

## MODERN ENGLISH ABBREVIATIONS IN SOCIAL MEDIA

ANASTASIA YERAKHTORINA, student

LIUDMYLA SHUMEIKO, Associate Professor (Philology), English Language Adviser

*O. M. Beketov National University of Urban Economy in Kharkiv*

The idea of shortening words and phrases belongs to the ancient Romans. Some of them are well known: NB, P.S. etc. Abbreviations and shortened words have always been used for saving time and place in a written message.

The term “abbreviation” is defined in different ways. Oxford Dictionary gives the following definition – a shortened form of a word or a phrase, for example, BBC is the abbreviation for British Broadcasting Corporation.

In the electronic encyclopedic dictionary “abbreviation” (“abbreviatura” in Italian from Latin “Brevis” – short) is defined as a word formed by shortening of a word combination and pronounced as the letters in the alphabet, for example, BBC (British Broadcast Corporation), EU (European Union), PM (Prime Minister), PC (personal computer) and so on. This kind of abbreviations is sometimes called “initialisms” or alphabetic acronyms. Acronyms can be also read as words: NATO (North Atlantic Treaty Organization), AIDS (Acquired Immune Deficiency Syndrome), OPEC (Organization of Petroleum Exporting Countries). There are some abbreviations existing only in a written form but pronounced as the full word: Mr. (Mister), Dr. (Doctor), St. (Saint or street).

Such examples as etc., e.g. and i.e. (from Latin) are considered to be abbreviations as part of the language. Some English words can be shortened, and it is very common to meet them in this form, particularly in spoken English. The most common words of this group are: phone (telephone), maths (mathematics), fridge (refrigerator), exam (examination), photo (photograph), bike (bicycle), ad/advert (advertisement), flu (influenza) and others.

As it is known, modern people communicate on-line more and more gladly and frequently. The necessity to implement communication as quickly as possible makes us shorten words and phrases. The more often we use fixed abbreviations, the more common they get and the wider they are used, becoming a part of the language communication “norms”.

The paper aims at considering abbreviations used by young people in a written informal communication. According to the statistics of one of the largest sites, devoted to abbreviations in the net [www.AcronymFinder.com](http://www.AcronymFinder.com) its base contains 4195875 registered abbreviations.

Modern English written abbreviations are formed in different ways:

- The use of figures (1, 2, 4 and 8) instead of words or parts of words. In this case, the abbreviations are used as homonyms of the corresponding words: some1 (someone), no1 (no one), 2day (today), 2nite (tonight), 4U (for you), 4E (forever), D8 (date), L8 (late);

- Similar pronunciation of the letter in the alphabet and a word which is shortened: R (are), C (see), B (be);
- Omitting vowels: smmr (summer), WKND (weekend), YR (your), HV (have), MSG (message);
- The use of initial letters instead of words: HAND (have a nice day), NP (no problem), BAU (business as usual), ATB (all the best).

A mixed type of abbreviations is also observed, i.e. a case, when different ways of abbreviations' formation are used, namely HB2U (Happy birthday to you), where three initial letters are used for words and a figure is used instead of a preposition, HRU (how are you?) – two initial letters are used for words and a letter “R” gets through instead of the word “are”.

The number of abbreviations used in social media has an increasing tendency. Currently, communicating on-line in English is hardly possible without knowing at least the main standard web-shortenings.

#### References:

1. Acronym Finder [Retrieved from [www.AcronymFinder.com](http://www.AcronymFinder.com)].
2. A Dictionary of Abbreviations. Oxford University Press. First Edition, 2011. – 1915 p.
3. Oxford English Dictionary. The definite record of the English language. [Retrieved from <https://public.oed.com/how-to-use-the-oed/abbreviations/>]

## PROJEKTMETHODE IM DEUTSCHUNTERRICHT

DMYTRO YURCHENKO, Lektor, Sprachberater  
*Charkiwer Nationalen O. M. Beketow Universität für Stadtwirtschaft*

UDC 811.11

Die Projektmethode ist vermutlich die Unterrichtsmethode, die am weitestgehenden auf Studentenselbsttätigkeit und Eigenverantwortung ausgerichtet ist. Immer mehr Universitäten und Lehrkräfte wenden sich dieser Variante des selbst gesteuerten und selbst entdeckenden Lernens zu.

#### *Ursprung und Entwicklung der Projektmethode*

Nach traditioneller Auffassung ist die Projektmethode ein genuines Produkt der amerikanischen progressiven Erziehungsbewegung. Um 1900 als Methode des Werkunterrichts erfunden, erhielt sie eine neue, eigentümliche Gestalt, als William H. Kilpatrick sie seit 1915 – wegen ihrer besonderen Förderung von Freiheit und Selbstbestimmung – als die einzig adäquate Unterrichtsmethode in einer demokratischen Gesellschaft bezeichnete und – wegen ihrer besonderen Förderung von Motivation und Lernbereitschaft – als „herzhaftes absichtsvolles Tun“ definierte. Diese umfassende Bestimmung