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ABBREVIATION AS A WAY OF COINING NEOLOGISMS IN MASS MEDIA

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Abstract. The paper aims at analyzing abbreviation as one of the most productive ways of coining neologisms in mass media. The focus is made on the study of initial abbreviation and its subtypes; the authors discover several new ways of coining abbreviations. The analysis encompasses two major characteristics of abbreviations in mass media: their form and encoded meaning.

Keywords: abbreviation, neologism, initial abbreviation, homonymous abbreviations, way of coining.

1. INTRODUCTION

Abbreviation is a relatively new way of coining neologisms. The term derives from the Latin word "brevis", which means "short". Scholars suggest that before the XIXth century the number of abbreviations in English was very small. At the end of the XIXth century there were a few dozen abbreviations, and in the last quarter of the XXth century abbreviation became very popular and the number of words coined by this method increased so much, that nowadays there are even dictionaries of abbreviations [3, p. 65].

2. FINDINGS AND DISCUSSION

Prof. Ganshyna pointed out that words formed by abbreviation do not enrich language, they just shorten existing words for the purpose of linguistic retrenchment. At the same time, she did not deny the fact that abbreviations might become independent linguistic units [1, p. 93]. We consider the former statement of hers misleading in contemporary linguistics.

Olga Ivashtchyshyn provides an expanded classification of English abbreviations in contemporary linguistics:

1) Initial abbreviations. Such abbreviations are made of the first letters of all the components of the phrase and are called acronyms, e.g.: *AP – Associated Press*; *TRP – Tool Recovery Procedure*.

"Police killings, and the federal investigations and civil unrest they unleashed, came out on top from among the 85 votes cast with 22 first-place votes, in the <u>*Associated Press*</u> *(*<u>*AP*</u>*) poll. Voters placed the Ebola outbreak in*

West Africa as second biggest, and the rise of the Islamic State in Iraq and Syria third biggest story of the year"
(Time, December 22, 2014)

2) Abbreviations that consist of the first letters of the phrase and the whole word. This type of shortening sprang up at the beginning of the XXth century and is still popular, e.g.: *UHV-chamber – ultra-high vacuum chamber; ICE number – in case of emergency number; e-cabinet – electronic cabinet*:

"Ministers feel obliged to log on and vote in e-cabinet sessions even when on holiday"

(The Economist, October 10, 2001)

3) Abbreviations coined by way of reduction, i.e. by omitting the endings of words, e.g.: *deg. – degree; inc. – incorporation; co. – company*:

Jessica Alba's eco-friendly e-commerce startup, Honest Company, is facing a law suit over whether its natural products are actually natural…As Fortune notes, Honest Co. has previously faced allegations over their products, coming under fire last year for selling allegedly ineffective sunscreen.

(Time, February 17, 2016)

4) Abbreviations formed by dropping random letters of the word, e.g.: *ct – circuit: std – steady*;

5) Abbreviations that contain letters of notional words with omission of functional words, e.g.: *PSI – pounds per square inch; PETA – People for the Ethical Treatment of Animals*:

"…may be the prez should adopt the bird (a turkey he pardoned and let live), instead of pardoning one, says PETA's Bruce Friedrich. "Turkeys", he says in a letter to Bush being delivered this week, "are not as familiar to most of us as kittens and puppies, but they are interesting individuals"

(U.S. News &World Report, December 01, 2003)

6) Abbreviations-acronyms that phonetically coincide with existing words, e.g.: BEST – Battery Energy Storage Test; TEAM – technologies enabling agile manufacturing; MAP – manufacturing automation protocol:

"Manufacturing Automation Protocol was a computer network standard released in 1982 for interconnection of devices from multiple manufacturers. It was developed by General Motors to combat the proliferation of incompatible communications standards used by suppliers of automation products such as programmable controllers. By 1985 demonstrations of interoperability were carried out and 21 vendors offered MAP products. In 1986 the Boeing corporation merged its Technical Office Protocol with the MAP standard, and the combined standard was referred to as MAP/TOP" [4].

After researching into the structure of abbreviations-neologisms in mass media, we discovered some other types of abbreviations.

Olga Ivashtchyshyn provides only 2 types of non-homonymous initial abbreviations, i.e. abbreviations consisting of the initial letters of all components of the phrase, and abbreviations consisting of the initial letters of notional words with omission of functional words. In our research we discovered one more type of initial abbreviations. This type involves using the first letters of notional words as well as the first letters of functional words, e.g.: *COTU – center of the universe; DOMA – defense of marriage act; NOPE – not on planet Earth.*

"In trying to build new refineries, you deal with NOPE – Not on Planet Earth. That's the mood. 'We don't want a power station', said Ron Oligney, an energy consultant and co-author of "The color of Oil: The history, the money and the politics of the world's biggest business"

(The Dallas Morning News, May 18, 2001)

Sometimes abbreviations consist not only of letters, but also of numbers. This is another type discovered in our research – abbreviation with the help of numbers, which are not components of initial phrases but serve as various representations of the components (homophonic, logical etc.), e.g.: *B2B –*

business to business; C4IST – command, control, computers and communications, intelligence, surveillance and targeting.

"Terms like <u>B2B</u>, B2C, and C2C are the buzzwords that raise eyebrows. Little do they know that Internet models change so fast that they have mutated into B2B2C and C2B2C"

(New Straits Time, May 15, 2000)

Taking into consideration the form of abbreviations, we want to distinguish abbreviations that coincide in their sound form and spelling with existing words. Olga Ivashtchyshyn distinguishes only the ones that coincide in pronunciation. The examples of such abbreviations found in mass media are as follows: *CAVE – citizens against virtually everything; NOTE – not over there, either.*

"…<u>CAVE</u>s dominated for years. They say the no-growthers opposed prevented Interstate 85 from passing near the city. They were content to keep the city dependant on textiles and the military. They fought bond packages and sales tax boosts for improvements…The resulting period for economic stagnation and blight along the river front and in neighborhoods finally awoke the city. The <u>CAVE</u>s lost clout. Community go-getters now tend to ignore them"

(News & Record, September 16, 2001)

Taking into account the meaning of abbreviations, we would like to distinguish such type of abbreviations as homonymous abbreviations. They are spelled and pronounced identically, but can be deciphered differently. For instance: *NATO - North Atlantic Treaty Organization; National Association of Theatre Owners; No Action, Talk Only; Not Another Teen Organization; National Organization of Tobacco Outlets.*

3. CONCLUSIONS

Abbreviation, as well as other ways of coining neologisms, has some drawbacks. In our opinion, the main drawback of this method is difficulties in comprehending such neologisms, i.e. very often a person cannot understand the meaning of the abbreviation s/he hears or sees in print. Another drawback is a great number of homonymous abbreviations, i.e. they have the same form but different meanings, and as a result, the addressee is not able to understand the meaning out of context.

The research done discovers 3 new ways of coining abbreviations that have never been analyzed in linguistics before. We consider it important to study the use of abbreviations in various types of discourse and describe new relevant characteristics of this type of neologisms, which would facilitate reading and listening comprehension.

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Великорода В.Б., *Лябига* Н.О. Абревіація як спосіб творення неологізмів в мас медіа. *Журнал Прикарпатського університету імені Василя Стефаника*, **3** (4) (2016), 16–19.

У статті досліджено та проаналізовано абревіацію як один з найпродуктивніших способів творення неологізмів у медіа дискурсі. Основна увага авторів зосереджена на ініціальній абревіації та її підтипах, виявлено кілька нових способів утворення абревіатур. Аналіз охоплює дві основні характеристики абревіатур у ЗМІ: форму та значення цього виду скорочень.

Ключові слова: абревіація, неологізм, ініціальна абревіація, абревіатури-омоніми, спосіб творення.