

electronic learning technologies can help teachers and learners to perform their educational functions more effectively. The term participation which are used in on line discussions, give learners an opportunity to analyze their observations and find more logical answers to their mailed questions. However, this educational method has some problems which affect educational procedure. For example, it is always hard to provide an effective and socialized educational procedure in electronic learning. In contrast to electronic learning, traditional methods lack time flexibility and necessitate physical presence in classes in most days of the week. But this paradigm gives learners the opportunity to ask their questions.

The main challenge in front of traditional methods is that, although free discussion in class can bring up many new ideas and questions, however due to lack of time, many of them are overlooked. It is believed learners can save their questions on line and they have the option to continue their previous discussions and findings. Shortcomings of traditional and electronic methods necessitate more endeavors to find better methods which can utilize advantages of both methods. Lastly, a new educational model has been made which is called as differences between traditional education and electronic education; that is because both of them have their own advantages and shortcomings. Numerous studies have been conducted on use of data, on line and off line activities and to investigate learning strategies which incorporate educational potential of on line and face to face educational. Blended learning has been referred to as the third generation of distant educational systems.

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LANGUAGE OF TEXT MESSAGES

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With the development of the Internet and online communication, abbreviations are formed. English abbreviations are often used both in spoken and written language. They are used by everyone who learns or speaks the English language fluently.

Among the reasons and preconditions for the emergence and significant spread of the phenomenon of abbreviation in modern society, along with extralinguistic factors (scientific and technological progress, social transformations, development of interethnic cultural and economic ties), we recognize the principle of language means economy and speech efforts.

According to the definition suggested in “American Heritage Dictionary” abbreviation is “A shortened form of a word or phrase used chiefly in writing to represent the complete form, such as *Mass.* for *Massachusetts* or *USMC* for *United States Marine Corps*” [1].

SMS-messages are considered to be the means of informal communication, so they do not assist establishment of business contacts. However, the use of SMS-argot has been so widespread that they have become a factor influencing Modern English. The cases of replacing English words by abbreviations are constantly increasing.

There are a lot of shortenings in SMS messages. It is practically impossible to decipher them without the detailed analysis. The basic distinctive features of SMS messages are:

1. Presence of electronic channel of transmission.
2. Indirectness
3. Remote mode of communication
4. Hypertext
5. Virtuality
6. Creolization
7. Computer ethics and etiquette.

Abbreviations are most often used in informal speech, correspondence, blogs. They save time as the length of the message gets smaller. Sometimes ignorance or wrong use of a shortening in English can cause an uncomfortable situation or incomprehension of the content an interlocutor wants to express.

Nowadays everyone is trying to convey as much information as possible in a faster way. We have already had a large number of different abbreviations in English that help to convey whole sentences in several letters.

For instance, to express laughter we use acronyms such as: LOL, ROTFL.

Acronyms are used for expressing feelings: *BFF* – *Best Friends Forever*, *AML* – *All My Love*, *H&K* – *Hugs and Kisses*.

Examples of abbreviations formed by numbers: *4ever*, *2nite*, *2day*.

Informal abbreviations are also becoming quite popular and often used. Informal abbreviations are abbreviated forms used in spoken language. They are not considered slang, but are possible only in an informal setting. They are usually used in informal situations.

Abbreviations are becoming increasingly important, especially in scientific, technical and journalistic texts, as a means of concentrating information due to their conciseness and brevity. It is possible to convey as much information as possible as in the mass media as in personal messages by means of abbreviations.

References:

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PECULIARITIES OF ENGLISH FILM TRANSLATION (ON THE FILM TERMINATOR 3. RISE OF THE MACHINES)

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The relevance of this article lies in a popularity of English films among Ukrainian audience. A great demand for translation of various films is an important part of modern society life.

The purpose of this research is to identify the features and difficulties of English film translation into Ukrainian.

The goal of this work is to give a wider outlook on the peculiarities of English film translation (on the film Terminator 3: Rise of the Machines).

The object of this research is film text as a special text genre of translation activity. The subject is the methods used in translation of these film texts.

At the moment, cinema is one of the most popular social communities. Modern people find it difficult to imagine their existence without cinema. The conditions of globalization contribute to the fact that foreign (mostly English) films create a significant share in Ukrainian cinema.

A film translation in any form (dubbing, subtitled translation or "behind-the-scenes" translation) meets certain criteria specific to translation activities in general. A film text includes dialogues, lyrics, behind-the-scenes comments and captions. This type of text has its own characteristics: unlike other types of translated texts, it is designed at the time of a new perception, so it must be informative and understandable to a viewer [1].

The main features of an audiovisual translation are various specific aspects of film technology translation. The transmission of verbal and nonverbal information in this particular text is carried out both acoustically and visually, and the linguistic aspect ceases to play a decisive role.

There are two main ways to translate film texts: dubbing and subtitles.

Subtitle is an abbreviated translation of film's dialogues, which reflects their main content and accompanies visual series of a film in its original version. The structure of a subtitle text has its own characteristics and there are requirements for displaying subtitles on a screen to ensure the most comfortable conditions for a viewer. Therefore, while faced with some difficulties in a process of film text translation, a translator will be forced to use different types of transformation.