COMPOUND WORDS IN FIVE SELECTED SKINCARE ARTICLES FROM VOGUE WEBSITE

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ABSTRACT

A compound word is one of the processes of creating new words. Knowing compound words will make it easier for people to increase their vocabulary because vocabulary building is essential to any education. As a student's vocabulary becomes more complex, it becomes increasingly important to understand the meaning of words and how they function as part of the overall language. Compound words are one of the first steps in a lifelong journey of vocabulary building. Not only creating new words but also creating new meanings in language. There are two aims in the research process. First, identify the types of compound words, and second, analyze the meaning of compound words. The data in this study was compound words with the five selected skincare articles as the data source. To classify the type of compound words, this study used the theory proposed by Lieber (2010). And for the meaning of the compound words, used theory proposed by Palmer (1976). Observation methods with note-taking techniques were applied in this study. A descriptive qualitative method was applied to analyze the data, which uses in-depth descriptions. The analysis was presented by informal method, in which the examined data are provided verbally. This method was used to explain the type of the compound words and explain the meaning of the compound words. There are five types of compound words found in five selected articles from Vogue Website, those are attributive endocentric, subordinative endocentric, coordinative endocentric, attributive exocentric, and subordinative exocentric. The meaning of the compound words found in 5 articles of Vogue websites are transparent meaning and opaque meaning.

Keywords: Compounding, Meaning, Morphology, Semantics

INTRODUCTION

In recent years, the importance of multilingualism has increased. Speaking a foreign language opens job opportunities and helps build genuine connections with people and learn more about different cultures, places, and lifestyles. Many media, such as websites, movies, TV shows, books, and music, will be published and produced in English during this period. Understanding English has many benefits, as it eliminates the need to rely on translations and subtitles to access this media. Access to these media also helps people continuously improve their English listening and reading skills. The benefit of knowing compound words on the Vogue website is that access to this website

is easy and accessible to many people worldwide. This website is also well known and trusted for over a year by many people. The contents of this website make it easier for us as readers to understand the articles.

Websites were dedicated to a particular topic or purpose, such as trends development, news, education, commerce, entertainment, social networking, or health. With the rapid growth of the media at this time, the information obtained by people is faster. Of course, information regarding skincare use is also overgrowing to become a trend now with the "basic skincare routine," cleansing, moisturizing, and applying sunscreen. Women and men know that caring for their skin is not difficult. Along with this skincare trend, it does not rule out the possibility of widespread misinformation regarding skincare. Therefore, choosing a website that is widely known by the public and trusted year after year by the wider community is very important to get accurate information. One website that provides a lot of information about healthy living and beauty lifestyles is Vogue. The website contains new words that are related to the compound word.

A compound word is one of the processes of creating new words. But not only creating new words, but compound words also create new meanings in language. Compound words happen when two or more words (free morphemes) are combined or put together to create a new word (commonly a noun, verb, or adjective). According to Lieber (2010), Compounds are words that combine two or more bases, roots, or stems. Knowing compound words will make it easier for people to increase their vocabulary because vocabulary building is essential to any education. The more a learner understands words and how they work, the easier it is for learners to learn and integrate new words. As a student's vocabulary becomes more complex, it becomes increasingly important to understand the meaning of words and how they function as part of the overall language. Compound words are one of the first steps in a lifelong journey of vocabulary building. This study describes the types of compound words in five selected skincare articles from the Vogue website. In addition, the study also explained the meaning of compound words. There are two problems that can be formulated in this study, first, what are the types of compound words in five selected skincare articles from Vogue website and, what are the meaning of compound words in five selected skincare articles from Vogue website. The two objectives before can be achieved through the research process and that is first, identify the types of compound words in five selected skincare articles from Vogue website and second, analyze the meaning of compound words in five selected skincare articles from Vogue website. The discussion only focuses on the topic of compound words which data was taken from five skincare articles in Vogue website. The problem being analyzed are the types of compound words in five selected articles from Vogue website using the theory proposed by Lieber (2010) and also focused on analyzing the meaning of the compound words based on the theory proposed by (Palmer, 1981).

DATA SOURCE

The data in this study was taken from five selected skin care articles from the Vogue website. Five selected skincare articles were chosen as the data because the website articles contain compound words relevant to this study. The Vogue website were chosen to get the data source because this

website has been trusted for over a century, up to date on current trends, and this website also provides trusted data by the dermatologist. Vogue website provides many columns such as fashion, beauty, culture, living, runway, shopping, video, vogue club, photo vogue, podcast, and met gala. In the beauty column, there is a skincare column where these five articles are collected. These five articles were chosen randomly, and from those articles, there are sufficient data of compound words to be analyzed in this study. Those articles are entitled These Are the Best Skin-Care Products, According to Vogue Editors; A Simple Skincare Routine Is Dermatologist-Approved; 2022's Best New Serums For Your Skin, According to Experts; How to adapt your skincare routine to transitional weather (and the products that can help); and for the last articles entitled Vogue's A to Z Guide to the Most Popular Skin-Care Ingredients.

METHODS

Observation method with note-taking techniques were applied in this study. The procedure in gathering the data involved the following steps. First, opened the Vogue website from https://www.vogue.com/beauty/skin. Second, choose the articles from the beauty and skin column on the Vogue website then printing the articles. Third, attentively read the articles multiple times. Fourth, highlighting the data that are classed as compound words. Fifth, rewrote the compound and create a list of the information gathered. The last step is recheck the selected data based on the different types of compound words. The total number of data found in these articles are sixty-four, and only twenty were analyzed because those twenty data represent the other forty-four data. Those twenty data were chosen randomly.

In this study, a descriptive qualitative method was applied to analyze the data. Measurements, numbers, or statistics are not used in descriptive qualitative analysis, which instead uses in-depth descriptions or procedures. There were some steps to analyzing the data. First, classifying the data according to the types of compound words based on the theory by Lieber (2010). Second, examining the meaning of compound words that have been categorized using the theory proposed by Lieber (2010).

THEORETICAL REVIEW

There are several concepts that have a connection with compound words and also the meaning, and there are morphology and semantics. These concepts will explain the general description related to the problem raised. There are two theories applied in the analysis to answer the problem of the study and provide evidence for research analysis. To classify the type of compound words, this study used the theory proposed by Lieber (2010). And for the meaning of the compound words, used theory proposed by Palmer (1976). Some studies that are relevant to compound words in order to get reference, overview, and further understanding on the morphology and semantics study are three undergraduate theses and two articles from international journals chosen because those discuss the

same topic of compound words. This articles also chosen because it can provide a better understanding of compound words.

The first undergraduate thesis has been done by Dewi et al (2020) entitled Compound Word in Harry Potter Novel the Goblet of Fire. This study aims to analyze the type and meaning of compound words in the novel. Data was collected using the documentation method and the taking note method. Qualitative methods were used to analyze the data. The theory of determining the type of compound words is the theory presented by Lieber (2010). As a result, this study discovered that three types of compound words appear in the Harry Potter novels: attribute compound words, coordinative compound words, and dependent compound words. Based on the semantic analysis problem (meaning), most of the compound words have common or dictionary meanings. The difference between this study and the current study is on the data used. In the current study uses the data from Vogue website, and this study uses data sources from the novel. The similarities between this study and the current study are both use the same theory proposed by Lieber (2010).

For the next undergraduate thesis is by Graciela (2022) entitled Beauty Term Compound Word in Selected Videos of Denitslava Makeup and Hyram Youtube Channel. The aims of this study are to discover the types of compound words based on the theory by (Brinton et al., 2010) and how compound words are formed. The object of this study is beauty terms taken from Denitslava Makeup and Hyram YouTube videos. This study carried out a morphological approach to analyze compound word formation. She applied a targeted sampling method by obtaining beauty terms that experience compound words from the videos. The collection of this data used by the researchers involved three steps. The first step in data collection is she collects the most popular videos based on the number of video likes. Second, she watched the videos while observing terms in the videos related to beauty terms. And for the last step, she has edited the compound words from the video and listed them in the table. The result of this study is that seventy-five compound words were detected in YouTube videos by Denitslava and Hyram. In this study, the most dominant type in YouTube videos by Denitslava and Hyram was psychic connections, with a frequency of about fifty-four words and a percentage of about seventy-two percent. Next, twenty-one words and an exocentric connection at a rate of about twenty-eight present. The gap in this study is that she does not give how to calculate the data that has been obtained, and she does not include quantitative theory in his research. The difference between this study and the current study is this study focuses on the beauty term such as makeup. Moreover, this study data was from the video on youtube, and she used the theory by Brinton and Brinton. But this study focuses on skincare terms and this study uses the theory by Lieber (2010). The similarity between this study and the current study is that both of it use the topic of compound words.

The last undergraduate thesis related to the current study is a thesis entitled The Use of Compound Words in Sport Column on The Jakarta Post 1st - 7th February 2016" by (Widiastuti, 2016). This study topic was compound words with the aim of how compound words are formed and identifying types of compound words found in the newspaper using the theory by (Quirk, 1985). The data was Sports News in the column of The Jakarta Post that was published in February 2016. This study is descriptive qualitative, and when collecting the data, she uses the methods of collecting articles. Data analysis techniques classify data, she analyzes compound causality, describes

interpretations, and draw conclusions. The result of this study are three types of compound words were found, and that is twenty-one close compounds, seven hyphenated compounds, and nine open compounds. The difference between this study and the current study is this study uses the data from the Jakarta Post and the theory by (Quirk, 1985), and the current study using the data from Vogue Website with the theory by Lieber (2010). The similarity between this study and the current study is that both use the topic of compound words.

Moreover, international journals that are found entitled Compound Words Classification - A Cognitive Linguistic Based Study are also considered to have a relation with this study. This study was written by Kilambi (2020) with attempts to classify compound words based on cognitive linguistics and compare their usage trends using computational linguistics. This study examined based on the idealized cognitive model proposed by Lakoff and Fauconnier which compound words were classified into transparent, opaque, and counterintuitive compounds. The study also uses the Google Books corpus to compare their usage trends. This is done using the frequencies of use defined in this study. Next, use the Google Books Engram Viewer to observe trends in compound word class usage. As a result of that cognitive ability, psychological terms such as Gestalt figures, ground, fame, attention, salience, and intuition are used to determine meaning. The formation of new words leads to small movements that cause the tremors that continuously develop English.

The last international journal is by Boulton and De Cock (2017) entitled Dictionaries as aids for language learning. It discussed the description of the dictionary itself as it relates to the use of L2 (a person second language) and the main issues that have influenced its development, especially in recent decades. The emergence of monolingual learning dictionaries in addition to bilingual and other types of dictionaries. The results show that two form-oriented tasks (especially productive tasks) facilitated vocabulary learning (that is, improved memory) more than the semantic-oriented task.

RESULTS AND DISCUSSION

The result of the analysis and the explanation was described based on the problem, which was stated previously in chapter one. The first discussion is about the type of compound words using the theory by Lieber (2010). And for the second analysis is the meaning of the compound words found in Vogue website based on the theory proposed by Palmer (1976).

Types of Compound Words in Skincare Articles from Vogue Website

Lieber (2010) stated that compounds are words that are made of two (or more) bases, stems, or roots. There are some types of compound words found in the analysis that was attributive, subordinative, and coordinative compound. A more detailed explanation will be described below.

Endocentric Compound

Endocentric compounds are a group where the referent of the compound is always the same as the referent of its head. Which means the meaning as a whole compound related to the head.

Attributive Compound

Attributive compound is the first kind of compound that classify according to the semantic and grammatical relationship holding between the elements that make them up. For attributive compounds, the non-head acts as a modifier of the head. With this compound, the first element might express just about any relationship with the head. And it's free to come up with any reasonable semantic relationship between the two bases as long as the first modifies the second.

Data 1

*"I have super **dry skin** and this Avène cleanser is absolutely perfect."*

The explanation of the attributive endocentric compound words is the non-head acts as a modifier of the head, so the word **dry,** as the non-head of this compound, expressed a relation with the head skin. The first element might express just about any relationship with the head. It's also endocentric because the meaning as a whole compound word related to the head, which is skin.

Data 2

*"Ive incorporated Kiehls Rare Earth Deep Pore Minimizing Cleansing **Clay Mask** into my Sunday skincare routine and I havent looked back since."*

The explanation of the attributive endocentric compound words is the non-head acts as a modifier of the head, so the word **clay** as the non-head of this compound expressed a relation with the head **mask**. The first element might express just about any relationship with the head. It's also endocentric because the meaning as a whole compound word related to the head is **mask**.

Data 3

*"Its technically an at-home chemical peel, but fear not if you have **sensitive skin** (and/or rosacea) like me."*

The explanation of the attributive endocentric compound words is the non-head acts as a modifier of the head, so the word **sensitive** as the non-head of this compound expressed a relation with the head **skin**. The first element might express just about any relationship with the head. It's also endocentric because the meaning as a whole compound word related to the head, which is **skin**.

Data 4

*"It feels great on and the ingredients—which include **Green Tea**, vitamin C and vitamin E—really help to even out my complexion."*

Attributive endocentric compound words are, the non-head acts as a modifier of the head, so the word **green** as the non-head of this compound expressed a relation with the head **tea**. The first element might express just about any relationship with the head. It's also endocentric because the meaning as a whole compound word related to the head, which is **tea**.

Data 5

*"As for **eye creams**, I swear by the SkinCeuticals AGE Eye Complex to quell dark circles and fine lines."*

The explanation of the attributive endocentric compound words is the non-head acts as a modifier of the head, so the word **eye** as the non-head of this compound expressed a relation with the head **cream**. The first element might express just about any relationship with the head. It's also endocentric because the meaning as a whole compound word related to the head, which is **cream**.

Subordinative Compound

Lieber (2010) stated that a subordinative compound typically happens when one element of the compound is either a verb or derived from a verb. For a subordinative compound, one element is interpreted as the argument of the other, usually its object.

Data 1

*"Ive been using SK-IIs **Facial Treatment** Essence religiously morning and night, winter and summer for years now."*

This compound word is subordinative because one element which is **facial,** is interpreted as the argument of the **treatment**. This usually happens because the argument of the compound is derived from a verb. It's also endocentric because the meaning as a whole compound word related to the head, which is **facial**.

Data 2

*"Plus, this **vegan moisturizer** already has hyaluronic acid in it, and takes at least one step out my beauty regimen!"*

This compound word is subordinative because one element which is **vegan,** is interpreted as the argument of the **moisturizer**. This happens because the argument **moisturizer** is derived from a verb. It's also endocentric because the meaning as a whole compound word related to the head, which is **moisturizer**.

Coordinative Compound

Lieber (2010) stated that in coordinative compounds, the compound as a whole denotes a relationship between its elements which is the head is in the equal category.

Data 1

*"Not only does it leaves my skin looking brighter, but this moisturizer is **lightweight** (which is perfect for these summer months!!) And has a gorgeous non-greasy satin-like finish."*

The base light and weight denote a relation between specific weights, which is **light** is a measure of **weight**. So compound word **lightweight** is a coordinative compound in which the head is the element of **weight**.

Exocentric Compound

Compound words can be term as exocentric when the referent of the whole compound is not a referent of the head. In some cases, the central meaning isn't carried by the head. For an exocentric compound, the meaning as a whole is not related to the head.

Attributive Compound

Attributive compound is the first kind of compound that classify according to the semantic and grammatical relationship holding between the elements that make them up. For attributive compounds, the non-head acts as a modifier of the head. With this compound, the first element might express just about any relationship with the head. And it's free to come up with any reasonable semantic relationship between the two bases as long as the first modifies the second.

Data 1

*"Supergoop! Has a cornucopia of **sunscreen**…its like a kid—or an adult scared of sun damage!—in a candy store."*

The first element of this compound word is the base **sun** which expresses a relationship with the head **screen**. The non-head **sun** acts as a modifier to the **screen**. Compound words **sunscreen** can be term as exocentric because the referent of the whole compound **sunscreen** is not a referent of the head **screen**.

Data 2

*"Vivant Skincare Daily **Repair Pads**"*

The first element of this compound is the base **repair** which expresses a relationship with the head **pad**. The non-head **repair** acts as a modifier to the **pad**. Compound words can be term as exocentric when the referent of the whole compound is not a referent of the head, which is a **pad** not referent to the whole compound **repair pad.**

Data 3

*"Dr. Antoni Calmon, made life very easy for me when he told me that I could get away with a morning application of SkinCeuticals C E Ferulic serum, a generic **sunblock** SPF 50 (although I barely set eyes on the **sun** through most of the spring of 2020), and the cutaneous Differin cream at night before bed."*

The first element of this compound is the base **sun** which expresses a relationship with the head **block**. The non-head **sun** acts as a modifier to the **block**. Compound words can be term as exocentric when the referent of the whole compound is not a referent of the head, which is **block** not referent to whole compound **sunblock**.

Data 4

*"After taking off my makeup, I apply it liberally and simply wipe off the excess with a damp **cotton pad**."*

The base **cotton** of this compound expressed a relation with the head **pad**. The non-head repair acts as a modifier to the **pad**. Compound words can be term as exocentric when the referent of the whole compound is not a referent of the head.

Data 5

*"It may be better to invest in a product to double cleanse your face such as **micellar water** or balm cleansers (if you are fond of waterproof makeup)."*

This compound word is attributive because the non-head **micellar** act as a modifier of the head water. The non-head **micellar** acts as a modifier to the **water**. Compound words can be term as exocentric when the referent of the whole compound is not a referent of the head.

Subordinative Compound

Lieber (2010) stated that a subordinative compound typically happens when one element of the compound is either a verb or derived from a verb. For a subordinative compound, one element is interpreted as the argument of the other, usually its object.

Data 1

*"It may be better to invest in a product to double cleanse your face such as micellar water or **balm cleansers** (if you are fond of waterproof makeup)."*

In this compound word, the element that is interpreted as the object is a **balm,** and the element that is derived from a verb is the base **cleanser**. The non-head **balm** acts as a modifier to the **cleanser**. Compound words can be term as exocentric when the referent of the whole compound is not a referent of the head.

Data 2

*"Bioderma Sébium Gel Moussant for controlling shine in oily and **combination skin.**"*

In this compound word, the element that is interpreted as the object is **skin,** and the element that is derived from a verb is the base **combination**. The non-head **combination** acts as a modifier to the **skin**. Compound words can be term as exocentric when the referent of the whole compound is not a referent of the head.

The Means of Compound Words

Semantics is a level or component of linguistics, similar to phonetics or grammar, according to Palmer (1976). It implies that semantics is a component of linguistic studies, much as other components of that field. Below is the result of the analysis of meaning based on the type proposed by Palmer, namely transparent and opaque meaning.

Transparent Meaning

Transparent meanings are those whose meaning can be determined from the word as a semantic unit, the meaning of their parts.

Data 1

*"I have super **dry skin** and this Avène cleanser is absolutely perfect."*

Compound word **dry skin** is transparent meaning because it can be determined from the word of their parts. Skin in **dry skin** is the object, and **dry** is the nature of the object. So **dry skin** is a condition where the human skin feels itchy, flaky, and rough. This can happen when the skin needs moisture or a lotion.

Data 2

*"Ive incorporated Kiehls Rare Earth Deep Pore Minimizing Cleansing **Clay Mask** into my Sunday skincare routine and I havent looked back since."*

Compound word **clay mask** is transparent meaning because it can be determined from the word of their parts. Mask in **clay mask** is the object, and clay is the ingredient of the mask. So **clay mask** is a mask that usually appears in a hair or a facial treatment. **Clay masks** can help with some kinds of problems such as cleansing, smoothing, and brightening skin and hair.

Opaque Meaning

Opaque meaning is the word that cannot be determined by the meaning of its part.

Data 1

*"Its technically an at-home **chemical peel**, but fear not if you have sensitive skin (and/or rosacea) like me."*

Chemical peel cannot be determined by the meaning of its part. **Peel** in **chemical peel** is the procedure of the peeling process, and **chemical** is materials used for the treatment. But if **chemical peel** becomes a compound word, it means a treatment that removes the top layers of skin by applying a chemical solution to the skin.

Data 2

*"Habitude Go-Getter Moisture + **Sun Stick**"*

Sun stick cannot be determined by the meaning of its part. The base **sun** refers to what the **stick** protects. And the base **stick** is referred to form of sun protection. **Sun stick** provides a portable and lightweight form of sun protection. **Sun stick** is excellent for sensitive, tiny areas. It can be applied on the neck, shoulders, scalp, ears, and nose. It can also use for facial touch-ups as well.

CONCLUSION

This study explained compound words and also the meaning of the compound words. Compound words proposed by Lieber (2010) have three types of compound words and there are attributive, subordinative, and coordinative. These types can be further divided into two types, which are endocentric and exocentric compounds. As mentioned in the previous chapter, the types of meaning by Palmer (1981) were divided into two namely, transparent and opaque. The data source of this study is from five selected articles from Vogue Website.

There are five types of compound words found in five selected articles from Vogue Website, those are attributive endocentric, subordinative endocentric, coordinative endocentric, attributive exocentric, and subordinative exocentric. The meaning of the compound words found in Vogue websites are transparent meaning and opaque meaning. From the results of the data obtained, the compound words that has transparent meaning can be determined from the word of their parts, and opaque meaning cannot be determined by the meaning of its part.

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