

ABBREVIATION IN NEWSPAPERS.

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The authors of the article try to describe the peculiarities of abbreviations in modern English in modern British journalism. They give the definition of abbreviation, as well as examples from newspapers. The authors consider that undeniably computer technologies are the main contributor to abbreviations and various terms nowadays

Key words

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An abbreviation is a way of making a word or a phrase shorter. It means you take a long word or a group of words and make it easier to say or write. For example, instead of saying "telephone," you can say "phone." Sometimes, people also take the first letters of a group of words to make a new word, like using "NASA" to talk about the space agency. So, an abbreviation helps us talk or write faster! An abbreviation is a way to make a word shorter. For example, instead of saying "etcetera," we can say "etc." and we put a little dot after it. The word "abbreviation" can also be made shorter, and we might write it as "abbr." or "abbrev." But sometimes, we don't put the dot at the end of the short word.

These days, people often shorten words when they talk and write. This happens because everyone is busy and wants to share information quickly. We can see this in news articles too. Now, let's talk about how abbreviations started. Some people think that kids today use too many short forms, but that's not true! Even a long time ago, like when Shakespeare wrote his plays in the late 1500s and early 1600s, people were already using shorter versions of names.

For example, they called Juliet "Jule" and Henry "Hall"! The emergence of truncation rep – reputation, pos or pozz – positive and some others are attributed to the medieval period [2]. The rise of truncation rep -reputation notoriety, pos or pozz positive and a few others are credited to the medieval period [2]. English has invited and spared a parcel of Latin shortened forms to this day. A few of the foremost common ones are the taking after: 1) e.g., which comes from the Latin state «exempli gratia», which interprets actually as «for example»; 2) etc. which comes from «et cetera» has been utilized in English since the early Middle Ages and deciphers as «and others of the same kind» or «and so forth».; 3) i.e. comes from the Latin phrase «id est», which implies «that is», and it is utilized in English to clarify a going before articulation more completely [3]. Let's note the reasons for the appearance of shortened forms within the English dialect. Numerous analysts named such wonders as the advancement of science and innovation, wars, transformations and such as the reasons for the arrangement of truncations in different dialects.

For occasion, World War II gave mankind not as it were logical and innovative propels, but moreover made a commitment to the lexicon. The number of military abbreviations began to increase rapidly, starting from the first days of the war, for example: CP – command post; O.D.– officer of the day [1]. Undeniably computer technologies are the main contributor to abbreviations and various terms nowadays, starting from the basic ones (like PC – personal computer or Proc – processor) to abbreviations known to any Internet user nowadays like IDK, meaning I Don't Know or SMH i. e., Shaking My Head. Shortened forms can be found in wealth in chats, gatherings, conferences, blogs and email, where it is fundamental to rapidly record the vital data, whereas not squandering the time of other individuals. Social organize Twitter contributed to the notoriety of them, since it features a constrain within the number of words that can be utilized per one tweet. Presently let us allude to British Daily papers and consider how frequently shortened forms are utilized in advanced British news coverage. There are two main types of national newspapers in the UK – quality (Quality, Broadsheets, Heavies) and popular (Popular, Tabloids, Gutter Press). This separation of newspapers occurred at the turn of the 19th and 20th centuries. After the introduction of the law on universal primary education, prerequisites arose for the emergence of a wider range of readers, for whom mass newspapers were mainly intended, which were cheap and had large circulations, for example, the Daily Mail, Daily Express. Wealthy and well-educated readers favoured The Times,

The Daily Telegraph, which reflected the interests of financial and industrial circles [6]. The quality (elitist) press and the popular (mass) press are considered respectively the opinion press and the news press. These characteristics are reflected in their style and design, as well as the audience that they attract. Quality newspapers appeal to the logical thinking of their readers, which is mostly possible if people have a sufficiently high level of education. The author of articles in such newspapers argues and converses with their readers. The texts of quality newspapers are characterised by such syntactic features as the use by the author of the article of isolated constructions, complex sentences, long chains of definitions. [6]. Popular newspapers are characterised by the widespread use of colloquial language and slang. Journalists communicate with readers at ease, they even try to play with people's emotions, make them care about characters in the articles due to an informal type of relationship between a journalist and a reader. The syntactic sentence structure is simpler, shorter than the one from articles in quality newspapers [6]. Through even brief research, we can observe that abbreviations are used in both types of British newspapers. This phenomenon is so massive that almost no print publication can do without the use of them. Let's look at some articles from The Guardian (one of the leading quality newspapers in the UK) and the Mirror (tabloid newspaper). Graphic abbreviations (i.e. those abbreviations that are certain characters used in writing) are widely used in newspaper articles. The following examples of their use have been identified: km, capt., dr., mins, Bucks, pcm, Sr. This is one of the articles from The Guardian, for instance: "The Queen has led tributes to Capt Sir Tom Moore, the second world war veteran who raised almost £39m for NHS charities during the first coronavirus lockdown in spring 2020, who has died aged 100 after testing positive for coronavirus." (The Guardian, 02.02.2021). As for lexical abbreviations (the ones that may be used both in written and in oral speech), these examples were found during the analysis: EU, UK, US, FTSE, CEM, AFP, OAG, FTA: "The government has hinted that it will grant full diplomatic status to the EU ambassador to the UK , with the foreign secretary, Dominic Raab, saying he is looking to turn the page on the Brexit saga and wants to treat the EU with the respect it deserves" (The Guardian, 05/02/2021). As for the tabloids, they are rich in lexical abbreviations of various kinds: UEFA, NASA, ISIS, PEB, UFO, CIA: "It's probably no surprise organizations like ISIS, which actually recruit and motivate people on social media, inevitably leave these big digital footprints" (The Mirror, 03/07/2016). The popularity of English abbreviations of this type can be explained by active social and political relations, developed scientific research and sports activities, which are covered day after day in the

pages of British newspapers. Like quality newspapers, tabloids cover a wide range of topics. A distinctive feature of this type of newspaper is that they contain examples of abbreviations not only of terms, but also phrases often used in colloquial speech, for example: BFF – Best Friend Forever. Some tabloid articles use web slang, which makes the description more expressive. «Kylie Jenner has posted a withering riposte to Kim Kardashian and BFF Stassie Karanikolaou posing together while on holiday». (The Mirror, 02/05/2021).

As can be seen from the examples, both types of abbreviations are common, which proves how our language strives to be concise, despite the type of the newspaper. Therefore, it should not come as a surprise that more and more abbreviations will appear and more people will incorporate them in their daily life.

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