

English Shortened Words On TV Shows Title

Pradnya Paramita Dewi

dewipradnya7@gmail.com

Universitas Gajayana

ABSTRACT

This study deals with the English word-formation process and focuses on word shortening: clipping, blending, acronym, and abbreviation. Furthermore, this study aimed at identifying the shortened word used, the most shortened words produced, the creation and development, the meaning of the new shortened words, and the reason for creating shortened words. This study uses a qualitative research design to describe the study's problems. The data are a TV shows' title that uses shortened words. The TV shows aired between 2006 to 2020. The data are presented in a chart and tables. The study finds that shortened words are in the form of abbreviation (CSI, SOA), blending (Origanimax, cyborg), clipping (Narcoword, Glitch Tech), acronym (GLOW, SWAT). The abbreviation is the most frequently used in TV Shows' titles. Within 15 years, shorted words are used in TV Shows' titles. The last five years show the highest number of shortened words used. All of the types are used in this period. The meaning of shortened words can be seen in a dictionary or based on the content of the shows. The increasing number of shortened words used is in line with the reason for creating shortened words. The digital era supports people to do everything fast. It creates a new habit of using the English language. People write a text in shortened form, logogram, and emoticon to save time and space.

Keywords: Shortened words, TV Shows, Title

1. INTRODUCTION

Entertainment is a necessity for human beings. Formerly television became a favorite audio-visual media and a must-have item in a family. However, nowadays there are so many platforms available to ease the audiences to watch any TV programs without having a TV at home. By using any type of gadget they can watch the programs live or rebroadcast. These services provide TV programs that can be watched anytime. Streaming services firstly appear in the late 90s. Nowadays platforms increase such as YouTube, Netflix, Disney+Hotstar, Yidio, Discovery+, and many more.

A television program is known as a television show. One of the shows that viewers have increased is Television Series and Cartoon. The audiences are varied in all ages. A wide range of audiences forces the producers to think about creative and interesting TV show titles to attract audiences. The structure of the title can be in the form of phrases, coined words, compound words, shortened words, and one single word. What makes it

interesting is when the title is made of shortened words. Occasionally, they make the audience guess what the movie is about. Take for example the title *Ask the StoryBot*. The word *robot* is clipped into *Bot*. By seeing the show trailers the audiences can guess that the show presents the Robot as the main character. However, the title *Agent of S.H.I.E.L.D* gives a different interpretation. The abbreviation *S.H.I.E.L.D* can be described in several ways. It indicates that the audiences have to watch the detailed trailer and the series so that they can get what *S.H.I.E.L.D* stands for. Thus, this study is needed to know how important the role of the shortened word is in the entertainment world.

Shortened word is one of the word-formation processes that have several different terms. According to Jamet, D (2009, p.1) this phenomenon is referred to as shortening, clipping, or truncation. Both clipping and truncation are Anglo-Saxon terms so they are synonymous. On the other hand, shortening is a word borrowed from French which is more as a hyperonym for clipping/truncation, blends, acronyms, etc.

Some previous studies conducted on shortened words are available. Bakaradze (2016) conducted a study on English vocabulary development through shortened words and units. The results of the study state that shortened words are classified into abbreviations, acronyms, and clipping. Abbreviations became the most active type and clipping is the less active type of word-formation. Noun becomes the most frequent part of speech on coined words. Computing and business field are champions in forming new abbreviations. In conversational language, various types of publication and fiction abbreviations are widely used for stylistic purposes. The aim of word formation is the constant changing of society demands the updated and modified vocabulary.

Rakhmatovna (2021) focused her research on the similarities and differences of shortened words and abbreviations. Words coined as a result of reduction are called shortened words. The abbreviations are the word form by shortening the word combinations; the word combination is spelled in alphabetical order of the first letter and pronounced as sounds. However, shortened words possess a broad semantic concept.

Another study was conducted by Winarto (2019). She compares abbreviations in English and Indonesian in internet slang. The result is as follows: 1). English abbreviation is blends, acronyms, alphabetisms, and clippings; 2). Indonesian abbreviation is blends, acronyms, bias, alphabetism, and clipping.

Literature Review

In conducting this study, the writer provides a literature review, namely Morphology, Morpheme, Word Formation, Shortening (abbreviation, blending, clipping, acronym).

Morphology

One linguistic branch which is concerned with the relation form and meaning, word within words, and word between words is called Morphology. Morphology studies word structure, meaning, and combined ability in the world's language (Fasold: 2013, p. 59-60). Morphology studies the smallest unit in a word and describes the word-formation process.

Morpheme

A word consist of minimally one morpheme. A word can be structured by two or more morphemes. It is said that the smallest unit in grammatical structure, as well as meaning, is called Morpheme (McCharty, 2002, p 16). The word *unbreakable* comprises of three morphemes, namely *un-*; *break*; and *-able*. The structure shows that there are two different forms of morphemes. A free morpheme is a morpheme that can stand alone. Meanwhile, the other two morphemes *un-* and *-able* are included inbound morpheme. It is a morpheme that has to attach to a free morpheme. Bound morphemes have a special function in English grammar. They can be in the form of derivational morpheme. It shows speech of word changing for instance *health* + *-ful* become *healthful*. The noun *health* is attached by derivational morpheme *-ful*, and it changes into adjective *helpful*. Conversely, inflectional morpheme marks tenses, numbers, person, e.t.c. The noun *boy* was attached by inflectional morpheme *-s* and marked the plural form of the noun.

A common viewpoint that relates to morpheme is about the length. Some words consist of one long morpheme and the other consists of several short morphemes. The word *ceremony* is composed of one bound morpheme *ceremony*. Oppositely, the word *cars* is comprised of two morphemes, *car* and *-s* (inflectional).

Word Formation

Creating new words increases the number of vocabularies. This process is called word-formation. There are some ways in creating new words. They can be inventing new words e.g. *coinage*; linking together bases and affixes as in a chain or concatenation e.g. *inflexional*, *derivational*; forming morphologically complex words or non-concatenation e.g. *conversion*; *shortening* (Plag: 2002). Shortening can be called truncation or a word process involving the deletion of materials. Shortening is varied based

on the place of deleting and shortening the materials; it includes clipping, blending, acronyms, and abbreviation.

Clipping

Clipping occurs by which a word is shortened without affecting its lexical meaning. Villalva (2016, p.13) states that clipping is treated as a case of modification since frequently it has stylistic or pragmatic nuance. There is the removal of phonological material at the right peripheral of the base. Clipping is classified by Marchand (1960, pp.357-365) into four types, namely 1). Back Clipping: the beginning of a word is retained, e.g. *lab-laboratory*, *ad-advertisement*, *bike-bicycle*, *exam,-examination*, *movie-moving picture*, etc; 2). Medium Clipping is the middle of the word is retained, e.g. *flu-influenza*, *tec-detective*, *polly-apollinaris*; 3) Fore Clipping is the final of a word is retained, *plane-airplane*, *phone-telephone*, *bus-omnibus*; 4) Clipping Compound shows that the first element is clipped, e.g. *Eurasia -Europe and Asia*, *cinemactor-cinema and actor*, *microfilm-microscopic film*, *monolayer-monomolecular layer*, etc. A clipped form is found in first and surname, but the surname is less often found in clipped form, for example, *Fred-Frederick*, *Sam-Samuel*, *Liz-Elizabeth*, *Bozzy-Boswell*, etc.

Blending

The words *motel*, *webinar*, *biotech*, *modem* are in the form of blending. They are created by combining parts of words. In commerce terms, blending is used to name a product such as *Eurotrail*, *Eurotrip*, *Amtrax*, *felxipass*, etc (Finegan, 2008:49). This type of word formation has close relation with compounding as the base form. It consists of two or more words, and each component reproduced partially in sporadic position. The reduction can be in the initial, middle, and final syllable of a word then merge with the residue of other words. A partial blend occurs in which only one word is truncated as in *talkathon - talk* and *marathon*, *cheeseburger - cheese* and *hamburger* (McCarthy, 65).

Acronym

A word is formed by taking the initial letter or letters of each of the successive parts or major parts of a compound term. The acronym can be divided into three kinds, those are 1). Initial letter of all words, e.g. *JATO - Jet Assisted Take-Off*; 2). One or two of the initial letters all of the words, e.g. *RADAR - Radio Detection and Ranging*; 3). Initial letters of the main words, e.g. *ANZAC - Australia and New Zealand Army Corps* (Cannon, 2011: 107). According to Katamba (2008, p. 126), this form can be pronounced as a word. As

time passed, acronyms end up being transmogrified into simple root morphemes and they tend to be spelled like any other words. Moreover, many people do not know that some words are in the form of acronyms such as *Aids – Acquired Immune Deficiency Syndrome*, *Scuba – Self- contained underwater breathing apparatus*, etc.

Abbreviation

Both abbreviations and acronyms are created from the initials of the words but they are separate categories. Nowadays, both forms are written without periods since it is now more direct parts of the vocabulary (Cannon, 2011). Abbreviation pronounces like spelling out the letter, for instance, *BRB – Be right back*, *G – gram*, *AM – Ante Meridian*, etc. Bakaradze (2016, p 423) classified abbreviation based on the structure of source elements into 1) Morphemic, e.g. *doc – Doctor*, 2) Initial abbreviation, e.g. *MP – Member of Parliament*, 3). Initial-syllabic or combined, e.g. *V-day – Victory Day*. Moreover, there are many varieties of abbreviations. One of them is created for visual effect, i.e. *M&A – Mergers and Acquisitions*, *D&G – deaf and dumb* (the symbol & is used instead of *and*). Some people like using a digital letter instead of words, i.e. *B4 – before*, *L8ter – later*, *C4N – Chao for now*, etc.

Shortened Words in the Entertainment Industry

Language changes, so the users. Booij points out that "when a language acquires new words through the activity of its users, it would be better to speak of contraction or innovation of language (2007, p 256). Many words have adopted new meaning because language users need new term to ease their life. Nowadays, people are used to text a message by using shortened words, numeronyms, logograms and emoticon. People have new habit in using English language.

Based on this situation, producers need to recognize the audiences' habit. Picking up short word in TV shows title is a wise choice. They have to adapt with costumers demands which like to use short text but condense of meaning.

2. RESEARCH METHOD

This study analyzes English shortened words. It uses a qualitative research design to describe the shortened word forms. The data source is TV shows' titles that broadcasted in the last fifteen years. The writer takes titles in shortened words randomly every year. It is expected that the study gives a pattern of shortened word use. The shows are broadcasted by several TV channels. They also aired on streaming media services. So that, a TV show that originally aired many years ago can be watched nowadays. There are some steps in

collecting the data. The first step is browsing the top 100 TV show's title each year. Then, the second step is listing titles in the form of shortened words. In the next step, the writer double-checked the shortened word by looking for the information of each TV show.

The strategy used is narrative analysis. Neuman (2014, p. 494) states that narrative analysis is a qualitative content analysis strategy deals with a form of inquiry and data gathering, a way to discuss and present the data, a set of qualitative data analysis techniques, and supported by a theoretical explanation. The narrative analysis applies an outline or model for organizing the data and type of explanation.

3. RESULTS AND ANALYSIS

The total data in this study is 53 shortened words that spread sporadically during fifteen years (2006-2020). This number is a representative amount out of the total data. To help the writer classify the shortened words, the meaning of the words has been consulted to the dictionary and checked. The writer reads some articles relate to the show and watches each show randomly in order to assure the meaning.

3.1 Type of Shortened Words and the most frequently type produce

The shortened words found on TV titles are abbreviations, blends, clipping, and acronyms. The tables below display each type based on each formed classification. The bold letters are the shortened word. A title can consist of more than one type of shortened word.

Abbreviations

Table 1. TV Shows Title in Abbreviation Form

NO	TV TITLES	THE WORD MEANING	TYPE
1	ID-0	Identification	Morphemic
2	Roboca Poli	Police	Morphemic
3	V -War	Vampire War	Initial-Syllabic
4	Z Nation	Zombie Nation	Initial-Syllabic
5	X -man	Extra Power Man	Initial-Syllabic
6	The L world	Lesbian	Initial-Syllabic
7	A.N.T. Farm	Advanced Natural Talent	Initial
8	T.O.T.S.	Tiny Ones Transport Services	Initial
9	w	Webtoon	Initial
10	DC Legend of Tomorrow	Detective Comic	Initial
11	Love O2O	Online to offline	Initial
12	The OA	Original Angel	Initial
13	Betty en NY	Beatriz and New York	Initial
14	You vs Wild	Vampire War	Initial

15	VIP	Very Important Person	Initial
16	LA's Finest	Los Angeles	Initial
17	BNA	Brand new Animal	Initial
18	still 2gether	together	Initial
19	Chicago P.D.	Police Department	Initial
20	hi5	high five	Initial
21	ER	Emergency Room	Initial
22	CSI	Crime Scene Investigation	Initial
23	SOA	Son of Anarchy	Initial
24	AGT	American Got Talent	Initial
25	The OC	Orange Country	Initial
26	IT	Information Technology	Initial
27	ET	Entertainment Tonight	Initial
28	Power Ranger S.P.D.	Special Police Delta	Initial
29	Megas XLR	Extra-large Robot	Initial
30	A.P. Bio	Advanced Placement Biology	Initial
31	The last O.G.	Original Gangster	Initial
NO	TV TITLES	THE WORD MEANING	TYPE
32	The Big C	Cancer	Initial
33	T.U.F.F Puppy	Turbo Undercover Figtng Force	Initial
34	G.I Joe Renegades	Government Issue	Initial
35	Magnum P.I.	Private Investigator	Initial

The table shows all types of abbreviations find in the data. Morphemic abbreviations use in colloquial language. However, an initial abbreviation uses in scientific literature. Initial-syllabic or combination is similar to morphemic, but this form has more morphemes retained. The most frequent abbreviation found is in initial. Some abbreviations are composed of the non-initial letter. They are created using digitals instead of words, e.g. *O2O*, *2gether*, and *hi5*. This type of abbreviation can be called digital chaos. The last type is the combination of the initial and the final parts of the word such as *vs.*, it is written as an abbreviation. However, it is spoken as a regular word *versus*.

Blending

Table 2. TV Shows Title in Blending Form

NO	TV TITLES	THE WORD MEANING	TYPE
1	Mickey Mouse Halloween Spooktacular	Spooky Spectacular, Hallow evening	Partial reduction, Final & initial reduction
2	Bizaardvark	bizarre aardvark	Partial reduction
3	Ask the StoryBots	Story Robots	Partial reduction
4	Bunnacula	Bunny Dracula	Partial reduction

5	Lego bionicle : the journey to one	Biologicl Chronicle	Final & initial reduction
6	Lego bionicle: the journey to one	Leg Godt	Final & final reduction
7	Origanimal	Origami Animal	Partial reduction
8	Cyborg 009: call for justice	cybernetic and organism	Final & final reduction
9	Transformers: the cyberverse	cybernetic Universe	Final & initial reduction
10	Be Melodramatic	Melodic Dramatic	Partial reduction
11	Dinotrux	Dinosaurus Truck	Partial reduction
12	Robocar Poli	Robotcar	Partial reduction

Blending produced from compound words. Three types of the blend are found in the data. *Partial reduction* formed by truncating only one word; it can be the initial word or the final one, such as *bizaardvark* – *bizarre* & *aardvark*, *origanimal* – *origami* & *animal* for the initial and *storybots* – *story* & *robots*, *Halloween* – *hallow* & *eve* for the final word. Halloween is construction from *All hallows' evening*. The second type of blend is by truncating both words. It can be the combination of final and initial reduction, e.g. *spooktacular* – *spooky* & *spectacular*, *bionicle* – *biological* & *chronicle*; the combination of final and final reduction, e.g. *cyborg* – *cybernetic* & *organism*, and *lego* – *leg* & *godt*. The word *lego* is a Danish phrase with the meaning play well.

Clipping

Table 3. TV Shows Title in Clipping Form

NO	TV TITLES	THE WORD MEANING	TYPE
1	Glitch Tech	Glitch Technology	back clipping
2	Knowing Bros	Brothers	back clipping
3	Veggie tale in the house	vegetables	back clipping
4	Betty en NY	Beatriz	back clipping
5	Narcoword : dope stories	Narcotic	back clipping

The data show that there is only one type of clipping, back clipping. The word is formed by retaining the beginning of a word. In spoken language, the first name is more often used clipping. *Betty* is a clipping form of Beatriz. By attaching suffix the clip form is appealing.

Acronym

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Table 3. TV Shows Title in Acronym Form

NO	TV TITLES	THE WORD MEANING	TYPE
1	GLOW	Gorgeous Ladies of Wrestling	All initial letters
2	S.W.A.T.	Special Weapon And Tactic	All initial letters
3	NCIS: Los Angeles	Naval Criminal Investigative Service	All initial letters
4	SEAL Team	Sea Air Land	Some of initial letters

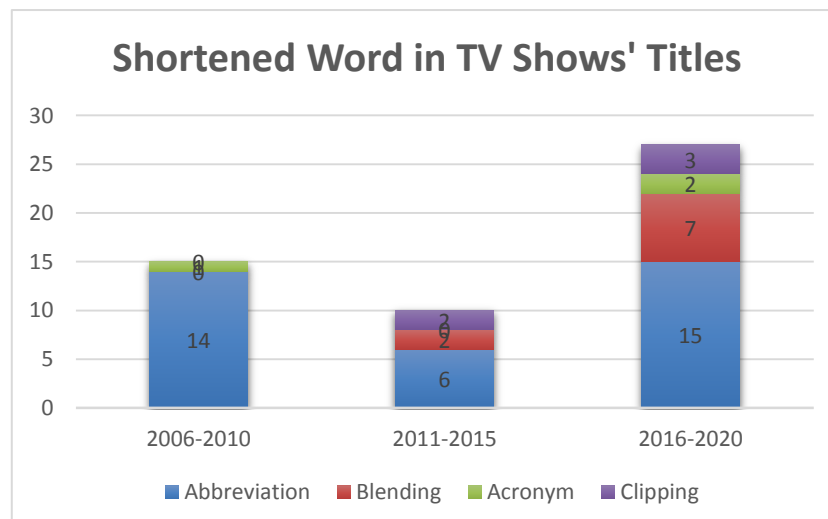
The acronym is the least found in the data. Most of them are formed by all initial letters of the words. One is formed by some of the initial letters, e.g. *SEAL- Sea Air Land*. The letter *S* and *E* are from the word *Sea*. The last two letters are the initials of the words *Air* and *Land*. Playing words in this form is jocular. The word *GLOW* represents the series about an audition named *Gorgeous Ladies of Wrestling*. It is a new word since it is a fictional show.

Based on the classification of shortened words, the most frequent form is abbreviations. They consist of 35 words. The second position is blending with 12 words. The last two types are less active in production. Five words in clippings and four words in acronyms.

3.2 The Creation, Development and Meaning of Shortened Words

TV shows titles with shortened words appear in different numbers per year. There are 53 titles within 15 years. The pattern shows fluctuating per five years. The chart shows the trend of shortened words creation and development in the TV show's title.

Chart 1. The Creation and Development of Shortened Words in TV Shows Titles within 15 Years



From 2006 to 2010, 15 shortened words are in the movie titles. The abbreviation is dominant; it reaches 14 words and one word for the acronym. In the next five years, the number decreases to 10 titles. There are three different types of word forms. Abbreviation leads with six words and follows blending and clipping at the same portion. The last five years show an increasing number that reaches 27 titles. The abbreviation shows 15 words. The second position is blending which shows seven words. Clipping is in the third position with three words and acronym is in the last position with two words. Thus, the use of shortened words increased significantly in 2016-2020; and all variations are available there.

The meaning of some shortened words in the titles are available in the dictionary. Occasionally, more words are based on the contents of the show, for instance is *T.O.T.S.* In a dictionary, the word *tot* means "very young children". However, the title *T.O.T.S.* stands for *Tiny Ones Transport Services*. This is a TV series which is broadcasted by Disney Channel, with the main character is a little penguin, Pip as an aviator and a flamingo friend Freddy. Their job is delivering babies to a new family. Even though the show still relates to young children, there is a different meaning behind the creation of the shortened word.

3.3 Reasons in Creating Shortened Words

The use of the English language has changed in the digital era. Internet leads to massive changes in the English language. Neologism increases rapidly in a short time. Many words have adopted new meanings because language users like to innovate. Shortenings, numeronyms, logograms, and emoticons got their superiority over the language used in daily life communication.

Regarding this, shortening the title of TV shows can be a good choice. Using a short form of word eases the audience to memorize it. Moreover, the shortened title can be more efficient in promoting the shows since it saves time of speaking. Some of the shortened words have been known by people instead of the original words, such as *cyborg*. They knew that it is a half human-robot, but they rarely knew that the original word is *cybernetic organism*. Most of them know it as a single word.

Discussion

In certain cases, the abbreviation is similar to clipping. However, there is a condition that differentiates both words. A morphemic abbreviation is similar to clipping in productivity. However, the abbreviation uses in colloquial spoken, but the clipping uses in different types of slang. Abbreviation in initial syllabic / combination formed from two words which one of the element is written in the initial letter, such as *V War*, *Z Nation*. Unlike that type, *kbar – kilobar* in clipping has a similar form. However, clipping is formed from the prefix *kilo* attached to the word *bar*. This condition makes the two forms different from each other.

4. CONCLUSION

Based on the result of the study and related to the previous research, it concludes some statements. Within 15 years, shortened words in TV Titles always appear. However, the last five years show the highest number of shortened words. The abbreviation is the most frequently used in TV shows titles. The meaning of shortened words used are mostly based on the content of TV shows. However, some of them are available in the dictionary. Since people have a new habit of using the English language which tends to short to save time and space, a shortened word is a good choice to create a TV Shows titles.

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BIOGRAPHIES OF AUTHOR

Pradnya Paramita Dewi was born in 1984 in Madiun. She has been living in Malang since 2002. Since 2013, she has worked as a lecture in Gajayana University of Malang. During her carrier in teaching, she responsible in handling linguistic courses at her working place. She has joined several foundation as a volunteer teacher. She is interested in analyzing linguistic phenomena mostly related to children. She also interested in cross-disciplinary research.