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Abbreviation as a word-building process in the system of English

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## INTRODUCTION

Recently, there has been a trend of huge and rapid changes at the social, national, and linguistic levels. Finding new methods to describe events and phenomena has become necessary for communication, which has led to the development of new linguistic units that are more economical, simpler to understand and exchange information for the general public.

The **relevance** of my research topic is due to the widespread use of various abbreviations in real life, during communication on the Internet, and in many other spheres, including business and economics, medicine, education, technology, sports, government and even military, so it obviously requires a more detailed study and analysis. The emergence of abbreviations and acronyms is driven by a desire to save as much communicative space as possible while maintaining the clarity and simplicity of different linguistic structures, accelerating the pace of life, changes in political, scientific, and cultural life, the development of mass communication, and the rapid increase of various streams of information. Today, abbreviations are extremely widespread in many languages, including English, and occupy a leading place in communication between people.

Therefore, the **purpose** of the study is to investigate the specificity of usage, peculiarities, and main types of abbreviations which can be traced in modern English language, paying special attention to their usage in the field of economics, finance and business communication. Among the **tasks** set during the research, the most significant are: to process the history of the emergence of abbreviations from their inception to the present day, provide a modern characteristic of the abbreviation process as one of the means of word formation in the English language system, determine the main peculiarities of abbreviations and their types, provide examples of the usage of abbreviations in contemporary English, demonstrate possible ways of translating abbreviations from English into Ukrainian, as well as identify practical ways of using them in modern economic and business discourse, analyze their peculiarities of usage, investigate their types, and provide typical examples of using

abbreviations. The **object** of my research is abbreviations, and their manifestations in various spheres, including the field of economics and business, and the **subject** is their usage patterns and characteristics. The research **methods** employed were descriptive, to determine the classification and characteristics of abbreviations in modern linguistics, and analytical, to select actual material for the study and to investigate the peculiarities of abbreviations usage in the modern English. The **structure** of the work consists of an introduction, two chapters with conclusions, general conclusions, a summary, and a list of sources used.

## **CHAPTER I. THEORETICAL ASPECTS OF STUDYING ABBREVIATIONS IN THE SYSTEM OF ENGLISH**

### **1.1. The history of abbreviation as a word-building process.**

From ancient times, abbreviations have played a crucial role in human communication. People have used abbreviations to communicate more effectively and efficiently since the invention of written language.

The history of abbreviations dates back to the ancient civilizations of Sumer and Babylon, who are who are often credited with the invention of writing, and who lived in the 4th century BC. The earliest forms of writing were created there. To record their language, the Sumerians and the Babylonians employed the cuneiform writing method, which included making wedge-shaped symbols on clay tablets. They were the first to use abbreviations in order to reduce the amount of time and space needed to record any information.

The use of abbreviations continued to be widespread throughout history. The Greeks and Romans also used abbreviations in their writing, and Latin abbreviations were commonly used in medieval times. These abbreviations were often used in manuscripts and documents by scribes and scholars, and were used to save space, reduce the cost of materials, and make it easier to read.

During the 15th-17th centuries, the English language changed quite quickly. These times marked the appearance of the first spelling standards, and the language of the royal court was considered the standard. However, word abbreviations gradually became more widely used in all layers of society and caused social interest.

Gradually, the abbreviation lost its social character and became widely used in all spheres of life and social circles. As the English language evolved, so did the use of abbreviations. The use of abbreviations in English became more common during the 19th century, as printing technology improved and newspapers became more popular. By the early 20th century, abbreviations had become a regular feature of English writing.

In the United States in the 1830s, starting with Boston, with the flourishing of philology and linguistics in British academic circles, the use of abbreviations becomes increasingly widespread. For example, in 1837 Charles Dickens in his "Pickwick Papers" used abbreviations such as P.V.P. - Perpetual Vice-President, M.P.C. - Member Pickwick Club, and G.C. - General Chairman. The beginning of the 20th century added words to the language such as ramp (1918), vamp (1927), photo, van (1930s). The emergence of shortened Americanisms such as O.K. or N.Y. dates back to July 4, 1899. At the same time, such Americanisms as co-ed, fan, gym appeared. The beginning of the 1930s gave impetus to the development of English initial graphic abbreviations, which were used to denote many government institutions and various business structures in the United States. In the mid-20th century, acronyms and initialisms began to appear in English writing. A huge number of various abbreviated words and terms also appeared in English thanks to the appearance of computers in the 1980s. They were borrowed by practically all national languages, thus becoming internationalisms: PC - personal computer, TV - television, and many others. By the late 20th century, with the advent of the Internet, the emergence of an increasing number of new abbreviations in modern English is happening at an extremely fast pace. Text messaging and social media had given rise to a new generation of abbreviated language.

Today, abbreviations are used in almost every aspect of our daily lives. They are used in business and industry, in scientific research and technical writing, and in personal communication. Today, the Internet is an endless source of new words, terms, and abbreviations: AFAIC - As Far As I'm Concerned; NM - Never Mind; ASAP - As Soon As Possible. Everyday online communication has contributed to the emergence of commonly used word abbreviations, such as please - PLS, PLZ, good night - GN, excellent - XLNT, be right back - BRB, by the way - BTW, let me know - LMK, happy birthday to you - HBTU, in my humble opinion - IMHO, I see - IC, and many others. Constant abbreviations and simplification of linguistic units are evidence that language is constantly changing and modernizing. All of this does help to save communication space and convey a significantly greater amount of

information each time.

Overall, the history of abbreviations is a long and fascinating one, reflecting the evolution of human language and communication. From the earliest days of written communication to the present day, abbreviations have played an essential role in our lives. They have become an essential tool for effective communication, allowing us to convey complex ideas and information quickly and efficiently. As we continue to rely on written communication in our daily lives, abbreviations will continue to evolve and play an important role in our communication.

## **1.2. The concept of abbreviation and its peculiarities. Types of abbreviations.**

An abbreviation is a shortened form of a word or a group of words. It is usually formed by removing some letters or parts of the word or words. Abbreviations are used to save time, space or effort in written communication, to create a concise and clear message, and to avoid repetition. They are commonly used in various fields such as science and technology, medicine and healthcare, business and finance, law, education, as well as in social media and casual conversations.

Abbreviations have some peculiarities that should be considered when using them. First of all, they can be confusing if their meaning is not clear or if they are used incorrectly. For instance, the abbreviation "CA" can mean "California," "cancer," or "chartered accountant," depending on the context. Secondly, some abbreviations have more than one meaning. For example, the abbreviation "ABC" can stand for "American Broadcasting Company," "Australian Broadcasting Corporation," or "alphabet", while the abbreviation "PS", for example, can mean "postscript," "playstation," or "personal statement," among other things. Lastly, abbreviations can be specific to certain regions or fields. For instance, the abbreviation "CPR" may mean "cardiopulmonary resuscitation" in medical contexts, but in business contexts, it may mean "cost per response; the abbreviation "EOD" can mean "end of day" in a business context, but in a military context, it means "explosive ordnance disposal."



Speaking about the different types of abbreviations in the English language, it is first of all important to distinguish between graphical abbreviation and lexical one. Graphical abbreviation is the result of shortening of a word or a word-group only in written speech (for the economy of space and effort in writing), while orally the corresponding full form is used. Graphic abbreviations are only employed in written language and lack a matching sound form. In spoken language, they are pronounced as their equivalent unabbreviated versions. For example, the abbreviations a.o.b. = any other business, a/o = account of, and P&L = profits and losses, are all customarily written in lowercase and typically accompanied by a dot or other graphic symbols [Maksimova T.V., 2007]. They also include forms of address such as Mr. - Mister, Mrs. - Missus, Dr. - Doctor, scientific degrees such as BA - Bachelor of Arts, BSc. - Bachelor of Science, MA - Master of Arts, MSc. - Master of Science, MBA - Master of Business Administration, PhD - Doctor of Philosophy, military ranks such as Col. - Colonel, units of measurement such as sec. - second, min. - minute, ft - feet, km - kilometer, Latin abbreviations such as p.a. - per annum, i.e. - id est, ibid. - ibidem, a.m. - ante meridiem, cp. - compare, viz - videlicet (namely); days of the week and months such as Sun. - Sunday, Tue. - Tuesday, Feb. - February, Oct. - October, Dec. - December; names of states in the USA such as Alas. - Alaska, CA - California, TX - Texas; internet abbreviations, e.g. BTW - by the way, FYI - for your information, TIA - thanks in advance, AFAIK - as far as I know, TWIMC - to whom it may concern, and many others.

Lexical abbreviation happens when a word or word group is condensed in both written and spoken language. Lexical abbreviations come in a variety of forms in the English language:

1. The first type of lexical abbreviation is acronyms. Acronyms are created from the first letters of a phrase or name, and spoken as a single word. They are commonly used in technical and specialized fields, as well as in everyday conversation. Examples of acronyms include NASA (National Aeronautics and Space Administration), NATO (North Atlantic Treaty Organization), while "AIDS"

stands for "Acquired Immune Deficiency Syndrome.". Acronyms are often used to create a shorthand for complex or lengthy phrases and to simplify communication.

Anacronym is an abbreviation that has become so common that people no longer remember what each letter stands for. Examples of anacronyms include laser, radar, scuba, and yuppie. On the other hand, a homoacronym is a certain type of acronym that happens to coincide with an English word that is semantically related to the thing, person, or phenomenon being referred to. Examples of homoacronyms include PAWS, NOW, and ASH, which stand for Public for Animal Welfare Society, National Organization for Women, and Action on Smoking and Health, respectively.

2. The second type of lexical abbreviation is initialisms. Initialisms are similar to acronyms, but they are pronounced letter by letter rather than as a single word. Examples of initialisms include FBI (Federal Bureau of Investigation) and CIA (Central Intelligence Agency), CEO (Chief Executive Officer), DNA (Deoxyribonucleic acid), ADHD (Attention Deficit Hyperactivity Disorder), etc. Initialisms are often used in technical and scientific fields, as well as in legal and governmental contexts.

3. The third type of lexical abbreviation is contractions. Contractions are formed by combining two words and replacing one or more letters with an apostrophe. Examples of contractions include "can't" (cannot), "won't" (will not), shouldn't (should not), it's (it is or it has), you're (you are), he's (he is or he has), I'll (I will), they've (they have), etc. Contractions are often used in informal or casual contexts, such as in social media and text messaging.

4. The fourth type of lexical abbreviation is shortenings. Shortenings are abbreviations that retain some of the original letters but drop others. Examples of shortenings include "Mr." (mister) and "Dr." (doctor). Shortenings are often used in formal writing, such as in academic papers or business correspondence.

5. The fifth type of lexical abbreviation is clippings. Clippings are words that are shortened by removing one or more syllables. Clipped words are usually based

on the first part of a base word (aphaeresis, or fore-clipping), though it could be also the last part (apocope, or back-clipping), or even the middle part of a word (syncope). Clipping of the final part of the word is used most often: gas (gasoline), exam (examination), ad (advertisement), gym (gymnasium), teen (teenager), lab (laboratory), photo (photograph), mike (microphone), etc. The beginning of a word can also be clipped: bot (robot), roach (cockroach), phone (telephone), net (Internet), bus (omnibus), plane (aeroplane). Examples of dropping the middle of a word: maths (mathematics), specs (spectacles), miny (ministry). Another type of clipping is clipping of the beginning and the end of the word at the same time (mixed clipping): flu (influenza), fridge (refrigerator). Clippings are usually used in colloquial speech, informal writing, and most terms belong only to a certain social group (for example, students, doctors, engineers, etc.).

6. The sixth type of abbreviation is blends. Blends are created by combining two or more words to form a new word. Examples of blends include "smog" (smoke + fog) and "brunch" (breakfast + lunch). There are several ways that blending can occur. One common method is to combine the first part of one word with the last part of another word, such as "smog" (smoke + fog) or "brunch" (breakfast + lunch). Another method is to combine two or more words by overlapping them, such as "affluenza" (affluence + influenza) or "mocktail" (mock + cocktail). Blending is often used to create new words that describe emerging trends, technologies, or cultural phenomena. For example, the word "vlog" (video + blog) was created to describe the phenomenon of video blogging, while the word "podcast" (iPod + broadcast) was created to describe the practice of distributing audio or video content over the internet.

7. Finally, symbols are another type of abbreviation that are commonly used in modern communication. They are often used to represent a concept or idea in a concise and easily recognizable way. For example, the "at" symbol (@) is commonly used to represent the word "at" in email addresses and social media handles. Additionally, the symbol "#" is used to represent a hashtag in social media,

indicating a topic or keyword, the symbol "&" - to represent the word "and" in text and messaging, while "\$" is used to represent the word "dollar" and "%" - a percentage or a portion of a whole respectively. Similarly, symbols are commonly used in mathematics and science to represent complex equations and concepts. The symbol " $\pi$ " is used to represent the mathematical constant pi, while the symbol "H<sub>2</sub>O" is used to represent the chemical compound water.

### 1.3 Ways of translating English abbreviations into Ukrainian.

There are various methods for translating English abbreviations into Ukrainian, but the following are the most widely used ones:

1) Full form translation entails translating the foreign abbreviation into the appropriate full form in another language. For instance, "L-driver" would become "водій-учень" in Ukrainian, "i.e." would become "тобто", "BrStd" would become "Британський Стандарт", and "Etc." would become "тощо."

2) Equivalent shortening entails substituting a Ukrainian abbreviation for the English equivalent. For example, "Sec." would become "сек.", PC would become "ПК", and "Mhz" would become "МГц."

3) Transcoding entails translating the full form of the abbreviation into a Ukrainian abbreviation that is phonetically similar. For instance, "NATO" would become "НАТО (Організація Північноатлантичного договору)", "IUPAC" would become "ІЮПАК (Міжнародний союз теоретичної і прикладної хімії)", and "RADAR" would become "радар (радіолокаційна установка)."

4) Descriptive translation, which consists of translating multicomponent terminological expressions. For instance, "DEPU" would become "депортований без супроводження", "DEPA" would become "депортований із супроводженням", while "INAD" would become "особа, якій відповідними органами відмовлено у праві на в'їзд до держави". This method of conveying English abbreviations usually involves translating the abbreviation taking into account its micro-context. It is used in cases where the application of the methods

described above is difficult or impossible, which often happens when transmitting abbreviations that are not present in dictionaries. [Latyshev L.K., 2000]

5) Transcoding of the full form into an appropriate abbreviation. For instance, AP would become "Есошіейтед прес (агентство)", BOAC would become "Брітіш оверсіс еірвейз компані (British Overseas Airways Company)," and CAT would become "Катерпіллар (американська компанія, що виробляє шляхобудівні машини та дизельні двигуни)."

## **Conclusions to Chapter One**

Abbreviations have been used since ancient times to communicate more efficiently and effectively. The Sumerians and Babylonians were the first to employ abbreviations in their writing to save time and space. The use of abbreviations continued throughout history, with the Greeks, Romans, and medieval scholars using them. In the 19th century, abbreviations became more common with the development of printing technology and the widespread use of newspapers. The advent of computers in the 1980s led to the emergence of many international abbreviations, and the Internet gave rise to a new generation of commonly used word abbreviations. Today, abbreviations are used in practically all facets of everyday life and continue to evolve and play an important role in communication.

Abbreviations can be defined as shortened forms of words or phrases that are commonly used to save time, space, and effort in written and spoken communication. There are two main types of abbreviations: graphical and lexical. Graphical abbreviations are used only in written language and are pronounced as their corresponding unabbreviated forms in spoken language. Lexical abbreviations are used both in written and oral communication and can be classified into acronyms, initialisms, contractions, shortenings, and clippings, blends and symbols. It is important to be aware of the context in which abbreviations are used and to ensure that their meanings are clear to avoid confusion. In addition, abbreviations are used in various fields and situations, including science and technology, medicine and healthcare, business and finance, law, education, as well as in social media and casual conversations.

There are different methods for translating English abbreviations into Ukrainian. The most common methods include full form translation, equivalent shortening, transcoding, descriptive translation, and transcoding of the full form into an appropriate abbreviation. These methods are used depending on the context and availability of the abbreviations in dictionaries.

## **CHAPTER II. SPECIFIC USAGE, TRANSLATION AND MAIN TYPES OF ABBREVIATIONS AND ACRONYMS IN MODERN ENGLISH-SPEAKING BUSINESS DISCOURSE**

### **2.1. Abbreviations and acronyms in modern economic and business discourse.**

The field of economics and business is one of many that makes extensive use of abbreviations, so my aim was to explore them based on a variety of economics texts, particularly business and finance emails. First, it is worth stopping and working out the concept of business discourse in more detail. Business discourse is considered a type of macroeconomic discourse. Business discourse is relevant for both economists and linguists. Quite often, the need to address various economic issues requires participants in economic discourse to use a so-called linguistic code - the language of economics, which is necessary for discussing various business issues and resolving problems that arise in the course of conducting business. It is used by both specialists for professional purposes and consumers. Therefore, business discourse is a socio-communicative system that enables the effective functioning of many business sectors by establishing connections between different areas of business communication. Both the language of economics and the language of business discourse involve the use of professional terminology, jargon, metaphors, and neologisms according to the fields of business. The use of abbreviations, shortenings, and acronyms in professional terminology and in everyday communication in economic and business discourse deserves special attention.

Among others, the English business terminology has many terms that can be shortened. Corporate discourse is a type of business discourse that facilitates business communication between a corporation and its personnel, defining their roles and relationships. Communication between different levels of a company should always be quick and effective, so conversations often contain many specialized terms, often represented in the form of abbreviations and acronyms. The dominant mode of communication both within companies and between different

companies is email and mandatory forms of marketing (posters, brochures, advertising, etc.) to attract customers, business partners, and key suppliers for successful business operations. In email messages, linguistic phenomena such as abbreviations, acronyms, and syntactic simplifications are frequently observed. Indeed, it's hard to imagine working documents without such abbreviations, these words have become active independent concepts, as they are international and greatly facilitate communication and save time. Speaking of the purpose of business communication, it can be added that it differs from other types of human communication. Firstly, participants engage in business communication as businessmen, traders, partners, clients, negotiators, etc. The aim of business communication is to achieve an economic agreement, purchase or sale of goods or services. In addition, business communication is present everywhere in commercial (business) documents (purchase and sale agreements, conventions, orders, protocols, etc.). Overall, business linguistics encompasses such key areas as business discourse, organizational, corporate and management communication; spoken, written and technology-mediated business communication; professional discourse used in different business sectors (e.g. banking, accounting, production, management, etc.); language utilized in advertising and marketing, public relations (PR), special language techniques for sales and marketing; linguo-pragmatics in a business context and business rhetoric (e.g. language strategies for conducting meetings, negotiations, etc.); “document management: business correspondence and contract drafting; instructional and academic language of business, economics and management used in textbooks and research, academic publications, lectures, training, consulting, and coaching on business topics; business lexicography, which involves organizing business terminology and creating business lexicons); language used in business media; intercultural business communication (including teaching and learning foreign languages for business purposes)”. (Daniushina Yulia, 2010: 242).

In the 19th century, as a result of the Industrial Revolution, researchers showed the spread of abbreviations for corporations, railways, stock exchanges,



telecommunications, oil and gas, and many other enterprises. In the 20th century, they found that abbreviations, namely acronyms, were often used when referring to tanks, airplanes, and weapons to shorten information that could be quickly and efficiently transmitted during world wars. Riordan argues that World War I witnessed a systematic increase in the number of abbreviations as Americans had been using them for a long time. There are several explanations for why English abbreviations are used in many other languages: 1) English is considered the language of science; 2) other languages have far fewer abbreviations compared to English; 3) the use of shortened forms in written form on the Internet has substantially increased.

Having analyzed various economic texts, it can be concluded that a large number of abbreviations are inherent in economic and business discourse in general. For example, BSX (Bermuda Stock Exchange), SM (Stock Market), AEI (the American Enterprise Institute), CEI (the Competitive Enterprise Institute), IREA (Intermountain Rural Electric Association). The most common abbreviations in the finance industry are acronyms formed from the initial letters of several words, such as "C.O.D" (cash on delivery), "S.W.I.F.T" (Society for Worldwide Interbank Financial Telecommunications), or letters representing elements of a compound word, such as "GHQ" (General Headquarters), "LBO" (leveraged buyout), "deb" (debenture). Such abbreviations are well-known to finance professionals, however, not to the general public. Other examples of abbreviations widely used in the finance industry include BOP (balance of payment), CPI (Consumer Price Index), EFTA (European Free Trade Association), EMC (European Monetary System), IMF (International Monetary Fund), OECD (Organization for Economic Cooperation and Development), SNA (System of National Accounts), VAT (Value Added Tax), and many others.

In business email communication, the use of various abbreviations and acronyms is very common, including the names of professions that can often be seen in signatures or when referring to another expert in various texts on economics and

business. The list of such abbreviations is very long: CEO (Chief Executive Officer) - the highest-ranking executive in a corporation and is in charge of managing the resources, general operations, and important corporate decisions; CAO (Chief Accounting Officer) - the senior accounting executive in a firm, who is in charge of supervising and managing the financial accounting and reporting operations of the business; CFO (Chief Financial Officer) - the senior financial executive in charge of overseeing all aspects of the business's finances, including financial planning, record-keeping, and reporting. Another examples include such abbreviations of names of various experts within a company, as: CIO (Chief Information Officer) - director of information service (head of IT department); CMO (Chief Marketing Officer); CPA (Certified Public Accountant) - certified specialist in the field of financial accounting; CTO (Chief Technology Officer) - technical director; COO (chief operating officer); CSO (chief security officer); EE (external expert); FTE (full-time employee); KAM (key account Manager) - manager for working with key clients; KOLs (key opinion leaders); PA (personal assistant); PM (product manager); SMM (social media manager) - specialist who deals with promoting businesses or brands on social media; PTE (part-time employee) - employee with part-time employment; QC (quality control manager); SEO (search engine optimization) - employee who deals with search engine optimization and website optimization for the company, etc.

When discussing current financial matters in their emails, experts usually use a specific set of various abbreviations such as: ACCT (Account); ACV (Actual Cash Value); COGS (Cost of Goods Sold); GP (Gross Profit); P&L (Profit and Loss); ROI (Return on Investment); AD (Advertisement); B2B (Business to Business) - for corporate clients; B2C (Business to Consumer) - for individuals, retail customers; BD (Business Development) – with the purpose of attracting clients; COD (Cash on Delivery); Sls (Sales); SP (Strategic Plan), etc.

Moreover, when using corporate chats (special programs or platforms for instant messaging and sharing materials between employees of a company), or

communicating with clients on messengers or other platforms or social networks, a huge amount of informal abbreviations can be observed, such as, for example, AFAIK (as far as I know), DS (document signed), F2F meeting (face-to-face meeting), HAND (have a nice day), JK (just kidding), NP (no problem), TTYL (talk to you later). In addition, abbreviations used in internal corporate discourse also include, for example, Pls., ASAP/asap, u/U, Rgds/rgds, TQ, TQVM, Tks, thks, PO, PC, and so on. The abbreviation "u" or "U", which denotes the second person when addressing them, seems to be the most common in email messages, since the authors of these messages directly address the addressees. The use of this abbreviation saves time and space in messages and gives them an informal tone. Among the abbreviations expressing gratitude, the abbreviation "TQ" predominates, as it is the shortest and most well-known compared to others, such as TQVM, tks, thks. The abbreviations "pls" ("please") for making requests and "asap" ("as soon as possible") for indicating the urgency of actions are used in email messages. Abbreviations such as "PO" ("purchase order") for indicating an order for purchasing goods and "PC" ("personal computer") for referring to a personal computer are common in business circles.

There are also specific rules for indicating days of the week or months in business correspondence. Typically, the first three letters are used in the name (Mar., Tue., Feb., etc.).

Regarding Latin graphical abbreviations in the business world, they are also very common today (etc. - et cetera (and so on); e.g. - exempli gratia (for example); i.e. - id est (that is); CV - curriculum vitae (resume); NB - nota bene (when important information is being mentioned); a.m., p.m. (in Latin "ante meridiem"/"post meridiem") - before and after noon, respectively); The abbreviation BC stands for "Before Christ," which is used to refer to years that occurred prior to the birth of Jesus of Nazareth, while the abbreviation AD, which is also common for business correspondence, stands for "Anno Domini," which is used to refer to years that occurred after the birth of Jesus of Nazareth.

Furthermore, it should be noted that abbreviations are frequently used in technical writing to more effectively convey difficult technical concepts and terminology. Here are a few examples of abbreviations that are commonly used in technical writing in various fields:

1. Engineering field: CAD: Computer-Aided Design; HVAC: Heating, Ventilation, and Air Conditioning; EMI: Electromagnetic Interference.
2. IT field: API: Application Programming Interface; SQL: Structured Query Language; GUI: Graphical User Interface.
3. Science field: DNA: Deoxyribonucleic Acid; RNA: Ribonucleic Acid; NMR: Nuclear Magnetic Resonance.
4. Mathematics field:  $\Sigma$ : Summation;  $\Delta$ : Delta;  $\pi$ : Pi.
5. Medical field: CPR: Cardiopulmonary Resuscitation; ECG: Electrocardiogram; EEG: Electroencephalogram, etc.

## **2.2. Ticker symbols as a type of abbreviations in the system of English.**

Ticker symbols are a type of abbreviation used in the financial sector. Ticker symbols (or stock symbols) are short names for terms such as stocks, bonds, and indexes that are used in the process of exchanging information. They are used to avoid constantly printing the full name of any securities or other trading items in documents. Typically, these short names have one to six characters, are assigned to a security, and are denoted by Latin letters. Usually, they are abbreviations or acronyms (International Business Machines - IBM; Microsoft - MSFT, Apple inc. - AAPL). Digital or alphanumeric tickers are used by Asian companies. For example, the ticker for Toshiba on the stock exchange is 6502. Numbers in such abbreviations have linguistic and semantic meanings and perform a certain nominative function. Moreover, some companies may also have several different tickers that are used by different stock exchanges. For example, Wimm-Bill-Dann uses the ticker WBD on the NYSE and WBDF on the RTS, so it is possible to speak of a linguistic

phenomenon called synonymy of abbreviations. Steinway Musical Instruments uses the ticker LVB (Ludwig van Beethoven) in honor of the great composer and pianist. Meanwhile, on Ukrainian exchanges, the term "ticker" is also used interchangeably with "code": trading code, security code, instrument code, or stock code. In addition, some companies use their product's trade mark as their ticker. For example, Sun Microsystems has a ticker of JAVA (named after the programming language created by the company). One-letter tickers are also common. Single-letter abbreviations have become associated with companies whose shares are most frequently traded. For example, B: Barnes Group; C: Citigroup; F: Ford Motor Company, or M: Macy's, Inc.

Ticker symbols can also be used to quickly and easily access information about a company's stock, such as its current market price, trading volume, and other financial data. They are widely used in financial news and analysis, and many financial websites and platforms provide real-time updates on stock prices and other market data based on ticker symbols. Generally, ticker symbols are a valuable type of abbreviation in the financial sector that helps to streamline communication and facilitate efficient trading and investment decisions.

## **Conclusions to Chapter Two**

The use of abbreviations, acronyms, and professional jargon is common in the field of economics and business. Business discourse is a type of macroeconomic discourse that involves the use of a specialized linguistic code to discuss business issues and problems. The language of economics and business discourse includes professional terminology, jargon, metaphors, and neologisms, and abbreviations and acronyms are frequently used. In corporate discourse, email is the dominant mode of communication, and abbreviations and syntactic simplifications are commonly used to save time and facilitate communication. Business linguistics covers various areas, such as organizational, corporate and management communication, advertising, and marketing, business correspondence, and intercultural business communication. The use of abbreviations and acronyms has been widespread since the Industrial Revolution, and their use increased during the world wars. English abbreviations are commonly used in other languages due to the language's status as the language of science, the limited use of abbreviations in other languages, and the increased use of abbreviations on the internet.

The economic and business discourse often uses abbreviations, including acronyms formed from the initial letters of several words or letters representing elements of a compound word. These abbreviations are well-known to finance professionals but not to the general public. Common abbreviations in the finance industry include BSX, SM, AEI, CEI, IREA, etc. Abbreviations and acronyms are common in business email communication, including names of professions seen in signatures or when referring to experts in economics and business. Examples include CEO, SEO, EE, FTE, KAM, KOLs, PA, PM, SMM, PTE, QC, and more. These abbreviations are used to refer to various positions and roles within a company. Furthermore, experts often use a specific set of abbreviations in their emails when discussing current financial matters. In corporate chats and other forms of communication with clients, informal abbreviations are commonly used, such as AFAIK, DS, F2F meeting, HAND, JK, NP, and TTYL. Internal corporate discourse

also includes abbreviations like Pls., ASAP, U, Rgds, TQ, and many others. The use of abbreviations is common in business correspondence, with the first three letters of the day or month typically used. Latin graphical abbreviations are also frequently employed, such as etc., e.g., i.e., and CV, BC, AD. In technical writing, abbreviations are used to convey difficult technical concepts and terminology. Ticker symbols are special type of abbreviations used in the financial sector to represent stocks, bonds, and indexes. They have one to six characters and are typically abbreviations or acronyms. Some companies may have multiple tickers used by different stock exchanges, which is called synonymy of abbreviations. Ticker symbols can be used to access information about a company's stock and are widely used in financial news and analysis. They facilitate efficient trading and investment decisions and are a valuable type of abbreviation in the financial sector.

## **RÉSUMÉ**

In the course of the study, the use of abbreviations in the system of English, namely in modern economic and business discourse was analyzed. The research addressed all the initial objectives, including the history of the emergence of the concepts of "abbreviation" from its origin to the present day, provided a modern characterization and classification of abbreviations and other shortenings, analyzed the specifics of using and translating abbreviations. In the practical part of the research, the concept of economic and business discourse and their types were describes, as well as identified practical ways of using abbreviations, giving a classification and providing specific examples of the use of abbreviations in everyday situations in business communication based on the analysis of various economic and business texts.



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