

history and evolution of these fairy tales provides valuable insights into the traditions, beliefs, and values of these societies.

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ABBREVIATIONS IN MODERN ENGLISH

Аббревиатуры в современном английском языке

The modern world is changing rapidly, and this has an immense impact on the formation of modern language culture. With the development of technology, new words and expressions related to computers, the Internet and social networks appear. The processes of migration and globalization lead to English becoming more widespread. As a result of changing social norms, some words and expressions become obsolete. All these changes make language evolve and adjust to modern conditions.

A distinctive feature of the modern world is the high speed of all processes. In such conditions and the speed of human reaction should be appropriate. Abbreviations have become widespread in informal communication in social networks and in business correspondence.

The purpose of the article is to consider abbreviation as a linguistic phenomenon.

An abbreviation is a shortened form of a written word or phrase. Abbreviations may be used to save space and time, to avoid repetition of long words and phrases, or simply to conform to conventional usage.

The following methods of forming abbreviations are distinguished [1]:

1) Abbreviations for the first letters of words from expressions. To form this type of abbreviation, the first letter of each word from the phrase is taken and it is read as a single word. These abbreviations are also called acronyms.

Examples: EOD – end of day, TYVM – thank you very much, WIP – work in progress.

2) Abbreviations in numbers. In such abbreviations, a single digit can replace a whole word or part of a word because of similarities in pronunciation.

Examples: gr8 – great, 2moro – tomorrow, l8r – later, h8 – hate, E1 – everyone, EF4T – effort, F2F – face to face.

3) Abbreviations where one letter replaces a word. This type of abbreviation is based on the same pronunciation of the letter and the whole word.

Examples: y – why, B – back, E – enemy, F – female, H – hug.

4) Abbreviations in which some letters of words are issued. In this type some letters, mostly vowels, are realised from the word.

Examples: EZY – easy, GRL – girl, QIK – quick, RLY – really.

5) Abbreviations for symbols. These abbreviations use characters as whole words or single letters.

Examples: B@U – back at you, T+ – think positive, T:)T – think happy thoughts, W@ – what, Z% – zoo.

To draw the conclusion, the ongoing world contributes to changes in language norms. One of the phenomena in modern language is abbreviations. They are actively used in informal communication on social networks and in business correspondence. The main goal is to save time and place. Abbreviations can be formed by using symbols, numbers consonant with letters, the first letters in phrases and omitting vowel letters.

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