the two morphological elements has been marked with various orthographic/graphological devices (instead of a hyphen), such as:

- 1) a capital letter: e.g. *BetterDry*, *EasyLove*



- 2) a change in font color: e.g. *bebiluck*, *HAPPYBELLIES*



- 3) a change in font color and style: e.g. *Cosifit*



- 4) a capital letter and font color change: e.g. *BabyBackups*, *HeartyBits*



- 5) a change from or to capital letters: (coupled here with a change in font color): e.g. *HappyTOT*, *HappyBABY*



Bicapitalization, that is the combination of two words in which the second word is capitalized, has heretofore been mentioned as a distinctive feature of Internet graphology (Crystal 2006: 93). Our research shows that this phenomenon is widespread in brand naming too. Moreover, different fonts, colors and letter sizes, allow manufacturers to make product names eye-catching and visually appealing. Letters can even change color, within a single element or bottom-up or be shaped like a heart, a flower, baby foot, etc. (see *EasyLove*, *diaper genie*, *BetterDry* and *BabySteps*). Similar techniques are also used in open compounds to emphasize the contrast between the two elements of a compound:¹³



13 NANNY care uses the interplay between capital letters in the first element and small letters in the second element. In *Baby Natura*, besides bicapitalization, there is also a difference in font color of the two elements. In *diaper genie*, the two elements differ in font size and color.

NANNY care, *diaper genie* and *Hero Baby* illustrate another way of creating contrast or division between the elements of open compounds – purposefully positioning the two elements one on top of the other:



As can be seen in these examples, this arrangement of compound elements is frequently supported by all the techniques discussed above. For instance, the compound *Hero Baby* combines all the techniques by employing a capital letter and alternations in font size, color and style.¹⁴ All these variations help construct the visual identity of the products, making them distinctive and eye-catching.

Blends found in the brand names of baby products differ from compounds in that there is rarely a tendency to mark the boundary between the elements they consist of. Only in three cases has the boundary been emphasized (with a capital letter in *AppeKidz* and different font colors in *PURAMINO* and *Infacare*):



As noted above, non-overlapping blends diminish recoverability of source words, so these graphological techniques might improve it.

4.3. The lexico-semantic features

Brand names of baby diapers and, to a certain extent, of baby cereals have the tendency to be informal or childish, adding a note of playfulness and distinctiveness to the products, e.g.:

OverNites	wakeywakey	Yummy tummy	Kiddicare
Cutie pants	Nighty night	Happybellies	baby brekkie
Cumfy dry	Andy Pandy	breakfast buddies	Booboo pants
Wee Wee Dry	UnderJams		

Buddy, *cumfy* (non-standard spelling of *comfy*), *belly*, *nite* as well as *booboo*, *wakeywakey*, *wee wee* and *night(y) night* represent lexical items typically associated with informal and childish language use.¹⁵ (*Pampers UnderJams*¹⁶ is a combination of the preposition *under* and the informal word

¹⁴ Moreover, in *Baby Steps* and *Baby Mum-Mum* the boundary between the elements is additionally marked with the initial capital letter of the second elements while in *RICE pops* the first element is written in capital letters and the second in small letters. In *Cumfy Dry* both elements are capitalized and differ in color (note that the additional description *XtraCare*, also given in the compound form that involves bicapitalization and non-standard spelling (*extra* → *xtra*)).

¹⁵ See entries in the online versions of the Collins Dictionary (<https://www.collinsdictionary.com/>), the Cambridge Dictionary (<https://dictionary.cambridge.org/>), or the Macmillan Dictionary (<https://www.macmillandictionary.com/>).

¹⁶ The word *underjams* is not attested in the online versions of the aforementioned dictionaries. Its semantic association to underwear is emphasized in the accompanying phrase on

jams (originally *pajamas*). The newly coined compound, which merges two meanings (i.e. underwear and pajamas), purposely evades any association with diapers, so it can be considered a euphemism. Also, the diminutive suffix *-ie/-y*, present in *tummy*, *kiddy*, *brekkie* or *cutie*, commonly occurs in children's language, combined with nouns or names (e.g. *Andy Pandy*).

On the other hand, it is not always in a company's best interest to use informal language as a way of bonding with customers. Baby formulas testify to this. The analysis of baby formula packaging discourse has recently shown that companies strive to impress potential buyers by using quasi-medical or scientific discourse (Josijević & Danilović Jeremić 2019). These attempts are also reflected in the brand names of baby products. Namely, many compounds and blends contain words of Latin origin. The Latin *lac(tation)* prevails as the critical element of their morphological structure, e.g.:

Bebelac ← *bebe* + *lac* > *bebe* ('baby' in the Romance languages);

Vitalac ← *vita* + *lac* > *vita* (Latin, 'life');

Enfalac ← *enfant* + *lac* > *enfant* (French, 'infant');

Fortilac ← *forte* + *lac* > *forte* (Latin, 'fortis');

Ninolac ← *nino* + *lac* > *niño* (Spanish, 'a boy or a child'; often spelled as *nino*);

Novalac ← *nova* + *lac* > *nova*, *novus* (Latin, 'new');

Similac ← *similar* + *lac* > *similis* (Latin, 'resembling')

In some product names *lac* has been replaced with *mil*, which is etymologically related to the Proto-Germanic root form for *milk* (compare *Milch* in German, *miluk* in Old Saxon, *milc* in Anglian, *miluh* in Old High German, and *miluks* in Gothic).¹⁷ It is worth noting that some milk formula brands, not necessarily produced by the same manufacturer, exploit both of these possibilities, e.g. *Enfamil/Enfalac*, *Fortimil/Fortilac*, *Neomil/Neolac*, *Novamil/Novalac*, *Medomil/Medolac*. The Latin *mil* appears in both compounds and blends, e.g. *Biomil* (*bio-* + *mil*), *Medomil* (*Medo* + *mil*), *Promil* (*professional* + *mil*). Even then, Latin is often present in the first element because its use evokes strong associations to medical discourse (e.g. *Aptamil* ← *apta* + *mil* where *apta*, *aptus* is a Latin word meaning *apt*, *suitable*). Another reason for such frequent use of Latin might lie in the fact that numerous Latin words (e.g. *natura*, *vita*, *novus/nova*) have entered European languages over the course of time, and, due to their similarity in form and function, gained the status of internationalisms.¹⁸ They are comprehensible without translation so their inclusion in product names might enable product placement on a global scale. This argument could be extended to initial combining forms and word roots of Latin or Greek origin, such as *bio-*, *ne(o)-*, *nutri-*, *nata-* or *pedi-* (e.g. *Bioshine*, *NeoPro*, *NutriStart*, *PediaSure*).¹⁹ Not surprisingly, amid so many *mils* and *lacs*, a single milk for-

the product itself: *UnderJams*, *bedtime underwear with Pampers Leak Protection*.

¹⁷ Source: <https://www.etymonline.com/>.

¹⁸ According to Braun (1989), French, German and English share an inventory of 3,500 lexical items which could be regarded as identical or similar.

¹⁹ Examples from our corpus, *babybio* and *Brightamin Bio*, indicate that *bio-* is now being used not only as a final combining form but also as a free morpheme.

mula brand name features the word *milk* (*Nutrimilk*). Many names of milk formulas are less suggestive in terms of product type or function (e.g. *AppeKidz*, *Dupro*, *Bioshine*, *Fulljoy*, *TrueOriginal* or *Gentlease*). Furthermore, *Lactogen* (*lactose + gene*) and *lactodex* (*lactose + deoxy*) appear to be quasi-biological or medical terms evoking associations to *lactose* but would probably sooner be associated with pharmacological products than baby formulas.²⁰ Partial product identification is present in *Babybio*, *Infacare*, *Infasoy* and *Natalplex*, which identify the products as intended for babies, and in *Nutrifant* and *NutraCare*, which make reference to nutrition. These baby formula names comply with the tendency of using internationalisms of Latin and Greek origin. Although the presence of *mil* and *lac* in many products might suggest a lack of originality, creativity and uniqueness, the benefits of their presence make up for these deficiencies. The infant formula market abounds in them so their function can easily be grasped by an average customer.

Last but not least, it is worth mentioning that some producers might be adding a ludic component to the practice of milk formula naming. *Kiwicare* and *Kiwilac* make use of an informal word for the residents of New Zealand whereas *OzCare* can be said to function on two levels – Australia is informally referred to as Oz but Oz is also the name of the magical, mythical world of L. Frank Baum's novel *The Wonderful Wizard of Oz*.

5. CONCLUDING REMARKS

Brand names are powerful marketing devices. They can contribute to a product's commercial success and promote effective communication with customers. This is particularly important in the days when the world is turning into a global village due to a rapid development of information technology. Bearing in mind the scarcity of research pertaining to morphological properties of brand names, we aimed to explore how compounding and blending, as prominent word-formation processes, can contribute to the marketing potential of baby products.

Our analysis has shown that both compounds and blends exhibit several interesting features. In addition to closed, open and hyphenated compounds that have been fully described in the relevant literature, we noticed a class of compounds similar to closed compounds in that they are spelled as one word yet the boundary between the structural elements is clearly marked by means of orthographic and/graphological devices. Bicapitalization and graphologization occur in blends as well but to a lesser degree. Also, compounds and blends in the names of baby products have the tendency to possess informal or childish linguistic features. This is quite noticeable in the names of diapers and baby cereals but rarely holds for milk formulas. Compounds and blends in the names of baby formulas often contain word roots, combining forms or entire lexemes borrowed from Latin or Greek. Besides making baby formula names unique and memorable on a global scale, Graeco-Latin elements have a

²⁰ The same applies to *Puramino* (pure amino-acids).

two-fold function – they facilitate communication and lend an air of scientific research and discovery to the products.

Our small-scale investigation has purposely focused on compounding and blending in the names of baby products. A larger and more representative corpus, encompassing a wider range of products, might provide valuable insights into new tendencies in brand naming and advertising. A cursory glance at *Magnif'eyes*, *GOGURT*, *CHEEZ-IT*, *Lunchables* or *Kybrow*, gives us reason to believe that this field of research is quite fruitful.

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**Јелена Р. Даниловић Јерemiћ
Јелена М. Јосијевић**

СЛОЖЕНИЦЕ И СЛИВЕНИЦЕ У НАЗИВИМА ПРОИЗВОДА ЗА БЕБЕ

Резиме

У рекламном дискурсу и у називима брендова користе се разноврсна творбена средства. Овај рад има за циљ да опише неколике одлике два творбена поступка у називима производа за бебе – слагања и сливања. И слагање и сливање могу на иновативан и креативан начин да учине да име производа буде упамтљиво и сугестивно. У овом раду анализирају се структурална, графолошка и лексичко-семантичка својства 150 производа за бебе до којих смо дошли претрагом интернета. Производи обухватају три категорије: млечне формуле, почетне житне кашице и пелене. Резултати анализе указују да слагање и сливање доприносе јединственом карактеру производа за бебе, те да служе различитим функцијама и побуђују различите асоцијације.

Кључне речи: називи брендова, слагање, сливање, структуралне одлике, ортографске одлике, семантичке одлике, енглески језик

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