

Creativity in word formation. The case of name blending

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Starting from the general definition of creativity as a multidimensional concept consisting of effectiveness and originality (among other properties, cf. Runco & Jaeger 2012) the paper explores the role of linguistic creativity in name-based word formation. It aims to account for the influence of extralinguistic factors and individual differences between language users on creative name-based word formation using personal name blends (e.g. *Brangelina* for Brad and Angelina) as a testbed phenomenon.

With respect to linguistic creativity, language users are original if they deviate from their linguistic experience to achieve a particular communicative goal, i.e., to be effective. In (personal) name-based word formation, the communicative goal is not to refer to name bearers. Still, effectiveness emerges by expressing a positive or negative evaluation or an attitude towards them or their relationship. Therefore, speakers deviate from formal, semantic, and pragmatic patterns underlying the use of personal name blends in order to evaluate the relationship between name bearers. Crucially, language users are creative to a different degree depending on individual properties such as age, name-based knowledge and associations, and linguistic experience with blending.

The paper argues that the creativity of personal name blends is a case of evaluative morphology where a linguistic construction is defined as evaluative if it has the function of assigning a value which is different from that of the standard or default value (cf. Grandi & Kortvelesy 2015: 13). The model in which creativity of name blends emerges by intentional deviations from different standard values is proposed and tested using experimental methods.

References

Grandi, Nicola & Körtvélyessy, Livia. 2015. Introduction: why evaluative morphology?. In: Nicola Grandi and Livia Kortvelyessy (ed.): *Edinburgh Handbook of Evaluative Morphology*, Edinburgh: Edinburgh University Press, 1–20.

Runco, Mark A. & Jaeger, Garrett J. 2012. The standard definition of creativity. *Creativity Research Journal*, 24(1), 92–96.