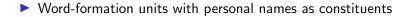
Creativity in name-based word formation: Evidence from the experimental study of personal name blends

> Milena Belosevic Bielefeld University

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- Word-formation units with personal names as constituents
- Personal name blends (PN blends): e.g., Brangelina = Brad and Angelina as a typical example.

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Creativity in personal name blending.

This paper:

 Creativity in experimentally elicited PN blends (no previous studies).

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- Creativity in experimentally elicited PN blends (no previous studies).
- Creativity is operationalized in terms of the order of name constituents in PN blends.
- Creative PN blends bear a constituent order that is different from the constituent order in lexical blends (e.g., *brunch*) and binomials (e.g., *Romeo and Julia*).
- Applying the criteria underlying the order of constituents in lexical blends proposed by Kelly (1998) on PN blends.

Kelly (1998) proposed two hypotheses about the conventional order of lexemes in lexical blends:

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- In lexical blends, shorter constituents usually occupy the first position.
- More prototypical and more frequent constituents occupy the first position in lexical blends.

A schema-based approach to blending (s. Kemmer 2003): PN blends emerge from cognitively entrenched patterns of experience with the order of constituents in lexical blends and binomials.

This paper:

Investigating the selection between regular and creative order of name constituents in PN blends by testing Kelly's hypotheses.

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This paper:

- Investigating the selection between regular and creative order of name constituents in PN blends by testing Kelly's hypotheses.
- Providing experimental evidence for the interaction between linguistic and non-linguistic factors influencing the order of names in PN blends.

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Gender as a name-specific variable.

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- The names were controlled for gender (male and female), syllabic length (bi- and threesyllabic names), and familiarity with name constituents (familiar or unfamiliar).
- In addition: gender-specific properties of German first names (see Nübling 2017) were controlled: stress position, distribution of vowels and consonants, and final sound.

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Four conditions:

- 1. familiar male bisyllabic name + unfamiliar female three-syllabic name
- 2. familiar male name + unfamiliar female name (same syllabic length)
- 3. bisyllabic familiar name + threesyllabic unfamiliar name (same gender)

4. bisyllabic male name + threesyllabic female name (same familiarity)

Participants:

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- ▶ 80 % had experience with lexical and name blends.
- within-subjects design

Hypotheses:

Hypothesis 1: Familiar, male and shorter names are preferred in the first position compared to unfamiliar female and longer names (e.g., *Marlihe: Martin and Salihe* rather than *Sartin: Salihe and Martin*).

Hypotheses:

Hypothesis 2: Familiar male names occupy the first position compared to unfamiliar female first names (given the same syllabic length of both names), e.g., *Christide: Christopher* and Hamide rather than Hanofer: Hamide and Christopher.

Hypotheses:

Hypothesis 3: Familiar and shorter first names occupy the first position compared to unfamiliar and longer name constituents (given the same gender of name constituents), e.g., *Torstian: Torsten and Gratian* rather than *Grasten*: *Gratian and Torsten*.

Hypotheses:

Hypothesis 4: Male and shorter names occupy the first position (if both constituents are familiar or unfamiliar), e.g., Stenate: Stefan and Renate rather than Refan: Renate and Stefan.

Results:

2752 tokens (31 % hapaxes)



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- Blends without AD structure, such as Nihanna from Nina and Johannes, or clipped compounds (Chrisle from Christofer and Lena) were excluded from the analysis.

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2193 tokens (38 % hapaxes) were investigated.

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Manual annotation for the order of constituents, the gender of names (male or female), their length (bi- or threesyllabic names), and familiarity (familiar or unfamiliar).

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- Manual annotation for the order of constituents, the gender of names (male or female), their length (bi- or threesyllabic names), and familiarity (familiar or unfamiliar).
- Pearson's chi-square test for goodness of fit: measure whether the difference between the observed distribution of name order and a random distribution is statistically significant.

Hypothesis 1: Familiar, male and shorter names (e.g. *Martin* in Marlihe = Martin and Salihe) are preferred in the first position compared to unfamiliar female and longer names (e.g., *Salihe* in *Sartin* = *Salihe* and *Martin*).

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This is true in 60 % of cases.



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The distribution of conventional and creative structures is statistically significant ($\chi^2 = 9.8, p = 0.001, df = 1$).

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Production experiment

Hypothesis 2: Familiar male names (e.g., *Christopher* in *Christide* = *Christopher and Hamide* occupy the first position compared to unfamiliar female first names, such as *Hamide* in *Hamofer* = *Hamide and Christopher* (given the same syllabic length of both names).

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This is true in 50 % of cases (no statistical significance: $\chi^2 = 0.01, p = 0.89, df = 1$).

The hypothesis does not account for cases where both names are bisyllabic.

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Hypothesis 3: Familiar and shorter first names occupy the first position compared to unfamiliar and longer name constituents (given the same gender of name constituents), e.g., *Torstian: Torsten and Gratian* rather than *Grasten: Gratian and Torsten*.

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This distribution of conventional and creative constituent orders is statistically significant (χ^2 = 10.5, p = 0.001, df = 1) and occurs in 57 % of cases.

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However, it is only true if both names are male.

Hypothesis 4: Male and shorter names occupy the first position (if both constituents are familiar or unfamiliar), e.g., *Stenate* from *Stefan* and *Renate* rather than *Refan* from *Renate* and *Stefan*).

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The hypothesis is true in 60 % of cases.

The distribution of regular and creative constituent orders is statistically significant ($\chi^2 = 7.08, p = 0.007, df = 1$).

Conclusions and outlook

- Hypothesis 1: Familiar, male, and shorter names are preferred in the first position over unfamiliar female and longer names.
- Hypothesis 2: Familiar male names occupy the first position compared to unfamiliar female first names (given the same syllabic length of both names).
- Hypothesis 3: Familiar and shorter first names occupy the first position compared to unfamiliar and longer name constituents (given the same gender of name constituents).

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 Hypothesis 4: Male and shorter names occupy the first position (if both constituents are familiar or unfamiliar). PN blends are rather not creative (according to the definition of creativity proposed in this paper) since language users usually do not deviate from the order of constituents underlying binomials and lexical blends.

Future studies:

 Addressing the role of extralinguistic factors related to the properties of language users, such as age and linguistic experience with blending.

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- Addressing the role of extralinguistic factors related to the properties of language users, such as age and linguistic experience with blending.
- Including further linguistic factors, such as the preference for particular switch points and transparency grades and their interaction with extralinguistic factors.

Thank you very much!

milena.belosevic@uni-bielefeld.de