

Names of Beverages in Advertisements in Bangladesh: A Morphological Analysis

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Abstract

“For last year's words belong to last year's language. And next year's words await another voice.”

— T.S. Eliot, Four Quartets

In the field of marketing and advertising, the choice of words for naming products and brands has the power to convey the intended messages to the target people and influence their behavior according to the way the advertisers plan. Morphological word formation processes- blending, compounding, borrowing, coinage, initializa-tion, acronym, clipping, back formation, inflection, derivation- have been the keystone of choosing and adapting the powerful and convincing word[s] for promoting products, shops and companies. This paper intends to uncover the processes of word formation applied to advertisement, and how the intended meaning of the advertised word deviates from their lexical meaning as lexical words. For this study, the names of beverages of some well-known companies were collected as data from a variety of advertisement sources, such as websites, brochures, products and billboards in Bangladesh. The data having unique tags and provocative messages for consumers were analyzed applying a descriptive qualitative method. Finally, the results showed that the words or phrases used for naming and advertising beverage had a wide-ranged reflection of morphological word formation processes along with partial to complete change of meaning compared to the meaning of lexicology.

Keywords: names of beverages, advertisements' language, word formation process, deviation of meaning

Introduction

Language- be it oral, written or sign- has been the center of communication starting from intra-personal to global level for social, political, economic, diplomatic, scientific and many other purposes since the inception of human civilization. With the passage of time, languages have evolved, grew and changed to a great extent, and this trend will go on and on. For global economic growth, language has been the unique thread to bridge the nations together across the globe. Thus, language is social by nature and inseparably connected with people who are its creators and users; it grows and develops together with the development of society. Whether Spencerian or Darwinian, it is undoubted that “Survival of the fittest”. The underneath meaning of this phrase is not limited to ‘physical state’ only rather it has

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proven truth for other realms of human life. For example, in this competitive age, people always endeavor to be innovative for choosing or creating the suitable words (fittest words) with which they can stand out from the crowd by convincing and impressing their audiences when they speak or write. Likewise, organizations around the world choose, create and innovate a lot of unique, special, interesting and sometimes unusual words to promote their 'products'. For choosing, creating and innovating those unique words and phrases, morphology plays a great deal of contribution both directly and indirectly.

Naming organizations, brands and products has great importance to establish their overall impression to the world. Hoff (2018) opines that developing a formal campaign naming convention is similar to laying a foundation for a tower. She further explains that without a solid foundation, you will end up with a short tower that does not let you see very far, and she concludes that with a strong foundation, you will be able to build a taller tower, and then keep on adding to it, allowing you see more and see farther than your peers who did not plan as well. Williamson (2013) propounds that creators use a number of strategies in the naming process in order to achieve the desired end result. Besides, she extends that they can use sounds symbolism; they can combine certain prefixes and suffixes to reveal how the product functions; they can clip pre-existing words and create blends; they can make compounds and clever references, all to aid in the understanding and desired consumer consumption of the product.

Therefore, the use of words or phrases more specifically word formation process in naming a product has prime importance that helps an organization in publicizing the type, character, uses and benefits of their products, as well as indirectly help the marketing of the products in local, national and international market.

Literature Review

Word formation process

Morphology basically deals with the structure of sound, syllable and word of language. In other words, word formation process is the technique through which a word in a language is formed. According to Wisniewski (2007), word formation is referred to all processes connected with changing the form of the words. Similarly, Bauer (1983) opined that word formation is the formation of words. The process of English word formation is divided into two ways, such as inflectional processes and derivational processes. There are also some ways of forming the variation of words such as blending, compounding, borrowing, coinage, reduced words, initialization, cliticization, inflection, derivation, and back formation (Fromkin et al. 2010).

Blended words, according to Fromkin et al. (2010), are produced by combining two words, but parts of the words that are combined are deleted, such as, Smog from smoke + fog, brunch from breakfast and lunch and motel from motor + hotel and so on. Therefore, blending is usually the first part of the first word and last part of another. In contrast, compounding is a word composed of two or more words, which may be written as a single word or as words separated by spaces or hyphens, such as, dogcatcher, dog biscuit, dog-tired and the like (Fromkin et al. 2010). Similarly, Matthews (1977) explicates that compounding is a word formed of two or more units that are free words themselves.

Borrowing is the appropriation of ideas or words etc. from another source. Borrowing occurs, as Fromkin et al. (2010) offer, when one language adds a word or morpheme from another language to its own lexicon. They further suggest that the pronunciation of loan words is often (but not always) altered to fit the phonological rules of the borrowing language, for example, English borrowed ensemble [ব্‌ংব্‌দন ষ] from French but pronounce it as [ãnsãmb l]. While, Cambridge Dictionary (2008) offers that coinage is the invention of a new word or phrase in a language. Similarly, Yule (2005) explained that coinage is the word that has been invented originally. It could be that there is unknown technical origin for some invented terms as Fromkin et al. (2010) exemplified that the advertising industry has added many words to English, such as Kodak, nylon, Orlon, and Dacron. They further explicated that the sciences have given us a raft of newly coined words over the ages, such as asteroid, neutron, genome, krypton, brontosaurus, and vaccine. In addition, coinage is the word formation process in which a new word is created either deliberately or accidentally without using the other word formation processes and often from seemingly nothing (Kosur, 2019).

Reduced word refers to a word formed from the initial letters of the several words or shorten form of words in the name. Fromkin et al. (2010) observe three reduction phenomena, and they are clipping, acronyms, and alphabetic abbreviations. On the one hand, clipping is the abbreviation of longer words into shorter ones, such as fax for facsimile. On the other hand, acronyms are words derived from the initials of several words and pronounced as a spelling, such as NASA [næs] from National Aeronautics and Space Administration. And, when the string of letters is not easily pronounced as a word, the “acronym” is produced by sounding out each letter, such as, NFL [en.ef.el] for National Football League, it is called alphabetic abbreviations (Fromkin et al. 2010).

Word Formation Process and language of advertisement

Language has been the key bridge to reach out the target customers through advertisements. For choosing the language to be used for advertising, either

consciously or unconsciously the stake-holders of the institutions apply the processes of word formation.

Conducting a research on English word formation process of advertisement of smartphone, name of shop/company, furniture, course/education institutional, cigarette, event, and job vacancy, Fauziyah & Saun (2018) found that out of 55 data the percentage of compounding and clipping was 15% while the percentage of initialization and inflection, borrowing and coinage was accordingly 11% and 9%. Moreover, Haryati (2014) extended that the names found in advertisements are very creative in based on the categories of word-formation. After analyzing the data, she found five types of word formation process, such as blending, compounding, wishy-washy, onomatopoeia and coinage, in food and beverage product names. Furthermore, after analyzing one hundred and twenty-two advertising slogans and headlines of various branches and professions, Voros (2010) propounded that the sample data (language used for creating slogans and headlines) greatly reflected the common feature of word formation processes. In addition, advertising texts take advantage of using made-up or adapted words and expressions in order to support the creative aspect of advertisement and its attraction. In the text, of course, occur words formed by affixation, compounding, conversion, shortening, blending, and back-formation and by other ways of creating new words (Lapsanská, 2006).

Scope of the Study

It is now conspicuously crystalized that the chosen words for advertising a particular product have a great deal of morphological influence around the world, but very few researches have been conducted in the same area in Bangladesh. Hence, it is essential to look into the advertisement's language in Bangladesh in relation to its morphological influences.

Research Question

Based on the above phenomena in the background of the study, it is intended to answer the research questions as follows.

- I. What are the processes and types of word formation happening in the advertisements?
- II. How does the intended meaning deviate from the lexical meaning because of these processes?

Research Methodology

The aim of this study is to find out the processes and types of word forma

tion happening in the advertisements, and the deviation of intended meaning from the lexical meaning because of these processes. With a view to determining and interpreting the processes and influence on WFP on advertisement's language, data have been collected qualitatively to conduct this study.

Data Collection

For this study, names of beverages of some well-known beverage companies were collected as data from a variety of sources, such as product cans, newspapers, journals, brochures, posters, signboards, billboards and websites. Basically, most of the data was collected through taking photographs while the rest was collected from Google search and YouTube ads by downloading and snipping accordingly.

Data Analysis

For analyzing data, this paper applied a descriptive qualitative approach in direct relation to morphological rules of word formation processes. First, the collected data (words and phrases) were categorized according to carbonated and non-carbonated drinks along with the company they belong to. Then, the collected words and phrases were represented according to the word formation process they fall in. Here, firstly, the raw data were written without changing under the formed words column of the figures. Secondly, under the input column, the free words that went through word formation processes were written. In the third step, under the output column, the individual parts of speech of input were identified to contrastively demonstrate the contextual and lexical meaning the data. After that, with the sole assistance of English to English dictionary, especially Cambridge Advanced Learner's Dictionary (3rd Edition), the deviation between the intended meaning and the lexical meaning of those words and phrases were crystalized. Finally, all the data were compared to show the percentage of each type of word formation applied for naming the beverages in Bangladesh.

Data Presentation and Discussion

Serial	Name of Company	Type of Drinks	Name of Drinks
1	Transcom Beverages Ltd. (TBL)	Carbonated	Pepsi, Mirinda, 7UP, Pepsi Diet, Mountain Dew, 7UP Light
		Non-carbonated	Slice, Aquafina Drinking Water
2	Akij Food and Beverage Ltd. (AFBL)	Carbonated	Clemon, Lemu, Mojo, Speed, Houston, Velocity
		Non-carbonated	Frutica, Twing
3	PRAN Foods Ltd. (PRANFL) Program for Rural Advancement Nationally	Carbonated	Bulldozer, CheerUp, Maxxcola, Ody, Power Drink, PRAN Up, Tango Drink, Colors Drink, PRAN Apple Fizz, Tango Clear Lemon, Tango, OSCAR, Latina apple, Braver, Robust
		Non-carbonated	PRAN Drinking Water, PRAN Litchi, Drinko, FruitFun Mango Fruit Drink, Fruitix, PRAN Mango Fruit Drink, PRAN Joy Mango Drink, PRAN Junior Mixed Fruit Drink, Fazlee Mango Fruit Drink, Sundrop, PRAN Frooto
4	Globe Soft Drinks & AST Beverage ltd.	Carbonated	Royal Tiger, Black Horse, Uro Cola, Uro Lemon, Uro Orange, Fizz Up, Lychena, Oranje, Lemonjee
		Non-carbonated	Mangolee, Alma Mineral Water
5	Coca-Cola	Carbonated	Coca-Cola, Sprite, Fanta, Coca-Cola Zero, Sprite Zero Sugar, Rim-Zim
		Non-carbonated	Kinley drinking water

Figure 1: The data at a glance

Formed words	Input	Output
7UP	Seven + UP	Noun/adjective + Adverb/Verb/Preposition
7UP Light	Seven + UP + Light	Noun/adjective + Adverb/Verb/ Adjective + Noun/ Adjective/Verb
Maxxcola	Maximum + Cola	Adjective + Noun

Figure 2: Blending

7UP, a proper noun, is a carbonated soft drink of Transcom Beverages Ltd. (TBL). 7UP is the blending of numeric 7 and English word UP A myth exists that the 7 Up name comes from the drink having a pH over 7. On the other hand, Britvic claims that the name comes from the seven main ingredients in the drink while others have claimed that the number was a coded reference to the lithium contained in the original recipe, which has an atomic mass around 7. Again, Britvic also claims that the name is a result of the fact that 7 Up was bottled in 7-ounce bottles (Anony

mous, 2109). However, the three words seven and up have completely different meaning as free words like the following.

- a. Seven as noun in as a noun in dinner at seven o'clock refers to number 7.
- b. Seven as a determiner in seven days a week (= every day)
- c. Up as adverb in Put those books up on the top shelf. means higher position
- d. Up as preposition in You'll find a dusty attic up these stairs. means at the top of something.
- e. Up as verb in After dinner, they just upped and left/went without saying good-bye. indicates to a sudden and possibly unexpected way.
- f. Light as noun in Light through the open-door meaning brightness and You got a light? meaning flame.
- g. Light as adjective as in just a light snack meaning a small amount of food.

Maxxcola, a PRAN carbonated beverage, is the combination of two words such as maxx of maximum and cola. The variation of the meaning of maxxcola together and maximum and cola as free words has quite a bit difference as follows.

- a. Maximum as adjective as in the maximum amount of damage means being the largest amount or number allowed or possible maximum speed/effort/temperature.
- b. Maximum as noun as in a maximum of 27°C means the largest amount allowed or possible.
- c. Cola as noun as in Coke and Pepsi are types of cola. means a sweet fizzy (with bubbles) brown drink which does not contain alcohol.

Formed words	Input	Output
Pepsi Diet	Pepsi + Diet	Noun + Noun/Verb
Mountain Dew	Mountain + Dew	Noun + Noun/Verb
Slice	Slice	Noun/Verb
Mojo	Mojo	Noun
Speed	Speed	Adjective/ Verb
Houston	Houston	Noun
Velocity	Velocity	Noun
Power Drink	Power	Noun
Tango (Drink, Clear, Colors Drink)	Tango	Noun/Verb
Lemon	Lemon	Noun
Fazlee (Mango Fruit Drink)	Fazlee from Bengali /f z.li/	Noun
Royal Tiger	Royal + Tiger	Adjective + Noun
Black Horse	Black + Horse	Adjective + Noun
Coca-Cola	Coca-Cola	Noun
Sprite (Sprite Zero Sugar)	Sprite	Noun
Rim-Zim	Rim-Zim from Bengali /rIm.zIm/	Adjective
Kinley (Drinking Water)	Kinley	Noun
Bulldozer	Bulldozer	Noun
OSCAR	Oscar	Noun
Braver	Braver	Adjective
Robust	Robust	Adjective

Figure 3: Borrowing

Pepsi Diet is borrowed from Greek $\pi\acute{\epsilon}\psi\eta$ pronounced the same as Pepsi (Anonymous, 2019) and English Diet. Though Pepsi Diet is used here as a proper noun, the parts of speech and meaning Diet differ as free word like:

- a. Diet as a noun as in Diet varies between different countries. means a healthy/-balanced/varied diet.
- b. As an adjective it describes a food or drink that contains much less sugar or fat as in Pepsi is a diet cola.

The Irish origin word Kinley means Fair Haired Viking that's been used for naming babies of any gender (Anonymous, 2019). This word has been directly borrowed from its origin language without any spelling and pronunciation change, but the meaning is completely changed. For example, in Ireland, it refers to a name of a baby of either gender, but here it denotes to a type of drinking water.

Similarly, Mountain Dew, Slice, Mojo, Speed, Houston, Velocity, Power, Tango, Lemon, Royal Tiger, Black Horse, Coca-Cola, Sprite, Bulldozer, OSCAR, Braver and Robust are directly borrowed from English lexicon, and all of these words have variations in meaning as free words. Here, all the words are used as proper nouns except Royal (Adjective) of Royal Tiger and Black (Adjective) of Black Horse. However, the word Rim-Zim and Fazlee have been borrowed from Bengali words pronounced as /rIm.zIm/ and /f z.II/ where the former means বৃষ্টির শব্দ: নৃপুরের শব্দ (the rhythmic sound of rain or anklet-bracelet) in Bengali (Anonymous, 2019), and the later refers to a type of mango cultivated especially in the north west part of Bangladesh.

Formed words	Input	Output
CheerUp	Cheer + Up	Noun/Verb + Noun/Verb
FizzUp	Fizz + Up	Noun/Verb + Noun/Verb
FruitFun (Mango Fruit Drink)	Fruit + Fun	Noun + Noun/ Adjective
Sundrop	Sun + Drop	Noun/Verb + Verb
Mangolee	Mango + Lee	Noun + Noun

Figure 4: Compounding

CheerUp, a fizzy and carbonated lemon drink with immediate refreshing characteristics by PRAN beverage and FizzUp, a carbonated soft drink by Globe Soft Drinks & AST Beverage Ltd., are used as proper nouns here. However, lexically both Cheer and Fizz are both a noun and a verb which have different meaning like following.

- a. As a noun, it has two meanings such as (1) shout and (2) happiness as in Three cheers for the winning team. and The victory in the by-election has brought great cheer to the Liberal Democrats. meaning shout and happiness accordingly.
- b. As a verb, it means to give a loud shout of approval or encouragement as in

Everyone cheered as the winners received their medals.

- c. Fizz, as noun and as verb, has two meanings (e.g.) bubbles of gas in a liquid or producing gas as in Who'd like some fizz? a long sound like the s in 'sing'. (as noun), I could hear the champagne fizz. and Fireworks fizzed above the crowd. (as verb).
- d. Up (Please, take a look at 7UP & 7UP Light).

Therefore, the compounded word CheerUp has no connection with the meaning of Cheer and Up as free words while Fizz has a little connection. FruitFun, a tasty fruit drink with a delicious flavor of Mango by PRAN, is a compounding of Fruit and Fun. Although FruitFun is used as a proper noun to represent a name, Fruit and Fun have quite different meanings like:

- a. Fruit as a noun has three meanings as such plant part, result and person (US slang: a male homosexual) as in The cherry tree in our garden is in fruit. (plant part), This book is the fruit of 15 years' research. (result), and as verb, it means Cause to bear fruit or Bear fruit as in the trees fruited early this year.
- b. Fun as a noun refers to pleasure and playful activity as in I really enjoyed your party - it was such good fun. (pleasure) and The children are always full of fun. (playful activity), and as an adjective, it indicates to enjoyable as in There are lots of fun things to do here.

Here, FruitFun resembles a partial meaning of Fruit and Fun as nouns.

Sundrop is the compounded of Sun meaning the star that is the source of light and heat for the planets in the solar system as in The Earth revolves around the Sun and Drop meaning a small round-shaped amount of liquid (noun). Sundrop has the likely meaning of air drop, the act of bringing supplies or equipment by dropping them from aircraft, that is not what Sundrop means. However, Mangolee is the combination of Mango indicating to an oval tropical fruit with a smooth skin, juicy orange-yellow flesh and a large hard seed in the middle and Lee indicates to the side of hill, wall, etc. that provides shelter from the wind. Yet, the individual meaning Mango and Lee is compiled together that does not accord with the meaning of Mangolee as single word.

Formed words	Input	Output
Mirinda	--	Noun
Clemon	--	Noun
Limu/Lemu	Lemon	Noun
Twing	--	Noun

Figure 5: Coinage

Mirinda, Clemon, Limu and Twing are newly added word to the lexicology. Firstly, Mirinda intends to mean 'being crazy all the way! What better way to live the live? Mirinda knows how everyone wants to have fun all the time. So, let's have orangelicious craziness and "Tumul Fun"! (Anonymous, 2019). Then, both Clemon and Limu have a connection to the word lemon. The former may stand for Clear Lemon, and the later can be a modified spelling of lemon which refers to an oval fruit which has a thick yellow skin and sour juice (e.g.) For this recipe you need the juice of two lemons. Finally, Twing is a lemon-flavored refreshing soft drink which includes some ingredients like Treated Water, Refined Sugar, Carbon Dioxide, Sodium Benzoate Tri-Sodium Citrate Sodium Chloride, Citric Acid and lemon.

Formed words	Input	Output
Frutica/Frutika	Fruit>Frut + ica/ika	Noun
PRAN Up	Program for Rural Advancement Nationally	Acronym
PRAN Drinking Water	Program for Rural Advancement Nationally	
PRAN Litchi	Program for Rural Advancement Nationally	Noun
Uro Cola	Euro > Uro + Cola	Noun + Noun
Uro Lemon	Euro> Uro + Lemon	Noun + Noun
Uro Orange	Euro> Uro + Orange	Noun + Noun
Fanta	Fantastic > Fanta	Adjective + Noun
Alma	Alma-mater	Noun
Ody	Orange + Drink	Noun + Noun

Figure 6: Reduced Words

The word Frutica/Frutika gets its origin from Fruit which has gone through spelling changes and later is rewritten as Frut adding with ica/ika that do not have any meaning at all. Fruit is a common noun referring to any fruit, but, here, Frutica/Frutika is used to specify two particular fruits which are mango and red apple. Not only the spelling (appearance) but also the meaning of the word is changed and limited accordingly. All of them are examples of acronyms because of the word PRAN that actually stands for Program for Rural Advancement Nationally reduced as PRAN.

All of them are examples of Clipping. Uro of Uro Cola, Uro Lemon, Uro Orange may have been derived from Euro or European. However, Alma and Fanta have been adjusted from Alma-mater meaning the school, college or university where someone studied and fantastic an adjective meaning extraordinarily good or great. However, Ody is the combination of O from Orange and dy from Drink. Neither o nor dy is a word and neither of them has a meaning.

Formed words	Input	Output
Frooto	Fruit > Frooto	Noun
Drinko	Drink + o	Noun
Fruitix	Fruit + ix	Noun
Lychena	Lychee + na	Noun
Lemonjee	Lemon + jee	Noun
Oranje	Orange + jee	Noun
Latina apple	Latin America>Latina	Noun
Aquafina (Drinking Water)	Aqua + Fina<final	Noun + Adjective

Figure 7: Inflection

The word Frooto and Frutix get their origin from Fruit which has gone through spelling changes and later rewritten as Frooto and Frutix. Fruit is a common noun referring to any fruit, but, here, Frooto and Frutix are used to specify a particular fruit juice which is mango. Not only the spelling (appearance) but also the meaning of the words is both changed and limited accordingly. Similarly, Drinko is derived from the word Drink which is at the same time a verb and a noun. The verb means the action of taking any liquids in body through mouth while the noun alludes to both alcoholic and non-alcoholic liquid which is drinkable. However, the formed word Drinko denotes to a specific brand drink which has some flavors like, litchi, mango, pineapple and strawberry. Likewise, Lychena, Lemonjee and Oranje are inflected from Lychee, Lemon and Orange accordingly. Whereas Lychee, Lemon and Orange indicate to fruits, Lychena, Lemonjee and Oranje refer to drinks flavored of those fruits. However, Latina Apple, an apple flavored drinks, has probably been named after Latin America although this drink has nothing to do with the place stated.

Aquafina, inflected from the word Aqua having two meanings (1) one type of specialized water used in make-up and beauty products and (2) a greenish-blue color, is formed adding fina of Final at the end.

Serial	Type of word formation	Number of Data
1	Blending	3
2	Borrowing	21
3	Compounding	5
4	Coinage	4
5	Reduced words: clipping, acronyms, and alphabetic abbreviations	10
6	Inflection	8
Total		51

Figure 8: The data count table

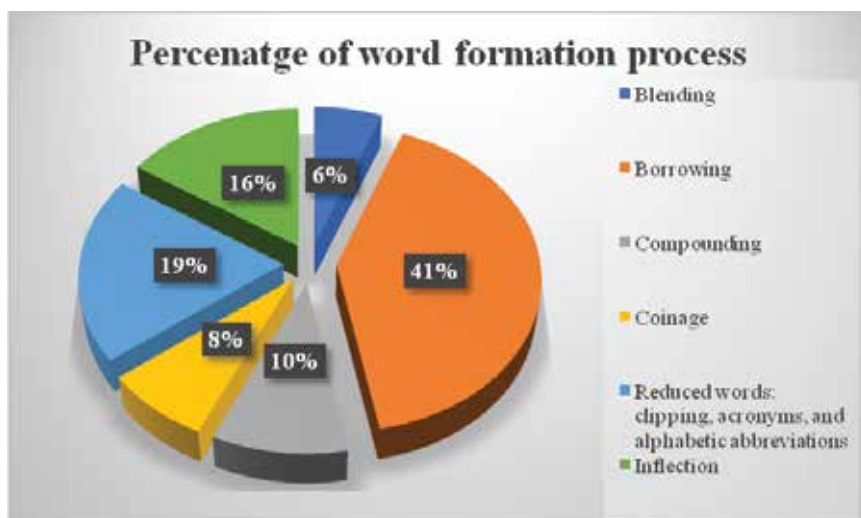


Figure 9: The percentage chart

The table and the pie chart above illustrate the type of word formation in number and percentage respectively. Firstly, the table demonstrates that there are 3 blended, 21 borrowed, 5 compounded, 4 coinage, 10 reduced and 8 inflected words out of a total of 51 sampled data. Secondly, the pie chart reveals that borrowed words with a percentage of 41 have been the most dominant among all the types, and blending is the least dominant type of word formation while reduced words has got a percentage of 19 which is the second dominant word formation type. However, the percentage of inflection, compounding and coinage are 16, 10 and 8 successively.

A wide range and staunch reflection of morphological processes has been noticed in naming products and brands. The general pattern which has been applied for the word formation of the selected names is the combination noun-adjective, noun-verb and vice-versa. In relation to meaning, very little connection with the intended meaning and lexical meaning of the words has been noticed from the data presentation. Sometimes, there was no connection noticed at all. Yet, for few cases both the intended meaning and the meaning as free words were all the same.

Applying the word formation processes, the advertisers formed unusual and unique words to create interest and curiosity among the people about the products and brands that they advertised. For example, words like Drinko, Frooto, Oranje, Lemu, and Frutika are borrowed from Drink, Fruit, Orange, Lemon and Fruit. These words are adopted from English with some change of pronunciation (Fromkin et al. 2010). Moreover, the words 7UP, 7UP Light and Maxxcola are the blending

of seven + up, seven + up + light, and Maximum + Cola accordingly. These words are produced by combining two words by deleting or changing parts of the words that are combined like max of Maximum is deleted and seven is replaced with 7 (Fromkin et al. 2010). Furthermore, Mirinda, Clemon, Limu/Lemu and Twing do not belong lexicology rather all of them have been invented originally Yule (2005). In addition, CheerUp, FizzUp, FruitFun and Sundrop are the combination of two free words together Matthews (1977). Likewise, Frutica/Frutika, PRAN, Uro, Fanta, Alma and Ody are reduced words (clipping and acronym) (Fromkin et al. 2010).

Conclusion

The objectives of this study were to determine the processes and types of word formation happening in the advertisements and to uncover the deviation of the intended or imposed and lexical meaning because of these processes. The research findings suggest that some types of word formation more are dominant while rest are less. For example, this study finds that most of the products' names are created by applying borrowing and reduce words (clipping, acronym and alphabetic abbreviation) while fewer products' names are formed by applying blending, compounding and coinage. Actually, regardless of more or less, the thing is that word formation has the greatest influence on naming products and brands. However, all the names of the beverages sampled as data for this study have the power to convey the intended messages to the target people and influence their behavior according to the way the advertisers of these products plan. Therefore, morphology, more specifically word formation processes, has been the touch-stone for advisers to coin, create, blend and innovate unique and lucrative names for their products and brands. Thus, language has been going through a continuous change which is required for the global uprising competition of fulfilling linguistic demands of the generations when naming of products and brands is concerned.

This paper opens the door to researchers for choosing a topic about English word formation on different aspects like language of social media, song, drama, movie etc. Consequently, word formation processes will be rich with many research scholarly works. Furthermore, it will motivate others especially linguistic learners to learn morphology, even conducting a study dealing with English morphology. Finally, this study can be useful for researchers and learners who look forward to enriching their knowledge in morphology.

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