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Research Paper

Analysing morphological productivity in the corporate lexicon: a linguistic approach to corporate terminologies

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ABSTRACT

The rise in technology and science has deeply impacted not only the fields of industry and production but also has had a great impact on education, more specifically on language. When we steer around the impact of technology on language development, it has led to many linguistic innovations, which is the database for linguistic study. The present paper aims to do morphological analysis of the newly coined terminologies in the corporate sector. This paper analyses the morphological process through which these terminologies are created. The data for this study has been taken from internet, social media platforms, media and newspapers. The study has taken 50 terminologies as a database for this analysis. This study highlights the morphological process like compounding, blending, affixation, abbreviation, and acronyms used in the coinage of these terminologies. This paper is an attempt to contribute something meaningful to the field of linguistics, especially to morphology.

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1. INTRODUCTION

Industrial revolution can be traced as the beginning or it can be said that it laid the foundation for modern corporate structures, strategies of management and globalisation. There is a drastic transformation that can be traced from agrarian society to the industrialised and technologized societies that introduced mass production, operational efficiency, cost reduction, which paved the way for the emergence of numerous industries accelerating economic growth. These advancements in industries and

technologies facilitated the growth of numerous industries and reshaped the nature of work and its communication

With the advancement in science and technology the trade transcends national boundaries and evolved into a global phenomenon. This global augmentation demands organised and formalised system of operation resulted in the establishment of formally structured corporate entities. The corporate world today has a complex system, an ecosystem of business ranging from smaller enterprises to multinational corporations. This socio-economic and technological change has created a need to create or to coin or evolve new words and expressions to express the new and emerging concepts and professional roles, which has never existed before.

The rapid development experienced by the world has nurtured language and communication through continuous linguistic adaptations and innovations. New ways of expressing innovative ideas and practices have paved the way for advancement in the field of language and linguistics. These linguistic innovations have a great impact on the way new changes in society and technology are conceptualised and communicated. Thus, these developments in language and communication, especially in corporate discourse, re-emphasise the dynamic and plasticity of language, which is characterised by its flexibility and fluidity. An in- depth morphological analysis of these new terminologies, provides a valuable insight into the structural pattern of language which adapts to the emerging corporate societal needs.

Morphology is a distinct and foundational field of study in linguistics which is acclaimed through the seminal works of Swiss Linguist Ferdinand de Saussure. Morphology which deals with the "the study of forms" [1]. Nwokedi & Benjamin refers to it as the study of the internal structure of words and how words are formed. The researchers identified that most people do not use the appropriate register meant for different occasion or situation, and this distorts the content of a message [2]. Morphology as a sub-discipline of linguistics was first formally named in 1859 by the German linguist August Schleicher**,** who used the term for the study of the form of words. [3] Morphological analysis serves as a indispensable element in the field of morphology, which systematically analyses and examines the structure, formation, and evolution of words.

Morphological study plays a pivotal role in comprehending and processing the language in an effective way. It deals with the internal structure of the language, especially the pattern and rules of word formation [4]. Through these underlying structures and patterns the linguist studies language acquisition, historical language change and variations around registers [5]. By analysing newly coined corporate terminologies morphologically, the study seeks to uncover the linguistic innovation and pattern of language involved in the coinage to be integrated with the corporate and professional lexicon of the corporate world.

2. RELATED WORK

Researches in morphology have explored the computational, educational, and sociolinguistic perspectives. However, there is a research gap which focuses on the morphological formation, especially in corporate domain.

An extensive survey by [6] on Recent Advancements in Computational Morphology: A Comprehensive Survey covers the evolution of computational morphology from rule-based systems and finite-state methods to deep neural approaches. The study discusses tasks like morpheme boundary detection, lemmatization, morphological tagging, and reinfections, and also highlights available datasets and open research challenges. Whereas, the study does not address the linguistic formation of newly emerging terminologies in specialised sector such as corporate sector.

Article on Morphological Processing of Low-Resource Languages: Where We Are and What's Next focuses on morphological analysis in low-resource and endangered languages [7]. It surveys recent methods and introduces unsupervised paradigms aimed at completing morphological paradigms solely from raw text. Although this research is methodologically significant, it does not examine newly coined terminologies in corporate communication. This is the gap this study tries to focus on it.

Article on the morphology and effect of sms/social media habituation on the spelling patterns of some secondary students in delta state, nigeria by [8] a descriptive approach to investigate the effect of habituation, measured in terms of the frequency of use of chat platforms, on the spelling behaviour of one hundred and sixty senior secondary students in rural and cosmopolitan communities. While this study focuses on morphological change influenced by digital communication and it primarily examines the spelling behavior rather than lexical innovation on new terminologies

[9] Examined students' writing based on Yule's taxonomy. They identified 599 word-formation instances across blending, compounding, clipping, derivation, and inflection. Blending and clipping were less frequently used, and students mostly struggled with those processes. This research employs morphological analysis confined to academic writing and the present study tries to analyse the new terminologies in corporate sector through morphological process.

[10] Investigated lexical creations in the "The Flash" pilot script. They identified derivation (dominant), compounding, blending, back-formation, acronym, and clipping. Four formation types coinage, borrowing, conversion, multi-process was not identified. The study has dealt with pilot script and this study tries to study on terminologies in the corporate world.

2.1. Objectives

The primary objective of the present study is:

- To analyse the newly coined terminologies used in the corporate world from a linguistic perspective.
- To identify and analyse the morphological process involved in creation of corporate terminologies, as a word formation process
- To provide the structure and linguistic pattern underlying these terminologies
- To contribute substantially to the field of linguistic by providing a morphological study on corporate vocabulary.

3. METHODOLOGY

This study adopts a descriptive and analytical approach. Data were collected from different resources like print and mass media, which included newspapers, magazines, digital platforms and social media platforms. Approximately 50 frequently used corporate terminologies were selected for analysis based on its usage in professional communication. These terminologies are analysed and segmented based on the morphological processes to identify pattern of word formation and linguistic innovation.

3.1. Morphological Analysis

A morphological process brings a variation in the stem of the word to cater to the needs of the new communication context. The word formation process satiates the rising demand for expressing new ideas and concepts of the contemporary period by creating new words in accordance with the grammatical rules of the language [11]. The word formation processes classified and identified for this research include Affixation (Inflectional and Derivational processes), Compounding, Blending, Coinage, Borrowing, [12]. The different ways of word formation explain in the Figure 1.

3.1.1. Affixation

Affixation is one of the significant and productive word formation process which formulates new words by attaching derivational bound morphemes like prefixes and suffixes to the stem word. This process is the most prolific and prominent way of producing new words. Affixing inflectional or derivational suffixes to the root word changes the meaning and grammatical category of the root word like gender, person, number, and case This process plays a central role in the expansion of vocabulary, making it one of the most prolific and prominent mechanisms for word formation in English. By systematically modifying existing words, affixation enables languages to generate new meanings while maintaining structural and grammatical consistency [13].

Affixation is a word formation process that functions in two ways such as inflectional and derivational. Inflectional affixes are affixes added to the root word to change from one tense to another or to specify the number, case etc. For example, flower when -s is added as an affix it changes only the number not the meaning. Whereas in derivational affixes, when affixes are added to the root word it changes the meaning as well as the grammatical function of the root word. For example, educate is a verb that becomes a noun when an affix -tion is added to form education, which is a noun. This process of affixation is widely used in corporate lexicology to make an apt and practical term that summarises the roles, functions of the corporate world. Thus, affixation not only demonstrates the systematic nature of word formation but also underscores the adaptability of language in meeting the communicative demands of modern corporate environments [14].

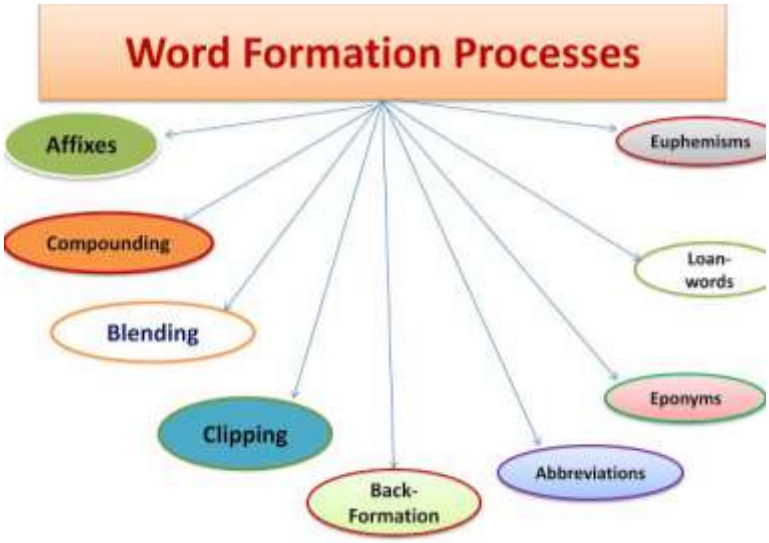


Figure 1. Word Formation Process

3.1.2. Scheme of Affixation

In the word formation process, affixation becomes the bedrock on which the languages adapt dynamically to cater to the cultural shift in the corporate organisations. Even though the distinction between inflectional and derivational affixes is already established in the linguistic studies, its operation in latest and new fields such as corporate, technological, and digital workplaces proves that affixation is highly prolific in forming new lexicology.

In corporate world, time is money and it's an expensive commodity, and communication must be precise and effective. It demands high level precision when comes to communication. Affixation is the process that achieves this precision to a great extent by compressing complex concepts into a simple actionable term. This process not only transforms the grammatical function but also makes it an asset to the corporate sector. The words created by using the process of affixation is discussed in Table 1 as follows:

Table 1. Examples of Affixation in the Corporate Terminologies

S. No	Root/Stem Word	Prefix/ Suffix Attached	New Terminology
1.	Deliver	-Ables	Deliverables
2.	Bug	De-	Debug
3.	Troll	-Ing	Trolling
4.	Hack	-Er	Hacker
5.	Vamp	Re-	Revamp
6.	Allign	- Ment	Allignment
7.	Automate	-Ion	Automation
8.	Skill	Up	Upskill

9.	Market	-Ability	Marketability
10.	Structure	Micro-	Microstructure

3.2. Compounding

Compounding is a word formation process where new words are formed or created by combining two independent or root words to meet the requirement of expression. For example, 'lunch box', which is formed by combing the root words 'lunch' and 'box. In compounding it's the combination of words and not the affix combining with root word as occurred in affixation. This pattern of forming new lexical item is very prolific in the corporate world as it enhances and helps to communicate more efficiently in the corporate world. This word formation process is particularly productive in corporate communication, as it enables the precise and efficient expression of complex concepts, practices, and processes within a single lexical unit [15]. This is considered as a great privilege by the speakers as it makes their communication precise and to the point. It also saves their time from long illustrations and explanations.

Of course, it is accepted that compounding paves way for longer lexical forms as it contains multiple free morphemes. Compounding reflects the adaptability and innovative nature of language. Through compounding language adapts and enriches communication in professional and organisational context.

In contrast to affixation, where prefix or suffix is added to the stem word to create a new lexical item. This process is very productive in corporate communication as it allows for precise expression of complex ideas [16]. In compounding a new word is created by attaching one stem word with another stem word to create a new word. Compounding normally creates a long word. The world class of the compound is not necessarily the same. Examples of compound words among these new corporate terminologies are represented in Table 2 as follows:

Table 2. Examples of Compounding in the Corporate Terminologies

S. No	Stem 1+ Stem 2	Compound Words	Morphological Structure
1	Deep + dive	Deep dive	Adjective + verb
2.	Band + width	Bandwidth	Noun +noun
3	Touch + Point	touch point	Verb+ noun
4	Churn + rate	churn rate	Verb + noun
5	Wheel + house	Wheel house	Noun +noun
6	Circle + back	circle back	Noun + adverb
7	Head + winds	headwinds	Noun + noun
8	Silver + bullet	Silver bullet	Noun + noun
9.	Block + chain	Block chain	Noun + noun
10.	Cyber + security	Cyber security	Adjective + noun
11	Ticket + raise	Ticket raise	Noun + verb
12.	Cutting + Edge	Cutting edge	Noun +noun
13.	Time + sheet	timesheet	Noun + noun
14.	Job + hopping	job hopping	Noun+ verb

The contribution of affixation and compounding in creating new terminologies for the corporate sector is shown in Figure 2.

3.3. Clipping

Clipping is a word formation process that creates new lexical item. It forms a new word by shortening the existing words to make the communication quicker and formal in the fast–paced corporate environment, where time bound decision – making and rapid information are crucial. Clipping enables the speakers and writers to convey meaning quickly with clarity. It also supports a stream lined professional interaction without altering the semantic content of the original word.

Clipping is often done by removing one or more syllable of the word by retaining its core and grammatical function. Clipping may occur at the beginning, middle, or end of a word, resulting in forms that are easier to pronounce and more convenient for repeated use [17]. In corporate discourse, clipped terms gain widespread acceptance in professional registers. Clipping like compounding projects the adaptability of language to balance the rising demands for new expression in the corporate world.

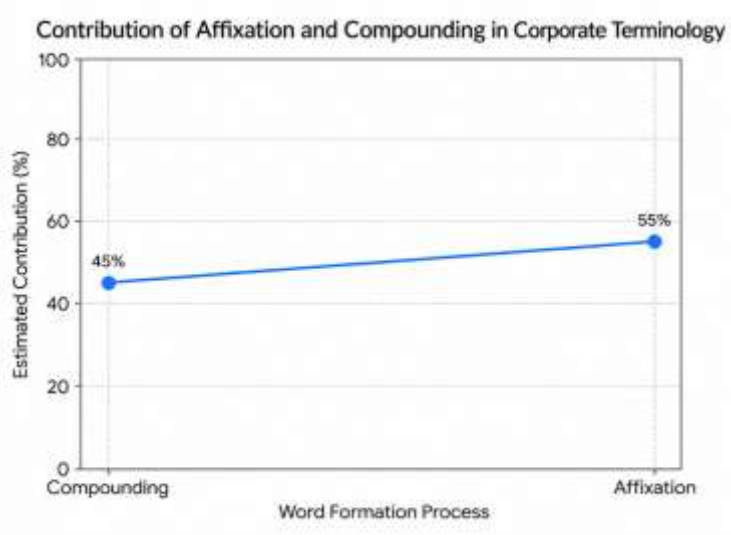


Figure 2. Contribution of Affixation and Compounding in Forming New Terminologies for Corporate Sector

3.4. Structural Classifications of Corporate Clipping

To analyse the significance of clipping in transforming the communication in workplace, Clipping has to be analysed structurally by classifying it into four types. These types of clipping will illustrate where actually the truncation happens to make it effective and also to save time.

Back-Clipping (Apocope): The most commonly practiced method in business and corporate sector. In back- clipping, the tail end of the word is dropped whereas the front remains intact. For example, examination becomes exam, specifications become specs, and memorandum becomes memo.

Fore-Clipping (Aphaeresis): In contrast to Back – Clipping, in fore- clipping the initial syllables of the word is truncated and the final syllables are retained. For Example, In modern workspaces, 'telephone 'is shortened to phone, and 'application' (software) is almost universally clipped to app.

Middle-Clipping (Syncope): The initial and final syllables of the word are removed, leaving only the central core of the lexical item. A classic workplace example is refrigerator becoming fridge.

Complex Clipping: The shortening of multiple words in a compound phrase, often taking pieces from each to form a singular, slick operational term. A prime example is situation comedy becoming sitcom, or regulated regulation elements turning into reg-tech. Examples of clipping are shown in the Table 3 as follows:

Table 3. Examples of Clipping in the Corporate Terminologies

S. No	Clipped Word	Actual Word	Type of Clipping
1	Info	Information	Back Clipping
2.	Sus	Suspicion	Back Clipping
3	Biz	Business	Complex Clipping
4	Admin	Administrator	Fore Clipping
5	Ben	Benefits	Back Clipping
6.	Fintech	Financial Technology	Complex Clipping

3.5. Blending

Blending is a word formation technique where a new lexical item is formed by blending or mixing two independent lexical item to form a new single lexical item. It normally structures the new word by combining the beginning of a word with the final syllables of another independent word, as a result a new precise lexical item is formed covering the meaning of both the independent lexical items. It is structurally and functionally innovative than the previous work formation tools like compounding and affixation.

Blended words are formed as a direct response to the newly emerging modern technological, organisational, and socio-economic practices, which require concise and direct terminology. In contemporary corporate and technological discourse, blending enables efficient communication by encapsulating complex ideas within a single lexical unit [18]. This process once again illustrates the flexibility nature of language highlights the creative and adaptive nature of language and reflects how it evolves dynamically to meet the most challenging professional needs of the society.

3.6. Morphological Structure of Blending

Blending is the most traditional as well as creative and innovative word formation process in modern lexicology. Traditionally it addresses as portmanteau. It has a different mechanism apart from compounding and affixation.

Distinct from Compounding: Compounding combines entire morphemes end-to-end (e.g., work + flow = workflow) without losing any internal phonological material. At the same time blending, deliberately clips and overlaps the structural boundaries of the constituent words, discarding phonological syllables to form a unified, seamless token.

Distinct from Affixation: In affixation dependent morphemes are attached to the root or base word, whereas blending operates structurally and brings an integration to the original independent root words. This structural integration happens in several ways. The most commonly used pattern is coalescence, where the initial syllables word A get attached to the final syllables of word B. For example (Work + alcoholic = workaholic)

The second commonly used pattern is linear nesting, where a piece of one word is inserted directly into the structural center of another, for instance:

$$Chuckle + Snort = Chortle$$

Where snort is inserted into the word chuckle to weld the two words together smoothly. Examples of blended words in corporate world are shown in Table 4 as follows:

Table 4. Examples of Blending in the Corporate Terminologies

S. No	Words Blended	New Word
1.	Free + Premium	Freemium
2.	Work + alcoholic	workaholic
3.	Frankenstein + Meeting	Franken meeting
4.	Ipod + broadcast	podcast
5	Cyber + Slacking	cyber slaking
6	Blog + atmosphere	blogosphere
7.	Malicious + software	malware
8	Cybernetics + space	cyberspace
9	Technology + Entrepreneur	technopreneur
10	Internet + entrepreneur	netpreneur
11	Slack + activism	slacktivism
12.	Click + bait	clickbait

3.7. Borrowing

Borrowing is an yet another word formation tool widely used in the modern world to enrich the expression of the modern world. It is a process in which a language adopts lexical items from another language in order to express new concepts, practices, or experiences that may not have existing equivalents

in the current language. It allows the language to grow and expand its lexical resources. It helps the language to par with the socio-economic, technological, and cultural developments of the modern world. In this corporate world, where the work culture is cross cultural, borrowing occurs naturally when organisations adopt global business practices, management philosophies, or technological innovations that originate in different linguistic and cultural settings.

These borrowed terms not only enrich the lexical quantity of language but also is evidence to the increasing cross-cultural interaction inherent in a globalised world. As multinational corporations operate across linguistic boundaries, similarly borrowed words expedite a better understanding and standardisation of professional discourse. Moreover, it highlights permeability and adaptability of language, highlighting how linguistic systems evolve through contact and exchange. Thus, borrowing serves as both a linguistic mechanism for lexical expansion and as a sociolinguistic indicator of global interconnectedness in contemporary corporate communication.

In the globalised world, these practices are unavoidable corporate context, when organizations adopt global business practices, management philosophies, or technological innovations that originate in different linguistic and cultural settings. This linguistic migration typically follows two distinct structural pathways:

Loanwords: Direct, phonetically un-adapted or mildly integrated words imported wholesale from a donor language. The corporate landscape is full of loanwords that maintain their foreign identity while functioning as standard English corporate terms (e.g., Keiretsu from Japanese).

Calques: (Loan Translations): Structural borrowings where the individual parts of a foreign phrase are translated literally word-for-word into English. For example, the concept of flextime or corporate brainwashing mirrors structural literal translations from European and Asian organizational behavioral studies. Examples of Borrowings are shown in Table 5 as:

Table 5. Examples of Borrowing in the Corporate Terminologies

S. No	Word	Language Borrowed from	Meaning
1.	Ninja	Japanese	Guru
2.	Faux pas	French	Professional blunder
3.	pernicious	Latin	harmful
4	Déjà vu	French	Repetition in strategy talks
5	Kudos	Greek	Praise or recognition
6	zen	Japanese	Balanced approach

3.8. Abbreviation and Acronyms

Abbreviation and Acronyms are different ways of word formation. It enhances efficiency and brevity of professional communication in the corporate contexts [19]. Abbreviation is the shorter version of a long word whereas Acronym denotes the word created by the first group of words. Abbreviation and Acronyms are widely used in the corporate world.

3.9. Structural Difference Between Abbreviations and Acronyms

Abbreviation: This serves as an umbrella category for any shortened or contracted form of a word or multi-word phrase. Broadly, it involves clipping the tail end of a single lexical unit (e.g., Corp. for Corporation, Admin. for Administrator).

Acronym: An acronym is a highly specific subset of abbreviation. It is formulated exclusively by taking the initial component or first letter of a consecutive group of words.

3.10. Abbreviation and Acronyms mechanism in Corporate Contexts

In the fast-moving enterprise ecosystems, abbreviation and acronym construction are heavily utilized to achieve maximum communication efficiency and concise exchanges. It converts an unmanageable string of data points into a single, highly specialized semantic token. In this digital world standard workflows rely heavily on rapid structural pacing via shorthand. Using markers like OOO (Out of

Office), EOD (End of Day), and ETA (Estimated Time of Arrival) allows managers and teams to establish clear deadlines and operational constraints instantaneously without clouding messages with wordy sentences. Look the following Table 6 for examples:

Table 6. Examples of Abbreviation/Acronyms in the Corporate Terminologies

S. No	Acronym	Actual Phrase
1.	FOMO	Fear of missing out
2.	GOAT	Greatest of all Time
3.	ROI	Return on investment
4.	KYC	Know your customer
5.	SOP	Standard operation procedure
6.	FY	Fiscal year
7.	AFK	Away from keyboard
8.	TBH	To be honest

4. RESULTS AND DISCUSSION

4.1. Morphological Innovation in Corporate Lexicon

The data reveals that the corporate sector portrays its likeness towards morphological strategies that maximises information density and minimising syllabic load. It shows a clear sign of enrichment in vocabulary through sustained growth and adaptability of language. In recent time's linguists and methodologists focus more on vocabulary and its growth as it is a key component for successful communication.

This study exhibits the prevalence of compounding and blending which suggest the corporate communication is evolving towards a shorthand fast – paced nature of modern communication. The present study has focussed on the morphological process like affixation, compounding, blending, and borrowing, clipping to create new terminologies in the corporate world to make communication fast and effective.

4.2. Analysis of Morphological Frequencies

Morphological innovation isn't just about communication; it's about branding. Companies often coin "blended" terms to sound innovative, modern, and disruptive. Through the study of morphological processes, linguists are able to uncover the underlying patterns and rules that govern word formation, thereby facilitating a deeper understanding of language variation, language change, and lexical expansion [20]. In the present study, Compounding and Blending dominates the hierarchy of productivity among the morphological process. It is mainly because of the changes that happens with the structure of language internally and not through external acquisition. This method or process is a blessing to the modern world as it allows to categorise complex ideas rapidly.

4.2.1. Compounding: The Art of Aggregation

Compounding, the forerunner in creating new lexical items, especially to the modern digitalised corporate world. Since, semantic clarity is high in compounding compared to other process of word formation it proved to be effective. Moreover, compounding blends well with the lifestyle, technological advancements, and professional practices of the society. It directly reflects the linguistic innovation, as language responds to the need for concise and effective communication within complex organisational environments [21]. Moreover, it is highly transparent and easy even to an ordinary person to deduce meaning from it.

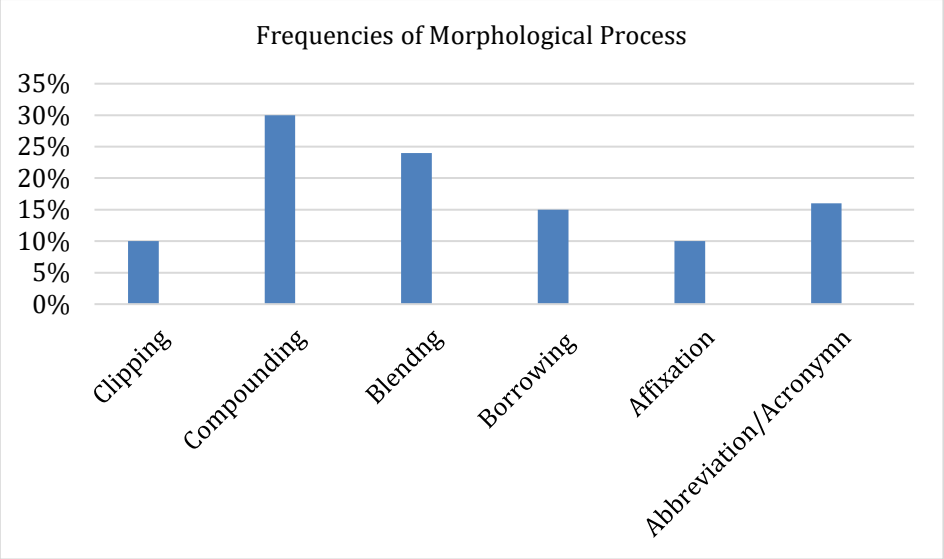


Figure 3. Frequencies of Morphological Process in Corporate Sector

4.2.2. Blending: The Efficiency of Portmanteaus

Second to Compounding, Blending is the highest contributor for new terminology, even though there is a considerable deviation from standard grammatical expansion. Blending demands “clipping" of phonemes to incorporate new concepts. Blending brings brevity, which is the soul of wit, and adds aesthetic and functional element to it. In corporate world clipping serves as a boon, because it serves a pragmatic purpose of making communication especially digital communication fast and effective.

The present study affirms the fact that English is a flexible language and adapts easily to the advancement in science and technology. The role of morphology in creating new, innovative lexical items are highlighted in this research. The present study not only enhances our understanding of modern English vocabulary but also reinforces the view of language as a living, evolving system that continuously reshapes itself to meet the communicative demands of society [22]. As new technologies (AI, Blockchain, ESG) emerge, compounding provides the fastest "plug-and-play" method to name new phenomena. The frequencies of the morphological processes involved in creation of new terminologies for the corporate sector are graphically represented in the Figure 3 Above.

5. CONCLUSION

Morphological analysis is a vital linguistic tool for examining the internal structure, origin, and evolution of language, as it provides systematic insights into how words are formed and how their meanings develop over time. These processes serve as key indicators of how language adapts to social, cultural, and technological transformations.

The emergence of new terminologies in the corporate sector exemplifies the dynamic and adaptive nature of language, particularly in response to rapid economic growth, technological innovation, and globalisation. Corporate communication demands precision, efficiency, and novelty, which in turn drives the continuous creation of new lexical items

This study significantly contributes to the morphological study of English by systematically analysing how newly coined corporate terminologies are generated through various word formation processes and subsequently integrated into contemporary usage.

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Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	O	E	Vi	Su	P	Fu
Dr. Sherlin Smile	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓

C : **C**onceptualization
M : **M**ethodology
So : **So**ftware
Va : **Va**lidation
Fo : **Fo**rmal analysis
I : **I**nvestigation
R : **R**esources
D : **D**ata Curation
O : Writing - **O**riginal Draft
E : Writing - Review & **E**diting
Vi : **Vi**sualization
Su : **Su**pervision
P : **P**roject administration
Fu : **Fu**nding acquisition

Conflict of Interest Statement

No conflict of interest.

Informed Consent

Not applicable.

Ethical Approval

Not applicable.

Data Availability

The data for this research were sourced from a variety of platforms, including social media, online newspapers, and corporate magazines.

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