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**ACRONYMS AND ABBREVIATIONS IN THE MEDIA
(ON THE MATERIALS OF «THE TIMES», «NEW YORKER», ETC.)**

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**СКОРОЧЕННЯ ТА АБРЕВІАТУРИ В ЗМІ
(НА МАТЕРІАЛАХ «THE TIMES», «NEW YORKER» ТА ІН.)**

Objective. *The objective of the article is to study the features of abbreviations and their use in the media; to investigate the specificity of the translation of abbreviations into Ukrainian from English.*

Methods. *The need to consider the formation of interactive relations between abbreviations and acronyms in English and Ukrainian languages has led to recourse to the methods of historical and analytical approach, as well as analysis and generalization of scientific literature on the problems of abbreviations and acronyms.*

Results. *Not only political, economic or cultural changes have affected English-speaking society, but also information and communication processes in English have changed over time and this is a natural process.*

The lexical fund of the English language is constantly replenished with new words and phrases, expressions that denote the formation of new institutions, the formation and functioning of organizations — sometimes the names of such institutions are too long and difficult to remember and reproduce. In modern conditions of time shortage, speakers strive for concretization, pragmatism and accuracy in the communication space, without seeing any benefit in the detailed pronunciation of long names and their explanation.

The language of the mass media with the help of a special «simplification», namely with the help of new language units provides generalized information about events, phenomena, people, addressees of information, in addition, is a successful tool of propaganda in the media, advertising, which simplifies the memorization and distribution of long names and titles without the need to expand and interpret them.

This work is devoted to the consideration, classification, study of acronyms in modern English on the material of the print media, namely in the newspapers «The Times», «New Yorker» and others.

We emphasize that the demand for the formation of acronyms is growing, and this, no doubt, precedes the change in the vocabulary of the language — we see the importance of our study.

In the article the results of research on the history of origin and research of acronyms have been analysed. The description of the types and varieties of acronyms in English and Ukrainian have been provided. The peculiarities of the translation of English acronyms in the media discourse have been investigated.

Key words: *acronyms, abbreviation, mass media, language, lexical, language of print media.*

Introduction. Abbreviation began their history in the Sumerian period: ancient Greece and Rome used the technique of abbreviating words by one letter — this was a normal phenomenon in their written speech. Over time, this principle of abbreviating words became less common, but abbreviated Roman words gradually began to be translated into Latin and used there. Examples of the use of abbreviations were inscriptions on medieval Latin coins and documents, boards, parchments and other media.

But abbreviations also existed in early writing: people wrote mostly in capital letters and tried to shorten word syllables as much as possible especially for inscriptions on coins, where even whole words were abbreviated. Subsequently, special signs were used to denote abbreviated syllables or whole words. They are found in Greek manuscripts and were common in the first Greek grammars and are called «Tyrotic marks» or «Tyrone notes». They were designed by the slave Mark Tully Tyron for his master Cicero, so that he used such marks in the recordings of his speeches. Later, Caesar and Titus used the «Tyrone» principle of abbreviating words.

The first Roman abbreviations moved to the Middle Ages along with Latin abbreviations, continuing to function in later eras in the form of omissions of letters, letter combinations and words. Roman jurists also used abbreviations and a number of rules to simplify writing, cursive greatly facilitated the work with documents [17, p. 13-14].

Ye. Vodolazkin writes: «abbreviations most often served the sacred region — in the holy teachings were partially or completely missing names» [9, p. 90].

Over time, and with increasing literacy, the need for abbreviations increased. For example, in English, which was considered the language of kings and royal elite, the period XV–XVII centuries was marked by the emergence of a large number of abbreviations. Gradually, abbreviations actively flowed from the language of the upper strata of society in all spheres of life and appeared in various social circles.

In America in the 1830 s, with the beginning of the heyday of philology and linguistics, abbreviations became wildly popular because it is convenient and practical. As an example of this, we find the abbreviations «founders of modern etymology» by J. Tolkien, K. Lewis and other members of the Oxford Literary Group. Similarly to a century earlier, in Boston, the acronym «OK» is gaining popularity, which we still use today.

After the Second World War, the rules for the use of abbreviations changed in Great Britain, the number of punctuation marks decreased, at least in semi-official documents. In America, the previously established rules for the use of abbreviations were still followed [21, p. 48, 54].

Abbreviations have recently become one of the greatest ways to replenish the vocabulary of many languages. The number of abbreviated lexical units reaches ten thousand. Problems of research of abbreviations are based on the word-forming paradigm, this concept was started by researchers of A. Shapovalov [24, p. 24-25], O. Kosareva [16, p. 86], O. Zemskaya [12] and N. Valgina [5, p. 39].

Word-forming paradigm is a set of derived words of one creative basis, containing different parts of speech and different words. Ukrainian B. Goncharov compares the word-forming paradigm with the word-forming nest [10, p. 52-53].

Abbreviations belong to the word-forming section of linguistics, which studies the mechanism of word formation relying on a system of morphemes and ways to combine them.

Humanitarian studies of the abbreviation have been repeatedly carried out by both foreign and domestic researchers: M. Tkachivska [23], B. Shunevych [26], P. Yashnov [27], V. Borysov [4], I. Varfolomeeva [6], B. Goncharov [10], V. Karaban [14], A. Parshin [19] studied the problems of translation of abbreviations.

Abbreviation is the reduction of long linguistic sentences to a semantic unit — an abbreviation. This method is quite productive and convenient in today's world. Contemplating

the scientific and technical development, new terms and concepts appear, there is a need for their correct interpretation and reduction, and this is a separate plane in language research [3, p. 74].

Among the researchers of abbreviations in various fields are the following works: Yu. Khusnulina «Structural-semantic and functional specifics of abbreviations of computer discourse» (2012), M. Tibilova «Abbreviations-innovations» (2011), L. Zubova «English medical abbreviations as a part of professional language picture of the world: against their Russian and French counterparts» (2009), I. Bartholomeu «Abbreviations of modern English: cognitive-discourse aspect» (2007), O. Biriukova «Functioning of abbreviations in modern speech» (2007), N. Rakitina «Linguo-cultural aspects of the functioning of abbreviations in political discourse» (2007), K. Yeltsova «Strategy of translation of abbreviations» (2005).

The concept of abbreviation is borrowed from Italian, the term «abbreviatura» comes from Latin. «Abbreviare» — «shorten», where the root is formed from the adjective «brevis», which means «short».

Depending on the abbreviated parts of the original word or phrase, there are types of abbreviations: a. acronyms consisting of the initial letters of the main phrase, are pronounced by the names of letters, for example: МНС — Міністерство надзвичайних ситуацій (MOE — Ministry of Emergencies), ХПІ — Харківський політехнічний інститут (KPI — Kharkiv Polytechnic Institute); b. the sounds formed by the initial sounds of the original phrase are pronounced as a common word, for example: UN — United Nations, NAS — National Academy of Sciences; c. compound or partial, consist of the initial syllables of each word, for example: завгосп — завідувач господарства (head — the head of the economy), бупром — будівельна промисловість (conind — construction industry); d. word-form is a combination of a part of a word with a singular word-form, for example, завкафедри — завідувач кафедри (head of a department), завскладу — завідувач складу (head of the storage), медбрат — медичний брат (nurse), etc.; e. truncated-verbal is an abbreviation formed by combining part of the word with a full word, for example: запчастини — запасні частини (spare parts), продтовари — продовольчі товари (food products); f. fragment is a combination of abbreviated words of asemantic parts, for example: педфак — педагогічний факультет (pedagogical faculty) [6, p. 52, 60].

The objective of the article is to study the features of abbreviations and their use in the media; to investigate the specificity of the translation of abbreviations into Ukrainian from English.

Materials and Methods. Foreign and domestic linguists: I. Arnold, L. Boichenko, Ye. Vodolazkin, V. Karaban, E. Zemskaya, M. Skorynovych, T. McArthur, G. Sharkle-Yorley, D. Robinson, and others. paid attention to the issue of abbreviations and peculiarities of their translation. Researchers have given linguists a rather rich theoretical heritage. Observing the acceleration of information and communication processes of reduction, you can clearly follow the development of the English language over time. Modern information oversaturation requires the search for alternative ways of communication, generalization of events and descriptions of phenomena, this includes the creation of new «nominative» units, expanded and informative in content and «simplified» in symbolism. The main purpose of abbreviations is to save speech effort and volume of the text [10, p. 52].

Abbreviated language units are becoming somewhat of a mystery to us in terms of language, because the study requires considerable attention to the composition of the word, its structure and lexical meaning. Translation of English abbreviations is a relevant subject for study, especially in recent decades [20, p. 49].

Abbreviations play an important role in lexicography, they are a convenient tool for memorizing complex words or simplifying names, use in advertising, etc. Unfortunately, for translators the formulation of English abbreviations is a problem, because it is quite meticu-

lous work, which covers three levels of language science: linguistics, extra linguistics and metalinguistics [1, p. 288].

When translating a text, you need to pay attention to three basic areas: syntax, vocabulary and semantics. By combining vocabulary and semantics, we can talk about synonymy, homonymy, polysemy, and so on. The study of abbreviations as a linguistic phenomenon is quite a complex process, as some lexical items remain unclear linguistically. We mean the problems of word structure with its meaning. Abbreviation, as a modern linguistic phenomenon, has attracted the attention of many linguistic researchers, as the abbreviation allows to expand the vocabulary significantly, and the refusal to use abbreviations will lead to excessive growth of the text, which is not always appropriate [8, p. 65].

When translating a text that contains abbreviations, you need to make a plan for the sequence of decoding these units, and then proceed to the translation, choosing the right meaning in context. When translating into Ukrainian, there may be some difficulties associated with the lack of recorded abbreviations in dictionaries [14, p. 199]. Abbreviations are divided into generally accepted and exceptional. Commonly used in written and oral form, their interpretation is freely available in dictionaries. Exceptional abbreviations are used by some authors or publishers, you will not find them in the dictionary. Such notes can often be found in books, such as explanations in the text or abbreviations to avoid repetition.

Reduction of lexical units is one of the examples of speech rationalization and optimization of language-forming processes. Reduction mechanisms play a leading role in the processes of formation and word formation. Reduction processes contribute to the rationalization of activities and optimization of word-formation processes. Modern political debate is the basis for the formation and functioning of a large number of abbreviations. As a result, studies of the peculiarities of their formation were conducted, based on British and American publications. The following classification of political-discussion abbreviations and acronyms was highlighted [18, p. 12–14]:

1. Names of government agencies and organizations — this may include various associations, public organizations, agencies and more. In fiscal year 2013, coal accounted for 38% of TVA's portfolio while natural gas made up 8 %. Note the acronym TVA, which stands for Tennessee Valley Authority. Among other abbreviations common in modern society, the following should be noted: NATO — The North Atlantic Treaty Organization; EASA — European Aviation Safety Authority; NASA — National Aeronautics and Space Administration; WHO — World Health Organization; UNESCO — UN Educational Scientific and Cultural Organization; UNICEF — United Nations Children's Fund; BTEC (Business and Technician Education Council) UCLA (University of California, Los Angeles) NASDC (New American Schools Development Corporation)

2. A separate thematic group — abbreviations of political parties. The ALP was a political party in the United States established in 1936 which was active almost exclusively in the state of New York. ALP in this context means the American Labor Party — the political Labor Party of America.

Analyzing The Times and The New Yorker, we can highlight the following abbreviations, which can often be found in newspaper columns: NDP — New Democratic Party; FODEM — Democratic Forum for Modernity; EFD — Europe of Freedom and Democracy Group; EPP — Group of the European People's Party.

3. Positions, titles or titles — a fairly large and diverse group that combines different titles, ranks, positions, awards: AB — Airman Basic; F/N — flight navigator; SSgt — Staff Sergeant; MG — Major General; FADM — Fleet Admiral.

4. Political life is a separate group of thematic abbreviations that are influenced by political life.

Officials say that the government is currently facing 20 damages claims involving sensitive NSI. In this sentence we have the abbreviation NSI, which is widely used in diplomacy, military and political life of the country and refers to the security of any country — National Security Information. Other interesting examples are: poli — fluniential — politically and influential; politainer — politician and entertainer; politickle — policy and tickle.

5. Economic life is an area that affects all spheres of modern life and affects development and financial stability: corp — corporation; forex — foreign & exchange; impex — import & export.

6. Public life is a large thematic group of abbreviations that denote various concepts related to everyday life and its features: zine — magazine; hyper — hyperactive; Ger — Germany; Ky — Kentucky; Minn — Minnesota; UK — United Kingdom.

Abbreviations are nouns consisting of truncated segments of words. Some abbreviations have come a long way, some are just beginning to appear on the horizon. Time does not stand still, and technical progress provokes the emergence of new words, and as a consequence of their abbreviations. Abbreviations can be used anywhere, both in conversation or writing notes in the newspaper, and in official business documents. All abbreviations are divided into the following groups:

1. Acronyms are the order of sounds made up of initial letters, such as NASA (National Aeronautics and Space Administration).

2. Initialisms — the order of the initial letters, such as CRM (Customer Relationship Management);

3. Phonological abbreviations the semantics of phrases or words is laid down in the form itself, for example CU (see you); IMU (I miss you).

There is another classification of abbreviations, which is divided into:

1) acronyms;

2) alphabetic — the letters that make up the abbreviation are pronounced separately, not as a whole word;

3) complex — consist of two parts, where one can be a word and the other a number or letter;

4) graphic — abbreviations are a symbol of the word. In some books, graphic abbreviations include Latin abbreviations, which can often be found in medical terminology or prescriptions that are prescribed in pharmacies [26, p. 67–69].

A certain difficulty for the translator is homonymy, it is difficult to determine the meaning of the word by abbreviation. Although abbreviations seem effective and appropriate at first glance, the translation of some of them causes some difficulties, such as acronyms, the abbreviations of which due to their specificity become obsolete much faster. Therefore, when working with vocabulary abbreviations, you need to remember a few rules:

— starting the translation, find out in which area the abbreviation is used in the context;

— literal translation requires a bilingual general and terminological dictionary;

— with a complex structure of abbreviations, use the method of analysis of the structure of abbreviations.

The abbreviation in the text is a single word or even a phrase, so there are four ways to translate it, two of which — the actual translation, and two — transcoding, in the latter case you need to follow the system of international transcription [25, p. 126–127].

When translating, the translator needs to consider the correct translation of abbreviations, their correct interpretation and the meaning of the word in the general context.

The use of abbreviations in the media is an opportunity to write concise and informative articles. If you need to translate abbreviations taken from English-language media, the translator must consider the correct translation and interpretation of the word, referring only to the context of the article, and given, based on the content of the text, determine the scope of this abbreviation and its meaning.

To date, translation and explanation of abbreviations is an urgent problem for translators. The above are the basic principles and examples of abbreviations used in English-language media.

Theoretical background. In today's media, one can often observe a phenomenon that is not entirely characteristic of abbreviations, it is variability. This greatly complicates the perception of information for both the reader and the translator. The abbreviation coexists and interacts with other ways of replenishing the vocabulary of the language, this is conceptual, in the case when other ways of term formation are not appropriate.

Abbreviations always require particularly careful evaluation of materials and reference books during translation, and with regard to interpretation, it should be emphasized that the translator must have a good knowledge of translation, terminology and abbreviations, especially in certain areas of knowledge. Let us explain why use the variance for abbreviations:

1. Diversification — to make the article interesting and full, correspondents and editors strive to supplement the composition, avoiding tautologies in sentences.

2. Renewal of the lexical system, when several different interpretations mean one word or phrase.

3. A new example of eliminating negative homonymy is the abbreviation — innovation, which replaces the existing unsuccessful forms of abbreviations.

4. Variability as a way to get rid of unwanted coincidences in abbreviations and work on complexly reduced neologisms, for example, some reductions in political parties or positions may have the same abbreviation, which is not entirely clear.

5. Variability is the way out of the language system from a rigid framework, and stimulate its development.

The tendency to lexicalize abbreviations has provoked a new way of abbreviation — homonymy. In language, homonymy is manifested by the use of homographs, which in their phonetic structure fully reflect commonly used words. When translating the abbreviation of homonyms causes some difficulties, but professionals can easily avoid them by examining all known variations of their interpretation [22, p. 36, 39].

In modern society there is a concept of economic use of language, this is what encourages the fastest possible transmission of information per unit time, and this provokes in modern language «abbreviation explosion», such processes can improve the terminology in various fields of knowledge and help unify abbreviations.

Modern linguistic research emphasizes that the language of fiction and the language of the media no longer plays a leading role in shaping common standards of literary language, its development and variability, is a source of testing new linguistic elements in various departments.

Over time, new secondary lexical nominations begin to form, which means the use of existing nominative means in a new, previously unknown formulation.

The technique of such variance is quite complex, because the secondary lexical units are formed on the basis of the main word-forming unit, and not as a result of direct reflection of reality.

A secondary nominative unit is «giving an object that already has a name, a new name». Such a decision may be provoked by the following:

— moments of expression, in modern media it emphasizes the social character, the expression is selective, purposeful;

— saving language resources (newspapers and magazines provide the maximum amount of information on a limited number of pages);

— visual perception (primarily articles in newspapers and magazines are designed for visual perception, it allows the use of abbreviations is not limited) [13, p. 265-266].

Abbreviation — a combination of several words in one word, abbreviated to the root, for example: Dr. (Doctor); DOS (Disk Operating System); FreeBSD — operational system; IP Adress — Intrernet Protocol Adress; B.Sc. (Bachelor of Science); M.A. (Master of Arts); Ph.D. (Doctor of Philosophy); M.D. (Doctor of Medicine).

Along with the abbreviation came the word acronym, which means an abbreviation similar to a regular word, i.e. the formation of a word by combining the initial letters of words. Among acronyms there are three groups of lexical units:

1. Those that are the norm in literary language;
2. Gradually appear in the language used;
3. Not included in the common vocabulary.

There are many abbreviations that have become entrenched in literary language, understandable not only to philologists or translators, but also to ordinary readers. These can be reductions in government agencies, schools, officials, or even medical deadlines.

It is very difficult for the reader or listener to perceive and understand the content of homonymous formations. They can be confusing in the perception of information, of course they can be understood in context, but such situations should be avoided. Variety comes to the rescue [19, p. 77-79].

For example, in medical terminology, even a small error in translating or deciphering an abbreviation can have serious consequences. A simple example of homonyms in one of the fields of medicine: PCT — plasma clotting time; PCT — plasmacrit test (detection of blood plasma volume), PCT — plateletcrit volume (volume of platelets in whole blood) or RA (rheumatoid arthritis) — rheumatoid arthritis or RA (rheumatoid arthritis antibodies) — antibodies in rheumatoid arthritis [26, with. 81]

Analyzing the English-language editions of newspapers, we can observe the following picture of abbreviations and their interpretation: PM — Private Message; PM — Project Manager; PM — Particulate matter; QC — Quality Control; QC — Queen's Counsel — a British lawyer of high rank; MP — Mechanic Plant; MP — Member of Parliament; MP — Multiplayer; AP — Access Point; AP — Associated Press; AP — Accounts Payable; AP — Acetone Peroxide; AFP — Apple Filing Protocol; AFP — Agence France-Presse; PC — Personal Computer; e-mail — electronic mail; e-cash — electronic cash; e-data — electronic data; e-mall — Internet shop; AAMOF — As A Matter Of Fact; GON — God Only Knows; TTYL — Talk To You Later.

To avoid confusion in the text, it is necessary to find a replacement for the same type of abbreviations, i.e. to normalize common abbreviations, because it is convenient not only for the average reader, but also for professionals working on translation or interpretation of the whole context.

Variety of abbreviations is the only way out that will help to understand the author and the reader. Journalists and editors need to be careful about the use of abbreviations, because they are the ones who initiate language innovations. The large number of abbreviations in newspapers and magazines and their differences in word formation and usage lead to a more detailed study of abbreviations used in modern media.

Results and Discussions. The role of the media in modern life leads to certain speech changes, because the media is an endless stream of new expressions, words and phrases that are very popular in society.

Journalistic texts are constantly replenished with new expressions, speech units, it interests the reader. Abbreviations are often used among language units, which primarily ensure the economy of speech space. With the use of abbreviations there were problems of their interpretation and translation. In this section, we will discuss in detail the problems and ways of translating abbreviations. The main purpose of translating abbreviations from English to Ukrainian is the effectiveness of content transfer, this may be due to cultural differences, the emergence of a new, still unexplored abbreviation or ignorance of its meaning by the translator [19, p. 164].

Translation is a factor of human activity, because we know that robots are not always able to literally translate, and if there are abbreviations — even more so [13, p. 266].

In translation, different cultures, thinking and worldview, different time zones are intertwined. The task of the translator is to translate the text not as he understands, but as the author sees it and wants readers to understand it [2, p. 112].

Not only translators are interested in translation, but also culturologists, historians, psychologists and ethnographers. In the modern world, when technological progress is moving on the planet at cosmic speed, the number of new words is growing every day, and with them the ways to reduce them [11, p. 100].

The main principle of the media is the use of journalistic style, it allows extensive use of socio-political terms and clearly shape the political idea. Such posts are concise and informative texts that clearly convey the main idea to the reader.

It should be noted that when excerpts from English-language articles appear in the Ukrainian press, they are completely translated and adapted to our worldview and taking into account stylistic norms and rules.

Analysing the editions of *The Times* and *New Yorker*, you can find many abbreviations, in general, they relate to political parties, educational institutions, government agencies, the economy. In general, as for the English-language media, it should be noted that they use in their posts only clear and familiar to the reader abbreviations.

When translating various posts, you need to take into account the requirements for translation. What may be accurate and correct in the translation of scientific or journalistic literature, which allows the widespread use of phraseological inflections, but such types of inflections may be inappropriate in the translation of scientific literature.

The main characteristics of the journalistic text are given by A. Parshyn, noting that in such articles socio-political terminology is widely used, because without it, it is impossible to formulate a political idea [19. with. 133].

Common methods used in the media should include the following: deciphering abbreviations, homonymy, polysemy, the formation of complete units of abbreviations, the use in the modern press of a large number of abbreviations, abbreviating proper names, and so on. The use of clear abbreviations usually makes it easier to understand the text. It is clear that when translating abbreviations must have equivalents in another language. Comparison of articles in English and Ukrainian versions and their maximum identity indicates successful methods of transferring material in its original form [26, p. 80]. The study identified the following methods and variations of abbreviations:

— Transliteration and transcription — used in the translation of individual words-terms.

— Tracing and explication — translation of a lexical unit by replacing its constituent parts.

The main feature of creating abbreviations in journalistic texts is the reduction not only of terms, but also of phrases and whole sentences.

There are the following methods for decrypting abbreviations:

1. Content analysis — in general, abbreviations are accompanied by transcripts, but if this is not the case, you should read the entire text to understand the correctness of the abbreviation and its translation.

2. Use of thematic dictionaries of abbreviations. Each dictionary has a transcript of abbreviations, if it is a text in a separate scientific field, you should use a thematic dictionary.

3. Analysis of the structure of abbreviations, it is used only for abbreviations with a complex structure and is used as an additional method to verify the correct interpretation of the abbreviation [29].

4. Use of analogies — unknown abbreviations should be deciphered in the native language, and then its meaning should be interpreted in Ukrainian.

The following abbreviations can be traced as a result of research from The Times and The New Yorker: CSIS (Center for Strategic and International Studies); BBC (British Broadcasting Corporation); DHUP (Department of Housing and Urban Development); EOS (Earth Observing System); UNESCO (United Nations Educational, Scientific and Cultural Organization); NASA (National Aeronautics and Space Administration); IPCC (the International Program for Climate Change); USS (United States Senate); IPO (Intellectual Property Owners Association) [31].

Given that these journals publish articles on various topics, the translator must be well-versed and have basic knowledge in the cultural, medical, economic, sports and political fields.

For productive work of the translator it is necessary to consider the following features of English-language mass media:

- conversational and familiar style of expression;
- use of jargon and paraphrases;
- availability of official titles and appeals;
- use of terminology and abbreviations;
- specific titles.

Telescopes are especially difficult to translate, they are lexical units formed from fragments of complex words. Also, most abbreviations are homonyms, let's take a few examples:

The SPD abbreviation according to the dictionary has 125 abbreviations, in particular SPD (Sensory Processing Disorder), SPD (Serial Presence Detect), SPD (Summary Plan Description), SPD (Speed), SPD (Security Policy Database), SPD (Seattle Police Department (Washington)), SPD (Software Product Description), SPD (Solar Physics Division), SPD (Society of Publication Designers), etc. [30, c. 84].

Conclusions. After analysing all the problems of abbreviations in English and Ukrainian, we can conclude that the abbreviation is a process of creating a secondary lexical unit, which is based on reducing the length of the original name, which occurs through some formal operations.

In our time, the abbreviation has taken an honourable place in modern word formation, it is no longer used solely to save language space, although without a doubt, it perfectly performs this function. We make extensive use of speech abbreviations in our daily lives, both in writing and in communication.

The first section discusses the history of abbreviations, and their correct interpretation and translation, as well as features of the use of abbreviations in the English press, their variance and methods of translation. As a result of the analysis, separate groups of speech abbreviations are identified, which are widely used in modern media and mass media.

Investigated the basic principles of abbreviations and groups into which abbreviations are divided in modern English-language texts of periodicals:

- alphabetical;

- acronyms;
- graphic;
- lexical and complex.

Due to such concepts as variability and homonymy, the problems in translating abbreviations from English into Ukrainian and ways to avoid these problems are considered. When translating, you need to pay attention to the features and requirements for translation, what is appropriate in the translation of a work of art, is not compatible with the journalistic text, and vice versa. In recent years, dictionaries have been actively replenished with speech abbreviations, and this is a great progress, especially in English, where abbreviations help to diversify one-syllable words. Due to concise abbreviations, the abbreviation gives names and definitions a shorter and more condensed form, which preserves the meaning of lexical items.

Abbreviation in modern language, a fairly common concept that is changing and improving every day due to scientific and technological progress, it provides a basis for new research and scientific work in this field of knowledge. This saves time on the perception of information and rational use of space, because writing an article in a newspaper is significantly limited by the number of pages provided.

Drawing conclusions from the edited and reviewed newspapers *The Times* and *The New Yorker*, you can see which abbreviations are used most often. In general, these are abbreviations used in posts on politics, science or culture. We can trace the popular cuts of political parties, public organizations, government agencies. Political positions, sports clubs or world — famous organizations. Abbreviation is a multifaceted concept, and its study must be approached comprehensively and creatively.

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Мета статті — дослідження особливостей аббревіатур та їх використання в ЗМІ; дослідження специфіки перекладу аббревіатур українською мовою з англійської.

Методи. Необхідність розгляду питання формування інтерактивних зв'язків між аббревіатурами та аббревіатурами в англійській та українській мовах зумовила звернення до методів історико-аналітичного підходу, а також аналізу та узагальнення наукової літератури з проблем аббревіатур та акронімів.

Результати. Не тільки політичні, економічні чи культурні зміни вплинули на англійське суспільство, але й інформаційно-комунікаційні процеси англійською мовою змінилися з часом, і це природний процес.

Лексичний фонд англійської мови постійно поповнюється новими словами та словосполученнями, виразами, які позначають утворення нових інститутів, становлення та функціонування організацій — іноді назви таких закладів занадто довгі і їх важко запам'ятати та відтворити. В сучасних умовах дефіциту часу оратори прагнуть до конкретизації, прагматизму та точності в комунікаційному просторі, не вбачаючи користі в детальній вимові довгих імен та їх поясненні.

Мова ЗМІ за допомогою спеціального «спрощення», а саме за допомогою нових мовних одиниць надає узагальнену інформацію про події, явища, людей, адресатів інформації, крім того, є вдалим інструментом пропаганди в ЗМІ. , реклама, яка спрощує запам'ятовування та розповсюдження довгих імен і назв без необхідності їх розширення та інтерпретації.

Дана робота присвячена розгляду, класифікації, вивченню акронімів у сучасній англійській мові на матеріалі друкованих ЗМІ, а саме в газетах «The Times», «New Yorker» та інших.

Наголошуємо, що попит на утворення акронімів зростає, і це, безсумнівно, передусь зміні словникового складу мови — ми бачимо важливість нашого дослідження.

У статті проаналізовано результати дослідження історії походження та дослідження аббревіатур. Надано опис типів і різновидів акронімів англійською та українською мовами. Досліджено особливості перекладу англійських акронімів у медіадискурсі.

Ключові слова: акроніми, аббревіатури, засоби масової інформації, мова, лексика, мова.

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ЛЕКСИЧНІ ТА СТИЛІСТИЧНІ ЗАСОБИ ВИРАЖЕННЯ ЕМОЦІЙ В СУЧАСНОМУ ІНТЕРНЕТ-СПІЛКУВАННІ

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LEXICAL AND STYLISTIC MEANS OF EXPRESSION OF EMOTIONS IN MODERN INTERNET COMMUNICATION

Мета статті — з'ясування специфіки використання різнорівневих засобів комунікації на позначення емоційних станів користувачів в соціальних англомовних мережах.

Методи. Основні наукові результати отримані з використанням комплексу загальнонаукових та спеціальних методів дослідження, а саме: аналізу, узагальнення та систематизації наукової та навчально-методичної літератури з літературознавства, психології, мовознавства; теоретичного узагальнення, аналізу та синтезу, а також порівняльного, описового та аналітичного

Результати. Автори відзначають, що особливостями віртуального спілкування є: діалогічність, емоційність, особливий авторський характер, співвідношення категорій читач-автор або промовець-слухач, зняття обмежень в часі та просторі, статус учасників зазвичай є рівним, формування загальної картини світу, необмежений