

**UNIVERZITA KARLOVA - FILOZOFICKÁ FAKULTA
ÚSTAV ANGLISTIKY A AMERIKANISTIKY**

**Konverze jako prostředek tvoření slov v jazyce internetových fór a recenzí s
tematikou počítačových her**

**The word-formation process of conversion in the language of internet PC
games forums and reviews**

BAKALÁŘSKÁ PRÁCE

Vedoucí bakalářské práce (supervisor):
PhDr. Markéta Malá, Ph.D.

Zpracoval (author): Anežka Filipová
Obor (subject): anglistika amerikanistika

Praha, september 2007

"Prohlašuji, že jsem bakalářskou práci
vypracovala samostatně a že jsem uvedla
všechny použité prameny a literaturu".

Na tomto místě bych chtěla poděkovat vedoucí
mé bakalářské práce PhDr. M. Malé, Ph.D. za
zájem, připomínky a čas, který věnovala mé práci.

Contents

1. INTRODUCTION	5
2. SURVEY OF LITERATURE ON CONVERSION	6
3. CONVERSION	7
3.1 DEFINITIONS AND TERMINOLOGY	7
3.2 PRODUCTIVITY OF CONVERSION	9
3.3 APPROACHES TO CONVERSION	10
4. FULL AND PARTIAL CONVERSION	14
4.1 FULL CONVERSION	14
4.2 PARTIAL CONVERSION	15
5. MARGINAL AND CENTRAL CASES OF CONVERSION	17
5.1 MARGINAL CASES OF CONVERSION	17
5.2 CENTRAL CASES OF CONVERSION	18
6. TYPOLOGY OF CONVERSION	19
6.1 DIRECTION OF CONVERSION	19
6.2 MAJOR CATEGORIES	21
6.3 MINOR CATEGORIES	23
7. MATERIALS AND METHODS	25
8. FREQUENCY ANALYSIS	27
8.1 FREQUENCY ANALYSIS IN THE TEXT OF FORUMS	29
8.2. FREQUENCY ANALYSIS IN THE TEXT OF REVIEWS	35
9. CONCLUSION OF THE FREQUENCY ANALYSIS	40
10. CONVERSION IN THE LANGUAGE OF PC GAMES	42
11. ANALYSIS OF CONVERSION IN THE TEXT OF FORUMS	43
11.1 SEMANTIC TYPES IN THE ANALYSIS OF THE TEXT OF FORUMS	47
12. ANALYSIS OF CONVERSION IN THE TEXT OF REVIEWS	51
12.1 SEMANTIC TYPES IN THE ANALYSIS OF THE TEXT OF REVIEWS	54
13. COMPARISON OF THE ANALYSES OF CONVERSION IN THE TEXT OF FORUMS AND REVIEWS	58
14. CONCLUSION	60
15. RESUME	62
APPENDIX 1	67
APPENDIX 2	70
APPENDIX 3	72
APPENDIX 4	75
BIBLIOGRAPHY	79

1. Introduction

The thesis treats grammatical conversion as a word formation process. Conversion is characteristic of the English language and on the basis of the frequency of its usage, in both the formal and the informal registers, it may be suggested that this process has no limitations. The colloquial language, however, is especially prone to make use of this word formation process. Moreover, due to its relatively recent occurrence in the word formation system, it may be proposed that conversion has the potential of even wider use in the future in creating new lexicon. The thesis attempts to show that this potential is already evident in the synchronous state of the language, not only in the high productivity of conversion, but also due to its versatility.

The area of research is the language of internet PC games forums and reviews in which we explore the process of conversion in two texts that are similar with regard to thematic content but different with respect to the formality of register. The material which is taken from internet PC games forums and reviews, is classified with respect to the type of conversion, i.e. the subclass of the word formation process and the membership in the word classes of both the base and the resultant word forms.

Besides, the semantic relationships between the base and the resultant word are described too. Finally, the two texts are compared with regard to the productivity of conversion, the type of conversion and the prevailing semantic relationships between the base word and the resultant word.

2. *Survey of Literature on Conversion*

The survey of literature explores the books and academic publications regarding conversion dating back to 1969. As the process of conversion is quite a recent phenomenon, it has not been extensively explored yet, as for instance other, more established, word formation process like derivation or compounding. Therefore, there are not standard or fixed definitions or terminology, as many scholars differ in their approach to this phenomenon. The thesis is based primarily on the approaches of Bauer, Plag and Štekauer, drawing also on the works of Dušková, Marchand, Trnka and Quirk et al.

3. Conversion

3.1 Definitions and terminology

Conversion is a word formation process in which the word class of a word changes without any corresponding change of form acquiring both morphological and syntactic characteristics of the resultant word class. For example, the word *napalm* which is originally a noun, became to be used as a verb, like in the sentence *They decided to napalm the village*. Therefore, we may call such a change conversion as the word converted to a different word class. (cf. Bauer, 1983: 32)

Trnka in his paper *Conversion in English* draws attention to the fact that the process of conversion involves the change of a word class without any derivational operations. This process is more frequent and straightforward in English than in other, largely inflectional, languages such as Czech or German, where derivation rather than conversion is a usual word formation process. This is mainly due to a different nature of word classes in English than in the other, above mentioned, languages, as it is more difficult to delineate a distinction between them, namely between their morphological features. (cf. Trnka, 1982: 351)

According to Quirk, conversion is defined as similar to suffixation, which means that it is a process of derivation, in which a converted word form is formed by adding no suffix to the original word form. It is noted that conversion may be accompanied by changes in phonology or orthography of the converted word. (Quirk et al., 1985: 1558).

Plag divides word formation processes into two basic categories, namely concatenative and non-concatenative; the former comprises affixation, that is addition of affixes to the base word, while the latter includes formations where no affixation is involved, such as in conversion. (cf. Plag, 2003: 12) Like Bauer, he also mentions different terminology for conversion that is employed or preferred by other scholars. Conversion is often referred to as 'zero suffixation' or 'transposition'. Other terms pointed out by Quirk are 'functional conversion' and 'functional shift' (cf. Quirk et al., 1985: 1558), in addition, Marchand prefers to employ the term 'derivation by a zero morpheme' (cf. Marchand, 1969: 359) and Matthews 'a formation involving zero operations'. (cf. Bauer, 1973: 32)

Not only are there diverse terms for conversion as such, but there are also two basic approaches of the treatment of this phenomenon. One approach, which is favoured by scholars like Bauer, Plag, Štekauer or Trnka, is that conversion is a separate word formation process which may be defined as distinct from other major word formation processes such as

compounding, prefixation or suffixation. Other scholars like Adams, Quirk or Marchand, prefer to consider conversion a type of derivation. We shall follow the approach of Bauer in the thesis, considering conversion a separate word formation process different from derivation. However, we shall present an account of the two approaches below.

It is important to emphasize that this word formation process is typically English. Pennanen (cf. Štekauer, 2000: 107) draws attention to the historical development of the English language, namely to the gradual loss of inflections which challenged the speakers of English to explore different ways of creation of new words and thus gave rise to a word formation process which does not employ derivational morphemes. He also mentions the fact that the 'law of economy of expression' (i.e. the tendency to create new concepts with minimum effort) had a significant impact too.¹

In addition, it should be pointed out that the converted word has usually only one meaning of the whole range of meanings of the base. However, the converted word may sometimes have antagonistic meanings with respect to its original. We may consider the verb *dust* which shares one meaning with its base (i.e. 'to remove dust from by wiping, brushing, or beating'²) as in *to dust the furniture*, however it also has another meaning (i.e. "to sprinkle with a powdery substance"³), as in *to dust a cake with sugar*. (cf. Dušková, 2003: 25)

¹ Cf. Štekauer: "a maximum of content with a minimum of linguistic means and effort" (Štekauer, 2000: 107)

² Cf. Online Dictionary, Encyclopedia and Thesaurus. 27 Apr. 2007

< <http://www.thefreedictionary.com/dust/> > .

³ Cf. Online Dictionary, Encyclopedia and Thesaurus. 27 Apr. 2007

< <http://www.thefreedictionary.com/dust/> > .

3.2 Productivity of conversion

Conversion is an extremely productive word formation process. It appears to be rather difficult to establish rules imposing limits on conversion or determine a special set of word forms that could not be subject to conversion. It is only a slight exaggeration to say that any word may convert to any word class at any time. However, we may draw a distinction between the closed and open word classes in that the latter are particularly open to conversion. Such a degree of productivity means that beside simplex¹ words, also new words formed by compounding, derivation, blending and shortening (clipping and acronyms) can be further converted into different word classes. Therefore, it seems that conversion is not subject to restrictions and English language users may, if need be, create a new concept by converting any lexeme, provided that the newly formed word belongs to the open word classes. (cf. Bauer, 1983: 226)

However, Bauer notes that according to Marchand it is rarely possible for derived nouns to convert into verbs and that this restriction is usually caused by blocking. For example, a derived noun *arrival* will not undergo conversion to a verb if that verb will have the same meaning as the verb *arrive* from which the noun has been formed. Thus, **to arrival* will not be formed as its meaning would be identical with the already existing word form *to arrive*. (cf. Bauer, 1983: 226) In general we may say, that this seems to apply equally to other clearly word class-marking suffixes such as *-ify*, *-ly*, *-hood* etc. as words derived by such suffixation will not be converted.⁴

On the other hand, if the converted word form would not have the same meaning conversion will not be blocked. An example given by Bauer is the series *a sign* → *to sign* → *a signal* → *to signal*. The high productivity of conversion implies that this process is very common and therefore Bauer suggests that it may in fact obscure the distinctions between word classes, leading eventually into "a system where there are closed sets such as pronouns and a single open set of lexical items that can be used as required". (cf. Bauer, 1983: 227)

⁴ Cf. also Dušková: „Obecně nekonvertují slovesa a substantiva odvozená specificky slovesnými a substantivními sufixy, třebaže i zde jsou některé výjimky (srov. slovesa na *-tion*, např. *to condition* podmínit, *to position* umístit). (In general, verbs and nouns derived by specifically verbal and nominal suffixes are not subject to conversion, even though there may exist exceptions, such as verbs ending in *-tion*, like in *to condition* or *to position*.) (Dušková, 2003: 26)

3.3 Approaches to Conversion

3.3.1 Conversion as a Derivational Word Formation Process

Some linguists consider conversion a special branch of derivation, so called zero derivation, and they employ the notion of a zero morpheme; Marchand and Kastovsky call it a zero suffix (cf. Štekauer, 2000: 107). The basic concept in their theory is a syntagma and the so called syntagmatic principle, i.e. every word should be analysable into the determinant and the determinatum as this is the pre-requisite for the word to be treated by word formation. If the word is unanalysable, then it must be considered a moneme and consequently be eliminated from the field of word formation. (cf. Štekauer, 2002: 83) Marchand in his approach defines conversion as follows:

...the use of a word as a determinant in a syntagma whose determinatum is not expressed in phonic form but understood to be present in content, thanks to association with other syntagmas where the element of content has its counterpart on the plane of phonic expression. In the *legalize*-group, the content element is expressed by the overt morpheme *-ize* while in the *clean*-group the same content element has no counterpart in phonic expression. (cf. Marchand, 1969: 359)

It follows, that the idea of the zero morpheme is based on a parallel with derivation by an overt suffix. Thus, *cheat*_V → *cheat*_N and *write*_V → *writer*_N are both considered to be the instances of derivation as derivational rules are applied in their creation.⁵ (cf. Štekauer, 2000: 107)

In addition, Plag mentions the so called 'overt analogue criterion' (cf. Plag, 2003: 111) which poses a restriction on the existence of a zero morpheme. It follows from this criterion that that if there exists an overt morpheme that carries the same meaning as the zero morpheme, the existence of the zero form is acceptable. This means that all processes of derivation employ the usage of affixes. Conversion, described as derivation by a zero affix may thus be included in the process of affixation. However, Plag, together with other scholars, rejects this theory and does not accept the existence of a zero morpheme in the case of conversion. The reasons for such rejection are treated in the next chapter.

⁵ Cf. Štekauer: "Their theory is based on the notion of a word-formation syntagma, which presupposes the detreminans-determinatum structure of complex words. In order to preserve this principle also in words which do not seem to be analysable (father V, cheat N), Marchand and Kastovsky employ zero suffix, which in theirs view fulfils the same function as an overt suffix." (Štekauer, 2000: 107)

3.3.2 Conversion as a Separate Word Formation Process

According to Bauer, it is difficult to determine the position of conversion within the system of word formation unambiguously. The problem arises with the existence of the so called zero affix which can be attached to the base word and thus create a new word belonging to a different word class. However, the notion of a zero affix is 'an area of dispute in the literature' therefore Bauer claims to prefer the term 'conversion'.⁶ (cf. Bauer, 1983: 33)

Similarly, Štekauer rejecting the occurrence of a zero morpheme in the English language, argues that conversion should be viewed as a separate word formation process and offers several arguments in support of his viewpoint. First, if we allow the syntagmatic principle in which a zero morpheme is added to an overt morpheme, we have to acknowledge that for each zero morpheme there exists an analogical overt suffix as this principle indicates that conversion, i.e. zero derivation, is subject to the same rules as suffixation. We can find many examples within open word classes, for example the pair *clean*_{Adj} → *clean*_V is analogous to the pair *legal*_{Adj} → *legalize*_V as in both cases the suffix in the derived word forms carries the same semantic content, namely a performer of an action. However, if we attempt to find similar examples within the sphere of closed word classes, we encounter a serious problem as there does not seem to exist an analogous pair for conversions of the type *out*_{Particle} → *out*_V. (cf. Štekauer, 2000: 107)

Second, if we take a closer look at derivational morphemes, namely suffixes, we can see that they may have allomorphs, such as *-er* / *-or* / *-ar* as in *cleaner*, *traitor* and *beggar* or *-ce* / *-cy* as in *tolerance* and *adequacy*. Moreover, they may convey more than one meaning, such as the nominal suffix *-er* which may carry the meaning of an agent, as in *cleaner*, or an instrument as in *slicer*. However, if a zero morpheme is already considered as analogous to other suffixes it cannot at the same time be an allomorph of some other suffix and if it is said to be homonymous then it should be in that relationship with a great number of suffixes, which is in fact quite impossible as one morpheme cannot be overburdened with so many different meanings. (cf. Štekauer, 1992: 85)

Finally, Plag in his treatment of the overt analogue criterion comes to the conclusion that converted words have a greater semantic content than the overt suffixes do, therefore, on the basis of analogy, it is impossible to find suffixes the meanings of which would be identical

⁶ Cf. Bauer: "The theoretical dubiousness of speaking of zero affixes in language leads me to prefer the theoretical position enshrined in the term 'conversion', especially when this can be given a dynamic interpretation. and that term will be used exclusively from now on in this book." (cf. Bauer, 1983: 33)

with concomitant zero morphemes. It follows that Plag, like Štekauer, rejects the idea of zero morpheme, and accordingly zero derivation and regards conversion a 'non-affixational process'. (cf. Plag, 2003: 112)

3.3.3 Conversion as a Syntactic Process

Bauer points out that some scholars do not view conversion as a proper word formation process, but rather as a syntactic process, as there are many examples where changes of word classes take place effortlessly and on a regular basis. This regards mainly a specific kind of conversion which takes place within a single word class, where a word is converted from one type of this word class to another.

Perhaps the most common example of this type of conversion in everyday English is the use of countable nouns as uncountable and vice versa. For example the form *tea* may occur in the phrases *some tea* and *two teas*. In the first phrase it is used as an uncountable noun whereas in the second phrase as a countable noun. Bauer then suggests that it may become a general tendency to use almost any noun in either countable or uncountable form in an appropriate context. Proper nouns, too, may be subject to a change of this kind, for instance in the sentence *Which John do you mean?* The noun *John*, originally a proper noun, functions as a common noun. He then gives other examples of conversion which are not 'major', that is they happen within one word class, namely: conversions of intransitive verbs into transitive verbs, as in *The army flew the civilians to safety.* and non-gradable adjectives into gradable adjectives, as in *She looks very French.* (cf. Bauer, 1983: 227)

In addition, Quirk et al. refer to this phenomenon, i.e. a change of word sub-class within one major category, as the 'change of secondary word class' (Quirk et al., 1985: 1563 ff) and list its possible occurrences. In addition to the cases mentioned by Bauer, Quirk et al., mention another type of secondary word class conversion within the category of nouns, viz. the conversion of a stative noun to a dynamic noun. Nouns are naturally of stative nature, however, in examples like *He's being a fool.* meaning that *He's behaving like a fool.* the noun takes on the meaning of activity. Within the category of verbs, other possible changes are from a transitive verb to an intransitive one, as in *Your book reads well.* from an intransitive verb to a copular one, as in *We stood motionless.* or from a copular verb to an intransitive one, as in *What must be, must be.* and, lastly, from a monotransitive verb to a complex transitive

verb, as in *I laughed myself silly*. Within the category of adjectives, Quirk et al. also mention the change from a stative adjective to a dynamic one, as in *He's being awkward about it*.

Bauer also mentions another process which cannot be clearly defined as conversion and that is conversion to adjectives. He points out that for some scholars it is sufficient to define an adjective as an element which appears in the attributive position. It follows that in noun phrases such as *stone wall* and *bow window*, *stone* and *bow* are seen as adjectives formed by conversion. However, these occurrences should be viewed as compounds and therefore not considered as products of the process of conversion. According to Quirk et al., we may consider such adjectives as results of conversion only if they can occur in predicative position too, beside the attributive one. Therefore, the first phrase may be transferred as *This wall is stone*. but in the second phrase this is not possible **This window is bow*. This means that while the form *stone* is an adjective converted from a noun, the form *bow* is not. (cf. Bauer, 1983: 228)

However, Bauer suggests that such distinction between attributive and predicative modifiers is rather irrelevant and that other factors should be considered when determining whether a form used attributively has undergone conversion, namely: the possibility to form comparative and superlative forms, to undergo modification by *so* and *very*, and lastly to receive suffixes *-ly* and *-ness*. He also adds that a small number of adjectives fulfil such criteria.

4. Full and partial conversion

4.1 Full Conversion

Conversion, as it has been stated above, is a process in which a word undergoes a change of its word class, without any formal changes and usually without any orthographic ones. However, this process may be performed fully or partially, especially when the words undergoing this process belong to the categories of nouns and adjectives. We may say that full conversion takes place when the converted word form acquires both morphological categories and syntactical functions of the word class it is converted to.

Therefore, nouns converted from adjectives have morphological categories of nouns, most importantly they can form plurals, for example *adults*, *criminals*, *empties*, *equal* (mix with your *equals*). A number of de-adjectival nouns can occur in their plural forms only, examples are *initials*, *eatables*, *sweets*, *tights*. (cf. Dušková, 2003: 26) Quirk et al. remark that this type of conversion is not very productive and that many examples are formed in the following way: a well-established adjective */regular/* is taken from a noun phrase */regular customer/*, then the noun from the noun phrase is ellipted */leaving regular_{Adj/}/* and finally the remaining adjective is turned into a noun */regular_{N/}/*. (cf. Quirk et al., 1985: 1561)

Full conversion of nouns to adjectives is even less frequent as there are two conditions under which this process is allowed. First, the newly formed adjectives have to be able to function as other adjectives which are characteristically gradable, as in *chiefer*, *choicest*, *topmost*, *very commonplace* (cf. Dušková, 2003: 27), *His accent is very Harvard*. (cf. Quirk et al., 1985: 1562) . Second, as has already been mentioned above, it is crucial that such adjective be found in both attributive and predicative position, for example *a **brick** garage* and *The garage is **brick***. (cf. Quirk et al., 1985: 1562)

4.2 Partial Conversion

As opposed to full conversion discussed above, partial conversion of nouns to adjectives and vice versa is a more common phenomenon. In this case however, the converted form does not acquire morphological categories of the word class it is converted to but only appears in the syntactic positions typical of that class.

In the English language, the probability that a noun will be used as an adjective is relatively high. Such partial conversion occurs in the pre-modification of nouns, where the first constituent, an adjective converted from a noun, functions as a modifier and the following one, a noun, as the head of a noun phrase. Examples are *traffic lights*, *press conference*, *consumer society*, *nature reserve*. In some cases it is possible to reverse the sequence of the constituents of the noun phrase, thus acquiring two different meanings, as in *a **drawing** competition* and *a **competition** drawing*. (cf. Dušková, 2003: 27) Therefore, to determine whether a conversion to adjective has taken place we have to consider the mutual position of both word forms in the noun phrase. The features of the pre-modifier itself prove to be significant. If number contrast is lost, we may conclude that the premodifier is a denominal adjective. For example, *passenger list*, *the five-year plan*, *child labour*. (cf. Dušková, 2003: 27)

Nonetheless, there exist examples where the pre-modifier is an adjective converted from noun but still has a marker of the plural form, as in *clothes-hanger*, *goods train*, *arms race*. In addition, there may occur cases like *dirt road* and *dirty road*, where in both NPs the modifiers are formed from the same base *dirt*, the former by partial conversion, whereas the latter by suffixation. Such noun phrases are usually semantically different: while the derived adjective presents a qualification of the head noun, the converted one is classificatory. (cf. Dušková, 2003: 28)

Partial conversion of adjectives to nouns is again very productive. Substantivized adjectives do not bear the typical inflectional properties of nouns and their conversion is merely syntactic as they occupy the syntactical positions of nouns. What indicates the nominal character of the partially converted adjective is the obligatory presence of the definite article, e.g. *the rich*, *the French*. On the other hand, this de-adjectival noun can be inflected as an adjective, as in *the happier*, *the saddest*. Hence, Quirk et al. do not consider the process conversion but prefer to refer to this phenomenon as an 'adjective functioning as head of a noun phrase'. Adjectives partially converted into nouns are either animate collectives, e.g. *the*

courageous, the righteous and the wicked, the dead and the injured, the unknown, the English, or they refer to an abstract quality, e.g. *the good, the beautiful, the mysterious*. They may also be used to refer to one person, e.g. *the accused, the deceased*. (Dušková, 2003: 29) In fact, it seems that any adjective that can refer to human beings or abstract qualities can be used as a noun.

5. Marginal and Central Cases of Conversion

5.1 Marginal Cases of Conversion

Bauer makes a distinction between marginal and central cases of conversion. Among the marginal cases are, for instance, conversions from a verb to an adjective and from a verb to a noun. As follows from our approach to conversion, there is no affixation involved in the process, and usually no change in orthography either. However, this is not applicable to the marginal cases of conversion as these are often accompanied with a shift of stress, or changes in spelling or pronunciation. Typical examples include, for the verb to adjective conversion *abstract_V → abstract_{Adj}*, *frequent_V → frequent_{Adj}*, *perfect_V → perfect_{Adj}*, where in verbs the stress is on the second syllable and in the de-verbal nouns on the initial syllable and for the verb to noun conversion *abstract_V → abstract_N*, *discount_V → discount_N*, *import_V → import_N*, *transfer_V → transfer_N*. (cf. Bauer, 1983: 229)

Quirk et al. refer to this type of conversion as 'conversion with formal modifications'. In his approach, the most significant change apart from the shift of stress is voicing of final consonants. When nouns convert to verbs, there are special pairs in which the final unvoiced fricative consonants /s/, /f/, /t/ of the nouns change to their voiced oppositions /z/, /v/, /d/. Some examples given by *A Comprehensive Grammar of the English Language* are listed in the table below. (cf. Quirk et al., 1985: 1566) The pronunciation change may also be reflected in spelling, e.g. *shelf - shelve*, *sheath – sheathe*.

Table 1
Examples of conversion with voicing of final consonants (Quirk et al., 1985: 1566)

Noun	Verb	Noun	Verb	Noun	Verb
house /-s/	house /-z/	grief /-f/	grieve /-v/	mouth /-t/	mouth /-d/
advice /-s/	advise /-z/	shelf /-f/	shelve /-v/	sheath /-t/	sheathe /-d/
use /-s/	use /-z/	half /-f/	halve /-v/	wreath /-t/	wreath /-d/
abuse /-s/	abuse /-z/	thief /-f/	thieve /-v/		

5.2 Central Cases of Conversion

The clear and central cases of conversion according to Bauer are conversions from noun to verb, verb to noun, adjective to verb and adjective to noun. He lists both established and recent examples of each central type of conversion. The examples are listed in the table below. He also points out that in spite of the fact that the established examples of conversion from adjective to noun are rather exceptional and restricted in their syntactic occurrence, the productivity of this type has lately increased considerably.

Table 1

The established and recent examples of central cases of conversion (cf. Bauer, 1983: 230)

	noun > verb	verb > noun	adjective > verb	adjective > noun
established examples	to badger	a call	to better	the poor *
	to bottle	a command	to dirty	a daily
	to bridge	a dump	to empty	a regular
	to commission	a guess	to faint	a roast
	to mail	a spy	to open	
	to skin		to right	
recent examples	to chopper	a commute	to total	a creative
	to data-bank	a goggle		a crazy
	to leaflet	an interrupt		a double
	to network			a dyslexic
	to trash			a gay
				a given

*Established examples of adjective > noun conversion are rare and often restricted in their syntactic occurrence.

Bauer also mentions the fact that major types of conversion can be further subdivided into subclasses according to semantic or formal criteria. For example, if a verb is converted to a noun as in *garage* → *to garage* and *hammer* → *to hammer*, the in the former pair the noun demonstrates location and in the latter the instrument. As for the formal criteria, we may consider whether the base is simplex⁷ or complex. (cf. Bauer, 1983: 229)

⁷ Bauer uses the term *simplex words* to denote words which are not complex.

6. *Typology of conversion*

6.1 **Direction of Conversion**

When we try to determine the type of conversion, that is to say whether a particular case is, for instance, a noun to verb or an verb to noun conversion, not only is it important to determine the particular word classes in question, but more importantly, the direction of the conversion. For example, in the pair *napalm* → *napalm*, it is certain that one of the word forms belongs to the category of nouns, while the other to the category of verbs. However, the question arises of what word class the original word belongs to? In other words, which element of the pair comes first, that is to say, which word class serves as the base of conversion and which one emerges as the converted form.

Concerning the problem of the direction of conversion, Plag offers a comprehensive account of how to determine it. There are four possible ways: first, the history of the language, second, the semantic complexity of the words, third, their formal properties and fourth, the frequency of occurrence. (cf. Plag, 2003: 108)

If we first look at the etymology of the words of our interest, we may learn which one originated earlier in the history of the language. Although this piece of information is useful, it may sometimes be misleading. It is characteristic of languages that word forms acquire new meanings or shades of meanings and sometimes these semantically slightly different words are converted to a different word class. Further conversion may take place at that point and create a word as we know it today. Thus the historical information may prove irrelevant as the word may have been converted at a later stage and form a word with newly acquired meaning.

The second alternative of determining the direction of conversion suggests to consider the complexity of the words with respect to their semantic content. Any word formation process is basically an alternation of the already existing meaning, which means that the original meaning of the word is added to. It follows, that the word which is semantically more complex is the resultant converted word, and the semantically less complex is the base as the meaning of the converted word is usually dependent on the meaning of its original form. For instance, the word form *bottle* means "A container or enclosed space for storage", while the form *to bottle* denotes "to put into a bottle"; (cf. Plag, 2003: 109) this implies that without

knowing the semantic content of the noun it would not be possible to understand the verb as the verb is semantically dependent on the base form from which it is converted.⁸

The third way to identify the base word of conversion is to consider the formal properties of the words undergoing this process, namely the inflectional and stress patterns. Inflection of verbs, for instance, can be regular or irregular, or sometimes both forms are admitted provided they each have a different meaning. It may be said that irregular forms are typical of a number of well-established words, while newly formed words follow the regular patterns of inflection. For example, the verbs *to drink*, *to hit*, *to shake*, *to sleep* all have irregular inflection, which it suggests that the nouns *drink*, *hit*, *shake* and *sleep* respectively are converted from the verbs. (cf. Plag, 2003: 110)

Another indicator of the direction of conversion is the stress pattern in nouns and verbs. If we consider the verbs like *tormént*, *per mít*, *constrúct*, *extráct*, *abstráct*, we observe that the primary stress is on the final syllable, while in the nouns *tórment*, *pérmit*, *cónstruct*, *éxtract*, *ábstract* the stress is on the first syllable. (cf. Plag, 2003: 110) We may thus conclude that the shift of stress in the nouns gives evidence that the conversion from verbs to nouns has taken place.⁹

The last aspect that can be considered is the frequency of occurrence. In general, we may say that the word with a higher frequency of occurrence is likely to serve as a base word in word formation. As it has been mentioned above, the base words tend to be less complex with respect to their range of meaning than the converted ones; therefore they tend to be used more frequently. Examples are the noun *water* or the verb *drink*, which are more frequent than their converted counterparts and, actually, they are the original words.

⁸ Cf. Plag: "Speaking in terms of concepts, the verb *to bottle* requires the existence of the concept of a bottle. Without a bottle there is no bottling." (Plag, 2003: 109)

⁹ Cf. also Dušková: „Základním členem těchto dvojic je sloveso, neboť má zpravidla pravidelnou fonematickou strukturu s redukcí samohlásky v nepřízvučné slabice. Pro odvozenost jména naproti tomu svědčí skutečnost, že samohlásky v nepřízvučné slabice většinou redukcí nepodléhá.“ (Dušková, 1988: 33) (The basic member of these pairs is the verb, which usually has a regular phonemic structure with a reduction of the vowel in the unstressed syllable. On the other hand, the noun proves to be the derived member due to the fact that the vowel in its unstressed syllable is not usually subject to reduction.)

6.2 Major categories

6.2.1 Conversion to Nouns

6.2.1.1 Verb to Noun conversion

Nouns converted from verbs can be divided into seven sub-classes with regard to what meaning of the original verb they express. (cf. Quirk et al., 1985: 1560) The converted nouns may denote a state of mind or sensation, as in *desire*, *dismay*, *love*, and *want*. They can express an event or activity; examples are *fall*, *hit*, *laugh*, *search*, *swim*. De-verbal nouns may also refer to the subject or object of the verb; examples of the former are *bore*, *cheat*, *coach*, *show-off* and for the latter *answer*, *bet*, *catch*, *find*. In cases like *cover*, *paper*, *wrench* the noun indicates the instrument of the original verb. Nouns like *walk*, *throw* and *lie* express the manner, e.g. *a walk* denotes the manner of walking. Lastly, nouns can also refer to the location of the verb, as in *divide*, *retreat*, *rise*, *turn*.

6.2.1.2 Adjective to Noun conversion

Although this type of conversion is very productive in the English language, there do not seem to exist regular patterns of the semantic relationship between the original and the converted word. Although there is a tendency, which has already been discussed in 4.1., to take an adjective from a common noun phrase / *comic actor* / and convert it to a noun /*comic*/ which in fact has the meaning as the original noun phrase. It is illustrated by the examples like *daily*, *weekly*, *monthly*, *regular*, *marrieds*. Other examples include *bitter*, *natural*, *final*. (cf. Quirk et al., 1985: 1561)

6.2.2 Conversion to Verbs

6.2.2.1 Noun to Verb Conversion

The shift from noun to verb may be sub-classified into seven groups. (cf. Quirk et al., 1985: 1561) The first group comprises verbs like *bottle*, *carpet*, *corner*, *floor*, *garage*, *shelve* and their meaning is 'to put in or on the noun', i.e. to put into a bottle/ on the carpet/into the corner etc. The converted verbs can also mean 'to give or provide with the noun', for example *butter*, *coat*, *grease*, *mask*, *oil*. The third sub-class contains verbs like *core*, *gut*, *peel*, *skin* which give the meaning of 'depriving of the noun'. In the fourth group there are verbs which have the meaning of 'to do something with the noun', as in *brake*, *elbow*, *fiddle*, *hand*, *finger*, *glue*, *knife*. Another sub-class means 'to be or act as the noun', like in *father*, *nurse*, *parrot*, *pilot*, *referee*. Next, there are verbs like *cash*, *cripple* and *group* having the sense of 'to make or to

change to the noun'. And finally, the converted verbs may have the meaning of 'to send by the noun', as in *mail, ship, telegraph*, or 'to go by the noun', as in *bicycle, boat, canoe* and *motor*.

6.2.2.2 *Adjective to Verb conversion*

There are only two sub-classes in conversion from adjectives to verbs. (cf. Quirk et al., 1985: 1562) Depending on whether the converted verb is transitive or intransitive, the meaning in the former case may be 'to make the adjective', as in *calm, dirty, humble*, or 'to make more the adjective' as in *lower*, while in the latter case the meaning is 'to become the adjective', as in *dry, empty, narrow, weary, yellow*. In general, the adjectives of the *make*-type may also have the meaning 'to become', as in *A warm bath will calm you.*¹⁰ (i.e. it will make you calm) but also *After the storm, the air calmed*¹¹. (i.e. the air became calm).

However, this sub-classification does not seem to have strict boundaries at all, as there are examples in which the verbs of the *become*-type are used as transitive, like in *He emptied the dishwasher.*¹² Adjectives may also be converted into phrasal verbs by adding a particle, as in *smooth out, sober up* or *calm down*.

6.2.3 *Conversion to Adjectives*

Conversion of nouns to adjectives has already been discussed in 4.2., namely its status within the word formation system. Examples of this shift are *reproduction*, as in *reproduction furniture* or *Worcester* as in *Worcester porcelain*. (cf. Quirk et al., 1985: 1562) Although this type of shift is most frequently partial, there are occurrences where the conversion is full, as in *female* and *adult*.

¹⁰ Cf. Online Dictionary, Encyclopedia and Thesaurus. 27 Apr. 2007
< <http://www.thefreedictionary.com/calm/> > .

¹¹ Cf. Online Dictionary, Encyclopedia and Thesaurus. 27 Apr. 2007
< <http://www.thefreedictionary.com/calm/> > .

¹² Cf. Online Dictionary, Encyclopedia and Thesaurus. 27 Apr. 2007
< <http://www.thefreedictionary.com/empty/> > .

6.3 Minor categories

Words belonging to the closed word class, such as prepositions, conjunctions or pronouns, may also be subject to the process of conversion. Moreover, there are occurrences of conversions from phrases, affixes and non-lexical items. (cf. Quirk et al., 1985: 1563) Most of the converted words of this type belong to the informal register.

6.3.1 Conversion to Nouns

Closed-class words like *if*, *but*, *must*, *how* and *why* may change their word class to that of nouns, as the following examples illustrate: *His argument contains too many **ifs** and **buts***. (cf. Quirk et al., 1985: 1563) *The film is a **must** for all lovers of westerns* and *the eternal **whys** and **hows** of small children*. (cf. Dušková, 2003: 30).

Conversion from affixes is not very frequent, though there is an occurrence which may be regarded as common. *Patriotism, nationalism and any other **isms** you'd like to name*. (cf. Quirk et al., 1985: 1563)

Whole phrases, as well as longer sequences containing more than one word, may also be converted to nouns, like in the *high-ups*, *he is a has-been*, *a free-for-all*, *some down-and-outs* and *give me the low-down*. (cf. Quirk et al., 1985: 1563) The base element in such cases of conversion is a quotational compound.

6.3.2 Conversion to Verbs

This type of conversion may occur in words from the closed word classes and non-lexical items such as *down*, *off*, *uh-uh*, *up*. Examples are as follows: *They **downed** tools in protest*. *She will **off** and do her own thing*. *If you **uh-uh** again, I won't go on with my story*. (cf. Quirk et al., 1985: 1563) and *She **upped** and threw the teapot at him*. (cf. Dušková, 2003: 30)

6.3.3 Conversion to Adjectives

Converted adjectives may be formed from phrases, like in *the down train*, *the almost certainty* (cf. Dušková, 2003: 29), *an up-in-the-air feeling*, *an upper-class manner* (cf. Quirk et al., 1985: 1563), *his ne'er-do-well son*, (cf. Dušková, 2003: 22) or from closed-class words as in *That's how the Fieldings next door do it, but it's not quite **us***. (cf. Quirk et al., 1985: 1563).

6.3.4 Conversion to Adverbs

Adjectives converted to adverbs are mostly used in colloquial English and they are quite widespread. Typical occurrences are *She writes **good/nice/careful/quick***. *Come **quick***. or

*Drive **slow**.* The last two expressions, however, are used more generally. In addition, the comparative and superlative forms of adjectives can undergo conversion to adverbs too, like in *He is reading quicker. She fought strongest for election.* or in the typically American usage *he's sure trying, she was real lucky.* (cf. Quirk et al., 1985: 1560)

7. Materials and Methods

As it has been mentioned in the Introduction, the area of research is the language of PC games players and reviewers. The material has been excerpted from internet sites that deal with PC games. Internet resources have been preferred to hard copy material, since the information is easily and readily accessible, the most recent information is available immediately and, most importantly, PC game players, so called gamers, are most probably also heavy internet users. This is supported by the fact that web-based games are popular with every gamer, according to a BBC research,¹³ which means that 59 per cent of people in the UK between the ages 6 and 65 are likely to play an online game and thus use the internet for other purposes related to gaming. Moreover, the fact that the statistics show that more than half of the UK population engage in playing PC games, their ages range from 6 to 65 and also the gender gap is practically non-existent as 48 per cent of gamers are female,¹⁴ makes the language of gamers a suitable subject for research, representing a distinct register-based variety of contemporary English.

The material for the research is taken from two different sources: PC games forums and reviews. The former consists of conversations between gamers in various chat rooms or forums. The latter is comprised of articles or press reports concerning news, new releases or updates. These articles are usually written by the staff of a particular website, or other editors or specialists on the subject of PC games. While the forums, as we will generally refer to the material in the first group, consist of pieces of mini texts that are reminiscent of actual speech and often contain short sentences, non-sentences, little or no punctuation, misspellings, slang and vulgar expressions, the reviews, that is the material in the latter group, are a continuous piece of written text whose primary function is the communication of new information.

Although we may not strictly differentiate the two sources of material with respect to the type of register as formal and informal, we may treat the reviews as text with some formal markers and the forums as text with few or no formal markers. Therefore we may also predict a slightly different outcome of the analysis of these two texts with regard to the word formation process of conversion. We will consider and compare several aspects of conversion and its representation in the texts: the frequency of conversion, the type and directionality of conversion and semantic patterns between the base and the derived words.

¹³ Cf. BBC News. 7 July 2007.

<http://news.bbc.co.uk/2/shared/spl/hi/pop_ups/05/entertainment_gaming_in_the_uk/html/5.stm>.

¹⁴ Cf. BBC News. 7 July 2007

<http://news.bbc.co.uk/1/shared/spl/hi/pop_ups/05/entertainment_gaming_in_the_uk/html/3.stm>.

The frequency of conversion will be estimated as follows: in both texts there will be marked all the words that have undergone the process of conversion (full or partial) until their number reaches 50 (i.e. the number of tokens). The total number of words needed to obtain the first 50 words produced by conversion in each text type will indicate the frequency of conversion. We shall also compare the frequency of conversion with that of other word-formation processes employed in the two texts. Within the frequency analysis, we will also observe the type, direction and semantic patterns of conversion.

In the overall analysis of conversion in the language of PC games, we will again be working with 50 examples (i.e. types) of conversion from each type of text. The difference though will consist in that the list of the words produced by conversion that will be the subject of research, will include some examples from the words listed in the frequency analysis with the addition of some other examples. Thus the heterogeneousness of sources will be ensured as examples will not be excerpted from a sole article or a thread of chat. Examples will be taken from different chats, forums and websites. Although their choice will be partly random, examples of words that are directly related to the subject of PC games will be preferred, as well as converted words that seem to be more innovative or register-specific. Only cases of full conversion will be included. The examples will then be analysed with respect to their membership in the word classes and the directionality of conversion, i.e. it will be determined which word class a given word belongs to and what the original word class is. Then the semantic patterns between the base and the word derived will be examined.

Finally, all the information concerning the texts of forums will be compared with that of reviews and final conclusions will be drawn.

8. Frequency Analysis

In the evaluation of the frequency of conversion in both the text of forums and the text of reviews the first 50 occurrences of conversion (i.e. tokens) were listed. Instances of partial conversion were also taken into account (only the partial conversion of nouns into premodifying adjectives was attested in our material), despite the fact that it is treated differently among scholars. The reason for inclusion of partial and unclear cases of conversion is primarily the fact that any noun can potentially be used as a premodifier, i.e. as partially converted into an adjective. However, some of these denominal adjectives accept adjectival premodification and can be graded, for instance, *centre*, as in *Again, in my opinion it sucks but for the very **centre** section and with the black mesh.*,¹⁵ some move a step further towards complete adjectivization, being used also as complements of copular verbs, for example *hardcore*, as in *They are **hardcore** enough to spend \$600 on a graphics card...*,¹⁶ or ... *these turn based strategy games, for those who have so far managed to miss them, are **extremely hardcore**.*¹⁷

On the other hand, it may be sometimes difficult to draw the line between a noun phrase with a partially converted noun in the function of a premodifier and a compound comprising two nouns, like *reaction time*, *lingerie section*, *smoke grenade* or *train carriage*. Thus, not only does it show the flexibility of the lexicon, but we can also illustrate the predominant word-formation processes in the particular register regardless of whether the resultant word becomes lexicalized in the particular word class function.

In addition, Quirk et al. make a note about parallel ways of the usage of denominal adjectives and premodifying nouns, as in *They detest both **suburban** and **city** life*. (cf. Quirk et al., 1985: 1562), which perhaps suggests that certain nouns functioning as premodifiers are more likely to become fully adjectivized in the future than other nouns. Consider our example *centre*, which occurs in the attributive position quite commonly, however its predicative usage seems to be possible, too, as in *What a great location, it is very **centre** and all activities are with in walking distance*.¹⁸

¹⁵ Cf. MR Owner's club. 7 July 2007 <<http://www.mr2oc.co.uk/ForumsPro/viewtopic/p=180736.html>>. (This example is not from a PC games text.)

¹⁶ Cf. Gamespot. 7 July 2007

<http://uk.gamespot.com/news/6167789.html?om_act=convert&om_clk=newstop&tag=newstop;more;1>

¹⁷ Cf. Gamer's Europe. 7 July 2007 <<http://www.gamerseurope.com/articles/881>>.

¹⁸ Cf. Yahoo! Travel. 7 July 2007 <http://travel.yahoo.com/p-hotel-486777-kota_kinabalu_hotels-i-type-hotel>. (This example is not from a PC games text.)

Therefore, it seems that some premodifying nouns are closer to the boundary between the word classes of a noun and an adjective, and this potentiality accounts for our inclusion of partial and unclear cases of conversion in the evaluation of the frequency of conversion.

8.1 Frequency Analysis in the Text of Forums

The total word count of a continuous text in which we have found 50 words produced by conversion is 859 words. There are altogether 52 words that are created by other word formation processes, such as clipping (5 words, e.g. *ammo*, *nade*), derivation (28 words, e.g. *absolutely*, *carriage*, *reload*, *unpredictive*), abbreviation (6 words, e.g. acronym *asap*, alphabetisms *MP40*, *SMGs*, *KDR*), combining form (3 words, e.g. *minimap*), compounding (8 words, e.g. *rifleman*, *shotgun*, *warehouse*) and univerbization (1 word, *Thompson*). Therefore, conversion (full and partial) proves to be the most frequent type of word formation process in the language of forums, it constitutes 5.8 per cent of words in the text, which means that roughly every 17th word in the text is produced by conversion.

The words produced by conversion are classified with respect to the type of conversion, the base and the type of meaning. There are 7 different types of conversion, as seen in the Table 1 below.

Table 1
Distribution of the conversion types in the continuous text of forums

type of conversion	Σ
verb ¹⁹ to noun	18
noun to adjective	12
noun to verb	9
adjective to adverb	5
adjective to noun	2
adjective to preposition	2
string compound ²⁰ to adjective	2

The verb to noun conversion is the most frequent type represented by 18 words, e.g. *aim*, *boost*, *help*, *kill*, *rush* (cf. ex. 1); followed by conversions of noun to adjective of which there are 12 examples, e.g. *assault*, *centre*, *melee*, *reaction*, *smoke* (cf. ex. 2). Then noun to verb conversion constitutes 9 words, e.g. *assault*, *fire*, *heat*, *need*, *snipe* (cf. ex. 3). We may say that these three types of conversion are the most frequent of all types, altogether, they constitute 78 per cent of all the types.

¹⁹ The base word class *verb* also includes verbal bases of the type verb plus adverbial particle, such as *let down*, and verb phrases like *must have*.

²⁰ By *string compound* we mean chunks of various sizes, ranging from parts of phrases, via phrases, to segments larger than phrases, whose boundaries are not easy to predict.

1. How can I get more **kills**? (F4)
2. Use the **smoke** grenade to get to these places. (F13)
3. You're an assault so don't forget to **assault**– **smoke** and **storm** the place. (F9)

The remaining 22 per cent are represented by the adjective to adverb conversion (5 words, namely *fast*, *hard*, *pretty*, *right*, cf. ex. 4) and an adjective is converted twice to a noun (*heavies*, *odds*, cf. ex. 5) and also to a preposition (*past*, *round*, cf. ex. 6). There are two instances of the string compound to adjective conversion (*clumping-type*, *leather soled*, ex. 7). In one instance, a deverbal noun is further partially converted to an adjective, namely *reload*, (cf. ex. 8).

4. I play **fast** and **hard** with the assault class. (F16)
5. ... you may find it useful to change to rifles or **heavies** and get a boost to your KDR ratio that way. (F32)
6. ...where a bunch of Axis ran **past** me from spawn. (F26)
7. Each team has a different sound for footsteps - the Allies have a heavy, **clumping-type** boot, and the Axis have lighter, **leather soled** footgear that makes a kind of slapping sound. (F29, F30)
8. ... you mecanicly <sic> pressed the **reload** button as you always do after a kill. (F44)

As regards the type of the original word, that is whether the base is further non-analysable (i.e. simple) or analysable (i.e. complex), we may conclude that most of the words that undergo the process of conversion are of a simple base. Out of 50 words produced by conversion, 42 are further non-analysable and only 8 are analysable, namely *reaction*, *reload*, *recoil* (2x), *sensitivity*, *fragmentation*, *leather soled* and *clumping-type*. Thus, conversion of simple words into another word class contributes to the marked tendency towards the use of simple words in the text. In addition, the majority of these simple words (30 words) are monosyllabic. Some examples typical of the style are *aim*, *assault*, *clip*, *fire*, *kill*, *snipe*.

Table 2
Distribution of word classes with respect to the base and the resultant word

FORUMS		resultant word class					total
		noun	verb	adjective	adverb	preposition	
base word class	noun		8	13			21
	verb	18					18
	adjective	2			5	2	9
	string compound			2			2
	total	20	8	15	4	2	50

As shown in Table 2 above, the most frequent word class that has served as a base word is the noun (cf. ex. 2 and 3 above), it is followed by the verb (cf. ex. 1 above), then the adjective (cf. ex. 4, 5 and 6 above), and lastly the string compound (cf. ex. 7 above). In the case of a resultant word class, the order of the frequency is as follows: the noun, the adjective, the verb, the adverb and the preposition. In all, the noun is the most prominent word class, as it has been most frequently used as both the base and the resultant word class.

8.1.2 Semantic Types in the Frequency Analysis of the Text of Forums

8.1.2.1 Verb to Noun Conversion

Table 1
Semantic Types in the Verb to Noun Conversion

type of meaning	Σ	examples
object of V	1	control
subject of V	1	ally
event/activity	16	aim, attack, boost, clip /4/, help, kill /3/, recoil /2/, reload*, rush, use

Note: the number in slant brackets indicates the number of repetitions of a given word

*The deverbal noun is used in an adjectival function.

As regards the most frequent conversion type, the verb to noun conversion, the semantic relation between the members of the conversion pair is "event or activity" (cf. ex. 1). It means that the semantic relationship of the de-verbal noun to the original verb may be described as follows: the noun denotes the act of V-ing, i.e. provided that *to attack* means "to use violence to try to hurt or kill somebody"²¹ the converted noun denotes "an act of using violence to try to hurt or kill somebody".²² Additionally, although the conversion of the verb *reload* is

²¹ Cf. Oxford University Press – OALD. 7 July 2007
<http://www.oup.com/oald-bin/web_getald7/index1a.pl#attack_verb>.

²² Cf. Oxford University Press – OALD. 7 July 2007

classified as the verb to noun conversion, the noun is not used in the syntactic position typical of nouns, but rather that of adjectives as it functions as a premodifier of the head of the noun phrase. (cf. ex. 2)

1. I still see loads of guys out there getting killed so easily because they just can't afford to have a clip half used after one **kill** . (F42)
2. ... and it's sooo stupid to get killed round the corner because you mecanicly <sic> pressed the **reload** button as you always do after a kill. (F44)

In one pair of this conversion type, namely *control*, the semantic relationship is "object of V", (cf. ex. 3). While the verb denotes "to make something, such as a machine or system, work in the way that you want it to"²³ the noun refers to an object with which this machine or system is controlled, that is made work in the desired way.

3. They are more efficient from short to long ranges, but demand some more sensitivity **control** because of recoil . (F35)

One de-verbal noun, namely *ally*, represents the "subject of V" type of meaning, (cf. ex. 4) and refers to the person that performs the activity that the verb denotes.

4. Each team has a different sound for footsteps - the **Allies** have a heavy, clumping-type boot, and the Axis have lighter, leather soled footgear that makes a kind of slapping sound. (F28)

8.1.2.2 Noun to Verb Conversion

Table 1
Semantic Types in the Noun to Verb Conversion

type of meaning	Σ	examples
to make N	4	assault, fire, heat, score
to have N	2	need /2/
shift of meaning	3	smoke, snipe, storm

Note: the number in slant brackets indicates the number of repetitions of a given word

Conversion in the opposite direction from that which has been discussed above is represented by three types of semantic relationship between the base noun and the de-nominal verb.

Although the distribution is even by number, the most frequent relationship is "to make N", which is evident in the verbs *assault*, *fire*, *heat* and *score* (cf. ex. 1). In the case of *need* the verb denotes "to have the need for something or be in need of something" (cf. ex. 2).

²³ Cf. Oxford University Press – OALD. 7 July 2007
<http://www.oup.com/oald-bin/web_getald7/index1a.pl#attack_verb>.

1. ...also how does the **scoring** work on this map?? (F50)
2. I **need** as much help as I can get on this one. (F47)

The shift of meaning is apparent in three denominal verbs: the noun *smoke* means "the grey, white or black gas that is produced by sth burning"²⁴, while the verb in our particular context denotes "to force somebody to come out of a place by filling it with smoke" as opposed to the original meaning of a denominal verb "to produce smoke" (cf. ex. 3). The noun *snipe* is defined as: first, "a bird with a long straight beak that lives on wet ground",²⁵ or, second, "a shot, especially a gunshot, from a concealed place."²⁶ The latter meaning serves as a base for the verb meaning "'to shoot from a hidden place', which was first attested in 1773 (among British soldiers in India) in allusion to hunting snipe as game"²⁷ (cf. ex. 4). The last word that has undergone a shift of meaning is *storm*: the verb meaning, similar to the verb *attack*, is "to assault, capture, or captivate by storm",²⁸ where the noun *storm* refers to "a violent, sudden attack on a fortified place."²⁹ (cf. ex. 3)

3. You're an assault so don't forget to assault – **smoke** and **storm** the place. (F10, F11)
4. I'm looking for any ideas, nice **sniping** spots, good mg spots... (F49)

Therefore, in 7 instances the semantic relationship between the base and the derived word is more or less direct, while in three examples we have observed a less direct connection.

8.1.2.3 Adjective to Noun Conversion

In the adjective to noun conversion we may observe different patterns between the members of the conversion pair. In the first example, *heavies* denotes *heavy guns*, which means that from the noun phrase *heavy gun*, the head noun *gun* has been ellipped and the premodifying adjective *heavy* has subsequently been converted to a noun. The full conversion is indicated also morphologically by the plural suffix. (cf. ex. 1)

1. If you have a good aim and reaction, you may find it useful to change to rifles or **heavies** and get a boost to your KDR ratio that way. (F32)

²⁴ Cf. Oxford University Press – OALD. 8 July 2007 <http://www.oup.com/oald-bin/web_getald7/index1a.pl>.

²⁵ Cf. Oxford University Press – OALD. 8 July 2007 <http://www.oup.com/oald-bin/web_getald7/index1a.pl>.

²⁶ Cf. Online Dictionary, Encyclopedia and Thesaurus. 8 July 2007 <<http://www.thefreedictionary.com/snipe>>.

²⁷ Cf. Online Etymology Dictionary. 8 July 2007 <<http://www.etymonline.com/index.php?search=snipe&searchmode=none>>.

²⁸ Cf. Online Dictionary, Encyclopedia and Thesaurus. 8 July 2007 <<http://www.thefreedictionary.com/storm>>.

²⁹ Cf. Online Dictionary, Encyclopedia and Thesaurus. 8 July 2007 <<http://www.thefreedictionary.com/storm>>.

As for the second example, the semantic relationship may be described in terms of "a thing that is Adj", that is the noun *odd* means "something that is odd". However, in this particular case it is not entirely true, as in our context the noun is always used in the plural number, and therefore there is a shift of meaning as well. Although the adjective odd may be defined as "deviating from what is ordinary, usual, or expected; strange or peculiar"³⁰ the converted noun expresses "the ratio of the probability of an event's occurring to the probability of its not occurring."³¹ (cf. ex. 2)

2. The **odds** of you survivin <sic> long enough to use em <sic> all are slim. (F39)

³⁰ Cf. Online Dictionary, Encyclopedia and Thesaurus. 8 July 2007 <<http://www.thefreedictionary.com/odd>>.

³¹ Cf. Online Dictionary, Encyclopedia and Thesaurus. 8 July 2007 <<http://www.thefreedictionary.com/odd>>.

8.2. Frequency Analysis in the Text of Reviews

The total word count of a continuous text in which we have found 50 words produced by conversion is 621 words, thus the frequency of conversion (full and partial) is 8.1 per cent, in other words, every 13th word in the text is converted. However, there are altogether 80 words that are a result of other word formation processes, namely derivation (50 words, e.g. *computer*, *commander*, *generation*), compounding (19 words, e.g. *real-time*, *price tag*, *PlayStation3*), combining form (1 word, *multi-monitor*) and abbreviation (10 words, e.g. *RTS*, *PS3*, *RAM*, *Web*).

It follows, that in the text of reviews conversion is not exclusively the most productive word formation processes, as the processes of conversion and derivation prove to be equally productive. Other word formation processes altogether constitute 12.8 per cent of words, which means that approximately every 8th word is formed by a process other than conversion.

As displayed in Table 1 below, there are 5 different types of conversion in the continuous text of reviews.

Table 1
Distribution of the conversion types in the continuous text of reviews

type of conversion	Σ
noun to adjective	24
verb ³² to noun	15
noun to verb	7
adjective to noun	2
adjective to verb	2

Partial conversion of noun to adjective constitute almost a quarter of all converted words, e.g. *camera control*, *console generation*, *frame rates*, *processor cores*, *strategy genre*, *Web conference* (cf. ex. 1). The verb to noun conversion follows with 15 examples, such as *control*, *launch*, *supply*, *sweat*, *upgrade* (cf. ex. 2). It should be noted, that also phrasal verbs, such as *letdown* may undergo the process of conversion.³³ (cf. ex. 2) These two types of conversion are a majority as they constitute 78 per cent.

1. The PlayStation 3 may not be flying off store shelves right now, but you'd be foolish to dismiss Sony this early in the **console** generation. (R23)

³² The base word class *verb* also includes verbal bases of the type verb plus adverbial particle, such as *let down*, and verb phrases like *must have*.

³³ Cf. also Quirk et. al. who include nouns from phrasal and prepositional verbs, like *walk-out*, *shut-down*, *show-off*. (Cf. Quirk et.al. 1985: 1560)

2. Many of us, despite all the **letdowns**, are still prepared to buy a PlayStation 3 because we know that Sony is very close to transforming the console from a maybe into a must-have. (R50)

Other conversions are of the following types: the noun to verb conversion with 7 examples, namely *force*, *need* (2), *scale*, *state* and *test* (2) (cf. ex. 3), then the adjective to noun and the adjective to verb conversions are represented by two examples each, namely *exclusive*, *round* (cf. ex. 4) and *narrow*, *right*, (cf. ex. 5) respectively.

3. Larry Probst, the outgoing Electronic Arts CEO, **stated** in a recent Web conference that he believes the PS3 will eventually win this console generation in a very close race. (R36)
4. Sony may have lost a few **exclusives** because of the PS3's slow start, but those games will still appear on the PS3, even if they're also going to be on the Xbox 360. (R39)
5. Fortunately, a few quick changes to your settings will **right** your frame rates in no time--but at a graphical cost. (R12)

As regards the type of the base of the original word, we have observed 13 words that have a further analysable base, namely *communication*, *customer* (2), *exclusives*, *graphics*, *user-interface*, *multi-monitor*, *user-interface*, *processor* (2), *PlayStation2*, *letdown* and *upgrade*, which means that the majority of words, 80 per cent, are further non-analysable. Examples of simple base words are *camera*, *console*, *delay*, *game*, *frame*, *product*, *test*.

As shown in the Table 2 below, the noun is the most frequent word class which serves as a base (31 words), next is the verb with 15 occurrences, followed by the adjective with 4 examples. As regards the resultant words, the adjective is the most frequent word class (24 words), followed by the noun and the verb with 17 and 9 examples respectively. In all, the noun and the adjective prove to be the most frequent word classes involved in the process of conversion as they each constitute more than 50 per cent of all the occurrences of other word classes.

Table 2
Distribution of the base and resultant word classes in the continuous text of reviews

REVIEWS		resultant word class			
		noun	verb	adjective	total
base word class	noun		7	24	31
	verb	15			15
	adjective	2	2		4
	string compound			0	0
total		17	9	24	50

8.2.1 Semantic Types in the Frequency Analysis of the Text of Reviews

8.2.1.1 Conversions of Adjectives to Nouns and Verbs

The semantic types of conversions from adjectives to other word classes is rather straightforward, as it is "something that is Adj", in the case of the adjective to noun conversion, as in *exclusives*, *round* (cf. ex. 1), while "make something Adj" in the adjective to verb conversion, like in *narrow*, *right* (cf. ex. 2).

1. ... we would all be happily playing Resistance: Fall of Man and marveling <sic> over the sweat in Fight Night **Round** 3. (R32)
2. We tested out 14 cards to help you **narrow** down your search. (R17)

8.2.1.2 Verb to Noun Conversion

The semantic types of the conversions of verbs and nouns are discussed below.

Table 1
Semantic types in the verb to noun conversion

type of meaning	Σ	examples
event/activity	13	cut, delay, change, launch, letdown, raise, search, start, supply /2/, upgrade, fight, install
instrument of V	1	control
shift of meaning	1	sweat

Note: the number in slant brackets indicates the number of repetitions of a given word

The most common semantic relationship between the base and the derived word (13 words) is that of "event/activity" (cf. ex. 1). The type "instrument of V" has occurred once, namely in *control* (cf. ex. 2). The shift of meaning is evident in one deverbal noun, namely *sweat* (cf. ex. 3), whose nominal meaning in our context does not denote "the process or condition of V-ing", but rather "strenuous, exhaustive labour; drudgery"³⁴.

1. However, Sony has squandered much of its customer goodwill over the past year with a string of disappointments: product delays, price raises, feature **cuts**, and lacklustre games. (R49)
2. The size of the maps forces players to use the game's camera **control** to zoom in on the map to watch over a single battle or to zoom out for the big picture. (R5)
3. ... we would all be happily playing Resistance: Fall of Man and marveling <sic> over the **sweat** in Fight Night Round 3. (R30)

³⁴ Cf. Online Dictionary, Encyclopedia and Thesaurus. 8 July 2007 <<http://www.thefreedictionary.com/sweat>>.

8.2.1.3 Noun to Verb conversion

Table 2
Semantic types in the noun to verb conversion

type of meaning	Σ	examples
to have N	2	need /2/
to subject to N	2	test /2/
shift of meaning	3	force, scale, state

Note: the number in slant brackets indicates the number of repetitions of a given word.

In the noun to verb conversion, the shift of meaning is evident in 3 instances, namely in *force*, *scale*, *state*. The semantic relationship of the verb *need*, which is repeated twice, may be described as "to have N" (cf. ex. 1), while that of *test*, also repeated twice, as "to subject to N" (cf. ex. 2). These two types of meaning do not seem to fit in any of the 7 types listed by Quirk et al.³⁵ In three conversion pairs, namely *force*, *scale* and *state* (cf. ex. 3), a shift of meaning is evident. For example the verbal meaning of *scale* is "to increase," while the original noun denotes "the size or extent of something or a range of levels."³⁶

1. Weak video cards **need** not apply. (R15)
2. We **tested** out 14 cards to help you narrow down your search. (R16)
3. It's specifically designed to take advantage of hardware to make sure that game performance can **scale** as new hardware hits the market. (R9)

³⁵ Cf. Quirk et al., 1985: 1561

³⁶ Cf. Oxford University Press – OALD. 8 July 2007 <http://www.oup.com/oald-bin/web_getald7/index1a.pl#scale_verb>.

9. Conclusion of the Frequency Analysis

Table 1

Distribution of the types of conversion in the continuous text of forums and reviews

type of conversion	FORUMS	REVIEWS
	Σ	Σ
verb to noun	18	15
noun to verb	9	7
adjective to noun	2	2
noun to adjective	12	24
string compound to adjective	2	0
adjective to verb	0	2
adjective to adverb	5	0
adjective to preposition	2	0

When we compare the occurrences of the individual types of conversion in both texts, we may conclude, that there do not seem to be any significant differences: the number of converted words in the less frequent types of conversion differ only by 1 or 2 occurrences. A significant difference seems to be in the adjective to preposition type which has no occurrences in the text of reviews. And, more importantly, the largest distinction is in the noun to adjective conversion, which means that the noun is much more likely to function as an adjective in the text of reviews, than in the text of forums.

Table 2

Word-formation processes in the forums and reviews

	forums		reviews	
	Σ	%	Σ	%
conversion	50	5.8	50	8.1
abbreviation*	8	0.9	10	1.6
clipping	5	0.6	0	0
combining form	3	0.3	1	0.2
compounding	8	0.9	19	3.1
derivation	28	3.3	50	8.1
total	102	11.8	130	20.9
the total number words	859		621	

*This WF process includes alphabetisms, acronym and univerbization, however, it is not necessary to make note of individual occurrences in our analysis as the main objective is conversion in comparison to other WF processes as a whole.

As regards the distribution of all word formation processes that have been observed in the texts of forums and reviews (within the area in which the first 50 conversions have been found) we may draw the following conclusions:

Conversion, in contrast to our expectations, proves to be more frequent in the text of reviews, i.e. in the text with more formal markers, and its frequency is 8.1 per cent of words, while the frequency in the text of forums is 5.8 per cent. However, the high representation of conversion in the reviews is partly due to the high occurrence of partial noun to adjective conversion.

What is interesting though is that also the frequency of other word formation processes in the text of reviews is higher than that of the text of forums, in fact it is twice as high. Therefore, word formation in general is more common and more expectable in the text of reviews, where the frequency of all word formation processes is 20.9 per cent, than in the text of forums, where it is less by nearly a half, namely 11.8 per cent.

Differently, in the text of forums, the ratio between conversion and all the other word formation processes is fairly even, namely 5.8 per cent : 6.1 per cent, although conversion proves to be the most frequent word formation process in opposition to any other formation process alone. In the text of reviews, conversion and derivation are of equal frequency.

10. Conversion in the Language of PC Games

It has already been mentioned above that slightly different criteria have been used when excerpting examples of conversion for the overall analysis of this word formation process as opposed to that of the frequency analysis. First, the list includes 50 instances (i.e. types) of full conversions. Second, partial conversions have been ignored.

Substantivized adjectives are according to Quirk et al. classified as partial conversion,³⁷ and *CGEL* consider them "fused modifier-head" and not an instance of conversion.³⁸

Although the adjective functions as the head of a noun phrase, it does not inflect as the noun proper does. Therefore, such type of the adjective to noun conversion is treated in syntactic terms and thus is excluded from the analysis of the word formation process altogether.

Similarly, the conversion of a noun to an adjective is excluded, provided the resultant adjective does not fulfil the following criteria: first, the adjective must be able to occur in both the attributive and predicative position.³⁹ Second, the adjective must show typically adjectival properties,⁴⁰ namely gradability and the ability to take "distinctive degree modifiers that are found with adjectives but not nouns, notably *very* and *too*."⁴¹

The way our examples in the list of 50 words have been excerpted may seem a little obscure or disputable, however, there is a certain pattern as to how the words produced by conversion have been chosen. As this thesis researches into the language of PC games, words directly or indirectly connected with this particular field have been prioritized. The excerpted words fall into several groups: vocabulary that refers to gaming as an activity, for example *play*, *invite*, *online*; or computing vocabulary, such as *update*, *upgrade*, *setup*, *plug-in*, *network*; words describing the characteristics of a gamer or a game like *hardcore*, *rubbish*, *cheat*, *crap*, *fast*, *hard*, *great*, *better*; then words connected with the sale of PC games, for instance *slump*, *pre-order*, *low*, *queue*, *ship*, *release*, *lineup*; and finally, the majority of words refer to the tactic of the game. Examples are *fire*, *snipe*, *spot*, *kill*, *bait*, *knife*, *cover*, *storm*, *smoke* etc.

³⁷ Cf. Quirk et. al., 1985: 1559

³⁸ Cf. *CGEL*, 2002: 1642

³⁹ Cf. Quirk et. al., 1985: 1562

⁴⁰ Quirk et al. comments that "denominal adjectives are normally non-gradable", except for informal usage. (Cf. Quirk et. al., 1985: 1562) In spite of this, we have decided to employ the criterion of gradability in order to exclude any puzzling cases of conversion to adjective.

⁴¹ Cf. *CGEL*, 2002: 1643

11. Analysis of Conversion in the Text of Forums

In Table 1 below we have organized the data which have been obtained after the analysis of 50 words produced by conversion in the text of forums. These words have been categorized with respect to the type of word class in the base and the derived word, as well as to the type of the base – simple (i.e. further non-analysable), or complex (analysable). The conclusions that we have drawn from this information are discussed below.

Table 1
Distribution of the base and resultant word classes in conversions in the text of forums

FORUMS			resultant word class				total
			noun	verb	adjective	adverb	
base word class	noun	simple base complex base		20 1	4 1		26
	verb	simple base complex base	10 2		1		13
	adjective	simple base complex base	3 0	4 0		3 0	10
	string compound	complex base			1		1
	total		15	25	7	3	50

First of all, we have compared the words produced by conversion with respect to the type of the base and the resultant word classes. As it is seen in Table 1, the word class which has been most frequently used as a base of the conversion pair is the noun (e.g. *rubbish*, *stick*, *sound*), it constitutes 52 per cent of all converted words in the forums text. Next in the sequence is the verb (e.g. *boost*, *laugh*, *wait*), then the adjective (e.g. *fast*, *great*, *low*), and lastly, the string compound (*last generation*).

As regards the resultant word class, the verb (e.g. *kid*, *mess*, *nail*) is the most frequent as it accounts for 50 per cent, followed by the adjective (*crap*, *key*), and the adverb (*odd*, *plain*). Thus, in roughly a half of all instances of conversion the noun is the base word class, while the verb is the resultant word class.

Second, we may see that in only 5 instances the base word is a complex word, namely in 1 noun (*hardcore*), 1 adjective (*exclusive*), 2 verbs (*pre-order*, *plug-in*), and in the string compound *last generation*. It follows that complex words are rarely subject to conversion as they occur in 10 per cent of all examples of conversion.

All in all, words with a further non-analysable base prove to be most prone to undergo the process of conversion and thus it shows the preference to use simple words, most of them monosyllabic, in the language of forums.

Table 2
Distribution of the conversion types in the text of forums

type of conversion	Σ	%
noun to verb	21	42
verb to noun	13	26
noun to adjective	5	10
adjective to verb	4	8
adjective to adverb	3	6
adverb to noun	3	6
string compound to adjective	1	2
Total	50	100

The concluding statement mentioned above implies that the noun to verb conversion is the most frequent in the language of forums where it constitutes 42 per cent of examples. The second is the verb to noun conversion which accounts for 26 per cent and the third the noun to adjective conversion with 10 per cent. Less than 5 words produced by conversion have been found in the text in the case of the adjective to verb, the adjective to adverb and the adjective to noun conversion which constitute 8 per cent, 6 per cent and 6 per cent, respectively while 2 per cent of examples are represented by the string compound to adjective conversion.

These results suggest that the word class boundary between nouns and verbs, when considering the clear cases of conversion only, seem to be the most fragile and crossable; especially in the direction from noun to verb. Since the source of these instances of conversion is the language of forums, i.e. informal, less standard style which resembles the spoken form, it may also be concluded, that the demand for verbs is the largest and thus, simultaneously, also the need to form new verbal expressions.

Examples of the noun to verb conversion are *arse*, *assault*, *bait*, *fire*, *gear*, *kid*, *mess*, *mortar*, *nail*, *psyche*, *queue*, *smoke*, *stick*, *storm*. (cf. ex. 1)

1. I am **psyched** this finally got its own section and wont be completely ignored. (F58)

Conversion in the opposite direction, i.e. from verb to noun comes second in quantity. There are 13 examples out of which some are *attack*, *boost*, *clip*, *gamble*, *invite*, *kill*, *plug-in*, *slump*. (cf. ex. 2) In addition, an interesting example is the case of the word *cheat* (cf. ex. 3),

whose original word class, considering both etymology and the range of meaning, is the verb. Its Middle English form was the verb *cheten*, *to confiscate*,⁴² in present it is used in the sense "to deceive by trickery, to act dishonestly"⁴³ and the current definition of its noun form is "an act of cheating; one who cheats"⁴⁴, which indicates that the nominal sense is derived from the verbal.⁴⁵ It follows, that this may be the case of the verb to noun conversion proper, while the deverbal noun occurs in the syntactic position of an adjective.

2. But all I want to do is accept a game **invite** from a friend without first having to fumble through a bunch of game-specific menus and obsolete lobbies. (F80)
3. ... they said i <sic> should accept **cheat** accusations thrown at me, rather than call him out for crying hax just cause he got frustrated. i <sic> ended up being 'run off' from that server not long after. (F70)

The controversial type of conversion from noun to adjective is represented by the following: *crap*, *hardcore*, *key*, *rubbish* and *vanilla* (cf. ex. 4). Only two of these denominal adjectives are listed in both English dictionaries we have been consulting during the research⁴⁶ as adjectives, next to other word class(es), namely *key* and *vanilla*. However, in our source text *hardcore* may also be found in predicative position, as in *Unless you owned a Dreamcast while they were still in production, you're not **hardcore**.*⁴⁷ and in the source sentence it is premodified by *more* (cf. ex. 5), thus its gradability is presumed. The word *rubbish* is in the predicative position in our source sentence (cf. ex. 6) and it may be premodified by *very* or *too*. The same applies to the denominal adjective *crap*. (cf. ex. 7)

4. This is particularly the case in **vanilla** source where the accuracy of most of the weapons is so poor that you almost always have time to scope in even at close and medium range...often even if the enemy starts firing first. (F50)
5. Instead of grabbing the casual gamer, Disney is digging into the **more hardcore** gamer. (F49)
6. Since I'm usually **rubbish** at long distances with the K98, and the sniper slots are usually taken up (hopefully by good shots), I opt for the Stg44. (F46)

⁴² Cf. Online Etymology Dictionary. 8 July 2007

<<http://www.etymonline.com/index.php?search=cheat&searchmode=none>>.

⁴³ Cf. Online Dictionary, Encyclopedia and Thesaurus 9 July 2007 <<http://www.thefreedictionary.com/cheat>>.

⁴⁴ Cf. Online Dictionary, Encyclopedia and Thesaurus 9 July 2007 <<http://www.thefreedictionary.com/cheat>>.

⁴⁵ Cf. Online Dictionary, Encyclopedia and Thesaurus 9 July 2007 <<http://www.thefreedictionary.com/cheat>>.

⁴⁶ Cf. Online Dictionary, Encyclopedia and Thesaurus <<http://www.thefreedictionary.com>> and also Oxford University Press – OALD <<http://www.oup.com/oald>>.

⁴⁷ Cf. GameSpot. 8 July 2007

<http://uk.gamespot.com/news/6167789.html?om_act=convert&om_clk=newstop&tag=newstop%3Bmore%3B1&page=1#comments>.

7. This game is **very rubbish**. I thought I would give it a chance but it turned out to be **very crap**.⁴⁸

The adjective has been found to be converted into three word classes: the noun, as in *odd*, *great*, *exclusive*, (cf. ex. 7) the verb, like in *past*, *better*, *low*, *right*, (cf. ex. 8) and the adverb as in *fast*, *hard* and *plain* (cf. ex. 9). One noun phrase, namely *last generation*, has been converted to an adjective phrase (cf. ex. 10).

8. does sony even care if they have fans for the love of god secure those **exclusives**~~!!!!!! <sic> (F41)
9. for sony to get on top they need to bring good games. Games thats <sic> going to make people want to buy a ps3 like Heavenly sword or kille <sic> zone. Better online play and maybe **low** the price a little. (F45)
10. I play **fast** and hard with the assault class. (F16)
11. And saying things like "We could sell five million PS3s even if we released it without any games" and "rumble is so "**last generation**" just makes me want it less because I don't trust you or like you. (F68)

⁴⁸ Cf. Star Fox Command Review. 31 Aug. 2007.
<<http://www.cnet.com.au/games/portable/0,239029689,339271221,00.htm>>.

11.1 Semantic Types in the Analysis of the Text of Forums

Semantic patterns between the members of the conversion pair are worth discussing when we consider the following types of conversion: adjective to noun, adjective to verb, noun to verb and verb to noun. The classification of the semantic types is based on the discussion of conversion types presented by Quirk et al. which has already been discussed above (cf. Chapter 6.2), except for some semantic patterns which do not seem to belong to any of the typical categories.

11.1.1 Adjective to Noun Conversion

In the text of forums we have observed 3 instances of the adjective to noun conversion, namely *great*, *exclusive*, *odd*, whose type of meaning with respect to the base may be described as "having the quality of Adj", or perhaps "one that is Adj". Thus, the noun *great* refers to "the game that is great" (cf. ex. 1), and *exclusive* refers to the games that are exclusive (cf. ex. 2). Thus the converted noun consists of "the adjective + an understood noun"⁴⁹ and in our examples the understood noun is *game*. The third deadjectival noun has already been discussed in Chapter 8.1.2.3.

1. I have many games that I consider <sic> a personal **great** but I know for a fact that others would not see it they way. (F40)
2. does sony even care if they have fans for the love of god secure those **exclusives**. (F41)

11.1.2 Adjective to Verb Conversion

In the adjective to verb conversion we have observed only one type of meaning between the base and the resultant words and it is "to make(more) Adj", namely to make *low/past/right* and to make *better* (cf. ex. 1). In the last example the base, however, is not the adjective *good*, but its suppletive comparative form.

1. **Better** online play and maybe low the price a little. (F44)

⁴⁹ Cf. CGEL 2002: 1642

11.1.3 Noun to Verb Conversion

Table 1
Semantic Types in the Noun to Verb Conversion

type of semantic relationship	Σ	examples
shift of meaning	11	arse, back, kid, nail, plant, scope, smoke, snipe, spot, stick, storm
to ... with N	3	bait, mortar, knife
to make (into) N	4	assault, fire, mess, queue
to put into N	1	psyche
to be N	1	sound
to provide with N	1	gear

In Table 1 above, there are 3 types of meaning which are ascribed to only one example of conversion each: "to provide with N" (cf. ex. 1), the stative meaning "to be N" (cf. ex. 2) and "to put into N" (cf. ex. 3). It should be noted that the last type differs slightly from the typical examples of this semantic relationship, such as *garage*, where the relationship works on the physical/material level. While the noun *psyche* refers to "the spirit or soul"⁵⁰ the verb, which also has a form *psych*, means "to put into the right psychological frame of mind or to excite emotionally"⁵¹ paraphrasable as "to put into the spirit".

1. Also I have grown to personally hate snipers, a lot of custom maps **geared** for rifle use are just ruined by all the snipers, at least you have a fighting chance with everybody ic-ing. <sic> (F59)
2. Hmm **sounds** very similar to another controller. (F66)
3. I am **psyched** this finally got its own section and wont be completely ignored. (F58)

Next, two deverbal nouns fall into the common category "to make/change into N", as in *mess* and *queue* (cf. ex. 4), while the semantic type of *assault* and *fire* (cf. ex. 5) could be more specifically described as "to perform an action resulting in N".⁵² The verb *fire* in our context refers directly to the fighting tactic as it means "to discharge bullets or other projectiles."⁵³

⁵⁰ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007
<<http://www.thefreedictionary.com/psyche>>.

⁵¹ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007
<<http://www.thefreedictionary.com/psyche>>.<http://www.thefreedictionary.com/psych>

⁵² According to Plag this type of meaning is *performative*. (Cf. Plag, 2003: 112)

⁵³ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007 <<http://www.thefreedictionary.com/fire>>.

4. They obviously have lives, and their using it to **queue** up for a ps3. (F62)
5. **Fire** a bullet or three right past the edge of the building. (F52)

Three words, namely *bait*, *knife* and *mortar* (cf. ex. 6) belong to the "to ... with N" category. The converted verb *mortar*, for example, means "to attack somebody/something using a mortar," where the noun form denotes a "gun that fires bombs and shells."⁵⁴

6. If after you destroy the big gun you camp around there waiting for backup to blow the 88 you can **mortar** the 88 and help your team out while camping the back approach. (F56)

Lastly, in the majority of examples of the noun to verb conversion a shift of meaning is evident. The denominal verbs *smoke*, *snipe* and *storm* have already been discussed in Chapter 8.1.2.2. The meanings of the verbs *nail*, *plant*, *smoke*, *snipe*, *storm*, *spot* are all related to the tactic of fighting and hence also the meaning is shifted to reflect the specific context (cf. ex. 7). For example, a common verbal meaning of *plant* (cf. ex. 8) is "to put plants, seeds, etc. in the ground to grow"⁵⁵, whereas in our context it means "to hide sth such as a bomb in a place where it will not be found".⁵⁶ The verb *nail* is a slang expression, denoting "to stop and seize or; catch"⁵⁷ (cf. ex. 9). Other slang expression is *arse*, while *kid* is informal.

7. Should be good shots, fast, and has good eyesight to **spot** them through the fog. (F57)
8. If the bomb is ever **planted**, sneak around behind. (F55)
9. You might **nail** him peeping around the corner. (F53)

The least usual appears to be the verb form *unscoped* (cf. ex. 10) where the base scope is first converted to a verb and subsequently undergoes another word formation process, that of derivation, and a reversative suffix *un-* is attached. Thus the resultant verb *unscope* carries the meaning of "to be put out of scope", where the noun denotes "the area covered by a given activity or subject, range,"⁵⁸ i.e. be put out of the area within which you can do something, namely fire.

10. Firing while unscoped is useless in all but absolute point blank situations, however, just because you're **unscoped** doesn't mean you can't set up your shot. (F51)

⁵⁴ Cf. Oxford University Press – OALD. 12 July 2007.<http://www.oup.com/oald-bin/web_getald7index1a.pl>.

⁵⁵ Cf. Oxford University Press – OALD. 12 July 2007.<http://www.oup.com/oald-bin/web_getald7index1a.pl>.

⁵⁶ Cf. Oxford University Press – OALD. 12 July 2007.<http://www.oup.com/oald-bin/web_getald7index1a.pl>.

⁵⁷ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007.<<http://www.thefreedictionary.com/nail>>.

⁵⁸ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007.<<http://www.thefreedictionary.com/scope>>.

11.1.4 Verb to Noun Conversion

Table 2

Semantic Types in the Verb to Noun Conversion in Forums

type of meaning	Σ	examples
object of V	3	gamble, plug-in, pre-order
event activity	9	attack, boost, clip, invite, kill, laugh, slump, tweak, wait

Out of 13 deverbal nouns, the majority of 9 words produced by conversion represent the semantic relationship of the type "event/activity" (cf. ex. 1) and the remaining 3 words indicate the meaning "object of V" (cf. ex. 2), where in one instance, namely the noun *plug-in*, (cf. ex. 3) there is a slight shift of meaning. The original verb means in one sense "to function by being connected to an electrical outlet"⁵⁹ thus the converted noun should refer to "the thing that functions by being connected to an electrical outlet", however, the meaning seems to be narrower, as it is a computing term: "a computer program that interacts with a main application to provide a certain, usually very specific, function."⁶⁰

1. That way it does not take a whole **clip** to kill your enemy. (F73)
2. Being an early adopter is always a **gamble**, and we all know it, but the difference is that when we've placed the bet in the past it was less than a months rent. (F78)
3. New **plugins** are gr8 nice addition.<sic> (F81)

⁵⁹ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007.<<http://www.thefreedictionary.com/plug>>.

⁶⁰ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007.<<http://www.thefreedictionary.com/plug>>.

12. Analysis of Conversion in the Text of Reviews

Similarly to the analysis of the text of forums, we have organized the data in the following table/s/ and the results are discussed below.

Table 1

Distribution of the base and resultant word classes in conversions in the text of reviews

REVIEWS			resultant word class				total
			noun	verb	adjective	adverb	
base class word	noun	simple base complex base		13 2		1	16
	verb	simple base complex base	16 9		1		26
	adjective	simple base complex base		2 1		1 1	5
	adverb	simple base complex base	0 1				1
	string compound	complex base			2		2
	total		26	18	4	2	50

As regards the base word class, the most frequent one in the language of reviews is the verb, which constitutes 52 per cent, next in a row is the noun and then the adjective. The minority representative of the base word classes are the string compound and the adverb. Within the word classes of the resultant word, the noun has the most occurrences constituting 52 per cent, followed by the verb with 36 per cent. The adjective and the adverb are the least frequent. Words which have a simple base are prevalent, they account for 66 per cent, while the remaining 33 per cent are words with complex base.

Table 2
Distribution of the conversion types in the text of reviews

type of conversion	Σ	%
verb to noun	26	52
noun to verb	15	30
adjective to verb	3	6
adjective to adverb	2	4
string compound to adjective	2	4
noun to adjective	1	2
adverb to noun	1	2

As may be seen in Table 2 above, the noun and the verb are most often involved in conversion within the text of reviews. More than a half of all conversion pairs, 52 per cent, are of the verb to noun type, while 30 per cent are in the opposite direction, i.e. from noun to verb. Altogether, there are 7 types of conversion and the remaining 6 types represent the 20 per cent minority. Adjective to verb conversion has three examples, namely *lower*, *narrow* and *right* and it constitutes 6 per cent. Adjective to adverb and string compound to adjective, both constituting 4 per cent, examples are *online*, *pretty* (cf. ex. 1) and *face-to-face* and *in-your-face* (cf. ex. 2), respectively. Finally, one noun is converted to an adjective, namely *rookie* (cf. ex. 3) and one adverb to a noun, namely *maybe* (cf. ex. 4)

1. Any multiplatform games (especially ones that I'd be interested in playing **online** I'd be getting for 360, because <sic> XBOX LIVE is incredible. (R50)
2. Whether you're a series veteran or a newcomer, the **in-your-face** action of Ninja Gaiden Sigma is as exhilarating now as it ever was, and the new, slickly embedded content is surprisingly meaty. (R71)
3. And the bad guys are pretty helpful about yelling out their tactics to one another, though the game's premise has many of them being ex-Special Forces, which is an awfully **rookie** mistake. (R54)
4. ... because we know that Sony is very close to transforming the console from a **maybe** into a must-have. (R53)

Examples of the noun to verb conversion include *cache*, *feature*, *fire*, *gut*, *lead*, *report*, *ship*, *snake* and *stage* (cf. ex. 5). The derived noun *lead* is, similarly to the example (*cheat*) mentioned in the previous chapter, the case of a deverbal noun functioning as a premodifier of the head noun (cf. ex. 6). However, this word seems to be able to take a premodifier *very*, as

in Marillion were supported by *The Reasoning* (excellent web site) who are a Welsh band with a very lead singer who shares my taste in footwear.⁶¹

5. The voice acting in the game varies, with the **lead** character sounding a lot like an angry version of the executive officer from Star Trek: Enterprise, but for the most part it's all about the evil terrorists making evil threats and the good guys spouting all sorts of hoo-ha. (R72)
6. SEGA Europe, Ltd. and SEGA of America, Inc. announced today that the highly-anticipated arcade fighting game, Virtua Fighter 5 for the Xbox 360 video game and entertainment system from Microsoft, will feature an online versus mode at **launch** in Autumn 2007. (R92)

The verb to noun conversion may be illustrated by the following nouns: *comeback*, *cover*, *cut*, *fight*, *grab*, *invite*, *launch*, *line up*, *must-have*, *purchase*, *setup*, *shut-in*, *twist*, *update*, *upgrade* (cf. ex. 7).

7. The Cross Media Bar could also use an **update**. (R73)

Regarding the debatable conversion to adjective, the one in our source sentence is premodified by the adverb *awfully* (cf. ex. 3 above), it follows that it may take the typically adjectival properties, it is gradable (*the most rookie mistake*) and can be premodified by *very* or *too*, like in *Sorry but it's a **too rookie mistake** to step over*.⁶²

Interesting are the examples *maybe* (adverb to noun) and *must-have* (verb phrase to noun). They both express modality and the change of a word class results in the noun. In the former example the base is combined from a modal verb *may* and a lexical verb *be* and, written together, it functions as an adverb. While in the latter example, a similar combination of a modal *must* and a lexical *have* is a verb phrase expressing obligation. A similar, well-established and lexicalized, case of conversion of a modal verb into a noun is *must*. Consider the example by Quirk et al. *This book is a must for the student of aerodynamics*.⁶³ and our occurrence *Many of us, despite all the letdowns, are still prepared to buy a PlayStation 3 because we know that Sony is very close to transforming the console from a maybe into a **must-have***. (R74)

⁶¹ The example of intensification of the adjective *lead* with *very* is not from PC games reviews. Cf. Marillion. 20 July 2007 <<http://www.askew.nl/marillion/>>.

⁶² Cf. GameStar Forum. 20 July 2007 <www.gamestar.hu/forum/index.php?act=findpost&pid=1997122>.

⁶³ Cf. Quirk et al., 1985: 1563

12.1 Semantic Types in the Analysis of the Text of Reviews

12.1.1 Adjective to Verb Conversion

In the adjective to verb conversion there is, like in the text of forums, one type of relationship between the members of conversion pairs, that of "to make(more) Adj", which is apparent in the deadjectival verbs *lower*, *narrow* and *right* (cf. ex. 1). The base word of the first example is a comparative form of the adjective.

1. This **lowers** the frustration level considerably, as you don't have to worry about rationing the health meter. (R52)

12.1.2 Verb to Noun Conversion

All the examples of the semantic relationships between the members of the conversion pairs are listed in Table 1 below.

Table 1
Semantic types in the verb to noun conversion

type of meaning	Σ	examples
event/activity	19	comeback, cut, delay, fight, grab, invite, launch, line up, purchase, raise, release, setback, setup, split, twist, update, upgrade, walk
object of V	4	control, cover, must-have, support
state	1	feel
subject of V	1	shut-in

The majority of examples of the verb to noun conversion represents the semantic relationship between the members of the conversion pair as that of "event/activity", such as *fight*, *grab*, *setback* (cf. ex. 1), while 19 (out of the 25) nouns originated from dynamic verbs, most of them referring to the production and sale of PC games. Four words are an example of the "object of V" type of meaning, like *control*, *support* (cf. ex. 2). One deverbal noun, namely *feel* (cf. ex. 3), represents the type "state" and another one the type "subject of V", namely *shut-in* (cf. ex. 4).

1. In 2005, after making an unsuccessful **grab** for top-tier publisher status with Psychonauts and Advent Rising, Majesco sharply downgraded its financial outlook for the year and CEO Carl Yankowski unexpectedly quit. (R81)
2. The Xbox 360 version of Virtua Fighter 5 is based on the latest arcade version update and features both analogue-stick and D-pad control, as well as vibration **support**. (R78)

3. The refinements made to this version were absolutely game-changing, and ultimately give it a fresh **feel** compared to the original. (R76)
4. Worlds like Second Life and There exist on the fringe and, if I may recklessly dismiss and generalize something that I deliberately choose not to understand, are only used by lunatics and **shut-ins**. (R75)

12.1.3 Noun to Verb Conversion

As regards the noun to verb conversion, the semantic patterns are more varied, as it is illustrated in Table 2 below.

Table 2
Semantic types in the noun to verb conversion

type of meaning	Σ	examples
shift of meaning	5	gut, head, network, part, snake
to ...with N	1	rope
to make (into) N		fire, report, showcase
to put in/on N	3	cache, pack, stage
to send by N	1	ship
other	2	experience, feature

The type "to ... with N" is represented by the verb *rope* (cf. ex. 1), where *to rope out* means "to get out of a helicopter by means of a rope."

1. You can quickly **rope** out of a helicopter onto the top floor of a skyscraper, run over to the side, and leap over the edge on a rappel line, all in a few seconds. (R67)

As regards the type "to make something (into) N", the verb *report* may be considered fairly common, and is found in the context of games production and sale (cf. ex. 2) as well as the complex verb *showcase*, while *fire* occurs in the same context as in the text of forums, i.e. the fighting tactic.

2. As a result of this new warranty extension, the publisher said it will **report** a \$1.05 billion to \$1.15 billion charge to its earnings for the quarter ended June 30, 2007. (R66)

The next type "to put something in/on N" is represented by a computing term *cache* meaning "to store data in a cache"⁶⁴, where cache is "a part of a computer's memory."⁶⁵ The other two examples, namely *stage* and *pack* (cf. ex. 3) seems regular, however the latter shows a slight shift of meaning (namely "to comprise").

⁶⁴ Cf. Oxford University Press – OALD. 12 July 2007. <http://www.oup.com/oald-bin/web_getald7/index1a.pl>.

⁶⁵ Cf. Oxford University Press – OALD. 12 July 2007. <http://www.oup.com/oald-bin/web_getald7/index1a.pl>.

3. Thankfully, the PS3 version is just as good as the Xbox 360 game, and it even **packs** a lot of content that 360 fans had to pay extra for pack. (R69)

One denominal verb, namely *ship* (cf. ex. 4) represents the semantic relationship of the type "to send by N", and it may be classified as a transportation verb, thus belonging to the group of verbs like *cable, mail, taxi, truck, van*.⁶⁶

4. In this day and age it seems inexcusable for a multiplayer game to **ship** without at least a modest suite of options for online play. (R55)

Two verbs, namely *experience* and *feature* do not seem to resemble any of the semantic types so far mentioned. The former thus may have the meaning "to undergo N" (cf. ex. 5) and the latter "to show/display N" (cf. ex. 6).

5. After months of uncertainty, next week the gaming industry will finally **experience** the new E3 Media & Business Summit. (R57)
6. SEGA Europe, Ltd. and SEGA of America, Inc. announced today that the highly-anticipated arcade fighting game, Virtua Fighter 5 for the Xbox 360 video game and entertainment system from Microsoft, will **feature** an online versus mode at launch in Autumn 2007. (R68)

Finally, 5 converted verbs show some shift of meaning when compared with the original noun, namely *gut, head, network, part, snake*. The straightforward verbal meaning as opposed to the noun *gut*, i.e. intestines, would be "to remove the intestines or to destroy the interior of something."⁶⁷ However, in the excerpted sentence (cf. ex. 7) the meaning is shifted to "to reduce or destroy the effectiveness of something."⁶⁸

The word *head* is interesting, as the original verbal sense was nautical, "*to shape one's course toward*", and it dates back to 1835,⁶⁹ though now it is applied generally meaning "to proceed or go in a certain direction"⁷⁰ (cf. ex. 8). The next word, *network*, has a special computer sense, derived from the nominal sense of "a system of computers interconnected by telephone wires or other means in order to share information; also called net,"⁷¹ which is "to

⁶⁶ Cf. Marchand, 1969 : 370

⁶⁷ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007 <<http://www.thefreedictionary.com/gut>>.

⁶⁸ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007 <<http://www.thefreedictionary.com/gut>>.

⁶⁹ Cf. Online Etymology Dictionary. 8 July 2007

<<http://www.etymonline.com/index.php?search=head&searchmode=none>>.

⁷⁰ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007 <<http://www.thefreedictionary.com/head>>.

⁷¹ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007

<<http://www.thefreedictionary.com/network>>.

interact or engage in informal communication with others for mutual assistance or support"⁷² (cf. ex. 9).

7. Or, have they **gutt**ed the event, turning it into a hollow proceeding with a dubious *raison d'être*? (R58)
8. You have to **head** to Nintendo's hotel right now! There's a two-hour lineup! (R61)
9. Plus, it was an awesome place to **network** and just to hang out with friends you didn't get to see much. (R60)

Although the verbal meaning of *part* could be "to put/change into N" as in "to divide into parts", i.e. pieces or segments, in this case the meaning extends to "to give up or let go of; relinquish"⁷³ (cf. ex. 10). The last verb which is converted from the noun *snake* probably refers to the kind of a sinuous motion typical of this animal, thus giving the verbal meaning of "to move as N" (cf. ex. 11). Additionally, the connotation "in a treacherous, secretive manner" is also possible as one of the nominal meanings is defined as "a treacherous person."⁷⁴

10. While it has the benefits of Blu-ray (if it takes hold) and, later, the PlayStation Home environment, are those really enough to persuade gamers to **part** with stacks of cash? (R56)
11. The motion controls are used for when you **snake** a camera underneath a doorsill to scout the other room. (R64)

⁷² Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007 <<http://www.thefreedictionary.com/network>>.

⁷³ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007 <<http://www.thefreedictionary.com/part>>.

⁷⁴ Cf. Online Dictionary, Encyclopedia and Thesaurus. 12 July 2007 <<http://www.thefreedictionary.com/snake>>.

13. Comparison of the Analyses of Conversion in the Text of Forums and Reviews

We have compared and examined all the aspects of conversion considered above in the text of forums and reviews and the conclusions are discussed below.

The noun is the most frequent base word class in the text of forums (25 instances as compared with 16 in the reviews). In the reviews, on the other hand, the verb is the most frequent base of conversion (26 instances as opposed to 14 in forums). In both texts the conversions between the noun and the verb are prevalent, constituting approximately a half of all converted words, i.e. 52 per cent of all instances of conversion are directed to the noun in the reviews, while 48 per cent result in the verb in the forums.

This implies that the most required word class is the verb in the forums and the noun in the reviews. There indeed seems to be a tendency to use verbal expressions in the text of forums, and nominal in the reviews. This may be accounted for by the fact that in the text of forums the comments from gamers resemble spoken language; (cf. also the strong tendency to violate grammatical rules; moreover, punctuation is often missing or applied incorrectly, and slang or vulgar expression are used, like in *plain retarded*, *I'm rubbish*, *I can be arsed*, *messing with people*, *it's crap*.) Additionally, online communication being fast compels the writer to employ short, monosyllabic words.

In addition, different styles also account for different naming needs: the language of forums discusses actions performed during the game often using some devices referred to by nouns (*storm*, *snake*, *smoke*) which are therefore converted to verbs. The language of reviews deals with description of objects to a larger extent, thus the need for nouns is higher, and consequently for de-nominal premodification specifying the noun, too. (cf. the large number of partial conversion of nouns to adjectives).

The language of gamers is thus influenced by the medium (written bordering on spoken), style (informal), naming needs (dynamic verbs), as well as by the field which sets the need to act as an insider in order to be accepted by other PC games players.

In the text of reviews, the preference for nouns shows the characteristics of a more formal written text, although the text reflects its orientation on a certain type of audience/readers, i.e. gamers. Thus there occur sentences or expressions like *why should we bother*, *It just doesn't make any sense*, *There's a two-hour lineup!*, *a face-to-face opportunity*, *it is no walk in the park*, *a messy split*, *pretty easy to pick up*, *stacks of cash*. Although the

usage of vocabulary is marked in view of the fact that the writer of reviews is an insider, too, the grammatical structures are unmarked.

In general, the language of forums is marked both in terms of the lexis and the grammar, while the language of reviews merely in terms of the lexis.

What also justifies a rather higher formality of the reviews text is the greater usage of complex words, or better to say, that the difference between the number of simple and complex words is much lower (34:66 per cent, respectively) than in the text of forums where simple words constitute 90 per cent of all examples of conversion.

Regarding the types of conversion, their number in the two texts does not vary, as we have registered 7 types of conversion in each text. However, there was no adjective to noun conversion in the reviews, and no adverb to noun in the forums. We may conclude, that the conversion between the noun and the verb in both directions is the most frequent, constituting 80 per cent of examples in the reviews, while considerably less, 66 per cent in the forums, which implies that the types of conversion seem to be more evenly distributed in the latter.

On the whole, the text of forums shows the preference for verbal expressions, further non-analysable words and is marked for the grammar and lexis. On the other hand, the text of reviews is marked for the lexis only and the tendency towards nouns and lesser reluctance to analysable word bases are evident. In fact, in the forums there are 15 disyllabic or polysyllabic words produced by conversion, while in the reviews the number is nearly double, 28. The most fundamental differences in the occurrence of the word formation process of conversion in the field of PC games may be accounted for by the stylistic features of the text, as well as the medium (written or spoken).

14. Conclusion

In the Introduction of the thesis we have indicated that the colloquial language is especially well-disposed towards the word formation process of conversion. Nevertheless, the frequency analysis has shown that conversion is more frequent in the text of reviews where approximately every 13th word is converted, while it is every 17th in the text of forums. Although it is not a vast difference, the tendency to employ conversion seems to be higher in the text of reviews. It should be noted though, that the partial noun to adjective conversion is in the text of reviews nearly twice as high (46 per cent), than in the text of forums (26 per cent), where the conversion types are quite evenly distributed as the most frequent type constitutes one third of all the types. Therefore, we may assume that the difference in the frequency of conversion in the two texts is rather negligible and the tendency to make use of the word formation process of conversion is in both, the text of forums and reviews, very similar.

However, conversion proves to be the most common word formation process in the text of forums, as opposed to any other word formation process alone, and similarly, in the text of reviews, with the exception of derivation, which is, equally frequent to conversion. Therefore, we may say that conversion is the most productive word formation process in the language of PC games (noting that derivation is also highly expectable in the text with more formal markers, i.e. reviews).

As regards the overall analysis of occurrences of conversion in both types of text, we have come to a conclusion that there is a higher tendency to convert nouns to verbs in the text of forums, while the opposite applies in the reviews, thus conversions of nouns and verbs in both directions prove to be the most productive as any other conversion type is likely to constitute 10 per cent or less of all converted words.

The predominant semantic types, not considering the shift of meaning which accounts for the majority of cases, in the noun to verb conversions are "to ... with N" and "to make (into) N" in the text of forums and "to make (into) N" and "to put in/on N" in the text of reviews, making the type "to make (into) N" the most frequent. However, regarding the fact that in most cases the shift of meaning is evident, we may not draw any conclusive presumptions as to a preference of a certain semantic patterns in the process of conversion.

With regard to the verb to noun conversion, in three quarters of all our examples in both texts the type of meaning is "event/activity", or, in different terms, "the act of V-ing", as the majority of verbs undergoing the process of conversion are dynamic.

Lastly, the preference to convert further non-analysable words is apparent in both texts, although this tendency is more marked in the text of forums (90 per cent of words produced by conversion are simple).

On the whole, we may conclude that, first, the boundary between word classes is the most permeable in the case of the noun and the verb. The prevalent direction of this type of conversion is towards the verb in the text of forums, whereas it is the noun in the reviews. Second, further non-analysable words are most prone to be converted into a different word class, and third, conversion undeniably proves to be the most productive word formation process in the language of PC games forums and reviews.

15. Résumé

Předmětem zkoumání této práce bylo využití slovotvorného procesu konverze v jazyku počítačových her. Konverze je jedním z nejproduktivnějších slovotvorných procesů v anglickém jazyce a můžeme předpokládat, že tento proces nemá téměř žádné hranice. Je tedy velmi pravděpodobné, že v budoucnosti bude ještě více přispívat k obohacování slovní zásoby v angličtině.

V práci jsme se opírali o několik teoretických zdrojů, zejména *English Word Formation* (Bauer, 1983), *Word-Formation in English* (Plag, 2003), *"On Some Issues of Zero Morpheme in English"* (Štekauer, 1992) a *A Comprehensive Grammar of the English Language* (Quirk et al., 1985).

Konverze je definována jako slovotvorný proces, při kterém se změni slovnědruhovát příslušnost, a to bez jakýchkoli formálních změn (viz. Bauer, 1983: 32), jako například substantivum *napalm* je ve větě *They decided to napalm the village.* použité jako sloveso. Přístup k tomuto slovotvornému procesu však není uniformní a někteří vědci (viz. Marchand, 1969) ho považují za proces derivační: v jejich pojetí je ke slovnímu základu přidáván podle derivačních pravidel tzv. nulový sufix (ten má stejnou funkci jako sufix zjevný), aby bylo vytvořeno nové slovo. Případy jako *cheat_V → cheat_N* a *write_V → writer_N* jsou proto oba považovány za proces derivace (viz. Štekauer, 2000: 107). Vzhledem k tomu, že idea nulového sufixu je v akademické literatuře předmětem debat a pochybností (viz. Štekauer, 1992: 85, Plag, 2003: 112), považujeme konverzi za samostatný slovotvorný proces, odlišný od derivace.

Naproti tomu je třeba podotknout, že někteří vědci nepovažují konverzi za vlastní proces slovotvorný, ale za proces syntaktický. Tento přístup se týká zejména specifických typů konverze, které probíhají v rámci jednoho slovního druhu, kdy je slovo konvertováno z jednoho typu tohoto slovního druhu do typu druhého, jako např. použití počitatelných substantiv ve funkci substantiv nepočitatelných a naopak, anebo konverze intranzitivního slovesa ve sloveso tranzitivní. (viz. Bauer, 1983: 227). Quirk a spol. takové procesy považují za "změnu sekundárního slovního druhu", jako např. konverze substantiva stavového v substantivum dynamického charakteru, např. *He's being a fool.* (viz. Quirk et al., 1985: 1563).

Konverze může být úplná a částečná, zvláště v případě konverzí substantiv a adjektiv. Úplná konverze adjektiva v substantivum může proběhnout jen tehdy, získá-li konverzí vzniklé substantivum morfologické kategorie substantiva, hlavně schopnost tvořit plurál.

Méně častá je úplná konverze substantiva v adjektivum. Otázkou je, zda tento proces může být jednoznačně považován za konverzi, neboť už samotné definice adjektiva kolísají. Zatímco pro některé vědce je adjektivum element, který se nachází v atributivní pozici, Quirk a spol. považují za konverzi jen adjektiva, která se vyskytují jak v atributivní tak v predikativní funkci. Bauer naproti tomu přepokládá, že důležité jsou jiné faktory, jako schopnost adjektiva tvořit komparativní a superlativní tvary, podstoupit modifikaci intenzifikátory *so* a *very*, a nakonec schopnost přijmout sufixy *-ly* a *-ness*, i když je třeba podotknout, že jen velmi malá skupina adjektiv tato kritéria splňuje. (viz. Bauer, 1983: 228)

Částečná konverze substantiv v adjektivum, která je v angličtině velmi produktivní, je zřejmá v případech, kdy se adjektivum vzniklé konverzí vyskytuje ve funkci premodifikátoru řídicího substantiva, jako např. **consumer society**. Částečná konverze adjektiv v substantivum je v případech typu *the rich, the happier, the saddest*. (viz. Dušková, 2003: 27-29)

Co se týče různých typů konverze, můžeme hovořit o marginálních a centrálních případech. Mezi marginální patří ty konverze slovesa v adjektivum a slovesa v substantivum, kdy je konverze provázena alternací fonémů a přízvuku, či ortografickými změnami. Průhledné a centrální případy konverze představují konverze typu substantivum > sloveso, sloveso > substantivum, adjektivum > sloveso a adjektivum > substantivum. (viz. Bauer, 1983: 229)

Při určování typu, tedy směru konverze je nutné přihlížet ke čtyřem důležitým faktorům: vývoj jazyka (etymologie daného slova), sémantická komplexnost slov (slovo vzniklé konverzí je sémanticky komplexnější, když je závislé na sémantickém obsahu slova originálního), formální vlastnosti (nově vzniklé tvary slov mívají obvykle pravidelnou flexi) a frekvence výskytu (slovo s vyšší frekvencí výskytu je většinou základním členem konverzního páru). (viz. Plag, 2003: 108-110)

Nejdůležitějšími typy konverze v angličtině jsou typy: sloveso > substantivum, adjektivum > substantivum, substantivum > sloveso, adjektivum > sloveso a substantivum > adjektivum. Dále se vyskytují vedlejší typy konverze, kde slovní druhy uzavřené třídy (předložky, spojky, zájmena) konvertují v substantivum, sloveso nebo v adjektivum. Navíc mezi ně patří konverze adjektiva v příslovce a konvertovat lze i fráze, afixy i nelexikální

jednotky. (viz. Quirk et al., 1985: 1560-3) Většina takových konverzí patří do neformálního registru.

Konverzi jako slovotvorný proces jsme v této práci zkoumali na vzorku dvou typů textů z oblasti počítačových her: v jazyce hráčů počítačových her v hráčských fórech (jazyk fór) a v jazyce recenzí počítačových her (jazyk recenzí). Tyto texty jsou si podobné, co se jejich tématického obsahu týče, ale odlišné z hlediska formálnosti užitého registru. Texty byly analyzovány s ohledem na typ konverze (slovní druh původního slova a slova vzniklého konverzí), a též jsme se zajímali o sémantické vztahy mezi jednotlivými členy konverzního páru. Nakonec jsme oba texty porovnali na základě produktivity konverze, typů konverze a převládajících sémantických vztahů.

Analýzu frekvence konverze jsme vykonali následujícím způsobem: v souvislých textech jsme vyznačili všechna slova vzniklá konverzí (úplnou i částečnou) dokud jejich počet nebyl 50. Celkový počet slov potřebných pro získání 50 slov v daném typu textu tak určil frekvenci konverze, kterou jsme následně porovnali s frekvencí jiných slovotvorných procesů.

Na celkovou analýzu konverze jako slovotvorného procesu jsme použili 100 slov vzniklých konverzí, která byla vybrána z hráčských fór a počítačových recenzí (50 slov v obou textech), přičemž jsme dbali na zachování heterogenosti zdrojů (různé typy fór či tzv. chats a více textů recenzí či tiskových zpráv) a zároveň jsme upřednostňovali slova blíže souvisící s předmětem počítačových her, typická pro daný registr. V této analýze jsme zahrnuli jenom konverze úplné.

V analýze frekvence konverze jsme dospěli k následujícím závěrům: konverze je častější v textu recenzí, kde je konverzí tvořeno přibližně každé třinácté slovo, zatímco v textu fór každé sedmnácté. Avšak v textu recenzí jsou frekventovanější i jiné slovotvorné procesy (v textu fór je počet jiných slovotvorných procesů dvakrát menší), přičemž derivace je stejně častá jako konverze. Naproti tomu v textu fór je poměr mezi konverzí a jinými slovotvornými procesy celkově více vyrovnaný (5,8 % : 6,1 %), a konverze je nejvíce frekventovaný slovotvorný proces v porovnání s jakýmkoli jiným procesem. I když je konverze pravděpodobnější v textu recenzí, je třeba podotknout, že je to zčásti způsobeno i vysokým (a zároveň tedy nejfrekventovanějším) výskytem částečně konvertovaných adjektiv (46%), přičemž v textu fór tvoří částečná konverze substantiv v adjektiva jen 26% a výskyty jednotlivých typů konverze jsou víceméně rovnoměrně rozložené.

Dále rozdílnost stylů také ovlivňuje pojmenovací potřeby: jazyk fór popisuje činnosti prováděné během hry, často s použitím prostředků pojmenovaných substantivy, které jsou za tímto účelem konvertována ve slovesa. Jazyk recenzí se do větší míry zabývá popisem předmětů, což znamená vyšší potřebu substantiv, a následně potřebu denominální premodifikace určující tato substantiva (srov. vysoký počet částečných konverzí pod. jmen v adjektiva).

Vezmeme-li v úvahu vysoký výskyt částečné konverze v textu recenzí a různost pojmenovacích potřeb, lze tvrdit, že rozdíl ve frekvenci výskytu konverze je zanedbatelný a že konverze představuje víceméně stejně produktivní slootovorný proces jak v neformálním textu fór, tak ve formálnějším textu recenzí.

Z analýzy výskytu konverze v jazyku počítačových her jsme dospěli k následujícím výsledkům: v textu fór je vyšší využití konverze substantiva v sloveso, přičemž jsme zaznamenali opačnou tendenci v textu recenzí. Konverze sloves a substantiv je v obou směrech nejproduktivnější a další typy konverze představují deset a méně procent ze všech typů.

Nejčastější sémantické vztahy mezi členy konverzního páru jsou v konverzi typu substantivum > sloveso "to ... with N" a "to make (into) N" v textu fór a "to make (into) N" a "to put in/on N" v textu recenzí. Znamená to, že typ "to make (into) N" je sice nejfrekventovanější, ale vzhledem k tomu, že častěji se vyskytuje posun významu ("shift of meaning" , není možné vyvodit přesvědčivé závěry o převládajících sémantických vztazích v procesu konverze.

Co se týče konverze typu sloveso > substantivum, ve většině případů (75%) je v obou textech nejčastějším sémantickým vztahem mezi původním a výsledným slovem význam typu "event/activity", jinými slovy , "the act of V-ing", čemuž nasvědčuje fakt, že většina sloves podstupujících proces konverze je dynamického charakteru.

Nakonec je třeba podotknout, že v obou textech je viditelná tendence konvertovat jednoduchá slova, přičemž výrazněji se to projevuje v textu fór, kde 90% všech konvertovaných slov jsou slova jednoduchá.

Na závěr bychom mohli připomenout, že, za prvé, nejslabší a nejpropustnější hranice mezi slovními druhy je mezi slovesem a substantivem, přičemž v textu recenzí je častější konverze směrem k substantivu a v textu fór směrem k slovesu; za druhé, že nejčastěji jsou konvertována jednoduchá slova; a za třetí, že bylo prokázáno, že konverze jako slootovorný

proces je nejproduktivnějším slovotvorným procesem v jazyce internetových fór a recenzí s tematikou počítačových her.

Appendix 1

Continuous Text of Forums with 50 Words Produced by Conversion.

FA.

I've got **pretty** (F1) good **aim** (F2) and **reaction** (F3) time when it comes to shooting the bad guys. But as it is, my ratio is usually 1:1 in most maps. How can I get more **kills** (F4)? Any tips?

Wrong spot Bud.

It's in the right department now **right** (F5) next to the **lingerie** (F6) section.

Make **use** (F7) of your **smoke** (F8) grenade.

You're an assault so don't forget to **assault** (F9) – **smoke** (F10) and **storm** (F11) the place.

Throwing a nade into the area before is also nice.

Be unpredictable.

Know the limits of your gun. You can unload the entire **clip** (F12) from the Thompson and MP40 and you still won't even hurt the other person. So stick to the rooms and enclosed spaces. Use the **smoke** (F13) grenade to get to these places.

Remember you've got a pistol and a **melee** (F14) **attack**(F15). If you've run out of bullets don't be afraid to smack that enemy with a fist.

Sprint! I play **fast** (F16) and **hard** (F17) with the **assault** (F18) class. Keep moving and strafe around the person aiming for the head - don't stop...even when shooting. The good thing with the gun is the lack of **recoil** (F19) so try not to crouch. Get in the face of the enemy because that's where the gun's ability shines. Its fast rate of fire makes up for its lack of accuracy.

Had a game on Argentan the other day as allied assault. It was the beginning of the round and the **centre** (F20) flag is home to grenades and chaos. But I ran **straight** (F21) in after throwing a **smoke** (F22) and **fragmentation** (F23) grenade. Running in I took out 3 Axis with the Thompson but running out of bullets I punched another out

Proceeding around the right door of the warehouse, I took out a sniper that had run up the hill from the 2nd **Axis** (F24) flag...his back was turned to me

Capping the 2nd Axis I ran into the room next to it and sprinted to the tunnel with the **train** (F25) carriage...where a bunch of Axis ran **past** (F26) me from spawn. And then capped the last flag

Nice **rush** (F27) that but I'm usually a sniper or rifleman.

One of the best ways to maximise your advantage is to use your ears. No, really.

Each team has a different sound for footsteps - the **Allies** (F28) have a heavy, **clumping-type** (F29) boot, and the Axis have lighter, **leather soled** (F30) footgear that makes a kind of slapping sound.

Pick out the footsteps of the enemy and wait close to a corner (or just inside a building etc), then as you judge that they're about to turn the corner and bump into you, move out whilst **firing** (F31). The element of surprise ought to help you, and the SMGs are about as lethal as a shotgun at a range of 6 feet or less.

Thanks for the advice guys.

If you do hear footsteps, you can also use the minimap to make out whether or not they belong to the Axis.

But that doesn't really help if you don't have the minimap up . But yeah, they do sound different.

If you have a good aim and reaction, you may find it useful to change to rifles or **heavies** (F32) and get a **boost** (F33) to your KDR ratio that way. They are more efficient from short to long ranges, but demand some more **sensitivity** (F34) **control** (F35) because of **recoil** (F36).

I'd like 2 point out with the assault. Don't be shy to unload a whole **clip** (F37) if **need** (F38) be. The **odds** (F39) of you survivin long enough to use em all are slim .

Specialy durin a **heated** (F40) battle,

also if you use assault you may enjoy playing on a cof-enabled server.

one more tip that I'd like to add... and it's worth it no matter the class:

I still see loads of guys out there getting killed so easily because they just can't afford to have a **clip** (F41) half used after one **kill** (F42)...

beware when reloading!!!! always get in a safe place if you can when doing so....

it's an absolutly crazy to rush will reloading is it? you wouldn't do it in real life would you...

and it's sooo stupid to get killed **round** (F43) the corner because you mecaniely pressed the **reload** (F44) button as you always do after a **kill** (F45) :confused:

doesn't it drive you crazy to get killed when reloading??? well it does piss me off

just try and keep it in mind next time you shoot a guy and want to reload even though your **clip** (F46) still stands a hole bunch of ammo....

there just might be a bad guys round the corner running at you will you reload...

FB.

I **need** (F47) as much **help** (F48) as I can get on this one. If a team of 8 vs 8 were playing on Colmar, how would you recommend doing it...teams of 2 or 3?? Snipers overlooking the bridge?? Mgs?? Please help asap!!

I'm looking for any ideas, nice **sniping** (F49) spots, good mg spots...also how does the **scoring** (F50) work on this map??

Sources:

FA. <<http://www.dayofdefeat.net/forums/showthread.php?t=62059&goto=nextnewest>>

FB. <<http://www.dayofdefeat.net/forums/showthread.php?t=72653&goto=nextnewest>>

Appendix 2

Continuous Text of Reviews with 50 Words Produced by Conversion.

RA.

Supreme Commander pushes the real-time **strategy** (R1) genre forward by introducing gigantic maps and new unit-design concepts to transform mere battles and skirmishes into **epic** (R2) conflicts. The size of the maps **forces** (R3) players to use the game's **camera** (R4) **control** (R5) to zoom in on the map to watch over a single battle or to zoom out for the big picture. You **need** (R6) all the information you can get when the enemy has artillery that can hit targets from across the map. Multi-**monitor** (R7) support lets you keep track of two separate areas on the map--one view on each screen.

Gas Powered Games built Supreme Commander to be the RTS game for the next five years. The game will come with a map editor and a customizable **user-interface** (R8) system specifically designed to increase the game's longevity by giving users the ability to evolve the game. It's specifically designed to take advantage of hardware to make sure that game performance can **scale** (R9) as new hardware hits the market. Supreme Commander is the first game we've seen that actually takes advantage of multiple **processor** (R10) cores.

Game Settings

Even if you have the most powerful computer on the block, Supreme Commander will make it buckle. Fortunately, a few quick **changes** (R11) to your settings will **right** (R12) your **frame** (R13) rates in no time--but at a graphical cost.

Graphics

Weak **video** (R14) cards **need** (R15) not apply. If you want to play Supreme Commander and make it look even remotely pretty, it's time to start shopping. We **tested** (R16) out 14 cards to help you **narrow** (R17) down your **search** (R18).

CPU

Supreme Commander wants power, lots of it. If you want your computer to keep track of hundreds of units in a timely manner, you might want to consider a CPU **upgrade** (R19).

Memory

Supreme Commander plays well when you feed it lots of RAM. We **tested** (R20) the game out with 1GB, 2GB, and even 4GB of **system** (R21) memory.

RB.

The PlayStation 3 may not be flying off **store** (R22) shelves right now, but you'd be foolish to dismiss Sony this early in the **console** (R23) generation. The PS3 has all the **processor** (R24), **graphics** (R25), and **communications** (R26) power necessary to win this generation.

Unfortunately, Sony wasn't able to pull together the right game portfolio in time to justify the console's high price tag. The fact that Sony stumbled at **launch** (R27), failing to consistently sell out at retail even after cutting **supply** (R28), shows how competitive this **console** (R29) generation will be. If the Xbox 360 and Gears of War didn't exist, the PlayStation 3 would be sold out everywhere; thus, we would all be happily playing Resistance: Fall of Man and marveling over the **sweat** (R30) in **Fight** (R31) Night **Round** (R32) 3.

The major **game** (R33) developers believe that the PlayStation 3 will have a sizable **install** (R34) base and allocated resources to ensure a steady **supply** (R35) of games. Larry Probst, the outgoing Electronic Arts CEO, **stated** (R36) in a recent **Web** (R37) conference that he believes the PS3 will eventually win this **console** (R38) generation in a very close race. Sony may have lost a few **exclusives** (R39) because of the PS3's slow **start** (R40), but those games will still appear on the PS3, even if they're also going to be on the Xbox 360.

Selling more than 100 million **PlayStation 2** (R41) units will give you a strong brand and, if treated kindly, a loyal **customer** (R42) base. However, Sony has squandered much of its **customer** (R43) goodwill over the past year with a string of disappointments: **product** (R44) **delays** (R45), **price** (R46) **raises**(R47), **feature** (R48) **cuts** (R49), and lackluster games. Many of us, despite all the **letdowns** (R50), are still prepared to buy a PlayStation 3 because we know that Sony is very close to transforming the console from a maybe into a must-have.

Sources:

RA. <<http://www.gamespot.com/features/6166198/index.html?cpage=7>>

RB. <<http://uk.gamespot.com/features/6167180/index.html>>

Appendix 3

Examples Used in the Analysis of the Text of Forums

No.	Examples of Full Conversion from the Continuous Text of Forums	www
F10	You're an assault so don't forget to assault - smoke and storm the place.	Fk
F11	You're an assault so don't forget to assault - smoke and storm the place.	Fk
F13	So stick to the rooms and enclosed spaces. Use the smoke grenade to get to these places.	Fk
F16	I play fast and hard with the assault class.	Fk
F17	I play fast and hard with the assault class.	Fk
F33	If you have a good aim and reaction, you may find it useful to change to rifles or heavies and get a boost to your KDR ratio that way.	Fk
F38	The odds of you survivin long enough to use em all are slim.	Fk
	Additional examples	
F39	The article and the people in it are just plain retarded...	Fk
F40	I have many games that I consider a personal great but I know for a fact that others would not see it they way.	Fb
F41	does sony even care if they have fans for the love of god secure those exclusives ~!!!!!!	Fn
F42	Fortunately, a few quick changes to your settings will right your frame rates in no time--but at a graphical cost.	Fm
F43	How do they past the time?	Fo
F44	for sony to get on top they need to bring good games.Games thats going to make people want to buy a ps3 like Heavenly sword or kille zone. Better online play and maybe low the price a little.	Fn
F45	for sony to get on top they need to bring good games.Games thats going to make people want to buy a ps3 like Heavenly sword or kille zone. Better online play and maybe low the price a little.	Fn
F46	Since I'm usually rubbish at long distances with the K98, and the sniper slots are usually taken up (hopefully by good shots), I opt for the Stg44.	Fi
F47	movement and speed are key , especially in clan matches / As Allies, blowing the seawall to the right and keeping that access clear is key to winning.	Fh
F48	Err because its crap .	Fb
F49	Instead of grabbing the casual gamer, Disney is digging into the more hardcore gamer.	Fp
F50	This is particularly the case in vanilla source where the accuracy of most of the weapons is so poor that you almost always have time to scope in even at close and medium range...often even if the enemy starts firing first.	Fe
F51	Firing while unscoped is useless in all but absolute point blank situations, however, just because you're unscoped doesn't mean you	Fe

	can't set up your shot.	
F52	Fire a bullet or three right past the edge of the building.	Fg
F53	You might nail him peeping around the corner.	Fg
F54	and practice and practice and practice 'till you hear "OMG YOU HACKER" or "WTF NO ONE CAN SNIP THAT FAST!!!	Fj
F55	If the bomb is ever planted , sneak around behind.	Fi
F56	If after you destroy the big gun you camp around there waiting for backup to blow the 88 you can mortar the 88 and help your team out while camping the back approach.	Fi
F57	Should be good shots, fast, and has good eyesight to spot them through the fog.	Fi
F58	I am psyched this finally got its own section and wont be completely ignored.	Fi
F59	Also I have grown to personally hate snipers, a lot of custom maps geared for rifle use are just ruined by all the snipers, at least you have a fighting chance with everybody ic-ing.	Fa
F60	I kid you not!	Fd
F61	predict the enemy, you've locked down one flank, will they be assaulting you from another direction?	Fe
F62	They obviously have lives, and their using it to queue up for a ps3.	Fo
F63	! I'll pick mine up when I can be arsed to go into town.	Fc
F64	Before fanboys cry FF, Square already has said that they aren't backing Sony like they have in the past, which says to me they're trying to let you down gently fellas("It's not you, it's me...").	Fn
F65	It all looks so creepy and marketing-driven that getting in there and messing with people is almost certain to be a good time.	Fn
F66	Hmm sounds very similar to another controller..	Fo
F67	... then just learn to be patient and bait them out - but dont miss.	Fe
F68	And saying things like "We could sell five million PS3s even if we released it without any games" and "rumble is so "last generation" just makes me want it less because I don't trust you or like you.	Fn
F69	Some of my favourite moments have been coming thorough the middle defence position, into the right bunker and down the ladder to knife or punch the prone support/Mg'er whose been mowing down the team.	Fi
F70	It was a reasonably experienced player too crying that i was supposedly cheating, which made it all the more embarassing for him and the server (they said i should accept cheat accusations thrown at me, rather than call him out for crying hax just cause he got frustrated. i ended up being 'run off' from that server not long after *rolls eyes*).	Fe
F71	When stationary, you have to have a good idea of the map. That would mean, predicting possible areas of attack .	Fg
F72	When I sniper camps up a good spot and gets lots of kills it sometimes does absolutely nothing for the team.	Fg
F73	That way it does not take a whole clip to kill your enemy.	Fk
F74	Do some of the map tweaks change your style a bit?	Fi
F75	No wait, I've come out on top with the wait shot up close too.	Ff
F76	what a laugh , but i have noticed that quite often the wiimote doesn't respond the way i want it to which is frustrating to say the least.	Fc
F77	All pre-orders sold out in Norway at least^^ And here they cost 940\$	Fo

F78	Being an early adopter is always a gamble , and we all know it, but the difference is that when we've placed the bet in the past it was less than a months rent.	Fn
F79	Sony will come out of this slump .	Fn
F80	But all I want to do is accept a game invite from a friend without first having to fumble through a bunch of game-specific menus and obsolete lobbies.	Fn
F81	New plugins are gr8 nice addition.	Fl

< http://dayofdefeat.net/forums/archive/index.php/t-59218.html >	Fa
< http://uk.gamespot.com/pages/forums/show_msgs.php?topic_id=25451841 >	Fb
< http://uk.gamespot.com/pages/forums/show_msgs.php?topic_id=25454119 >	Fc
< http://uk.gamespot.com/pages/forums/show_msgs.php?topic_id=25457152 >	Fd
< http://www.dayofdefeat.net/forums/showthread.php?p=1037153 >	Fe
< http://www.dayofdefeat.net/forums/showthread.php?p=1069751 >	Ff
< http://www.dayofdefeat.net/forums/showthread.php?t=62059&page=2 >	Fg
< http://www.dayofdefeat.net/forums/showthread.php?t=69401&goto=nextnewest >	Fh
< http://www.dayofdefeat.net/forums/showthread.php?t=69401 >	Fi
< http://dayofdefeat.net/forums/archive/index.php/t-62059.html >	Fj
< http://www.dayofdefeat.net/forums/showthread.php?t=72653 >	Fk
< http://www.fourwitches.com/forum/viewtopic.php?t=2082 >	Fl
< http://www.gamespot.com/features/6166198/index.html >	Fm
< http://www.gamespot.com/features/6167180/index.html?cpage=3 >	Fn
< http://www.gamespot.com/news/6167789.html?page=2 >	Fo
< http://www.gamespot.com/news/6174837.html >	Fp

Appendix 4

Examples Used in the Analysis of the Text of Reviews

No.	Examples of Full Conversion from the Continuous Text of Reviews	www
R12	Fortunately, a few quick changes to your settings will right your frame rates in no time--but at a graphical cost.	Rh
R17	We tested out 14 cards to help you narrow down your search.	Rh
R18	We tested out 14 cards to help you narrow down your search .	Rh
R19	If you want your computer to keep track of hundreds of units in a timely manner, you might want to consider a CPU upgrade .	Rh
R45	However, Sony has squandered much of its customer goodwill over the past year with a string of disappointments: product delays , price raises, feature cuts, and lackluster games.	Ra
R47	However, Sony has squandered much of its customer goodwill over the past year with a string of disappointments: product delays, price raises , feature cuts, and lackluster games.	Ra
R49	However, Sony has squandered much of its customer goodwill over the past year with a string of disappointments: product delays, price raises, feature cuts , and lackluster games.	Ra
	Additional Examples	
R50	Any multiplatform games (especially ones that I'd be interested in playing online I'd be getting for 360, because XBOX LIVE is incredible.	Ri
R51	While the basic controls are pretty easy to pick up, Rainbow Six Vegas does have some weird default settings on the PS3 that seem unintuitive.	Re
R52	This lowers the frustration level considerably, as you don't have to worry about rationing the health meter.	Re
R53	Many of us, despite all the letdowns, are still prepared to buy a PlayStation 3 because we know that Sony is very close to transforming the console from a maybe into a must-have.	Rj
R54	And the bad guys are pretty helpful about yelling out their tactics to one another, though the game's premise has many of them being ex-Special Forces, which is an awfully rookie mistake.	Rn
R55	In this day and age it seems inexcusable for a multiplayer game to ship without at least a modest suite of options for online play.	Rj
R56	While it has the benefits of Blu-ray (if it takes hold) and, later, the PlayStation Home environment, are those really enough to persuade gamers to part with stacks of cash?	Ra
R57	After months of uncertainty, next week the gaming industry will finally experience the new E3 Media & Business Summit.	Rk
R58	Or, have they gutted the event, turning it into a hollow proceeding with a dubious raison d'etre?raison d'etre /dûvod existence/	Rk
R59	"Why should we bother dealing with the ESA's confusion when we can meet with our retail partners separately and then stage our own	Rc

	gamers' day event later on in the year where we set the rules? It just doesn't make any sense."	
R60	Plus, it was an awesome place to network and just to hang out with friends you didn't get to see much.	Rc
R61	You have to head to Nintendo's hotel right now! There's a two-hour lineup!"	Rc
R62	Or, if you're under heavy fire, you can poke your rifle around the corner and fire blindly to keep the bad guys at bay.	Re
R63	The overall frame rate is very close to that of the Xbox 360 version, though the loading times are the same, even though the game does cache information to the PS3's hard drive the first time you start it up.	Rd
R64	The motion controls are used for when you snake a camera underneath a doorsill to scout the other room.	Re
R65	Wilson said the publisher had originally intended to hold an event where an array of indie publishers could showcase their games to the press, but things just didn't come together quickly enough.	Rk
R66	As a result of this new warranty extension, the publisher said it will report a \$1.05 billion to \$1.15 billion charge to its earnings for the quarter ended June 30, 2007.	Rb
R67	You can quickly rope out of a helicopter onto the top floor of a skyscraper, run over to the side, and leap over the edge on a rappel line, all in a few seconds.	Rp
R68	SEGA Europe, Ltd. and SEGA of America, Inc. announced today that the highly-anticipated arcade fighting game, Virtua Fighter 5 for the Xbox 360 video game and entertainment system from Microsoft, will feature an online versus mode at launch in Autumn 2007.	Rf
R69	Thankfully, the PS3 version is just as good as the Xbox 360 game, and it even packs a lot of content that 360 fans had to pay extra for. The result is one of the very best tactical shooters made to date.	Re
R70	it's really just a first contact and a face-to-face opportunity to meet all those people you had phone calls with in prior months.	Rk
R71	Whether you're a series veteran or a newcomer, the in-your-face action of Ninja Gaiden Sigma is as exhilarating now as it ever was, and the new, slickly embedded content is surprisingly meaty.	RI
R72	The voice acting in the game varies, with the lead character sounding a lot like an angry version of the executive officer from Star Trek: Enterprise, but for the most part it's all about the evil terrorists making evil threats and the good guys spouting all sorts of hoo-ha.	Rn
R73	The Cross Media Bar could also use an update .	Rj
R74	Many of us, despite all the letdowns, are still prepared to buy a PlayStation 3 because we know that Sony is very close to transforming the console from a maybe into a must-have .	Rj
R75	Worlds like Second Life and There exist on the fringe and, if I may recklessly dismiss and generalize something that I deliberately choose not to understand, are only used by lunatics and shut-ins .	Rj
R76	The refinements made to this version were absolutely game-changing, and ultimately give it a fresh feel compared to the original.	Ro
R77	The sales of the critically acclaimed FlatOut 2 franchise have surpassed one million copies worldwide since its release in June 2006.	Rg

R78	The Xbox 360 version of Virtua Fighter 5 is based on the latest arcade version update and features both analogue-stick and D-pad control, as well as vibration support .	Rf
R79	The Xbox 360 version of Virtua Fighter 5 is based on the latest arcade version update and features both analogue-stick and D-pad control , as well as vibration support.	Rf
R80	But after overhauling everything from its management to the type of games it makes, the publisher might be staging a comeback .	Rq
R81	In 2005, after making an unsuccessful grab for top-tier publisher status with Psychonauts and Advent Rising, Majesco sharply downgraded its financial outlook for the year and CEO Carl Yankowski unexpectedly quit.	Rr
R82	The stock lost 47 percent of its value in a single day, and the company suffered one setback after another, from a class-action lawsuit from its shareholders to a messy split in the boardroom that ended with the resignations of two board members, the departure of interim CEO Morris Sutton, and a near-delisting from the NASDAQ stock market.	Rr
R83	The stock lost 47 percent of its value in a single day, and the company suffered one setback after another, from a class-action lawsuit from its shareholders to a messy split in the boardroom that ended with the resignations of two board members, the departure of interim CEO Morris Sutton, and a near-delisting from the NASDAQ stock market.	Rr
R84	en Berry, head of sales and marketing at XSEED Games (Brave Story: New Traveler, Wild ARMs 5), said his company was told it needed an invite to the event, just like attendees from the press and industry.	Rk
R85	You have to head to Nintendo's hotel right now! There's a two-hour lineup !"	Rk
R86	But it is no walk in the park, and newcomers may find it initially intimidating.	Rm
R87	Impressive tactical action that requires the realistic use of cover .	Re
R88	The story borrows a few too many plot twists seen in other Ubisoft games, namely Ghost Recon Advanced Warfighter, and the lack of a satisfying resolution makes the plot feel like a paper-thin reason to battle an army of terrorists in Las Vegas, of all places; but this is all easy to overlook, because the combat in Rainbow Six Vegas is simply excellent.	Re
R89	No problem, as you can select the tactical control setup in the options menu, and that is similar to the excellent Xbox 360 control setup.	Re
R90	Still, realistic difficulty is tough enough that you can really use effective team tactics to tackle some of the harder missions, and there's something very cool about being able to strategize with your buddies while in the middle of a fight .	Rd
R91	After mounting anecdotal evidence of the system's failure rate due to the dreaded "red ring of death" (three flashing red lights on the console's front panel), the publisher is changing its warranty to cover systems affected by the red ring for three years from the date of purchase .	Rb
R92	SEGA Europe, Ltd. and SEGA of America, Inc. announced today that the highly-anticipated arcade fighting game, Virtua Fighter 5 for the	Rf

	Xbox 360 video game and entertainment system from Microsoft, will feature an online versus mode at launch in Autumn 2007.	
--	--	--

< http://uk.gamespot.com/features/6167180/index.html >	Ra
< http://uk.gamespot.com/news/6173633.html?om_act=convert&om_clk=newstop&tag=newstop;title;2 >	Rb
< http://uk.gamespot.com/news/6173765.html?tag=latestnews;title;0 >	Rc
< http://uk.gamespot.com/ps3/action/rainbowsixvegas/review.html?om_act=convert&om_clk=gssummary&tag=summary%3Breview&page=2 >	Rd
< http://uk.gamespot.com/ps3/action/rainbowsixvegas/review.html?om_act=convert&om_clk=gssummary&tag=summary;review >	Re
< http://uk.gamespot.com/xbox360/action/virtuafighter5/news.html?sid=6173723&tag=result;title;0 >	Rf
< http://uk.gamespot.com/xbox360/driving/flatouttotalcarnage/news.html?sid=6165106&mode=press >	Rg
< http://www.gamespot.com/features/6166198/index.html?cpage=7 >	Rh
< http://www.gamespot.com/features/6167180/index.html?cpage=3 >	Ri
< http://www.gamespot.com/features/6167180/index.html >	Rj
< http://www.gamespot.com/news/6173765.html?print=1 >	Rk
< http://www.gamespot.com/ps3/action/ninjadensigma/review.html?sid=6173475&print=1 >	Rl
< http://www.gamespot.com/ps3/action/ninjadensigma/review.html >	Rm
< http://www.gamespot.com/ps3/action/rainbowsixvegas/review.html?page=2 >	Rn
< http://www.gamespot.com/wii/action/streetfighter2turbohf/review.html?sid=6173647 >	Ro
< http://www.gamespot.com/xbox360/action/rainbowsixvegas/review.html?sid=6162184 >	Rp
< http://uk.gamespot.com/news/6173794.html?tag=latestnews;title;0 >	Rq
< http://uk.gamespot.com/news/6173794.html?tag=latestnews;title;0 >	Rr

Bibliography

References

1. Bauer, L. (1983), *English Word-Formation*. Cambridge: University Press.
2. Dušková, L. (2003), *Mluvnice současné angličtiny na pozadí češtiny*. Praha: Academia
3. Huddleston, R., Pullum, G. K., (2002), *The Cambridge Grammar of the English Language. (CGEL)* Cambridge: University Press.
4. Marchand, H. (1969), *The Categories and Types of Present-Day English Word Formation: a synchronic-diachronic approach*. Munich: Beck
5. Plag, I. (2003), *Word-Formation in English*. Cambridge: University Press.
6. Quirk, R., Greenbaum S., Leech G., Svartvik J. (1985), *A Comprehensive Grammar of the English Language*. London: Longman.
7. Robešová, A. (1988), *Významové vztahy mezi základním substantivem a z něj konverzí vzniklým slovesem (na materiálu současné angličtiny)*. Diplomová práce, Univerzita Karlova v Praze, Filozofická fakulta, Katedra anglistiky, germanistiky a nordistiky.
8. Štekauer, P. (1992), "On Some Issues of Zero Morpheme in English", *Linguistica Pragensia* 2: 73-87.
9. Štekauer, P. (2000), *Rudiments of English Linguistics*. Prešov: Slovactontact
10. Trnka, B. (1982), "Conversion in English", in V. Fried (ed.), Bohumil Trnka: *Selected Papers in Structural Linguistics*, Amsterdam: Mouton Publishers, 350-355

On-line Dictionaries

1. *Online Etymology Dictionary*. <<http://www.etymonline.com/>>.
2. *Oxford University Press – Oxford Advanced Learner's Dictionary*.
<<http://www.oup.com/elt/catalogue/teachersites/oald7/?cc=global>>.
3. *Online Dictionary, Encyclopaedia and Thesaurus*.
<<http://www.thefreedictionary.com/gut>>.

Sources

Games Forums

1. Day Of Defeat. 10 July 2007 <<http://www.dayofdefeat.net/forums/archive/index.php/t-59218.html>>..
2. Day Of Defeat. 10 July 2007 <http://www.dayofdefeat.net/forums/archive/index.php/t-62059.html>>.
3. Day Of Defeat. 10 July 2007 <http://www.dayofdefeat.net/forums/showthread.php?p=1037153>>..
4. Day Of Defeat. 10 July 2007 <http://www.dayofdefeat.net/forums/showthread.php?p=1069751>>..
5. Day Of Defeat. 5 July 2007
<<http://www.dayofdefeat.net/forums/showthread.php?t=62059&page=2> 5 July 2007>.
6. Day Of Defeat. 5 July 2007 <<http://www.dayofdefeat.net/forums/showthread.php?t=69401>>.
7. Day Of Defeat. 5 July 2007 <<http://www.dayofdefeat.net/forums/showthread.php?t=71215>>.
8. Day Of Defeat. 5 July 2007 <<http://www.dayofdefeat.net/forums/showthread.php?t=72653>>.
9. Day Of Defeat. 5 July 2007 <<http://www.fourwitches.com/forum/viewtopic.php?t=2082> >.
10. GameSpot. 21 March 2007 <<http://www.gamespot.com/features/6166198/index.html>>.
11. GameSpot. 21 March 2007 <<http://www.gamespot.com/features/6167180/index.html?cpage=3>>.
12. GameSpot. 21 March 2007 <<http://www.gamespot.com/news/6167789.html?page=2>>.
13. GameSpot. 21 March 2007 <<http://www.gamespot.com/news/6174837.html>>.
14. GameSpot. 21 March 2007
<http://www.uk.gamespot.com/pages/forums/show_msgs.php?topic_id=25451841>.
15. Day Of Defeat. 5 July 2007
<<http://www.dayofdefeat.net/forums/showthread.php?t=62059&goto=nextnewest>>.
16. Day Of Defeat. 5 July 2007
<<http://www.dayofdefeat.net/forums/showthread.php?t=72653&goto=nextnewest>>.

Games Reviews

1. GameSpot. 21 March 2007 <<http://uk.gamespot.com/features/6167180/index.html>>.
2. GameSpot. 7 July 2007
<http://uk.gamespot.com/news/6173633.html?om_act=convert&om_clk=newstop&tag=newstop;title;2>.
3. GameSpot. 7 July 2007 <<http://uk.gamespot.com/news/6173765.html?tag=latestnews;title;0>>.
4. GameSpot. 7 July 2007 <<http://uk.gamespot.com/news/6173794.html?tag=latestnews;title;0>>.

5. GameSpot. 4 July 2007
<http://uk.gamespot.com/ps3/action/rainbowsixvegas/review.html?om_act=convert&om_clk=gssummary&tag=summary%3Breview&page=2>.
6. GameSpot. 4 July 2007
<http://uk.gamespot.com/ps3/action/rainbowsixvegas/review.html?om_act=convert&om_clk=gssummary&tag=summary;review>.
7. GameSpot. 7 July 2007
<<http://uk.gamespot.com/xbox360/action/virtuafighter5/news.html?sid=6173723&tag=result;title;0>>.
8. GameSpot. 7 July 2007
<<http://uk.gamespot.com/xbox360/driving/flatouttotalcarnage/news.html?sid=6165106&mode=press>>.
9. GameSpot. 21 March 2007 <<http://www.gamespot.com/features/6166198/index.html?cpage=7>>.
10. GameSpot. 21 March 2007 <<http://www.gamespot.com/features/6167180/index.html>>.
11. GameSpot. 21 March 2007 <<http://www.gamespot.com/features/6167180/index.html>>.
12. GameSpot. 7 July 2007 <<http://www.gamespot.com/news/6173765.html?print=1>>.
13. GameSpot. 4 July 2007 <<http://www.gamespot.com/ps3/action/ninjabaidensigma/review.html>>.
14. GameSpot. 4 July 2007
<<http://www.gamespot.com/ps3/action/ninjabaidensigma/review.html?sid=6173475&print=1>>.
15. GameSpot. 4 July 2007
<<http://www.gamespot.com/ps3/action/rainbowsixvegas/review.html?page=2>>.
16. GameSpot. 7 July 2007
<<http://www.gamespot.com/wii/action/streetfighter2turbohf/review.html?sid=6173647>>.
17. GameSpot. 7 July 2007
<<http://www.gamespot.com/xbox360/action/rainbowsixvegas/review.html?sid=6162184>>.
18. GameSpot. 7 July 2007 <<http://www.gamespot.com/features/6167180/index.html>>.
19. GameSpot. 7 July 2007
<<http://www.gamespot.com/features/6166198/index.html?cpage=7>>.
20. GameSpot. 7 July 2007 <<http://uk.gamespot.com/features/6167180/index.html>>.