

# **COMPOUNDING PROCESSES OF TECHNOLOGY TERMS IN TECHMEME NEWS**

## **THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK  
IBRAHIM MALANG  
2020**

# **COMPOUNDING PROCESSES OF TECHNOLOGY TERMS IN TECHMEME NEWS**

## **THESIS**

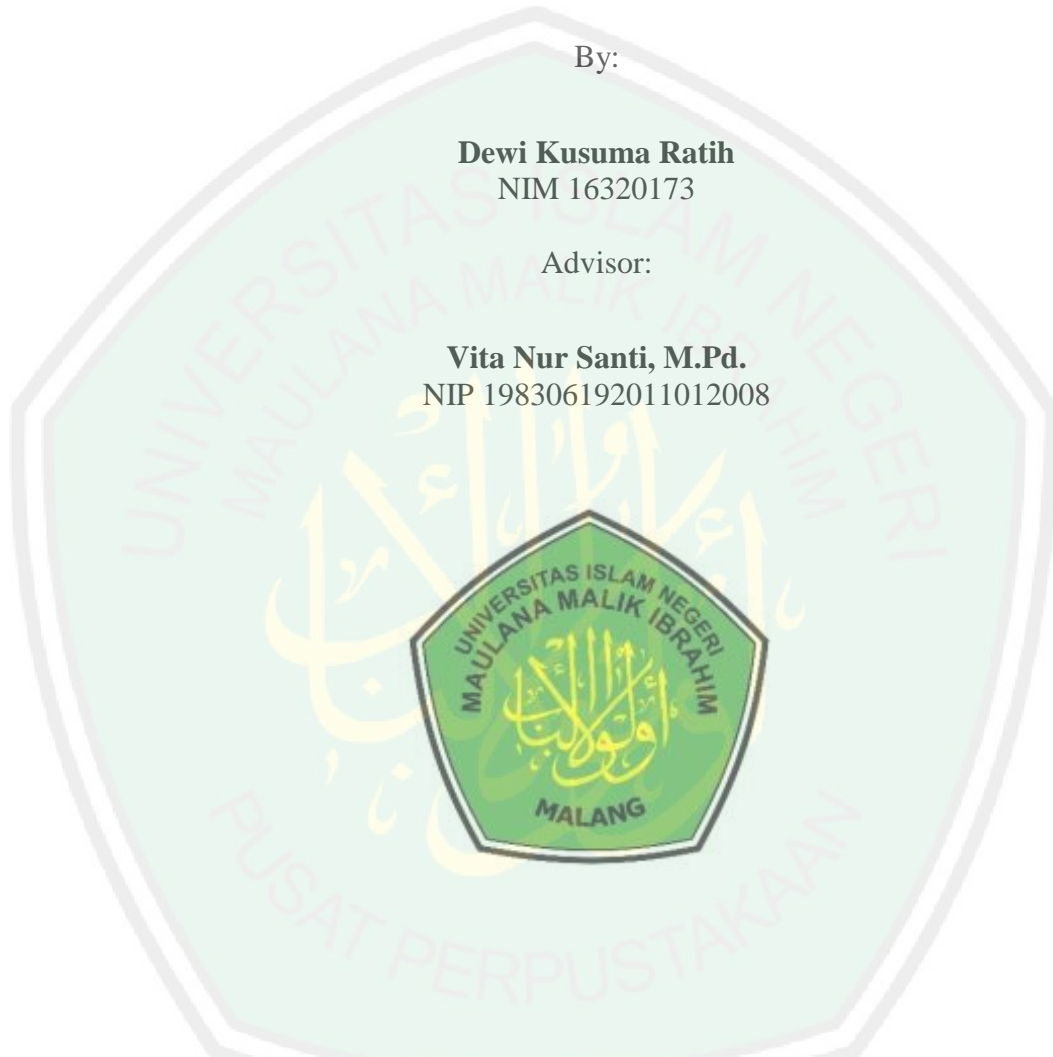
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IBRAHIM MALANG  
2020**

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I state that the thesis entitled “**Compounding Processes of Technology Terms in Techmeme News**” is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is as objection or claim, I am the only person who is responsible for that.

Bali, 4 June 2020

The researcher



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## MOTTO

*“... You’re too young to let the world break you...”*





## DEDICATION

This thesis is dedicated to my beloved father Sutikno, my beloved mother Sumiati, my beloved brother Lukman Nur Hakim, and my beloved young sister Mutia Syalsabila.



## ACKNOWLEDGMENT

Firstly, all praise to Allah SWT who created the researcher in perfect condition and gave her very valuable time so that the researcher could live her life, slowly pursue her future and complete this thesis titled "Compounding Process of Technology Terms in Techmeme News". Secondly, may Shalawat and Salam for our Prophet Muhammad SAW who has brought us from the darkness to the lightness.

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need. Their prayers always accompany her during my life. Then, her lovely brother Lukman and young sister Abil who always encourage her to immediately finish this thesis.

The researcher realizes that this thesis is not perfect. Therefore, the researcher need the best criticism and suggestions to improve the quality of this thesis. The researcher hope this thesis is useful for anyone who reads it.

Bali, 4 June 2020

Dewi Kusuma Ratih



## ABSTRACT

**Ratih, Dewi Kusuma.** (2020). *Compounding Processes of Technology Terms in Techmeme News*. Undergraduate Thesis. Department of English Literature. Faculty of Humanities. UIN Maulana Malik Ibrahim Malang. Advisor: Vita Nur Santi, M.Pd.

Keywords: Compounding process, Technology Terms

Nowadays, the technology term has always increased rapidly because of the invention of a program or technology product. New word structures occur due to modifications of existing words or combinations of existing words into new words. The term technology can appear in online news articles that are always updated every day. Therefore, the aim of this study to examine how the compounding process of technology terms in Techmeme news. This study used Ingo Plag (2003) theory which discussed the type and meaning of the compound words.

The method used in this research is descriptive qualitative because the purpose of this study is to provide an in-depth data analysis. The process of combining in the form of sentences containing words or phrases that include the term technology is used as data source. The data is taken from twelve product launch articles in Techmeme news. For data collection, data is collected from [www.Techmeme.com](http://www.Techmeme.com)

The result of this study after analyzing the data is the researcher finds thirty-two of technology terms which included in compound word. The words included in compound consist of twenty-nine data of technology terms which included in the nominal compound, and two data of technology terms which included in the adjective compound, and one technology term which is included in the neoclassical compound. Then, the most type found of compounding process is nominal compound because most of the data are the names of a product. For the pattern of the modifier, the researcher finds all patterns in this study. The noun plus noun pattern in nominal compound be the most patterns found in Techmeme news. In case of compound meaning, the researcher finds three types of compound from four types which proposed by Ingo Plag. The word which include in copulative compound doesn't exist in this study. Further, the most type found is endocentric compound because most of the technology terms can be interpreted from the word itself

## المستخلص

راتح ,دوي كوسوما. 2020. تركيب الكلمة في مصطلح التكنولوجيا في خبر *techmeme* . بحث جامعي. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

المشرف : فيتا نور ساني. M.Pd.

الكلمات المفتاحية : العملية الدمج، المصطلح التكنولوجي.

في الزمان الآن ،التكنولوجيا الاصطلاحي ترتقي دائما بسرعة الإرتفاع سببا لإختراع برنامج أو نتاج التكنولوجي.هيكل الكلمة الجديدة وقعت بالسبب التعديل عن الكلمة الموجودة أو توليف بين الكلمة الموجودة صارت الكلمة الجديدة.قدرت التكنولوجيا الاصطلاحي أن تظهر في مادة النبئ التي كانت تجددت كل يومها. فلذلك ،هدف هذا البحث للبحث كيفية عملية التوليف التكنولوجي الاصطلاحي في النبئ تيكيمي.سغل هذا البحث بنظرية إنغو بلاغ (2003) التي بحثت الجنس و المعني مركبة الكلمة.

التقريب الذي استعمل في هذا البحث هووصفيا نوعيا لأن هدف البحث هو إعطاء التحليل الحقائق العميق.عملية التوليف في شأن الكلمة فيهاالكلمة أو العبارة التي تحيط بالتكنولوجي الاصطلاحي كانت استعملت بمنبع الحقائق. أؤخذ الحقائق من إثننا عشرة مادة إطلاق النار في النبئ تيكيمي.لجمع الحقائق ،جمع الحقائق من ووو.تيكيمي.كوم.

نتيجة البحث هي وجدت الباحثة اثنتان و ثلاثين من التكنولوجيا اصطلاحي التي دخلت في عملية التوليف بعد تحللت الباحثة الحقائق.الكلمة التي دخلت في عملية التوليف تكونت من تسعة و عشرين بيانة من التكنولوجيا الاصطلاحي التي دخلت في المركبة الاسمية،و بيانتين من التكنولوجيا الاصطلاحي التي دخلت في المركبة الكلمة الصفة،و واحدة من التكنولوجيا الاصطلاحي التي دخلت في الكلاسيكية الجديدة.ثم،جنسية عملية التوليف التي توجد أكثرهي المركبة الاسمية لأن بعض كبير الحقائق هي الأسماء عن نتاج.في المعني كلمة مركبة،وجدت الباحثة ثلاثة أجناس مركبة من أربعة أجناس التي أقترح بإنغو بلاغ.الكلمة التي في المركبة التراكمية ما دخلت في هذا البحث.ثم، الجنسية التي توجد أكثر هي المركبة الثقيفية لأن بعض كبير التكنولوجيا الاصطلاحي قدرت أن فسرت من كلمة نفسها.

## ABSTRAK

**Ratih, Dewi Kusuma.** (2020). Proses Penggabungan Istilah Teknologi di Berita Techmeme. Skripsi. Program Studi Sastra Inggris. Fakultas Humaniora. UIN Maulana Malik Ibrahim Malang. Pembimbing: Vita Nur Santi, M.Pd.

Kata Kunci: Proses Penggabungan Kata, Istilah Teknologi

Saat ini, istilah teknologi selalu meningkat dengan cepat karena penemuan suatu program atau produk teknologi. Struktur kata yang baru terjadi karena modifikasi dari kata yang ada atau kombinasi antara kata yang ada menjadi kata baru. Istilah teknologi dapat muncul di artikel berita online yang selalu diperbarui setiap harinya. Oleh karena itu, penelitian ini bertujuan untuk meneliti bagaimana proses penggabungan istilah teknologi dalam berita Techmeme. Penelitian ini menggunakan teori Ingo Plag (2003) yang membahas jenis dan makna kata majemuk.

Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif karena tujuan dari penelitian ini adalah untuk memberikan analisis data yang mendalam. Proses penggabungan dalam bentuk kalimat yang berisi kata atau frasa yang mencakup istilah teknologi digunakan sebagai data sumber. Data diambil dari dua belas artikel peluncuran produk dalam berita Techmeme. Untuk pengumpulan data, data dikumpulkan dari [www.Techmeme.com](http://www.Techmeme.com)

Hasil penelitian ini adalah peneliti menemukan tiga puluh dua istilah teknologi yang termasuk dalam proses penggabungan setelah peneliti menganalisis data. Kata yang termasuk proses penggabungan terdiri dari dua puluh sembilan data istilah teknologi yang termasuk dalam senyawa nominal, dan dua data istilah teknologi yang termasuk dalam senyawa kata sifat, dan satu istilah teknologi yang termasuk dalam senyawa neoklasik. Kemudian, jenis proses penggabungan yang paling banyak ditemukan adalah senyawa nominal karena sebagian besar data adalah nama-nama suatu produk. Dalam hal makna kata majemuk, peneliti menemukan tiga jenis senyawa dari empat jenis yang diusulkan oleh Ingo Plag. Kata yang termasuk dalam senyawa kopulatif tidak ada dalam penelitian ini. Selanjutnya, jenis yang paling banyak ditemukan adalah senyawa endosentris karena sebagian besar istilah teknologi dapat diartikan dari kata itu sendiri.

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## CHAPTER I

### INTRODUCTION

This first chapter comprises the background of the study, research question, objective of the study, significance of the study, scope and limitation, definition of key terms, previous studies and research method encompassed research design, data and data source, data collection, and data analysis.

#### A. Background of the Study

Word formation is already widely recognized by the linguist researcher. Word formation is a component of linguistics. In linguistics perspectives, word formation is incorporated in morphology which is defined as creating or forming new words from the preceding word or old word (Yule: 1985). There are several types of word formation such as acronym, coinage, compounding, borrowing, blending, conversion, backformation, derivation, backformation, prefix and suffix, and multiple processes. These all kinds of word formation are formed by some specific processes.

Every kind of word formation has the characteristic itself between one another, one of which is compounding. According to Hacken (2017), the compound is a word formation process dependent on the mix of lexical components (words or stems). They usually contain two words which are generally one of the words as the head and the other words are the modifier. The head determines the features in the compound such as naming occurs on the head and does not occur in non-head. The parts of the compound can be

adjectives, nouns, verbs, and adverbs. The new words also can be over and over stacked on an existing compound to frame another compound. In common English spelling, compound words spell as one word or separate by the hyphen sign (-). This characteristic becomes differentiator of compounds among other types of word formation.

Based on the exposition above, the researcher focuses the study on the compounding process on technology terms. Technology terms defined as certain words or combine words that are only utilized in the technology context. The technology terms always increase with the latest technological discoveries. When that happens, we need to mention this new development and communicate it. Therefore, several new words will be created because new things require new words. Some new words are not at all new. They are only modifications of existing words or a combination of its components. Current technology terms are often derived from existing words, which typically have different meanings. According to Yule (2010), people are consistently making new utterances and expressions by controlling their linguistics assets to portray new items and situations. Making a new term is used to facilitate users in understanding it. The technology terms can be found in various media, one of which is online news articles.

Online news is currently popular media to confirm or convey something new rather than offline news such as newspapers. The ease of access makes online news articles attractive to many people. For instance, people can read the news on PCs, laptops, tablets, mobile phones through online news articles.

There are some online news articles, one of which is Techmeme news which the data from this research are sourced. According to Farber (2008), Techmeme is a technology news aggregator. This website is described as technology news that is accurate, filtered, and presents the latest news about technology around the world. This online news always updates the latest news about technological developments around the world and is also very trusted. Moreover, the researcher chooses product launching articles to find technology terms. The reason is the possibility of a technology term that appears is very large. That's because in launching technology-based products, the company will name the new product or program. So, the new technology term is likely appear in Techmeme news especially in product launching articles.

Compounding of technology term research is still interesting to carry out for this research. The ability to create new words not only by combining two or more words but also combining roots is found in technology terms. The effect of combining old words causes the new concept and new meaning for technology aspects. The concept or meaning of compound can be different from the exact meaning of the compound. Moreover, faster technological development makes technology terms always increase rapidly following the release of a technology program or product. For the concept of compound, Ingo Plag (2003) claims that compounding as "the most productive kind of word formation process in English. Compounding is also the most controversial one rather than other types of word formation in its linguistics analysis" (Plag 2003:

132). The researcher wants to analyze how the structure of compounds found in current technology terms.

This research exists regarding previous studies. Some previous studies related to the compound research focus on the other media such as novel and handbook. The previous studies were the research by Wibowo (2014) and Rumiya (2015). First, the research by Rumiya was discussed about novel "The Single To-Do List" by Lindsey Kelk. She used Katamba (1993) theory in conducting the study. Second, the research by Wibowo was discussed English word in handbook of Psycholinguistics subject in the 7<sup>th</sup> semester. The researcher used the theory proposed by O'Grady and Palmer in conducting the study.

Second, the word formation process also associated with some online news in an aspect of terminologies such as the soccer terms by medical terms by Meisara (2014), Hanif (2015), photography terms by basketball terms by Pramono (2018) and Multazim and Nurdin (2019). The research by Hanif, he analyzed the word formation processes, morphophonological, and dictionary meaning in the Jakarta Post articles. He used the theory by Abdul Muis Ba'dulu and Herman (2005) in analyzing the study. Then, the research by Multazim and Nurdin analyzed the types, the dominant one, and the reason for being dominant in online magazine outdoor photographer.com. They used the theory from Stockwell and Minkova (2001). The research by Meisara identifies the type of medical terms using the theory by Nida (1949). She analyzed the terms in New York Times magazine's article. Last, the research by Pramono classified the

basketball terms taken from basketballforcoaches website. He used the theory from O'Grady, W., Dobrovolsky, M., and Katamba, F. (2001) in his study.

The distinction between this study and the previous studies is that this study only focuses on compounding process in technology terms. The researcher chooses this object because several new words will be created in technology terms such as by combining them which is included in the concept of compounding. Whereas, other researchers who take other terms as the data, examine the overall types of word formation. Then, when compared with existing compounding research, other researchers take different data sources such as handbook and novel. This study also aims to extend the scope of the compound process study in different contexts and media. This study also describes the meaning of the compound words on technology terms that are evolved in this modern society. Thus, the researcher determined to research by the title The Compounding Process on Technology Terms in Techmeme News.

### **B. Research Question**

From the background of the study above, this research formulates a research question as follows:

1. How are the compounding process of technology terms in Techmeme news?

### **C. Objective of The Study**

Concerning the research question above, this research is intended to present the description of an objective below:



1. To explain the compounding process of technology terms in Techmeme news

#### **D. Significance of The Study**

This study is expected to provide theoretical and practical contributions. Theoretically, this study provides the empirical data of textual terms of technology from Techmeme news. The researcher investigates the compound process to probe the new words used in the tech terms. The result also provides additional data on existing theory from Ingo Plag (2003).

Practically, this study contributes information about the compound process to academics people like students or lecturers, especially in the linguistics department. For the lecturers, this study can be a reference in the compounding process, while the students can add knowledge about the compounding process. This study also can be a reference in technology field. For other researchers, this study can be an additional reference for the previous study in developing compound studies.

#### **E. Scope and Limitation**

In this study, the main concern is analyzing the compounding process from the derivational morphology aspect. The researcher uses the theory by Ingo Plag (2003) in identifying the types of compounds and meanings. In doing so, the researcher only takes technology terminology on twelve product launching articles of Techmeme news. The researcher also restricts her



investigation in the news only from January 2020 until April 2020 in looking for the technology terms.

## **F. Definition of Key Terms**

To evade misunderstanding, the researcher defines important terms as follows:

1. Word formation: the study of the basic processes to create new words (Yule: 2010).
2. Compounding: Combining words like nouns, verbs, adverbs, and adjectives into a new ensemble.
3. Technology terminology: certain words or combine words that are only utilized in the context of technology

## **G. Previous Study**

There are several previous studies related to this study. In this section, some previous studies will be briefly reviewed as a comparison of this research. The first previous study is word formation on medical terms (Meisara: 2014). The researcher took the medical terms in seven medical articles in the New York Times magazine. This research aimed to identify the types of word formation in medical terms. In conducting this study, the researcher used Nida theory (1949). The result showed 39 data found in seven medical articles in seven monthly different editions. The researcher found 4 types of word formation, 28

derivatives, 3 abbreviations, 7 compounds, and an acronym. The researcher didn't find truncation, creation de novo, blend, and eponym in this object.

The second previous study is from Wibowo (2014). The researcher analyzed English compound words. He took the data from the handbook of Psycholinguistics subject in the 7<sup>th</sup> semester. He described the forms of compound words and the meaning found in the handbook. The researcher used the theory proposed by O'grady and Palmer. The result showed that 226 compound words found in the handbook which consists of 1 of verb compound, 158 of noun compounds, and 67 of adjective compounds. The researcher also analyzed the meaning which consists of 42 of opaque meaning and 184 of transparent meaning.

The third previous study is an undergraduate thesis from Hanif (2015). The research aimed to classify the type of word formation processes on soccer terms and analyze whether the word formation used in soccer terms cause the reader to have the difficulty to understand the meaning or not. The result showed 65 soccer terms but only 14 terms that he analyzed. Those data have been classified into some types according to George Yule theory. He also analyzed the meaning of those terms and several terms did not find in a dictionary. However, the result of the research does not answer the second research about whether the word formation used in soccer terms cause the reader to have the difficulty to understand the meaning or not.

The fourth previous study is from Aqni (2017). She analyzed the word formation in educational terms. She took the data from the advertisement of Study-USA-Summer magazine. This study was aimed to identify the word formation process, the dominant, and meaning in educational terms. She analyzed the types of word formation using the Yule (2006) theory and analyzed the meaning using Plag (2006). The result showed that the researcher found 97 educational terms divided into 13 inflections, 31 derivations, 2 acronyms, 24 initialisms, 1 blending, 8 compounds, 1 clipping, and 17 coinages. The most dominant type was derivation which has 31 derivations.

The fifth previous study is from Pramono (2018). He analyzed the word formation process on basketball terms. He took the data from the sport online news articles. This study aimed to describe the word formation process and the dominant ones on basketball terms. The researcher used the theory from O'grady (2001) in analyzing the data. The result showed that the researcher found 5 types of word formation. There are 20 derivations, 9 inflections, 5 initialisms, 60 compounds, and 2 acronyms and 7 conversions. The most dominant one was compounding which totally 60 compounds in basketball terms.

The sixth research was entitled word formation processes in English new words of Oxford English dictionary (OED) online. This research proposed by Rosalin Ismayoeng Gusdian (2018). The aim of this study were to classify the types and to know which word formation process be the most productive one. The result of this study were some processes in creating English new

words, such as a) folk etymology, b) affixation, c) abbreviation, d) compounding, e) acronyms, f) blending, g) borrowing, h) back-formation, i) clipping. Besides, there are also found the double word formation processes, such as j) compounding + affixation, k) folk etymology + compounding, m) clipping + blending, n) blending + affixation. Affixation be most productive one which found in OED.

The seventh previous study is from Multazim and Nurdin (2019). They analyzed word formation on photography terminologies. They took the photography terminologies from online magazine outdoor photographer. The aim of this study has analyzed the types and found the dominant one and the reason for dominance. The researchers used Stockwell and Minkova (2001) in conducting this research. The result showed that there is 198 photography terminology. The researchers found 6 types of word formation, 12 acronyms, 166 compounds, 3 borrowings, 3 derivations, 3 clippings, and an eponym. From these types, the dominant type is compounding. The reason for dominance was due to its simplicity in combining words without changing each of the elements.

The difference between this study and the previous study is the researcher takes a different theory from the previous studies. The previous studies take Stockwell and Minkova (2001), O'grady (2001), and Yule (2006) as the theory of the research. Whereas, this research use Plag (2003) as the theory in analyzing the data. Moreover, this study only focuses on the compound word of technology terms in technology news for getting deep analysis in one aspect. Whereas, the previous study analyzed the whole word

formation. The researcher also only focuses takes the data from the launching product articles. Furthermore, this study not only identifies the types of the compound but also describes the meaning of each compound word in detail explanation.

## **H. Research Method**

### **1. Research Design**

This research was a qualitative study that is included in constructivism because it constructs existing theories and proved the concept of theory using empirical data. The researcher used qualitative because the researcher conducts this journal by explaining how the compounding process of words found in the tech terms rather than how often word formations appear in Techmeme news. According to Berg and Lune (2012), qualitative research answers why and how a specific phenomenon or case may happen instead of how frequently the case occurs. The data of this study are not in the form of numbers which statistically analyzed. The data used in the form of word of compounds. This study will analyze, identify, and classify the type and meaning of compound words of technology terms. This study used the theory of word formation proposed by Ingo Plag (2003).

### **2. Data and Data Source**

This study discusses the compound process in the form of the sentence which contains words or phrases which include technology terms.



The technology terms find in the American online news, Techmeme news. The researcher also specifies the terms only took from the launching product articles. The data source was taken from online news article [www.Techmeme.com](http://www.Techmeme.com)

### 3. Data Collection

The researcher used some steps to collect the data. Firstly, the researcher goes to [www.Techmeme.com](http://www.Techmeme.com). Secondly, the researcher searches the product launch articles from January to April 2020. Then, the researcher takes note of several compound words of technology terms in the launching product articles.

### 4. Data Analysis

After collecting the data, several steps have been taken by the researcher to analyze the data. First of all, the researcher read the note that was compiled in technology terms. Then, the researcher identified each of the terms in detail whether it is included in the category of compound words. Second, the researcher classified the types of every compound word which has been found. The terms can be classified into four types of compounds. The researcher also discussed the position, function and pattern of compound word. After finding the types, the researcher explained the meaning of each compound word in literal meaning and technology context to know whether the compound word includes in what type of compound meaning. The researcher was used Merriam Webster dictionary for defining



the literal meaning from each compound. Then, the researcher also classified the meaning of compound words into four types which are stated in Ingo Plag (2003) theory.



## CHAPTER II

### REVIEW OF THE RELATED THEORY

The second chapter comprises the exposition about the related theory for conducting this study.

#### A. Derivational Morphology

The starting point is discussing morphology. Morphology is divided into two types, derivational morphology and inflectional morphology. According to Aronoff and Fudeman (2010), derivational morphology concerns about the formation of one lexeme from another, such as *creation* or *creator* from *create*. Generally, derivational process is changing the lexical category or lexical meaning of a particular word or both. Whereas, inflectional morphology usually does not change categories but modifies the lexeme to suit different syntactic contexts, usually to reveal differences like number, case, tension, aspect, and person.

The main point of this subchapter is the discussion about derivational morphology. Derivational morphology changes the lexical meaning of its basic form (input). It allows changes in the lexical category between its basic form (input) and its word (output) as in the word booklet and reader. The addition of affixes - has meaning as 'small size' in the word *book* that produces a new word *booklet* (little book). The combination of these two morphemes changes the lexical meaning of its basic form, although there is no change in its lexical category. Likewise, the addition of the affix *-er* to the word *teach* is the word

*teacher*. The affixation of *-er* not only changes the lexical meaning of this word, but also changes the lexical category from the category of the verb to the category of noun.

They are some types of derivational morphology. One special type from derivational morphology is compounding process since it is formed from the combination of one lexeme from two or more other lexemes such as background, foreground, AirPods, etc. The compounding process's exposition will be explained in the next subchapter because of the topic studied in this study. They are also some process which involve in derivation such as conversion, affixation, blending, acronyms, clipping, folk etymology, and backformation.

#### 1. Conversion

Conversion is a part of derivational morphology. Aronoff and Fundeman (2010) define conversion as changing the word class without changing the form of the word. Conversion is also often referred to as zero derivation. Usually, the conversion process can convert nouns into verbs and vice versa. An example that represents changing noun to verb is in the word *hammer* in the sentence of *don't hammer the wood* and *I use a hammer*. The original word class from *hammer* is classified as a noun like in the sentence of *I use a hammer*. Whereas, in the sentence of *don't hammer the wood*, the word *hammer* is classified as verb. Then, an example that represents changing verb to noun is the word *spy* in the

sentence of the *spy being fugitive* and *some detectives spy the criminal*. The original word class from the word *spy* is classified as a verb like in the sentence of *some detectives spy the criminal*. Whereas, in the sentence of the *spy being fugitive*, the word *spy* is classified as a noun.

## 2. Affixation

Affixation is an affixed word that is added to a word whether at the beginning, at the end, in the middle, or a combination of the three affixes to form a new word. The affixations attach to the base or root or word which already attached by affix. The implementation of affixation can be used to form complex word. An affix that attaches at the beginning of the word is called prefix. Then, an affix which attached at the end of the word is called suffix. Whereas, an affix attached in the middle of the word is called infix. The example of words which attach by prefix such as prefix *inter-* (*intermission*, *international*), prefix *pre-* (*preview*, *pretest*), prefix *super-* (*supersonic*, *superman*), prefix *en-*, *em-* (*endure*, *entail*, *empathy*). The example of words which attach by suffix such as *-al* (*fictional*, *musical*), *-ness* (*brightness*, *sickness*, *illness*), *-ship* (*friendship*, *internship*). The examples of the words were attached by infix such as *-s* in the word *sisters-in-law*, and *cupsful*.

## 3. Blending

Blending is the process of combining two separate forms to produce a new term. However, the combination of the word is only partially not the whole word. Blending can be taken from the front or back letters of the blended word. To talk about blending process, they are some words like *elecoustic* (*electric* + *acoustic*), *stagflation* (*stagnation* + *inflation*), *fantabulous* (*fantastic* + *fabulous*), *loltard* (*LOL* + *retard*), *stimulighting* (*stimulating* + *lighting*) and, *baptlic* (*Baptist* + *catholic*).

#### 4. Acronyms

The process of formation by taking from the initial letters in each syllable arranged to mention abbreviations or stand for a term and the results can be pronounced as a word. A great example of acronym process is the word HTTP which stands for Hypertext Transfer Protocol. Other examples from acronym are RDBMS stands for Relational Database Management System, PRAM stands for Parameter Random Access Memory, CMOS stands for Complementary Metal Oxide Semiconductor, and RUP stands for Rational Unified Process

#### 5. Clipping

Clipping is the process of removing/cutting some of the letters in a word. Clipping is also defined as a form reduction that has more than one more syllable to be shorter. They are some



clipping words like a *gym* from the word *gymnasium*, *ad* from the word *advertisement*, *bike* from the word *bicycle*, *hanky* from the word *handkerchief*, and *exam* from the word *examination*.

## 6. Folk Etymology

Analogical changes in the form of words or phrases is occur as a result of replacing the less well-known linguistic form with elements that are considered more prevalent. This type of innovation takes over other languages by giving it a clearer form to the language, regardless of its semantic nature such as the word *cockroach* from Spanish *cucaracha*, and *mushroom* from French *moucheron*.

## 7. Backformation

Backformation process is the process of creating a new word by removing the affixes from the base. A great example of backformation process is when the noun like *burglar* first came into use and the new word was created from it like the verb *burgle*. Other examples of backformation such as *liposuct* from the word *liposuction*, *revise* from the word *revision*, *greed* from the word *greedy*, and *scavenge* from the word *scavenger*.

## 8. Compounding

Compounding process is a kind of combining two or more roots or words to create a single word. In the compounding process,



there are two elements that become head and modifier. They are some types of compounding process such as nominal compound, verb compound, and adjective compound. The examples of the nominal compound such as the words *pixel pitch*, *stereo speaker*, *aperture lens*, *colorfiler*, *peak brightness*, and *digital payment*. The examples of the verb compound such as *chess pass*, *double dribble*, *elevator screen* and *download*. The examples of the adjective compound such as *radioactive*, *part-time*, *cold-blooded*, etc.

## **B. Compounding**

Some linguists provide their explanations about compounding process. According to O’Grady (2001) in his book entitled “Morphology: The Analysis of Word Structure, compounding process is the lexical categories like nouns, adjectives, verbs or prepositions combine each other to form a larger word. The compounding process is classified into three kinds such as nominal compound, verb compound, and adjective compound. The patterns from the nominal compound are noun plus noun, adjective plus noun, verb plus noun, and preposition plus noun. Then, the patterns of verb compound are noun plus verb, adjective plus verb, preposition plus verb, and verb plus verb. Next, the patterns of adjective compound are noun plus adjective, adjective plus adjective, and preposition and adjective. O’Grady also classifies the semantic relationship for the meaning of compounding process. The meaning is classified into two types such as endocentric and exocentric. The compounding process

Delahunty and Garvey is the next linguist who also proposed the theory of compounding process. Delahunty and Garvey (2010) in their book entitled “Morphology and Word Formation also define compound as the combination of two or more morphemes, two or more roots, two or more bound words which has a head and modifier in the element of compound. They are classifying the type of compounding process based on Bauer theory (1983). The compounding process is classified into five kinds such as compound noun, compound verb, compound adjective, compound andverb, and neoclassical compound. The compounding is also classified into three kinds of meaning such as exocentric compound, endocentric compound, and coordinative compound.

Whereas, the researcher utilized the theory of compounding which was proposed by Ingo Plag (2003) in conducting this study. Compounding is one way to form new words. According to Ingo Plag (2003), a compound is a word that consists of two elements, the first of which is either a root, a word or a phrase, the second of which is either a root or a word. Compounding also consists of head and modifier. Generally, the head of compound in the last word and be the most important unit in complex linguistics form. Whereas, the modifier is coming before the head. The word “fashion style” can describe these two things. The word "style" as the head of this compound and the word "fashion" as the modifier.

Another feature of compound is also about plural marking. The plural marking of compound added in the head, not on the non-head. Thus, the word “airs conditioner” not as right plural marking of this compound, but the “air

conditioners” as the right one. In the “airs conditioner,” the plural interpretation is limited to the non-head and not descend to the entire compound. The head's inherited function is often (somewhat intuitively opposite) referred to as the feature percolation. Therefore, the attachment of plural marking is always on the head.

Sometimes, this next feature of the written happen in the compound. This characterization of compound written divided into three, written as a single word, written as two separate part models by connecting each part using hyphen (-), and written as two words. The example of written as single word of compound is wallpaper, Bluetooth, etc. The second example in writing that uses hyphen as a link for each part, as in jig-saw. The example of the final writing model of a nominal compound was written as two words: oil well, white house, etc. All of the spelling examples above will be different in each dictionary.

The privilege of compounding is the structure. New words can be over and over piled into existing compounds to create new compounds. For example, there was a special workshop for member of the college committee award. This sentence can replace into college committee award member workshop. Thus, the rules for the compounding formation called recursivity because they can repeatedly create the same type of structure. There is no intrinsic constraint on the recursiveness of the compound. Still, the longer the compound is, the more difficult it is for speakers/listeners to process, i.e., to generate and interpret the compound correctly. Very large compounds are thus weakened, not for structural purposes, but processing purposes.

One possible way to create compound patterns is to identify compounds according to the existence of their heads. There are some types such as nominal heads, verbal heads, and adjective heads. From the head pattern, Ingo Plag (2003) classifies it into four types of the compound that will be discussed below; nominal compound, verb compound, adjective compound, and neoclassical compound.

### 1. Nominal Compound

Ingo Plag (2003) defines a nominal compound as compound consistency of two words or roots or more which consist of a noun as the head. The nominal compound pattern is divided into three subclasses, nouns, verbs and adjectives as the non-head or modifier. Nominal compound is the most type of compound found in English vocabulary. The word "airplane mode" is one example of nominal compound. It is formed from the two words which are both nouns. The word "mode" has the position as the head and "airplane" has the position as the modifier. It belongs to a compound noun because of the function of the word as a noun. In the compound, the modifier always comes before the head. Sometimes, there are some nominal compounds which do not lend themselves easily to analysis in terms of headedness.

The pattern of modifiers in nominal compound is divided into three parts. They are noun combines with noun, adjective combines with noun, and verb combines with noun. The examples of the combination

noun and noun are *sound effect, voice recording, framework, platform*. The examples of the combination of verb and noun are *Turnstyle, touchscreen, jump suit, scrub nurse*. The examples of the combination of adjective and noun are *greybeard, bluebird, hardware, software, blackboard, whiteboard*. These are the examples of all the patterns in nominal compound.

## 2. Adjectival compound

Adjectival compound is a compound that the appropriate adjective as the head, as an argument of the head. The principles of the adjectival compounds have similarities with nominal compounds. The word "sugar-free" is one of the examples from the adjectival compound. This word consists of two free morphemes. The classification of the lexical category from these two free morphemes is the word *sugar* classified as a noun and *free* classified as an adjective. The adjective becomes the head of the noun.

The pattern of the modifier in the adjectival compound is divided into two parts. They are noun that combined with adjective and adjective that combined with adjective. The examples of the combination of the noun and adjective are *sky blue, nation-wide, childproof, card carrying, class conscious, blood-red, .* The examples of the combination of the adjective and adjective are *deep blue, red hot, open-ended, close-ended*. These are the examples of all the patterns in adjectival compound.



### 3. Verbal Compound

The verbal compound is a consistent compound of the verb as the head. The following modifier of this compound is a noun, adjective, and verb. The key point of verbal compound is the left-hand member of the modifier resulting from a back-formation and conversion process. The verbal adjective either –er and –ing as the head position is the result of back-formation. The word "proof-reading" is the result of the back-formation process from noun-compound compounds with either a verbal noun in -ing or a person noun-in-head in position. Then, the word "to shortcut" as the adjective-verb compound has gone through the conversion process.

The pattern of the modifier in the verbal compound is divided into three parts. They are the combination of noun and verb, the combination of verb and verb, and the combination of adjective and verb. The examples of the combination of noun and verb such as *spoon feed*, *talent-sport*, *proofread*, *chain-smoke*, *ghost-write*. The examples of the combination of verb and verb such as *breakdance*, *stir-fry*, *dry-clean*, *drink-drive*, *freeze-dry*. The examples of the combination of adjective and verb such as *blindfold*, *broadcast*, *shortcut*, *deep-fry*, *white wash*. These all be the examples of all the patterns in verbal compound.

### 4. Neoclassical Compound

Neoclassical compound is characterized as forms where lexemes of the Greek or Latin origin are joined into new combination, non-originally combinations from the origin language. There are some Greek words like *electro-* which means electricity, *biblio-* which means book, *hydro-* which means water, *-cracy* which means rule, and *-graphy* which means write. The examples of the word which combine with *electro-* are *electro-cardiograph*, and *electrography*. The examples of the words which combine with *biblio-* are *bibliography*, and *bibliotherapy*. The examples of the word which combine with *hydro-* such as *hydro-electric* and *hydrology*. The examples of the word which combine with *-cracy* are *bureaucracy*, and *democracy*. The examples of the word which combine with *-graphy* are *sonography*, and *bibliography*. Therefore, the word that combined with this pattern is called neoclassical compound.

### C. Meaning

The semantic head of the compound is the next analysis in conducting this study. The right component is analyzed in this category. The semantic head is also a determinant in classifying compounds. There are 5 types of compounds such as endocentric compounds, exocentric compounds, copulative compounds, appositional compounds, and coordinative compounds. These types will discuss below:

#### 1. Endocentric compound

The endocentric compound means the semantic head of this compound inside the compound itself. The meaning of this compound can be interpreted through the right-hand component/word. The word "cat food, sky blue, laser printer" are the examples of an endocentric compound. The identification of this compound is the word "cat food" is a type of food eaten by cat. The word "sky blue" is a kind of blue color whose color is like the sky. Then, the word "laser printer" is a kind of printer. These all examples explain the endocentric compound.

## 2. Exocentric compound

The exocentric compound means the semantic head is outside the compound. The meaning of the compound cannot only be interpreted through the head of a compound. The term "bahuvrihi," is an ancient Sanskrit grammar word that has a deal with problems of composition, is often used for this class of compounds. This type of compound is the opposite of the endocentric compound. In terms of grammatical properties, the exocentric compound do has a head. The word "redhead" is an example of an exocentric compound. "Readhead" is classified into a noun compound. The meaning of this is not a type of head but a person who has red hair. The meaning does not follow the intent of the head of the compound. Therefore, this compound is called an exocentric compound.

### 3. Copulative compound

Copulative compound means two semantic heads may be assumed to be, one of which is not subordinate to others. No member is dominant semantically, but both members contribute equally to the compound's meaning. They are two types of this compound such as appositional compound, and coordinative compound.

### 4. Appositional compound

This kind of compound means the meaning of each compound refers to an individual or something which is described by the members of the compound. The word "singer-song writer" is the example of this compound. "singer-song writer" refers to someone who is the singer and also be the song writer.

### 5. Coordinative compound

The word "the mind-body problem" is an example of this kind of compound. "The mind-body problem" is a kind of problem in mind and body. The word problem is the main meaning in interpreting this compound. This compound implies two entities that refer to the following noun in a particular relationship. The following noun specifies the basic form of relationship.

### 6. Possessive compound

Possessive compound means a compound that indicates an individual (sometimes metaphorically) characterized by the expressed property in the compound. This compound refers to someone or something which describe in it. The word "greybeard" be an example of this compound. "Greybeard" refers to a person or animal whom has a grey beard. This kind of compound usually has an adjective as the modifier.





## CHAPTER III

### FINDINGS AND DISCUSSION

In this chapter, the researcher presents the data consisting of compounding words of technology terms in product launching articles on Techmeme news. The researcher analyzed the data based on Ingo Plag theory. This chapter comprises two subchapters; findings and discussion in detail description.

#### A. FINDINGS

This study aims to analyze the compounding process of technology terms in Techmeme news based on Ingo Plag theory. The researcher found thirty-two technology terms from twelve product launching articles in Techmeme news. The researcher presents the data in the following order; First, the researcher gives the code to each data in accordance with the title of the article containing compounding words of technology terms. The coding used is a sentence that contains the technology term is coded sequentially according to the article how many words the sentence is located. An example is the number 1.1 to indicate sentences containing technology term become the first data in the first article and so on. Then, the researcher was given bold terms to the terms of the technology analyzed to distinguish them from words that are not analyzed. For italicized words, the word is a technology term that is being analyzed in finding. The Second, the researcher classifies the data into types of compounding processes which consist of nominal compounds, verb compounds, neoclassical compounds, and adjectival compounds and provides detailed explanation. The researcher also provides the explanation of

the data in the sentence context. Third, the researcher explains the meaning of each compound word in the literal meaning and technology context. The researcher uses Merriam Webster's dictionary for defining the literal meaning from each compound. Then, the researcher also classifies the meaning of compound words into four types which consist of endocentric compound, exocentric compound, copulative compound, and possessive compound.

### 1. Types of Compound

Ingo Plag classifies several types of compound into nominal compound, adjectival compound, verbal compound, and neoclassical compound. The researcher also provides the explanation about the meaning of each compound word for defining the type of compound meaning. The classification of the analysis based on the type of compound.

#### a. Nominal Compound

The researcher finds several nominal compounds of technology terms in Techmeme news. The researcher gives the code to each data in accordance with the title of the article containing compounding words of technology terms.

Article 1: Spotify-Owned Anchor Can Now Turn Your Video Chats into Podcasts

1.1. The company's podcast creation platform Anchor, acquired for an estimated \$140 million in 2019, is today introducing a new feature that will allow podcasters to turn their **video chats** and virtual hangouts into podcast-ready audio.

In this sentence, the word *video chat* has a position as an object of preposition. Then, the function of the *video chat* here is a noun. Video Chat is categorized as nominal compound since it is formed by combining two free morphemes; *video* classified as a noun, and *chat* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning of the word *video* means technology for sending electronic signals from a moving image. The word *chat* means a conversation digital like sending messages using the internet through mobile devices or messaging apps in an informal situation. According to technology context, The word *video chat* means visual electronic face-to-face communication that is performed through a webcam and special program with other internet users (Techopedia: 2016). This concept comes from programs from text chat to the mix of two-way video interactions. Video chat is normally used when video communication in the current service is included. The first technology service which carried out this program is Skype in 2010. The meaning of this compound classifies into an endocentric compound since the meaning can be interpreted

through the head chat. The simple meaning of this compound is a kind of chat that uses video intermediaries.

- 1.2. The company's podcast creation platform Anchor, acquired for an estimated \$140 million in 2019, is today introducing a new feature that will allow podcasters to turn their video chats and **virtual hangouts** into podcast-ready audio

In this sentence, the word *virtual hangout* has a position as an object of preposition. Then, the function of the *virtual hangout* here is a noun. Virtual hangout is categorized as nominal compound since it is formed by combining two free morphemes; *virtual* classified as an adjective, and *hangout* classified as a noun. The pattern of this nominal compound is adjective plus noun.

The literal meaning of the word *virtual* refers to the online world using the internet or exists by the use of computer software like the internet. The word *hangout* refers to a favourite place for spending time or a relaxing body. Beforehand, the word hangout is the result of compounding too. According to technology context, the compound word of *virtual hangout* refers to people that can communicate with each other using imaginary characters in imaginary worlds (Techcrunch: 2007). This invention uses internet facilities such as social media and already popular around the world. The virtual hangout allows everybody to call the other

for joining a meeting by audio or video. The meaning of this compound categorizes into endocentric because the reader can expect the meaning of the word from the head hangout. The straightforward meaning is a kind of hangout in the virtual world.

1.3. After you record the video chat and download the resulting **video file**, you'll then upload it to Anchor's web platform

In this sentence, the word *video file* has a position as an object. Then, the function of the *video file* here is a noun. Video file is categorized as nominal compound since it is formed by combining two free morphemes; *video* classified as a noun, and *file* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning of word *video* means technology for sending electronic signals from a moving image. The word *file* such as a folder that the papers or the contents of the folder are kept in order. According to technology context, the combination of these words means a computer file that contains digitized videos. The meaning of this nominal compound includes to an endocentric compound. The semantic head is inside the compound itself (*file*). Therefore, the meaning of this compound can be interpreted from the right component or the head.



## Article 2: Shopify Launches Shop, a New Mobile App

2.1. Carl Rivera, the general manager of Shop, told me that the app is a response to a broader shift — not just from desktop to **mobile commerce**, but also from mobile web to native mobile apps.

In this sentence, the word *mobile commerce* has a position as an object of preposition. Then, the function of the *mobile commerce* here is a noun. Mobile commerce is categorized as nominal compound since it is formed by combining two free morphemes; *mobile* classified as a noun, and *commerce* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning of the word *mobile* means a technology which the user can bring it to anywhere or wireless technology. The word *commerce* means large-scale exchange or purchase and sale of commodities that involve transportation from one place to another. According to technology context, The nominal compound of *mobile commerce* means the purchase and sale of services and goods through wireless handheld devices such as tablets and smartphones include in-app purchases, digital wallets and virtual retail systems (techtargget: 2019). As an e-commerce type, mobile commerce has special advantages which can access online shopping sites anywhere without the need to use a computer. The meaning of this compound classifies

into endocentric compound because of the semantic head inside the compound itself (commerce). It's like a commerce system which uses mobile as the device.

2.2. Carl Rivera, the general manager of Shop, told me that the app is a response to a broader shift — not just from desktop to mobile commerce, but also from **mobile web** to native mobile apps.

In this sentence, the word *mobile web* has a position as an object of preposition. Then, the function of the *mobile web* here is a noun. Mobile web is categorized as nominal compound since it is formed by combining two free morphemes; *mobile* classified as a noun, and *web* classified as a noun. The pattern of this nominal compound is noun plus noun.

The word *mobile* means a technology which the user can bring it to anywhere or wireless technology. The word *Web* means a kind of technology system of information defined by URL and can be accessed only through the internet (Tobin: 2012). The web is also known as WWW (World Wide Web). According to technology context, the nominal compound of *Mobile Web* refers to a technology system of information as browser-based service which can be accessed through wireless handheld devices such as smartphones or tablets. The users can access anything to get the information that they want. This meaning of nominal

compound classifies into endocentric compound because the word *mobile* is modified the web. Here, *web* as the semantic head of this compound. *Mobile web* is a kind of web that used *mobile* as the media. Hence, the meaning of this compound can be interpreted from the head.

Article 3: Sources: Facebook and Zoom Worked Since January to Launch a Video Call Product on Portal in May, But Stopped After Zoom Decided to Pause New Feature Development

3.1. **Zoombombing** — intentionally disrupting other people's Zoom sessions with pornography or other forms of digital harassment — has grown so pervasive that the term has become a part of mainstream discourse.

In this sentence, the word *zoombombing* has a position as a subject. Then, the function of the *zoombombing* here is a noun. *Zoombombing* is categorized as nominal compound since it is formed by combining two free morphemes; *zoom* classified as a noun, and *bombing* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning of the word *Zoom* means an app of video communication like videoconference or video chat, chat, a collaboration which easy-to-use through mobile devices. The word *bombing* means the act of attacking with a bomb. According to Urban Dictionary, the word

*Zoombombing* means the act of interruption in video conference or video chat using the Zoom apps by posting offensive content like pornography. It's become an issue due to the people's work or school from home because of the pandemic of virus corona (MannerFin: 2020). The meaning of this compound classifies into the exocentric compound. The meaning does not follow the intent of the head of the compound. This compound is not about an act of bombing on Zoom but rather, a distraction by Zoombombers.

3.2.Late last month, Philipp Schindler, Google's chief business officer, held a **videoconference** with thousands of the search giant's employees using Google Meet, three people who attended the call said.

In this sentence, the word *videoconference* has a position as an object. Then, the function of the *videoconference* here is a noun. Videoconference is categorized as nominal compound since it is formed by combining two free morphemes; *zoom* classified as a noun, and *bombing* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning of the word *video* means technology for sending electronic signals from a moving image. The word *conference* means a meeting where several people discuss a particular topic. According to technology

context, the compound word of *videoconference* means a technology that uses visual connections that are followed by several people from different places without needing to meet in a certain place (Kagan: 2019). This technology holds face-to-face between the users in a formal situation. The users can use via smartphones, laptops, or computers to do videoconferencing. The meaning of this compound categorizes into an endocentric compound because the meaning can be interpreted through the head (conference). The simple meaning of this compound is one type of conference using video as the media.

Article 4: Messenger Room are Facebook's answer to Zoom and Houseparty for the pandemic

4.1. The company today announced **Messenger Rooms**, a tool for starting virtual hangouts with up to 50 people and allowing friends to drop in on you whenever they like.

In this sentence, the word *messenger room* has a position as an object. Then, the function of the *messenger room* here is a noun because *messenger room* is a name of Facebook product. Messenger room is categorized as nominal compound since it is formed by combining two free morphemes; *messenger* classified as a noun, and *room* classified as a noun. The pattern of this nominal compound is noun plus noun.



The literal meaning of *messenger* is people who carry a message or do an errand. Then, the meaning of *room* is the extent of space occupied which available for something. The literal meaning of each free morpheme supports the result meaning of nominal compound. *Messenger Room* is a kind of space or platform in which the messenger can convey the message (Tilman; 2020). It's a kind of new way from a virtual hangout which people can join it up to 50 people. Messenger Room is also a kind of video-calling feature. The people can just drop in to say hi to other people who join the video call of Messenger Room. Hence, the meaning of this nominal compound includes in endocentric compound because the semantic head is inside the compound. Then, the meaning can be interpreted from the head.

4.2. But **live-streaming** also has a dark side, and Facebook faced criticism after introducing live-streaming when it was used to broadcast acts of violence

In this sentence, the word *live-streaming* has a position as an object. Then, the function of the *live-streaming* here is a noun. Live-streaming is categorized as nominal compound since it is formed by combining two free morphemes; *live* classified as an adjective, and *streaming* classified as a noun. The pattern of this nominal compound is adjective plus noun.

## Article 5: Sony Plans Limited PlayStation 5 Output in First Year

5.1. Sony Corp. plans to produce far fewer units of its upcoming **PlayStation 5** in its first year than it had for the previous-generation console's launch, according to people familiar with the matter.

In this sentence, the word *PlayStation* has a position as an object of preposition. Then, the function of the *PlayStation* here is a noun because *PlayStation* is a product name from Sony corporation. PlayStation is categorized as nominal compound since it is formed by combining two free morphemes; *play* classified as a verb, and *station* classified as a noun. The pattern of this nominal compound is verb plus noun.

Literally, the meaning of *live* is broadcast in a real-time or directly at the time of production. The meaning of *streaming* is the act, the process, or an instance of streaming data. The meaning of the nominal compound here is when a broadcast video is sent in real time over the internet, without being registered and stored at first. Television broadcasts, streaming video games, and videos on social media can all be broadcast live (Bryan: 2016). People live streaming the video or sound through various apps like Facebook, Instagram, YouTube, etc. The meaning of this nominal compound classifies into endocentric compound because the semantic head is inside the compound. The meaning also can

be interpreted from the head streaming and supported by the modifier Live.

**5.2. Game developers** who've been creating titles for the next PlayStation anticipate its price to be in the region of \$499 to \$549, and Bloomberg Intelligence's Matthew Kanterman points to increased component costs pushing up the price required for Sony to break even.

In this sentence, the word *game developer* has a position as a subject. Then, the function of the *game developer* here is a noun. Game developer is categorized as nominal compound since it is formed by combining two free morphemes; *game* classified as a noun, and *developer* classified as a noun. The pattern of this nominal compound is noun plus noun.

Literally, the meaning of *game* is physical or mental competition that carried out according to the rules with participants who directly contradict each other. The meaning of *developer* is a person or company that develops computer software. The meaning of the nominal compound here is a person or company who develops physical or mental competition that carried out according to the rules with participants who directly contradict each other. Game developers usually work in teams to help make ideas come alive. The pre-production process usually includes making stories, outlining designs, and making prototypes

(Study.com: 2019). The meaning of this nominal compound classifies into endocentric compound because the semantic head is inside the compound. The meaning also can be interpreted from the head developer and supported by the modifier game.

5.3. The company may cut these prices around the time of the PS5 launch to stimulate new subscribers for the PlayStation Plus membership program and PlayStation Now **game-streaming** service, the people said.

In this sentence, the word *game-streaming* has a position as an object. Then, the function of the *game-streaming* here is a noun. Game-streaming is categorized as nominal compound since it is formed by combining two free morphemes; *game* classified as a noun, and *streaming* classified as a noun. The pattern of this nominal compound is noun plus noun.

Literally, the meaning of *game* is physical or mental competition that carried out according to the rules with participants who directly contradict each other. The meaning of *streaming* is the act, the process, or an instance of streaming data. The meaning of the nominal compound here is an activity where people record themselves playing games to an audience directly online. The game is broadcast live through certain internet platforms for example Twitches,

Youtube Gaming, Facebook Gaming. The meaning of this nominal compound classifies into endocentric compound because the semantic head is inside the compound. The meaning also can be interpreted from the head streaming and supported by the modifier game.

Article 6: One-plus announces OnePlus 8 and OnePlus 8 Pro: step-up 2020 flagships.

6.1. We've seen almost every other company on the market release their 2020 **flagships** – but one important vendor has been missing from the line-up: OnePlus.

In this sentence, the word *flagship* has a position as an object. Then, the function of the *flagship* here is a noun. Flagship is categorized as nominal compound since it is formed by combining two free morphemes; *flag* classified as a noun, and *ship* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning from the nominal compound of *flagships* is a kind of a ship used by commander officers from a group of navy ships. This term itself comes from the habit of an officer who put a flag with his special characteristics on his ship, so it looks different and prominent. Over time, flagships refer to the main ship/leader in a fleet of ships. Usually used for the first, largest, fastest, most armed, or best-known ship. The term flagship is used as a metaphor in



various fields, one of which is technology. In technology terms, the word *flagship* refers to the best product of technology advice that ever created by the manufacturer. The meaning of this nominal compound is classified into the exocentric compound because each free morpheme does not explain each other and the semantic head is outside the compound.

6.2. Although both variants sport the same **chipset**, OnePlus is amongst the first companies actually taking advantage of the Snapdragon 865's ability to support both LPDDR4X and LPDDR5 DRAM standards – the OnePlus 8 comes with LP4X while the higher-end OnePlus 8 Pro sports the new LP5 memory.

In this sentence, the word *chipset* has a position as an object. Then, the function of the *chipset* here is a noun. Chipset is categorized as nominal compound since it is formed by combining two free morphemes; *chip* classified as a noun, and *set* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning of *chip* is small pieces that are usually thin and flat (such as wood or stone) are cut, beaten, or peeled. The meaning of *set* is several things of the same type that are owned or used together. In technology term, this nominal compound of *chipset* is a small IC which is a component of computer like a traffic cop on the mainboard (motherboard), directs the flow of data and determines what

devices are supported by Personal Computers (PCs) (Schmid: 2018). The main role of chipset is to regulate the flow of data and determine what devices should work. The meaning of this compound belongs to the endocentric because the meaning can be interpreted from the headset. It is a set of chips in the computer.

6.3. Whilst I'm sure some people will be sad to see the **pop-up camera** go; I personally was never fan of it given the increased bulk of the phone.

In this sentence, the word *pop-up camera* has a position as an object. Then, the function of the *pop-up camera* here is a noun. Pop-up camera is categorized as nominal compound since it is formed by combining two free morphemes; *pop-up* classified as an adjective, and *camera* classified as a noun. The pattern of this nominal compound is adjective plus noun.

The literal meaning of the word *pop-up* means having a something like device or component that pop-up (appearing suddenly). Then, the word *camera* means a device that consists of a lightproof chamber with an aperture fitted with a lens and a shutter through which the image of an object is projected onto a surface for recording (as on a photosensitive film or an electronic sensor) or for translation into electrical impulses (as for television broadcast).

According to technology context, the meaning of the combination of pop-up and camera is cameras built on smartphones or other electronic devices which will come out if the user wants to use it. Whereas, if the users don't want to use their smartphone's camera, the camera will not come out of the device (Parker, 2018). A pop-up camera is a kind of camera that can pop-up if the user wants it. Therefore, the meaning of this compound is categorized as an endocentric compound.

6.4. Both phones come with up to 30W **wired charging**, but now OnePlus was able to finally add in wireless charging in the OnePlus 8 Pro, even doing so at 30W charging speed.

In this sentence, the word *wired charging* has a position as an object of preposition. Then, the function of the *wired charging* here is a noun. Pop-up camera is categorized as nominal compound since it is formed by combining two free morphemes; *wired* classified as an adjective, and *charging* classified as a noun. The pattern of this nominal compound is adjective plus noun.

The literal meaning of the word *wired* means furnished with wires (as for electric connections). Then, the word *charging* means the amount of electricity that an electrical device stores or that a substance carries. In technology term, the combination of these two free

morphemes (*wired charging*) refers to a smartphone which need to plug a cable to charge it. The meaning of this compound is classified into endocentric compound because the semantic head is inside the compound. The word *charging* as the head of this compound. Therefore, the meaning can be interpreted from the head. Wired charging means an act of charging use wires.

6.5. Both phones come with up to 30W wired charging, but now OnePlus was able to finally add in **wireless charging** in the OnePlus 8 Pro, even doing so at 30W charging speed.

In this sentence, the word *wireless charging* has a position as an object of preposition. Then, the function of the *wireless charging* here is a noun. Wireless charging is categorized as nominal compound since it is formed by combining two free morphemes; *wireless* classified as an adjective, and *charging* classified as a noun. The pattern of this nominal compound is adjective plus noun.

The literal meaning of the word *wireless* means having no cable or wires and operating through transmitted electromagnetic waves. Then, the word *charging* means the amount of electricity that an electrical device stores or that a substance carries. In technology term, the combination of these two free morphemes (*wireless charging*) refers to a smartphone which does not need to plug a cable to charge it

(Mearian: 2018). The implementation of wireless charging is facing up the smartphone by placing it on a special mat or tabletop. The smartphone will charge automatically. The meaning of this compound is classified into endocentric compound because the semantic head is inside the compound. The word charging is the head of this compound. Therefore, the meaning can be interpreted from the head. Wireless charging means an act of charging use without using wires.

#### 6.6.30W Fast Charging

The function of the *fast charging* here is a noun. Fast charging is categorized as nominal compound since it is formed by combining two free morphemes; *fast* classified as an adjective, and *charging* classified as a noun. The pattern of this nominal compound is adjective plus noun.

The literal meaning of the word *fast* means be able to move quickly or happen quickly in a short time without delay. Then, the word *charging* means the amount of electricity that an electrical device stores or that a substance carries. In technology terms, the meaning of this compound is allow the device user to charge quickly by using wireless or wired charging. The meaning of this compound includes



in possessive compound because this compound indicates a device which has the fast charging feature usually for smartphone device. The meaning of the compound is characterized by the expresses property in the compound.

#### 6.7.Primary **Rear Camera**

The function of the *rear camera* here is a noun. **Rear camera** is categorized as nominal compound since it is formed by combining two free morphemes; *rear* classified as a noun, and *camera* classified as a noun. The pattern of this nominal compound is noun plus noun.

Literally, the word *rear* means the back part of something. Then, the word *camera* means a device that consists of a lightproof chamber with an aperture fitted with a lens and a shutter through which the image of an object is projected onto a surface for recording (as on a photosensitive film or an electronic sensor) or for translation into electrical impulses (as for television broadcast). In technology terms, the meaning of the combination of these two words is special types of video cameras developed specifically to fasten the back of the vehicle to help back up and reduce rear blind spots. This is explicitly intended to maintain a strategic distance from reinforcement impacts. The area immediately

behind the vehicle was identified as a "killing zone" due to an accident (Consumer Union: 2015). The type of this meaning is classified as endocentric compound because the semantic head is inside the compound. The word camera is the head of this compound. Therefore, the meaning can be interpreted from the head. Rear camera means camera which out in the back part of vehicles.

#### 6.8.6.55-inch FHD+ 2400 x 1080 (20:9) 90Hz **Refresh Rate**

The function of the *refresh rate* here is a noun. Pop-up camera is categorized as nominal compound since it is formed by combining two free morphemes; *refresh* classified as a verb, and *rate* classified as a noun. The pattern of this nominal compound is verb plus noun. The researcher can't determine the position of *refresh rate* because the words before the word refresh rate are numbers.

The literal meaning from free morpheme of *refresh* means to renew or update something like the website which is displayed or the computer system or image by sending a new signal. The free morpheme of *rate* means a degree or quantity of something measured to determine something such as quality. According to technology context, the meaning of the combination of these two free morphemes is how many times per second display hardware updates its

buffer (Demers and Babcock: 2019). This can occur in a variety of hardware such as TVs and smartphones. This exchange uses Hertz units or is usually abbreviated to "Hz". Hence, the meaning of this nominal compound belongs to an endocentric compound because the meaning can be interpreted from the head rate. Then, the word refresh becomes the modifier of the head.

Article 7: Facebook announces Blender, an open source chatbot aimed at AI research that it says has been trained on 9.4B parameters

7.1. "But **chatbots** could soon become far more loquacious thanks to Facebook, which this morning released a startlingly lifelike chatbot that it's been developing, dubbed Blender, as an open-source resource for AI research

In this sentence, the word *chatbot* has a position as an object. Then, the function of the *chatbot* here is a noun. Chatbot is categorized as nominal compound since it is formed by combining two free morphemes; *chat* classified as a noun, and *bot* classified as a noun. The pattern of this nominal compound is noun plus noun.

According to technology context, the meaning of *chatbot* is a kind of AI (Artificial Intelligent) program designed to simulate an intelligent conversation with human users (Pectussian: 2011). The natural language will be used in this program through telephone, website, mobile apps, or

messaging application. The meaning of chatbot is classified as an endocentric compound because the meaning can be interpreted from the head. The literal meaning of each free morpheme is supporting each other; bot as the head and chat as the modifier. The free morpheme of *chat* means an informal conversation between two people or more through messaging applications. Then, the free morpheme of *bot* means a computer program that performs repetitive tasks automatically. Hence, this is the reason why this compound includes an endocentric compound.

Article 8: Exclusive: iPhone 9 launch imminent, 2020 'iPhone SE' in red, white, and black with up to 256GB

8.1. Also new to the 2020 iPhone SE compared to the iPhone 8 that it replaces: Express Card and future **CarKey** support

In this sentence, the word *CarKey* has a position is an object. Then, the function of the *CarKey* here as a noun. *CarKey* is categorized as nominal compound since it is formed by combining two free morphemes; *car* classified as a noun, and *key* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning from the nominal compound of *flagships* is a kind of a ship used by commander officers from a group of navy ships. This term itself comes from the habit

of an officer who put a flag with his special characteristics on his ship, so it looks different and prominent. Over time, flagships refer to the main ship/leader in a fleet of ships. Usually used for the first, largest, fastest, most armed, or best-known ship. The term flagship is used as a metaphor in various fields, one of which is technology. In technology terms, the word *flagship* refers to the best product of technology advice that ever created by the manufacturer. The meaning of this nominal compound is classified into the exocentric compound because each free morpheme does not explain each other and the semantic head is outside the compound.

Article 9: Lilium raises another \$240M to design, test and run an electric aircraft taxi service

9.1. But looking forward to a time when that may no longer be the case, a company designing **flying taxis** is today announcing a \$240 million round of funding to help continue developing its product”

In this sentence, the word *flying taxi* has a position as a subject. Then, the function of the *flying taxi* here is a noun.

Flying taxi is categorized as nominal compound since it is formed by combining two free morphemes; *flying* classified as a verb, and *taxi* classified as a noun. The pattern of this nominal compound is verb plus noun.



The literal meaning of *flying* is being capable of moving in the air. Then, the meaning of *taxi* is a transportation tool that is driven by the driver and can carry passengers anywhere by paying for them. The meaning of this nominal compound belongs to the endocentric compound because the meaning can be interpreted from the head *taxi*. Then, the word *taxi* supports the head in conducting the meaning of this compound. According to technology context, *flying taxi* defines as a means of transportation that is capable of moving in the air and can carry its passengers anywhere by paying for it (Lunden: 2020). This type of transportation will be available in 2025. This year is still in the stage of development and design by Lilium startup regarding the flying taxi.

Article 10: Overview of the steps Singapore is taking to improve consumer IoT security, including a proposed Cybersecurity Labelling Scheme for home routers and smart hubs

10.1. Singapore is planning to introduce a Cybersecurity Labelling Scheme (CLS) for **home routers** and smart home hubs as part of efforts to increase awareness about using secured products

In this sentence, the word *home router* has a position as an object of preposition. Then, the function of the *home router* here is a noun. Home router is categorized as nominal compound since it is formed by combining two free

morphemes; *home* classified as a noun, and *router* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning of the free morpheme of *home* means a place in which a family living together. Then, the free morpheme of *router* means devices that mediate data packet transmission routes through electronic communication networks (such as the Internet). The meaning of the nominal compound from these two free morphemes does not come out of the context of the literal meaning of each of them. In technology term, *home router* means a house which contains devices that mediate data packet transmission routes through electronic communication networks such as the Internet. The meaning of this nominal compound classifies into an endocentric compound because the semantic head is inside the compound and all the free morpheme explaining each other.

10.2. Singapore is planning to introduce a Cybersecurity Labelling Scheme (CLS) for home routers and **smart home hubs** as part of efforts to increase awareness about using secured products

In this sentence, the word *smart home hubs* has a position as an object of preposition. Then, the function of the *smart home hubs* here is a noun. Home router is categorized as nominal compound since it is formed by combining three free morphemes; *smart* classified as an adjective, *home* classified as

a noun, and *hub* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning of the free morpheme of *smart* means operating by automation like smart device or tools. Then, the free morpheme of *home* means a place in which a family living together. Then, the free morpheme of *hub* means a central device that connects multiple computers on one network. The meaning of the nominal compound from these three free morphemes does not come out of the context of the literal meaning of each of them. In technology term, the smart home hub means like the command center for smart homes. This like a kind of hardware or software connected to smart home devices (often both) allows you to monitor anything from one program. Say you've got a smart light bulb, a smart lock on your front door and an intelligent thermostat. You can link them all to a smart home hub instead of controlling each one separately, and manage them from one location (Duffy: 2019). The meaning of this nominal compound classifies into an endocentric compound because the semantic head is inside the compound and all the free morpheme explaining each other.

Article 11: Kuo outlines Apple's H1 2020: 4.7" iPhone, "AirTags" trackers, smaller wireless charging mat, high-end headphones, and refreshed iPad Pro, MacBook Pro or Air

11.1. Last year, MacRumors uncovered evidence of Apple working on Tile-like item tracking tags in iOS 13 code, including a potential "AirTags" name”

In this sentence, the word *AirTags* has a position as an object of preposition. Then, the function of the *AirTags* here is a noun. AirTags is categorized as nominal compound since it is formed by combining two free morphemes; *Air* classified as a noun, and *tag* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning of the word *air* refers to a combination of the gasses we breathe and cover the earth. The meaning of *tags* refers to electronic devices that can be connected to humans, animals or objects, so that police, researchers, etc. know where the individual is, etc. According to technology context, *AirTags* refers to tracking tiles that are likely to be identical to famous Tile, Adero, and identical Bluetooth tracking products. Users can attach these tiles to objects such as key springs, luggage, or bags (or even put them in your wallet), and then you can find tiles and objects that are attached by looking at the application on your mobile phone (Johnson: 2020). The classification of this meaning includes in the exocentric compound since there is no semantic head inside the compound. The word AirTags is not a kind of tag. The position of these two words can't be

the head in this compound. Therefore, the meaning can't be interpreted from the head.

#### Article 12: Verizon Exec Launches Privafy, Challenges Firewall, SD-WAN, VPN Vendors

12.1. Its platform integrates a host of security services as the company looks to win market share from **firewall** vendors like Palo Alto Networks and SD-WAN providers including VMware's VeloCloud.

In this sentence, the word *firewall* has a position as an object of preposition. Then, the function of the *firewall* here is a noun. Firewall is categorized as nominal compound since it is formed by combining two free morphemes; *fire* classified as a noun, and *wall* classified as a noun. The pattern of this nominal compound is noun plus noun.

The literal meaning of *fire* refers to intense verbal reproach or assault. The meaning of the *wall* refers to something which forms a barrier or prevents you from making. According to technology context, *firewall* refers to Network control tools monitoring incoming and outgoing network traffic and determining whether to allow or block such traffic based on a set of safety rules laid down (Boudriga: 2010). The classification of this meaning includes in the **exocentric compound** since there is no semantic head inside the compound. The position of these



two words can't be the head in this compound. Therefore, the meaning can't be interpreted from the head.

12.2.Privafy claims its cloud-native product secures data in motion as it moves across networks, **private** and public clouds, and mobile and IoT devices.

In this sentence, the word *private cloud* has a position as an object. Then, the function of the *private cloud* here is a noun. Private cloud is categorized as nominal compound since it is formed by combining two free morphemes; *private* classified as an adjective, and *cloud* classified as a noun. The pattern of this nominal compound is adjective plus noun.

The literal meaning of *private* is intended for or restricted to the use of a particular person, group, or class. Then, the meaning of *cloud* refers to server network (= a computer that monitors or distributes information to other computers) that data and software can be stored or controlled by the users who have Internet access. The meaning of this nominal compound belongs to the endocentric compound because the meaning can be interpreted from the head cloud. Then, the word *private* supports the head in conducting the meaning of this compound. According to technology context, *private cloud* is a form of computing in which service providers provide the public with resources through the internet. Resources vary by provider but may include

storage, device, or virtual machine capabilities. Public cloud allows for resource scalability and sharing that can't be accomplished by one organisation (Butler and Greene: 2018).

12.3. Privafy claims its cloud-native product secures data in motion as it moves across networks, private and **public clouds**, and mobile and IoT devices.

In this sentence, the word *public cloud* has a position as an object. Then, the function of the *public cloud* here is a noun. Public cloud is categorized as nominal compound since it is formed by combining two free morphemes; *public* classified as an adjective, and *cloud* classified as a noun. The pattern of this nominal compound is adjective plus noun.

The literal meaning of *public* is exposed to general view. Then, the meaning of *cloud* refers to server network (= a computer that monitors or distributes information to other computers) that data and software can be stored or controlled by the users who have Internet access. The meaning of this nominal compound belongs to the endocentric compound because the meaning can be interpreted from the head *cloud*. Then, the word *public* supports the head in conducting the meaning of this compound. According to technology context, *public cloud* is a form of computing in which service providers provide the public with resources through the

internet. Resources vary by provider but may include storage, device, or virtual machine capabilities. Public cloud allows for resource scalability and sharing that can't be accomplished by one organisation (Citrix: 2018)

#### b. Adjectival Compound

The researcher finds two adjectival compounds of technology terms in Techmeme news. The classification of the analysis of adjective compound is based on the code to each data in accordance with the title of the article containing compounding words of technology terms. The researcher also provides the explanation about the meaning of compound for defining the types of meaning in each compound.

Article 7: Facebook announces Blender, an open source chatbot aimed at AI research that it says has been trained on 9.4B parameters

7.1. But chatbots could soon become far more loquacious thanks to Facebook, which this morning released a startlingly lifelike chatbot that it's been developing, dubbed Blender, as an **open-source** resource for AI research"

In this sentence, the word *open-source* has a position as an object of preposition. Then, the function of the *open-source* here is an adjective. Open-source is categorized as adjectival compound since it is formed by combining two free morphemes; *open* classified as an adjective, and *source* classified as an

adjective. The pattern of this adjectival compound is adjective plus adjectival.

According to technology context, the meaning of *chatbot* is a kind of AI (Artificial Intelligent) program designed to simulate an intelligent conversation with human users (Pectussian: 2011). The natural language will be used in this program through telephone, website, mobile apps, or messaging application. The meaning of chatbot is classified as an endocentric compound because the meaning can be interpreted from the head. The literal meaning of each free morpheme is supporting each other; bot as the head and chat as the modifier. The free morpheme of *chat* means an informal conversation between two people or more through messaging applications. Then, the free morpheme of *bot* means a computer program that performs repetitive tasks automatically. Hence, this is the reason why this compound includes an endocentric compound.

Article 12: Verizon Exec Launches Privafy, Challenges Firewall, SD-WAN, VPN Vendors

12.4. “Privafy claims its **cloud-native** product secures data in motion as it moves across networks, private and public clouds, and mobile and IoT devices”

In this sentence, the word *cloud-native* has a position as an object. Then, the function of the *cloud-native* here is an adjective. Cloud-native is categorized as adjectival

compound since it is formed by combining two free morphemes; *cloud* classified as an adjective, and *native* classified as an adjective. The pattern of this adjectival compound is adjective plus adjectival.

The literal meaning of *cloud* refers to server network (= a computer that monitors or distributes information to other computers) that data and software can be stored or controlled by the users who have Internet access. The meaning of *native* refers to planned for or built into such systems, usually using the programming language or code associated with a particular device or processor. According to technology context, *cloud-native* refers to an approach to designing and operating applications that harness the advantages of cloud delivery models. "Cloud-native" is about how to make and use applications, and not where. This means the application is living in a public cloud, not an in-place data center (Patrizio: 2018). The classification of this meaning includes in the possessive compound since *cloud-native* refers to a kind of approach in designing and operating applications. The word *cloud-native* indicates a kind of approach characterized by the expressed property in the compound.

c. Neoclassical Compound



The researcher only finds a neoclassical compound of technology terms in Techmeme news. The classification of the analysis of neoclassical compound is based on the code to each data in accordance with the title of the article containing compounding words of technology terms.

Article 3: Sources: Facebook and Zoom Worked Since January to Launch a Video Call Product on Portal in May, But Stopped After Zoom Decided to Pause New Feature Development

3.3. “Cisco recently promoted its Webex **teleconferencing** service as highly secure compared with Zoom”

In this sentence, the word *teleconferencing* has a position as an object. Then, the function of the *teleconferencing* here is a noun. Teleconferencing is categorized as neoclassical compound since it is formed by combining two free morphemes; *tele-* and *conferencing*. The *tele-* morpheme comes from the Greek language which must be connected with other words. The pattern of this neoclassical compound is Greek language plus noun.

The literal meaning of the *tele-* morpheme means distant or something is done over a long distance. The *conference* morpheme means a meeting where several people discuss a particular topic. According to technology

context, the compound *teleconference* means a meeting with several people done over a long distance linked by telecommunication devices like phones, computers, etc. The meaning of this compound classifies into an endocentric compound because the meaning can be interpreted from the head conference. This compound means a type of conference that is carried out over long distances.

## B. DISCUSSION

This subchapter aims to provide clarification about the result of the data analysis in the finding. The discussion is based on the research question about how the compounding process of technology terms in Techmeme news. In this study, the finding shows that there are twenty-nine data of technology terms, which include in the nominal compound, and two data of technology terms, which include the adjective compound and one technology term neoclassical compound. The researcher didn't find verbal compound in this study. The result shows that the researcher didn't find all types of the compounding process in twelve product launching articles in Techmeme news. Whereas, the researcher finds the different results between this study with the previous studies. The previous study by Wibowo (2014) used handbook of psycholinguistics subject in the 7th semester as the data. The handbook used more formal language rather than news articles. The differences are the previous study found the verb compound but didn't find the neoclassical compound. From these differences,

it can be concluded that the type of language used between formal and informal can affect the findings of type in research.

In this study, the finding shows that the most types found in compounding process of technology terms are the nominal compound. They are twenty-nine of the technology terms which include nominal compounds. The majority of technology terms which include in nominal compound are the names of products or programs. Whereas the researcher finds different results between this study and the previous study. The previous study by Pramono (2018) discussed the basketball terms in sport news articles found more verb compounds than nominal compounds. The previous study found thirty-one of verb compounds in basketball terms. The majority of basketball terms which include in verb compound are kind of techniques used in playing basketball. From these differences, the different types of articles can affect the dominant type compound that appears in the result of the research.

The next discussion is about all patterns of modifier in the types of compounding process. In nominal compound, the researcher was found all the patterns such as the combination of noun and noun, adjective and noun, and verb and noun. They are seventeen data of noun patterns, nine data of adjective plus noun, and two data of verb plus noun patterns. In adjectival compound, the researcher also found all the patterns such as the combination of adjective and adjective and the combination of noun and adjective. The researcher was only found one datum of adjective and adjective, and one datum of noun and adjective. In neoclassical compound, the pattern is the combination of Greek

language and word. There is a datum of neoclassical compound which begin by Greek language tele-. The dominant pattern of all patterns found is noun plus noun pattern which is included in the nominal compound.

Furthermore, this case discusses the function and the position of the compound words in the sentence. Based on the finding analysis, the function of all types of compounding processes mostly has the same category as the type of compound. For instance, in the sentence, the function of the word video chat is a noun. Then, the type of video chat is a nominal compound. But, there is a type of compound that is not the same as following the function of the word in the sentence. The neoclassical compound of teleconference has the function as a noun in the sentence. For the compound word's position in the sentence, the researcher found various kinds of positions that cannot be predicted only through the type of compound or the function of the word.

The privilege of compounding is the structure. New words can be over and over piled into existing compounds to create new compounds. Due to the analysis, the researcher found this case only in a nominal compound. The researcher didn't find this case in adjective compound. The nominal compound of the virtual hangout is an example of it. The word hangout from the nominal compound of the virtual hangout is the result of compounding too. The word hangout includes in the adjective compound since it is formed by the combination of the word hang as a verb and out as the adjective. In sum, the researcher only found the new words can be over and over piled into existing compounds to create new compounds only in nominal compound.

In case of the compound meaning, the finding shows that there are twenty three data of technology terms which include in the endocentric compound, six data of the technology terms which include in the exocentric compound, and three data of technology terms which include in the possessive compound. There is not technology terms include in both appositional and coordinative compound. Therefore, the result shows that researcher didn't find all the types of compounding meaning of technology terms in twelve products launching articles in Techmeme news. According to the result, the most types found of compound meaning is endocentric compound.

Furthermore, the researcher finds the similarity and difference results from the previous study. The previous study by Rumiya (2014) was discussed the novel "The Single Girl's To-Do List" which includes as works of fiction created by novel writers. The similarity is the most types found in both studies is endocentric compound. In the previous study that discussed the novel "The Single Girl's To-Do List," the endocentric compounds had 79.70% of data. Then, the difference is the previous study found the type of copulative compound but didn't find the type of possessive compound. From these differences, it can be concluded that the different types in kind of work of fiction and non-fiction can affect the types of compound meanings that appear in the result of the analysis.

Next, the compound meaning from nominal and adjectival compound have different results. Most of the nominal compound includes in endocentric. Most of the technology terms use words that can be interpreted through such



words as mobile web, mobile commerce, pop-up camera, Messenger Room, etc. They are twenty-two nominal compounds which include in endocentric compounds. Then, there is a nominal compound include in possessive compound; fast charging. The word fast charging refers to devices, especially smartphones which have fast charging features in it. The significant part that distinguishes between endocentric compounds and possessive compounds is that words included in endocentric compounds can stand alone without being followed by other words. Whereas, words included in the possessive compound such as the word open-source are followed by other words such as document, resource, etc. Therefore, the possessive compound cannot stand alone because it is a complement to the word for another word.

Furthermore, they are six nominal compounds which include in exocentric compounds. Several nominal compounds which include in exocentric are caused by using the word parable to describe the features of a product such as a word flagship. Over time, flagships refer to the main ship/leader in a fleet of ships. They are usually used for the first, largest, fastest, most armed, or best-known ship. In technology terms, the flagship refers to the best product ever created in a company. Then, giving the name of technology terms using the pattern of the company name that creates such as Zoombombing refers to Zoom apps, and AirTags refers to a product of Apple Inc. For the adjectival compound, all of it includes the possessive compound because the words always refer to something or entities such as open-source and cloud-native.

In the background, the researcher assumes that Techmeme news always updates the latest news about technological developments around the world and provides some new technology terms moreover in product launching articles. Due to the analysis, the researcher finds several new technology terms in the product launching articles of Techmeme news that are a modification of existing words. The words Zoombombing, videoconferencing, AirTags, Messenger Room, Carkey, flying taxi, smart home hubs recently appeared as the new technology terms. For example, the word of Zoombombing is a kind of terror in Zoom application. This term appears because many people use Zoom application due to the covid-19. They feel disturbed by the terror caused by strangers who suddenly interrupt in their Zoom video. The word videoconferencing is a technology that uses visual connections that are followed by several people from different places without needing to meet in a certain place. This terms also appears because the many people use the technology of videoconferencing for the application of work from home. In addition, naming new technology causes many new words to emerge like CarKey, AirTags, flying taxi, and Messenger Room. The word CarKey is a new feature that lets the user of iPhone or Apple Watch to unlock a car with the device. This new technology was launched on July 2020. Then, the word AirTags refers to tracking tiles that are likely to be identical to famous Tile, Adero, and identical Bluetooth tracking products. Users can attach these tiles to objects such as key springs, luggage, or bags (or even put them in your wallet), and then you can find tiles and objects that are attached by looking at the application on your

mobile phone. This technology was passed in April 2020. The word flying taxi refers to a means of transportation that is capable of moving in the air and can carry its passengers anywhere by paying for it. This new technology was announced in March 2020. The word Messenger Rooms is a kind of new way from a virtual hangout which people can join it up to 50 people. This technology was released by Facebook on 24 April 2020. The use of this technology will begin in 2020 in Dubai. The faster technological development makes technology terms always increase rapidly following the release of a technology program or product.



## CHAPTER IV

### CONCLUSION AND SUGGESTION

This chapter comprises the conclusion of the finding on technology terms in Techmeme news. This chapter also presents the suggestion for further research in the compounding process.

#### A. Conclusion

Based on the analysis, it can be concluded that in case of types of compound, they are twenty-nine data of technology terms which include in the nominal compound, and two data of technology terms which include in the adjective compound, and one technology term which includes in the neoclassical compound. Then, the most type found of compounding process is nominal compound because most of the data are the names of a product. For the pattern of the modifier, the researcher found all the patterns in types of compounding. In nominal compound, there are twenty-seven noun patterns, nine data of adjective plus noun, and two data of verb plus noun patterns. In adjectival compound, there is one datum of adjective and adjective, and one datum of noun and adjective. There is a datum from the combination Greek language tele- and the word of conferencing in neoclassical compound. The most pattern found of this study is noun plus noun pattern in nominal compound.

In case of compound meaning, they are twenty three data of technology terms which include in the endocentric compound, six data of the technology terms which include in the exocentric compound, and three data of technology

terms which include in the possessive compound. Then, the most type found of compound meaning is endocentric compound. For the endocentric compound, most of the technology terms use words that can be interpreted through the word itself. Then, the use of exocentric compounds is due to the use of word parables to describe the features of a product. The giving the name of technology terms using the pattern of the company name that creates also be a reason of exocentric compound. The words which include to the possessive compound always refer to the entities or something.

Yet, in case of types in the compounding process, the researcher doesn't find all the types. There is a type of compounding that can't be found on technology terms in Techmeme news. In this study, the result shows that verbal compound of technology terms doesn't exist in twelve product launching articles on Techmeme news because most of the technology terms are the names of a product. However, in case of compound meaning, the researcher also doesn't find all the types. In this study, two types of compounding meaning, which include in copulative compound both coordinative and appositional compounds, do not exist in twelve product launching articles on Techmeme news.

Based on the comparison with previous studies, the researcher found several conclusions. Firstly, it can be concluded that the type of language used between formal and informal can affect the findings of type in research. Secondly, it can be concluded that the different types of articles can affect the dominant type of compound that appears in the result of the research. Thirdly,



it can be concluded that the different types in the form of work of fiction and non-fiction can affect the types of compound meanings that appear in the result of the analysis.

## **B. Suggestion**

After analyzing the technology terms, the researcher realizes that this research still has weaknesses and needs criticism from the reader to develop this study. The researcher doesn't find verb compound in this study. Furthermore, the researcher also would give some suggestions to further research that may improve the compounding study. The researcher hopes this study can be references to other researchers who are interested in compounding process. The researcher also hopes the future researcher can develop this study.

Furthermore, the researcher suggests for the next researcher, who is interested in the same topic, to take an object which has the verb compound in other fields, such as the sport field, because it has many techniques for playing it. Further research also may take the data in spoken language such as in conversation or speech or variety show or Youtuber in conducting the study. The researcher also suggests for the future researcher to take the data in informal situation to know more about how the compounding process is used to enrich the data.

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## CURRICULUM VITAE



**Dewi Kusuma Ratih** was born in Probolinggo on November 7, 1998. She graduated from MA Darul Istiqomah Bondowoso in 2016. During her study at senior high school, she actively participated in OSIS or called OSDI as language and information division. She started her higher education in 2016 at the English Letters Department of UIN Maulana Malik Ibrahim Malang and finished in 2020. During her study, she joined some organization such as HMJ and GMPK (Gerakan Masyarakat Perangi Korupsi) Malang and joined some events as the committee.



## APPENDIX

SENTENCES	POSITION	NOM	ADJ	VERB	NEO	ENDO	EXO	POSS	APP	COOR
The company's podcast creation platform Anchor, acquired for an estimated \$140 million in 2019, is today introducing a new feature that will allow podcasters to turn their <b>video chats</b> and virtual hangouts into podcast-ready audio.	object of preposition	v				v				
The company's podcast creation platform Anchor, acquired for an estimated \$140 million in 2019, is today introducing a new feature that will allow podcasters to turn their video chats and <b>virtual hangouts</b> into podcast-ready audio.	object of preposition	v				v				

After you record the video chat and download the resulting <b>video file</b> , you'll then upload it to Anchor's web platform	object	v					v				
Carl Rivera, the general manager of Shop, told me that the app is a response to a broader shift — not just from desktop to <b>mobile commerce</b> , but also from mobile web to native mobile apps.	object of preposition	v					v				
2.1. Carl Rivera, the general manager of Shop, told me that the app is a response to a broader shift — not just from desktop to mobile commerce, but also from <b>mobile web</b> to native mobile apps.	object of preposition	v					v				
Cisco recently promoted its Webex <b>teleconferencing</b> service	object					v	v				

as highly secure compared with Zoom.										
<b>Zoombombing</b> — intentionally disrupting other people's Zoom sessions with pornography or other forms of digital harassment — has grown so pervasive that the term has become a part of mainstream discourse.	subject	v					v			
Late last month, Philipp Schindler, Google's chief business officer, held a <b>videoconference</b> with thousands of the search giant's employees using Google Meet, three people who attended the call said.	object	v					v			

The company today announced <b>Messenger Rooms</b> , a tool for starting virtual hangouts with up to 50 people and allowing friends to drop in on you whenever they like.	object	v					v				
The company today announced <b>Messenger Rooms</b> , a tool for starting virtual hangouts with up to 50 people and allowing friends to drop in on you whenever they like.	object	v									
But <b>live-streaming</b> also has a dark side, and Facebook faced criticism after introducing live-streaming when it was used to broadcast acts of violence	subject	v					v				

Sony Corp. plans to produce far fewer units of its upcoming <b>PlayStation 5</b> in its first year than it had for the previous-generation console's launch, according to people familiar with the matter.	object of preposition	v						v			
<b>Game developers</b> who've been creating titles for the next PlayStation anticipate its price to be in the region of \$499 to \$549, and Bloomberg Intelligence's Matthew Kanterman points to increased component costs pushing up the price required for Sony to break even.	subject	v					v				



The company may cut these prices around the time of the PS5 launch to stimulate new subscribers for the PlayStation Plus membership program and PlayStation Now <b>game-streaming</b> service, the people said.	object	v					v				
We've seen almost every other company on the market release their 2020 <b>flagships</b> – but one important vendor has been missing from the line-up: OnePlus.	object	v						v			

Although both variants sport the same <b>chipset</b> , OnePlus is amongst the first companies actually taking advantage of the Snapdragon 865's ability to support both LPDDR4X and LPDDR5 DRAM standards – the OnePlus 8 comes with LP4X while the higher-end OnePlus 8 Pro sports the new LP5 memory.	object	v					v				
Whilst I'm sure some people will be sad to see the <b>pop-up camera</b> go; I personally was never fan of it given the increased bulk of the phone.	object	v					v				
Both phones come with up to 30W <b>wired charging</b> , but now OnePlus was able to finally add in wireless charging in the OnePlus 8 Pro, even doing so at 30W charging speed.	object of preposition	v					v				

Both phones come with up to 30W wired charging, but now OnePlus was able to finally add in <b>wireless charging</b> in the OnePlus 8 Pro, even doing so at 30W charging speed.	object of preposition	v					v				
30W <b>Fast Charging</b>		v						v			
Primary <b>Rear Camera</b>		v					v				
6.55-inch FHD+ 2400 x 1080 (20:9) 90Hz <b>Refresh Rate</b>		v					v				
But <b>chatbots</b> could soon become far more loquacious thanks to Facebook, which this morning released a startlingly lifelike chatbot that it's been developing, dubbed Blender, as an open-source resource for AI research.	subject	v					v				

But chatbots could soon become far more loquacious thanks to Facebook, which this morning released a startlingly lifelike chatbot that it's been developing, dubbed Blender, as an <b>open-source</b> resource for AI research.	object of preposition		v					v		
Also new to the 2020 iPhone SE compared to the iPhone 8 that it replaces: Express Card and future <b>CarKey</b> support	object	v					v			
But looking forward to a time when that may no longer be the case, a company designing <b>flying taxis</b> is today announcing a \$240 million round of funding to help continue developing its product	subject	v				v				

Singapore is planning to introduce a Cybersecurity Labelling Scheme (CLS) for <b>home routers</b> and smart home hubs as part of efforts to increase awareness about using secured products	object of preposition	v					v				
Singapore is planning to introduce a Cybersecurity Labelling Scheme (CLS) for home routers and <b>smart home hubs</b> as part of efforts to increase awareness about using secured products	object of preposition	v					v				
Last year, MacRumors uncovered evidence of Apple working on Tile-like item tracking tags in iOS 13 code, including a potential <b>"AirTags"</b> name	object of preposition	v						v			



Its platform integrates a host of security services as the company looks to win market share from <b>firewall</b> vendors like Palo Alto Networks and SD-WAN providers including VMware's VeloCloud.	object of preposition	v						v			
Privafy claims its <b>cloud-native</b> product secures data in motion as it moves across networks, private and public clouds, and mobile and IoT devices.	object		v						v		
Privafy claims its cloud-native product secures data in motion as it moves across networks, <b>private</b> and public clouds, and mobile and IoT devices.	object	v					v				

Privafty claims its cloud-native product secures data in motion as it moves across networks, private and <b>public clouds</b> , and mobile and IoT devices.	object	v					v				
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