

11. Lexical changes in modern English: Abbreviations and shortened words formed under the influence of various social factors

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Abstract

The relevance of research determined by the popular use of abbreviations and abbreviated words in discourses of the English language, as well as the need to analyse this phenomenon, which is constantly in the process of change. The purpose of this study: definition of the concept of abbreviation and abbreviated words, analysis of abbreviations in the modern English language, formed under the influence of various social factors. The method of systematic, logical and content analysis, the method of synthesis, analogy, and the method of deduction were used in the study of this topic. The article considers the definition of the main types, properties of abbreviations and abbreviated words, their classification, and role in speech, the main social factors that caused the formation of abbreviations are named, it is determined that the leading role in the activation and development of abbreviations in the modern English language is played by the process of global integration and rapid development of information technologies. This work examines 42 of the main types of abbreviations and abbreviations in modern English: the acronyms Radar, NASA, VIP, UNESCO, BBC, EEC, GMO, CCFF, EEB; initialisms imho, asap, OTT; Abbreviation of lab(oratory), exam(ination), cap(tain), vet(eran); initial abbreviations EFTA, EMC; abbreviations IVF, ESA, ASAP, AYOR, BAU, DIY, DM, FB, FYI, G2G, HIFW, IMO, JIC, LOL, MSG, OOO, RN, RT, TIA, TTYL, WDYT/WDYM, WFH, COVID-19, NCP, formed under the influence of various social factors. The practical significance of this article lies in the fact that the main provisions and the obtained results of the analysed material can be used in conducting classes in philology, linguistics and linguistics, devoted to abbreviations and shortened words.

Keywords: *abbreviations, initialisms, acronyms, discourse, phrases, innovations.*

Short Bios

Svitlana V. Novoseletska is a PhD in Pedagogical Sciences and an Associate Professor in the Department of English Language and Literature. Her research focuses on teaching English to preschool children and related topics in language education and linguistics. She has published several articles on these subjects and has presented her research at international conferences.

Natalia V. Shapran is a Senior Lecturer with expertise in general linguistics. She has contributed to research on various linguistic and cultural topics, including the concept of ENVY, etiquette communication strategies in the context of globalization processes, and sociolinguistic transformations in intercultural communication norms in the globalized world. Her work has been published in international scientific conferences and journals.

Elina K. Kolida is a Professor and the Head of the Department of English Language Practice with a PhD in Philology. Her research interests encompass various aspects of linguistics, including linguistic pragmatics, communicative linguistics, lexical semantics, and discourse studies. She has also been actively involved in grant activities, including participation in a research project in the humanities funded by the Canadian Institute of Ukrainian Studies at the University of Alberta in 2019-2020.

Tetiana I. Musiichuk holds a PhD in philology and works as a lecturer. She has contributed to research in the field of informal English learning with online digital tools, particularly focusing on non-linguist students. Her work has been published in the journal "Advanced Education" in 2021. Additionally, she has successfully defended her PhD thesis and published a scientific article titled "Using a manipulative strategy in a communicative situation of indignation" in the journal "Sciences of Europe".

Kateryna V. Simak is a lecturer at the National University of Ostroh Academy in Ukraine, where she teaches English language and literature. She holds a Bachelor's degree in Philology and Pedagogy as well as a Master's degree in Philology from the National University of Ostroh Academy.

Kateryna has been involved in numerous international exchange programs and professional development opportunities abroad, including in Canada, Poland, and Germany. She has served as a researcher at the Canadian Studies Centre and has professional experience as an interpreter. Her research interests include internationalization of higher education, academic mobility of students, and teaching English using information and communications technologies. Kateryna has been the recipient of various scholarships and grants supporting her academic pursuits. She has been a member of several professional teaching and research associations in Ukraine.

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Introduction

English is one of the most developed languages in the world, which is constantly changing and improving. About 200 million people in Great Britain, the USA, Canada, Ireland, Australia, New Zealand, South Africa, and India speak and use English in business, science, and literature. It is one of the five official working languages adopted by the United Nations (UN). Various social and historical events have their consequences in language. Thanks to the constant development and improvement of technological processes, abbreviations and shortened words are becoming more and more popular in communication in modern English (Volkova & Pelyak, 2023). Ignorance or incorrect use of a certain contraction or abbreviation in the English language can cause a misunderstanding of the interlocutor and

what he wants to explain with this or that phrase.

Abbreviation (from Latin *brevis* – short, from Ital. – *abbreviatura*) is a shortened form of a word or phrase, it means a word that is read by the initial letters or the alphabetical name of the initial letters. Abbreviations are used to make long association names or specialized terms less difficult to understand and remember in an article, text, or textbook. As a rule, the term is written in full at the first mention, and further on in the text – a shortened form, directly an abbreviation (Zaveri, 2022).

Abbreviations begin their history in the Middle Ages, where they first appeared in inscriptions and coins, then in manuscripts, and starting from the 11th century and in documents, from which they do not disappear until the 16th

century (Nimani, 2023). As noted by the researcher N. N. Abdul-Razzaq (2008), the use of abbreviations is a true reflection of the main characteristics of the modern era, which shows a revolution in technical and scientific discoveries, it is a new phenomenon in linguistics, since the reduction of a sequence of words to their initial letters is increasingly popular in the 50s and the 60s of the XX century.

Abbreviations have the property of saving space and distracting from repeated phrases or words. In general, they are used for frequently repeated names of organizations, conferences, congresses, programs, abbreviations of names. Abbreviations are not appropriate for geological terms or geographical names in research reports, regardless of how many times such terms or names are used in the text (Barabash, 2017). Abbreviations are more common in tables, partly because of limited space. Abbreviations used in the tables are defined in the headings in parentheses.

As the Hungarian researcher A. Imre writes (2023), the general term abbreviation was introduced as belonging to the extragrammatical morphology within which it refers, it is a shortened form of something else, which leads to the simplification of

words. As a rule, newly formed abbreviations are known only in some industries, others are forgotten and discarded (Liadskyi & Diadyk, 2023). It depends on the demand of society in the language unit, on social factors, on communicative needs, which are expressed in an instant, as a rule, short-term increase in public interest in any phenomenon, subject or event, which is expressed in a sharp increase in the frequency of language units, for use exchange of information about this phenomenon, subject, or event. The further development of the abbreviation is a promising direction, because the English language does not notice a tendency to shorten abbreviation nominations.

According to researchers from Great Britain, M. Filimonov et al. (2022) the formation of abbreviations occurs according to special schemes of initial letters and mixing, they are introduced primarily to support the efficiency of written communication from the point of view of time and space. Abbreviations in the English language are caused by such phenomena as wars, revolutions, high progress in science and technology, the emergence of joint-stock enterprises, the development of the telegraph, education, sports, the widespread use of the Internet and the emergence of a universal form of communication – Short Message Service

(SMS) language (Popular abbreviations..., 2022; Spytka, 2023).

The very process of reduction is the reduction of the number of morphemes and phonemes in phrases and words without changing their lexical-grammatical meaning, as a result of which a new nominative unit or a variant of its derived unit appears. Such a mechanism appeared even when there was a phonetic record, very widespread in early writing. Writing the whole word was often omitted, only the initial letters were used to denote words in a specific context (Kulumzhanov et al., 2021).

Acronyms are also abbreviations formed by combining the first letters of a phrase into one. Not all acronyms are acronyms, but all acronyms are abbreviations. The terms “abbreviation” and “acronym” are shortened types of phrases and words. While abbreviations shorten long words (e.g.: dr. — doctor or prof. — professor), acronyms use the first letter of each word in a phrase to create a new word (e.g.: National Advisory Committee for Aeronautics – NASA or Federal Bureau of Investigation – FBI).

It should be noted that new abbreviations in modern English are formed at the speed of the pace of life, because it is popular and important to convey more information in the

shortest possible time (Kawiana et al., 2023). A scientific study by Indonesian scientists S. Prihatini et al. (2022) highlights the issue of the influence of social factors on language changes (changes in words and abbreviations that are part of this language). They believe that abbreviations have their own template references, and the rapid development of social networks facilitates the process of forming new abbreviations that are very different from the formation of previous abbreviations.

The Internet and the use of this method of information exchange have a significant impact on the language situation. Thus, a new style called Internet communication is formed, which is a specific feature of the Internet community and seriously affects the speech behaviour of society in general (Berisha & Rexhepi, 2022). People use pictures, emojis, slang, and abbreviations become part of it all. The restriction in the language on the use of letters and other symbols, which existed before that, gave rise to modern abbreviations (Zlenko et al., 2023).

Therefore, in everyday life, saturated with information, there is a lack of time for communication and correspondence. Using abbreviations is one effective method of shortening words or individual phrases to save

time. Abbreviations are found everywhere: in international terms, in business correspondence, in general English, in SMS, social networks and chats (Gusak & Vorobiova, 2023). Many of them are used quite often, so not only those who study the English language, but also an ordinary modern person should master a few of the most common of them.

This paper explores the social factors that have contributed to the emergence and widespread use of abbreviations in modern English. It examines the impact of technological advancements, scientific developments, social movements, and everyday life on the introduction of new abbreviated forms. The paper provides examples of abbreviations that have emerged from these influences and discusses the motivations behind abbreviation trends.

The focus is specifically on how societal and cultural shifts have shaped abbreviation use, rather than exploring the linguistic mechanics or technical classification of different abbreviation types. Examining the social factors provides insight into why certain abbreviations gain prominence and become widely adopted parts of the language. The aim of this paper is to demonstrate that abbreviations are not random, but rather

deliberate creations that reflect the changing nature of communication and values in the modern era.

2. Materials and methods

The abbreviations selected for this study were based on their popularity and prevalence in modern English, especially in online communication channels such as social media, texting, and online forums. Various sources were used to identify commonly used abbreviations, including online dictionaries, language usage guides and linguistic research papers. The chosen abbreviations include acronyms, initialisms, and shortened words. These abbreviations were selected to represent the diverse range of forms found in contemporary English. The selection criteria prioritised abbreviations that have emerged due to social factors, such as technological advancements, cultural shifts, and changes in communication patterns. The selection is represented by the following types of abbreviations:

1. Acronyms: Radar, NASA, VIP, UNESCO, BBC, EEC, GMO, EEB.
2. Initialisms: imho, asap, OTT.
3. Abbreviations: lab(oratory), exam(ination), cap (tain), vet(eran), CCFF.
4. Initial abbreviations: EFTA, EMC.

5. Abbreviations: IVF, ESA, ASAP, AYOR, BAU, DIY, DM, FB, FYI, G2G, HIFW, IMO, JIC, LOL, MSG, OOO, RN, RT, TIA, TTYL, WDYT/WDYM, WFH, COVID-19, NCP.

Such lexical units of abbreviations and abbreviations are selected from various Internet sources. They are selected according to the demand in society – the last decades. Abbreviations in the amount of 42 lexical units are shown as words or combinations of words. The choice of such lexical units for analysis is determined by the purpose and internal logic of this study. The research utilised a cognitive-pragmatic approach to examine the comprehension and interpretation of abbreviations by English speakers. This required examining the cognitive processes used to interpret shortened forms and the practical purposes they fulfil in communication. Translational analysis was used to investigate the translation or adaptation of abbreviations across various linguistic and cultural settings. This provided insights into the cross-cultural importance of abbreviated forms.

Content analysis was employed to explore the meanings, usage patterns and social influences behind the selected abbreviations. This involved examining how each abbreviation is used in different contexts,

identifying its origins, and understanding its significance within contemporary English. Various sources, including linguistic literature, online databases, and real-world examples from digital communication platforms, were used during content analysis.

The method of analogy in this study showed a general overview of abbreviations and shortened words. It was with the help of this method that the analysis of the experience of researchers from other countries of the world in the field of philology, and linguistics devoted to the study of abbreviations and contractions was carried out.

The study applied logical analysis to systematically examine the role and classification of abbreviations within the English language. The analysis identified overarching principles governing the formation and usage of abbreviations, as well as their impact on language structure and communication dynamics. The comparative analysis entailed comparing the results of this study with previous studies on abbreviations from various language and cultural backgrounds. This aided in situating the results within the wider scope of linguistic research and recognising similarities and distinctions in abbreviation patterns among other languages.

Using the method of system analysis, it was possible to determine and understand the main role of abbreviations in the English language, as well as to determine their main features. The method of synthesis in the work examines lexical changes in the modern English language, namely abbreviations and shortened words that were formed under the influence of social factors. Using the method of analysis and synthesis, it is worth noting the reliability of the conclusions obtained in the work, as well as the validity of the studied information. Thus, they are used for a clear understanding of the studied topic, revealing its general characteristics and principles.

The study analysed abbreviations within the broader framework of linguistics, philology, and language studies using a deductive approach. Specific aspects of abbreviation formation, usage, and evolution were analysed by applying general linguistic principles.

Comparative and typological methods were used to compare abbreviation phenomena across different languages and language families. This comparative approach enabled a detailed comprehension of the similarities and differences in abbreviation patterns across various linguistic contexts.

3. Results

3.1. Definition of the concept of abbreviation and abbreviated words in the English language

Abbreviations are the subject of research recently, namely with their rapid appearance in the language in the 20th century, with the beginning of new areas of information, intensive development of information technologies and integration processes in various spheres of culture, science and economy, which is primarily reflected in language.

The popular use of abbreviations is a kind of social slang that appears and disappears periodically, although, it should be noted, it will never disappear forever. The reasons for using abbreviated forms are the desire for linguistic economy. Accuracy and brevity are valued not only in linguistics, but abbreviations greatly contribute to a concise style. They help to convey a sense of social identity, i.e. use the abbreviated form to be (in die know) part of the social group to which the abbreviation belongs.

At the beginning of the XXI century, the abbreviation is becoming more and more noticeable, it is widely used not only in the fields of science and art, but also in the social and political space. It reveals lexical

possibilities, and this is precisely its necessity and value. Abbreviation is closely related to the main communicative function of language. It provides communication needs by condensing information for communicative purposes and increasing the informational value of certain elements of formal language material, and also consists in ensuring the transmission of the maximum amount of information with minimal use of the material envelope of language, that is, in increasing the effectiveness of the communicative function of language. Abbreviation is possible using the following characteristic features of the language:

1. Linearity of speech and writing.
2. The materiality of language sign.
3. Excess voice messages.
4. Uneven distribution of information between elements of the speech flow.

It is the excess of speech messages that ensures the reduction of individual elements in the speech stream. In the process of abbreviation, it is not eliminated, but only its volume decreases. Avoiding the use of abbreviations could contribute to excessive growth of texts (Haydenko & Sergeeva, 2022). Abbreviations of various types are increasingly common in all circles of vocabulary, they are complete units of words, and not some

random words recorded in dictionaries of abbreviations. Abbreviations should not be confused with abbreviations or abbreviations (including initialisms), with which they have certain phonetic and semantic functions. All three types are the term “abbreviation” in the free English language.

So, an abbreviation is a contraction in any way; reduction is a reduction in size by the type of convergence of parts. Abbreviation comes from cutting off part of a phrase or by omitting certain parts from the inside, while shortening a word is omitting letters or syllables and putting the first and last letters together, that is, shortening is an abbreviation, but shortening is not necessarily an abbreviation. Abbreviations can also be used to give a different meaning to a word, such as a PIN code, if the abbreviation PIN is removed, the meaning of the word will be lost.

Abbreviations, as a rule, are nouns combined into thematic groups of names, for example: countries, states, geographical names, districts, international organizations, enterprises, organizations, medical terms. Today, abbreviations are mostly used due to their brevity and brevity in scientific and technical, newspaper and journalistic texts.

Abbreviated units that correspond to polysemous words, according to their

structural semantics, correspond to one of the variants of the original lexical unit. The shortening of single- and multiple-meaning words is accompanied by a semantic shift, which contributes to the emergence of words that are different in scope and new in meaning. The main extralinguistic factors between the initial word and the shortened unit contributing to this process are:

1. Activities in a narrow language environment.
2. Extension of the properties of the reduced unit.
3. Nomination based on the ratio of objects of reality by contiguity.
4. Functioning by similarity.

Abbreviation is, firstly, a generalization, in other words it is possible to say “excision”. Most abbreviations are nouns and adjectives. It should be noted that adjectives are much less common. Among them, for example: civil – civilian, prep – preparatory. Abbreviation of academic titles, job titles, and professions is popular among the English. It has been proven that business people often use abbreviations because, as a rule, economic terms are too long.

Clipping or truncation of words is the creation of new words by shortening two or more syllables of a word without changing its

meaning. Truncated words can function as independent units with their own lexical meaning and a specific phonetic form. The cut word and its sources do not match, for example: “doc” refers only to medicine, while “doctor” is also used in education, denoting a higher degree. Such words always differ from derivatives in terms of stylistic orientation and emotional charge. Clippings are more indicative of the user's familiarity with the marked object, so they are characteristic of spoken language (Mahyaddinova, 2022).

3.2. Classification and causes of abbreviations and abbreviations

The problem of occurrence of abbreviations is important for understanding their essence and regularities of functioning in the language. The reasons for the occurrence of abbreviations are non-linguistic, lingual, and linguistic. Extraneous causes are changes in society. The pace of life is growing and the amount of information provided is growing, thus new abbreviations, shortenings, acronyms, and initials are formed in the language. Linguistic reasons for the reduction of words are considered to be the interest in the tact presented in English by cognates, that is, when borrowings from other languages of the world are assimilated into the language, they are shortened. Technical and social

progress, the increase in the volume of information, are factors that influence the appearance of abbreviations in the language. An abbreviation is considered a means of concentrating information.

One of the characteristic features of the English language is the presence of numerous abbreviated lexical units. In linguistics, graphic and lexical types of abbreviations are distinguished. Lexical abbreviations are more often used in oral and written communication, and graphic abbreviations are used only in writing. In other words, graphic abbreviations are the use of symbols on a letter instead of words and phrases. In oral speech, they are represented by the full form of a word or phrase: bldg (building), govt (government), Sun (Sunday), Feb (February), Mr., Ms., Dr. (Mister, Miss, Doctor), sec (second), ft (foot/feet). There are graphic abbreviations in Internet communication as well: IMHO (in my

humble opinion), AFAIK (as far as I know), ICBW (I could be wrong) (Bayramli, 2023).

There are numerous lexical abbreviations, among which morphological and syntactic abbreviations are distinguished. Syntactic contractions are formed by discarding integrally formed elements of the word, and morphological contractions include telescopisms and fusion. Telescopisms are a certain way of word formation using morphemes, for example: celery + lettuce = celtuce; motor + bus = mobus; black + yuppie = buppie. They can convey much more information than other abbreviations that contribute to quick memorization of words. Fusion, on the other hand, is a shortening of word components that form a more melodious combination of letters: LISP – listprocessing.

The following types of abbreviations are distinguished (Table 1).

Table 1. Types of abbreviations

Type		Characteristic
Initials:	Alphabetisms	Words formed by combining the initial letters of words are read alphabetically, for example: UNO (United Nations organization); MP (Member of Parliament); CPSU (Communist Party of the Soviet Union), UNESCO (United Nations Educational, Scientific and Cultural organization); BBC (British Broadcasting Corporation); PC (Personal computer); UK (United Kingdom). They can be popular, well-established, entered into dictionaries of abbreviations, they
	Acronyms	

		are often used for concise names of entities, organizations. Deciphered by previous usage in the text. They are always written with a capital letter, they can sound like an ordinary word, for example: NATO, AIDS or after each letter: PC, USA, BBC.
Complex abbreviations		Words are formed by adding their bases. They are formed with untruncated bases from the initial letters of words or their syllables, from their combination. For example: International police (Interpol); Victory Day (V-Day); H-birthday (happy birthday); hi-fi (high fidelity).
Truncation (apocope, apheresis, syncope)		<p>Formed by discarding the initial or final syllable of the base, for example: demo (demonstration); caps (capital letters); ad (advertisement); intro (introductory sentence).</p> <p>There are three types of them:</p> <p>apocope – shortened final part of the word: lab (laboratory); gym (gymnasium);</p> <p>apheresis – truncation from the beginning of the word: phone (telephone); burb (suburb).</p> <p>syncope – truncations formed from the remainder of the middle part: flue (influenza); fridge (refrigerator); maths (mathematics); natl (national); balm (balsam).</p> <p>There are examples when the word structure does not end with a truncation, but is complicated, for example, it shortens the word included in the word combination: zoological garden (zoo). Most abbreviations are included in the vocabulary of the English language as those that have the ability to further word formation, they characterize certain categorical meanings, syntactic functions in a sentence, grammatical categories.</p>
Graphic abbreviations		They are used instead of phrases and words on a letter. In the spoken language, they correspond to fully meaningful words, for example: Ltd. (Limited); Ala (Alabama); agency (agency); pd (paid). These abbreviations are read as full equivalents and are not words,

	but only conventional symbols or signs. They can be the initial letters of bases and words, the first and last letters of words, or end with vowels, for example: Ave. (Avenue); Gen. (General); Friday (Friday); gvt (government); Colo. (Colorado).
Abbreviations are borrowed from another language	Known borrowings from the Latin abbreviation: NB (nota bene) – English. Take special note of; etc. (et cetera) – English. And the rest; v. (vide) – English. See; e.g. (example gratia) – English. For example; p.t. (pro tempore) – English. Till now; s.a. (son anno) – English. The date is not indicated; a.m. (ante meridiem) – English. Before noon p.m. (post meridiem) – English. After noon

Source: Compiled by the authors.

Numerous initial abbreviations began to be used at the beginning of the 20th century. Such abbreviations, as a rule, have a nominative character, belong to the composition of nouns and are the names of objects or phenomena. But initialisms are also known, not nouns, for example: imho (in my humble opinion), asap (as soon as possible), OTT (over the top).

It can be seen from Table 1: a characteristic type of abbreviations are acronyms – initial words formed from parts of several words. They are complete words. In the modern language, this type of abbreviation is very widespread in all fields of human activity, they coincide with ordinary words, sometimes

semantically related to a certain object or subject, the name of which is shortened. If deciphering their full version, the meaning will not change. Acronyms are read not as a series of letters, but as several words together, without periods. For example: radar (Radio Detection and Ranging), NASA (National Aeronautics and Space Administration), VIP (Very important person), UNESCO (United Nations Educational, Scientific and Cultural Organization), BBS (British Broadcasting Corporation). Acronyms refer to pronounced abbreviations that are formed by the initial letters of a single compound term, and initialisms are types of abbreviations of the same name that are not pronounced.

Abbreviation is the process and its result of reducing one or more syllables of a word. This type of abbreviation was not created to be used only within the general vocabulary of the language, it was started as terms for a narrow group of people (medical workers, students, military personnel, scientists). For example: lab(oratory), exam(ination), in military slang cap(tain), and vet(eran) were used for the first time by schoolchildren. The truncations of socially insignificant groups remain only within certain limits, without passing into the general lexicon of the English language.

Graphic abbreviations are quite popular in the modern English language, which have their own peculiarities in use. To save and save time, graphic abbreviations also include alphanumeric abbreviations used, as a rule, in means of communication and informal speech style (messages, e-mail address, chats) such as: F2F (face to face), Any1 (anyone), CUL8R (see you later), B4 (before), CU2MR (see you tomorrow). There are contractions in modern English borrowed from various languages. Between the meaning of a word and its sound, it is going about phonetic motivation. There are the following borrowings according to the way of pronunciation:

1. They are pronounced according to the alphabetical names of the letters: from

French – CPE (Commission Permanente d'Essais), from German HMI (Hahn – Meitner – Institute for Kernforschung).

2. Pronounced like ordinary words: from French – SOISM (Centre d'organisation et d'instruction du service du matériel), from Italian – SOM language (Centro operational misto).
3. They are pronounced mixed according to the letter-syllabic type: from German – Dem. L. (Demarkationslinie), from Italian – col. in s. SM (colonnello in servizio distato maggiore).

Abbreviations and abbreviations, formed under the influence of various social factors, used in modern English. Analysing the influence of the modern progress of society on the development of language, the rapid growth of the need to name numerous new concepts, mainly technical and special, is quite noticeable. It is also important to note that in modern scientific and technical progress there are characteristic “technological breakthroughs” in one or another field – as a result, major scientific discoveries leading to drastic changes. Such “breakthroughs” give rise to a significant number of new, interrelated concepts that require nomination (Navalna & Spys, 2020).

All important events in the world leave their mark on the language, have a significant impact on the vocabulary of the English language. At the end of the 20th century,

information technologies are developing rapidly. The current information revolution generates a real explosion of innovations related to information technology (Figure 1).

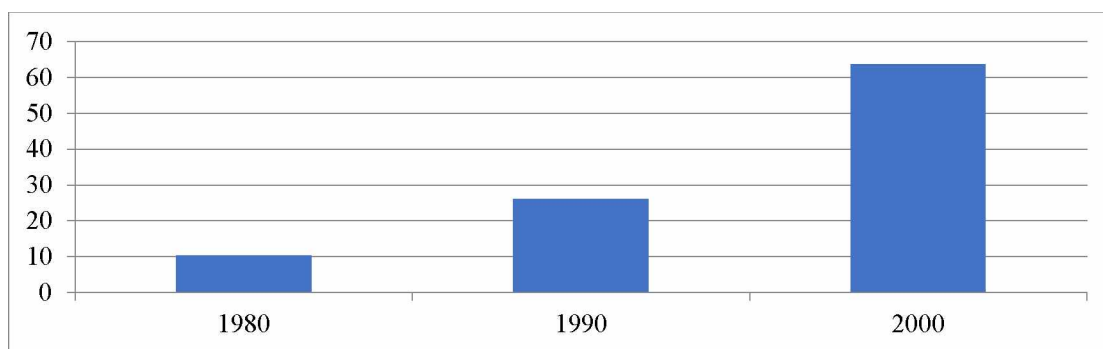


Figure 1. Development of innovations in the information revolution

Figure 1 shows that in the 1980s, words reflecting the information revolution made up 10.3% of the vocabulary and phraseology included in neologism dictionaries, in the 1990s they were already 26%, and in the 2000s rapid growth of 63.7%. The great demand for abbreviations is caused primarily by global changes in the world community, intralingual factors. As a result, the creation of

new words and phrases increased. But there are also numerous new abbreviations that were formed during the last decades of the 20th century. are unclear to the reader. For example: CCFF – Compensatory and Contingency Financing Facility. The following are the main social factors influencing the emergence of abbreviations (Table 2).

Table 2. Social factors influencing the emergence of abbreviations

Z/p	Factors of influence
1	Globalization of the economic sector and rapid economic changes in the world
2	Information revolution (latest information technologies)
3	Rapid development of biological sciences (biotechnology, genetics, genomics)
4	Social movements and phenomena in society (feminism, sexual revolution, social differentiation, environmental awareness)
5	Evolution in the field of everyday life of a modern person

Source: Compiled by the authors.

In the economic field, namely, what is characteristic of an economic text is the most logical and clear division of the text. This type of abbreviations is most relevant in this field. The names of institutions, organizations, and banks related to financial and economic activities may be abbreviated. Initial abbreviations are more prevalent in this field, less often truncated abbreviations, for example: EFTA – European Free Trade Association, EEC – European Economic Community.

I. Markov et al. (2023) claim that language is a multimodal, usage-based, and goal-driven skill that has developed in response to different selective forces, such as technological progress. The authors emphasise that digital communication has led to the development of new language forms, including text-speak, and has resulted in the creation of new linguistic innovations and adjustments. The authors propose that language evolution follows a pattern similar to human evolution, with language being a skill that constantly undergoes changes to better fit the present state of the human species. They highlight the evolution of language ideas from single-modality to multimodal, and from human-specific to usage-based and goal-driven. The authors argue that technology has significantly influenced language, leading to

the emergence of new communication formats and language usage.

The use of the Internet in the world is called a "technological revolution". Today, more and more people spend their time virtually, communicating through social networks and various messengers. Checking bank accounts, paying for online purchases, making calls abroad, learning a new profession, a new language, and working online can be done via the Internet (English abbreviations in social..., 2023). The Internet is considered a part of space, an "information ecology". Since the Internet is constantly undergoing various positive and negative changes, there is also a change in language, Internet users, the formation of new thinking, or the improvement of the old one (Kononova, 2023). This later affects communication outside the language of the Internet, as everything flows from life to the Internet, and vice versa, from the Internet to life.

Language is a constantly evolving social phenomenon characterised by the addition of new words, the extinction of obsolete ones, and the adaptation of morphology and semantics to a dynamic environment. Social media platforms are witnessing an unprecedented rate of word creation, and individuals belonging to various demographic

groups frequently employ distinct phrases and assign varying connotations to identical terms. It is important to note that the social impact of new scientific and technological discoveries influences language evolution by giving rise to new words and meanings that facilitate communication and comprehension of the world around (Zanzotto, & Pennacchiotti, 2012).

In Internet communication, abbreviations have acquired a new character, they perform the function of shortening frequently used phrases, thereby reducing the duration of writing messages. Speech formulas-clichés (colloquial abbreviations) are formed, which stylize messages, while giving them a playful

and conversational character, peculiar only to Internet communication. Such abbreviations can be divided into initiating (abbreviations that are read inseparably, formed by combining the initial letters of cliché statements to form new units) and chaotic (those in which individual graphic components are not algorithmically reduced, they are not decisive in the decoding process). The content of the graphic components of the lexeme is determined by the primary authors of such abbreviations, it is impossible to trace the colloquial abbreviation. The most popular Internet abbreviations are the following (Table 3).

Table 3. Popular abbreviations on the Internet

Abbreviation	Title
ASAP	As soon as possible
AYOR	At your own risk
BAU	Business as usual
DIY	Do it yourself
DM	Direct message
FB	Facebook
FYI	For your information
G2G	Goth that go
HIFW	How I feel when
IMO	In my opinion
JIC	Just in case
LOL	Laughing out loud

MSG	Message
OOO	Out of office
RN	Right now
RT	Real time
TIA	Thank you in advance
TTYL	Talk that you later
WDYT/WDYM	What do you think / What do you mean
WFH	Work from home

Source: Compiled by the authors.

The rapid development of biological sciences and genetic engineering has created opportunities for obtaining food products synthetically, that is, genetically modified products. Known abbreviations in this field: GMO (A genetically modified organism), EEB (Ecology and Evolutionary Biology). With the popularity of the technique of artificial insemination, the concept of baby-making, baby-making arose industry – “making children” and the abbreviation IVF (In vitro fertilization), ESA (Endangered Species Act) is a law aimed at protecting flora and fauna.

At the moment, more and more attention is paid to health and a healthy lifestyle. The reason for this is the emergence of new diseases in recent decades. These diseases can be associated with the wrong way of life, with an intense pace, the negative impact of modern technology, as well as with events

taking place in the world. The most popular abbreviation of recent years is COVID-19 (Coronavirus disease 2019), it was also called the abbreviation NCP (Novel Coronavirus Pneumonia). All the above-mentioned social factors have an influence on the formation and functioning of lexical units of the modern English language, all of them are related to the main spheres of human activity.

4. Discussion

Abbreviation is the main development trend in the colloquial genre of modern English, which is supported by the simplification of live speech and the use of modern information technologies. Numerous linguists dealt with the problem of shortening words and abbreviations in the modern English language. For example, P. P. Devi (2022), a researcher from Indonesia, believes that the creation and development of abbreviated words are

diverse, with the most productive form being an abbreviation, followed by other forms, namely blending, clipping, and acronym, respectively. It is worth agreeing with this opinion and adding that each of these forms has its own types of shortened words that require detailed consideration.

According to Ukrainian researcher K. Yu. Kravets (2016), an abbreviation, is a linguistic phenomenon that contributes to the optimization of word-forming processes, improvement of speech activity and information compression. In her work, the author presented the classification of abbreviations in the European integration discourse by type, method of formation and field of use. Referring to the research, it is worth noting that this classification fully reflects the concept of abbreviations in the European integration discourse.

H. E. Choi (2023), based on the results of his own research, notes that an acronym is usually formed as a result of reading the first initials of a phrase or a compound word, as well as using such initials that signify something to form a word. One should agree with the opinion of the researcher, he also notes, as in this study above, that graphic abbreviations are used only in written speech, and in oral speech only the corresponding full forms are present.

The standardization of written English began in the 15th century, during which many new abbreviations appeared. Not only dots, but also other icons, began to be shortened. For example, in order to write words like master, over or even exacerbate faster, it was popular to replace the word combination -er with only one symbol. With such minor reductions, people sought to reduce the time it took to transcribe medieval texts. According to A. Kabdykarimova (2016), a Kazakh researcher of the history of English abbreviations, abbreviations were originally only graphic, so some underwent lexicalization. The author adds that the process of simplifying complex lexical units of any type is inevitable, and reading and forming graphic abbreviations into a fixed word was one of the ways to the appearance of the first lexical abbreviations in the English language. It is necessary to agree with the judgment of the researcher, her work will be useful in the preparation of lectures on linguistics and morphology and linguists studying the history of the modern English language.

Under the general name "reduction" are considered numerous and very different processes and results, the common for which is that the word is shortened in one way or another, becomes shorter in comparison with its prototype (Kroliets, 2023). American

researchers P. J. Strouse et al. (2023) the study noted the main principles of reductions, such as: the fewer reductions, the better; do not need to use a new abbreviation, do not invent new abbreviations; do not use abbreviations to shorten the text; if the author has doubts about shortening, it is better not to shorten the text at all. The researchers should agree with these principles, and say that in their work they have identified a number of recommendations for the use of abbreviations.

M. Coancă (2018) studied the use of English abbreviations and acronyms in business communication. Based on the results of his own research, he concludes that in the English language, business abbreviations of various lengths and make up the majority of the language, the reason for this is the spread in business newspapers, while some of them are often found in the general press due to their migration to a common language that their completely assimilated. It is worth adding that this study shows not only the mechanisms of formation of identified abbreviations and abbreviations, but also the contexts of their use.

Today, the use of the Internet is changing the use of language. Digital technology has a significant impact on language development

(Nazarova & Rudenko, 2023). To confirm this hypothesis, a survey of internet users was conducted by L. Oliinyk et al. (2022) to gather their opinions about the use of new words in the process of communication. The results showed that digital technology impacts language development, but users' vocabulary is expanding following the scope of digital technology.

P. Ohiagu (2020) analysed the linguistic patterns and functions of English language use among native and non-native speakers on Facebook. The research focused on the context of Facebook discourse, specifically the text posts (statuses) of users. The aim was to understand the differences in language functions and patterns between native and non-native speakers. The study found that non-native speakers tend to exhibit more formal traits than native speakers when communicating electronically on social media. The observation was made by analysing pre-closing and closing statements as indicators of the level of orality and informality in online writing. The research indicates that Facebook is an informal platform where users tend to use emotional and expressive language in their interactions.

People use short words to shorten complex phrases or phrases. Many new words have

appeared recently through the use of the Internet (Abylgazova et al., 2023). Indonesian researcher E. R. Winarto (2019) believes that the abbreviation is now in trend in most languages of the world, that people need the efficiency of a long phrase, it is easier for them to pronounce the abbreviation than the original words or phrase. One should agree with this opinion, but add that the rapid development of the latest technologies has made it possible to increase the colloquial abbreviation. A separate group of abbreviations consists precisely of abbreviations that arose during correspondence on the worldwide Internet (Karibayeva & Kunanbayeva, 2017).

According to R. R. D. Moehkardi (2021) there are various reasons why abbreviations as a type of word formation are very popular: the young generation uses abbreviations for text messages and other Internet communication, abbreviations help to keep personal stories among peers and in secret from adults; the use of abbreviations among professionals in general is a categorization and designation of organizations, committees, innovations, systems, programs, drugs, diseases. It is worth agreeing with the research and adding that in the modern English language, numerous new abbreviations and contractions are formed precisely because the pace of life is expanding,

there is a need to provide more and more data in the shortest possible time.

Indian researcher P. D. Choudhury (2018) also states that recently, the development of technology has begun to affect the language of young people, changing their word usage in written and oral forms. The Internet and its concise language have a negative impact on young people and students. In his research, he tries to prove that the excessive abuse of Internet resources has changed the standard language and people are moving towards the evolution of a new form of youth language, which will carry the rudiments of abbreviations, giving rise to a new form of language. It is appropriate to partially agree with the researcher, but one cannot deny the fact that the use of text abbreviations is completely personal and depends on the context.

Scientist from Algeria Y. Bennane (2019) notes in the work that the connection between the abbreviation and its linguistic meaning is stronger than the connection between the abbreviation and its full form, and the graphic form of the abbreviation affects its lexicalization in the English language, and therefore the constant use of the abbreviation in many spheres of life helps the process of its lexicalization. It is also worth noting that

graphic demotivation is the main reason for the lexicalization of the abbreviation, since the language user will consider it as a linguistic designation, a defining concept.

The Scottish researcher A. Honkapohja (2021), studying abbreviations in manuscripts, noted that abbreviations were an important qualitative means of dating and localization of manuscripts. In the author's opinion, although the importance of abbreviations is recognized by linguists, there are many areas where abbreviations should be considered more of a problem than evidence.

The spectrum of modern social changes, the globalization of the economic development of world states, the acceleration of technical processes, have a wide impact on the variability of language, which provokes a rapid growth of terminology, abbreviations, and abbreviations (Dumi et al., 2014). This has become a natural condition of verbal communication, not only in a certain language space, but also in everyday life. All fields of development face changes in terminology. As the Kazakhs believe, G. Z. Beysembayeva et al. (2016) – lexical, technical and specific terms, leading to the maximum use of abbreviations and shortened words, can be determined by the "principle of the least effort" or the so-called "law of economy of language". The

researchers note that it is the variability that provokes the distortion of the meaning of the terms in their translation. Correct interpretation of terms is a search for a single correct translation (Dudar, 2023). After considering their research, this opinion of the researchers should be agreed and added that every aspect of translation should clearly take into account abbreviations from the point of view of perception and interpretation, including all extralinguistic factors that contributed to the appearance of abbreviations and shortened words.

Thus, the results obtained during the implementation of this work, as well as the considered works of researchers, helped to study the concept of abbreviation, shortened words not only in English, but also in the languages of other countries of the world.

Conclusions

This study made it possible to consider abbreviations and shortened words in the modern English language, formed under the influence of various social factors, to identify their features and role in speech. In this work, the concept of abbreviations and shortened words is revealed, the differences between them are explained, their types and classification are presented. It was determined that the process of global

integration plays an important role in the activation and development of abbreviations in the modern English language. The purpose of abbreviations, determined by saving time, is called to make communication more effective through the use of shorter words. That is, an abbreviation directly replaces a long string of words with just one word, which greatly simplifies the text or communication. It is a shortened form of a phrase or word. As a rule, but there are exceptions, abbreviations consist of a letter or a group of letters taken from this phrase or word. Without a doubt, abbreviation and abbreviated words are one of the important trends in the development of the modern English language, which is supported by the influence of modern information technologies.

The article achieves its goal by solving the following problems: the concept of abbreviation and abbreviated words in the English language is defined, the causes and classification of types of abbreviations and abbreviations are defined, and the most common abbreviations formed under the influence of various social factors used in the modern English language are highlighted, such as: acronyms Radar, NASA, VIP, UNESCO, BBC, EEC, GMO, CCFF, EEB; initialisms imho, asap, OTT; Abbreviation of lab(oratory), exam(ination), cap(tain), vet(eran); initial

abbreviations EFTA, EMC; abbreviations IVF, ESA, ASAP, AYOR, BAU, DIY, DM, FB, FYI, G2G, HIFW, IMO, JIC, LOL, MSG, OOO, RN, RT, TIA, TTYL, WDYT/WDYM, WFH, COVID-19, NCP.

Having considered the concepts and reasons for the occurrence of abbreviations, it can be stated that they make life much easier, however, there should be a measure when using abbreviations. In modern linguistics, there is considerable interest in abbreviations in general. Abbreviations and shortened words are the subject of study and the most rapidly developing units of the English language.

This study has shown that all important events in the world leave their mark on the language, the creation of new lexical units, and generally have a significant impact on the vocabulary of the English language. It has been proven that social factors influence the emergence of abbreviations, such as: globalization of the economic sector and rapid economic changes in the world; information revolution (introduction of the latest information technologies); rapid development of biological sciences (biotechnology, genetics, genomics); social movements and phenomena in society (feminism, sexual revolution, social differentiation, environmental awareness);

evolution in the sphere of everyday life of a modern person.

An important feature of the study was familiarization with the works of researchers from other countries of the world studying lexical units, abbreviations and shortened words. Based on the above, it can be concluded that further research will be aimed at the study of abbreviations and shortened words not only in modern English, but also in other languages of the world, as well as a more in-depth study of Internet communication.

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