Name blends between creativity and routine

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In extra grammatical morphology, the crucial difference between regular word formation and word creation is that in word formation, the output automatically results from the input and the input can be recovered from the output, whereas the main purpose of word creation is not to create a recoverable (transparent) output, but to form output with certain desired features (cf. Ronneberger Sibold 2001). Therefore, transparency/recoverability of input constituents and the intentional character of the output play a crucial role in defining creative word formation processes and distinguishing creative techniques from regular word formation.

However, as Ronneberger Sibold (2015) shows, transparency is a graded phenomenon ranging from word creations that are similar to regular word formation to those that account for playful creations with reduced recoverability of their constituents. In this regard, it is still unclear, which extralinguistic factors influence the grade of regularity and creativity of word creations. To bear on these issues, the paper will provide evidence for the influence of extra-linguistic factors on the status of so-called name blends between creativity and regularity.

Name blends as a phenomenon between word formation and word creation (Beliaeva 2019) emerge by combining two personal names (e.g., *Brangelina*). The paper will test the hypothesis that the creativity of name blends is related to the gender of name bearers, the domain, the name class, and the text type. The data comprise some 300 types collected manually on the basis of 30 personal names of politicians, athletes and celebrities and three text types (newspaper articles from the German reference corpus, blogs from the German digital dictionary and tweets from Twitter). The data were coded in *Maxqda* for the following transparency grades (cf. Ronneberger Sibold 2015): complete, contour, semicomplete, and fragment blending. The results indicate that the grade of transparency of name blends is mainly influenced by the text type. Furthermore, the name constituents are mostly recoverable, especially when one name is inserted into the sound shape of the other (e.g., *Bennifer*). At the same time, the tendency to follow the formal regularities of proper name formation is reduced by the goal of creating a novel linguistic unit that differs from both name constituents.

References: • Beliaeva, N. 2019. Blending creativity and productivity: on the issue of delimiting the boundaries of blends as a type of word formation. *Lexis* 14 • Ronneberger-Sibold, E.2001. On useful darkness: loss and destruction of transparency by linguistic change, borrowing, and word creation. *Yearbook of Morphology*, 97–120. • Ronneberger-Sibold, E.2015. Word-creation. In: Peter O. Müller et al. (ed.): Word-Formation. An International Handbook of the Languages of Europe. Berlin: de Gruyter, 485–500.