

Such listemes are genuinely new, in that the meaning that they get is entirely unrelated to the meaning the root had before, in its use as a proper noun. Most of the other cases we've looked at have involved a manipulation of the form or meaning of an existing word, while still retaining some traces of its original meaning. Still, though, we haven't really seen any cases where the word has really been created out of nothing. Doesn't anybody actually sit down and make up a new words, ever?



In fact, the answer is generally 'No'. People don't make up new words deliberately very often. There are only a few real cases of words being made up out of whole cloth, generally commercial. For instance, the inventor of a new photographic process, Mr. Eastman, invented *Kodak* out of nothing in 1888 to serve as a trade name for his product and company. The word for the number  $10^{100}$ , *googol*, was invented on the spot by a mathematician's nephew, when he asked him what he thought a one with a hundred zeroes should be called. Generally, though, this kind of event is the exception rather than the rule. People get new words from old words.

Throughout this discussion, though, we haven't even touched on the *primary* source of new words in English, which is *borrowing*. The number of new words introduced to English by borrowing makes the combined number of new words added to English via all of the above methods look truly titchy, like a ten next to a googol. To understand borrowing properly, and the remarkable effect it has had on the English vocabulary, we really have to look at the history of English in some detail. We turn to this topic in the next chapter.