



THE STUDY OF ENGLISH LANGUAGE VOCABULARY DEVELOPMENT THROUGH SHORTENED WORDS AND UNITS

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The present paper deals with the study of English language vocabulary development process through wordformation by using specific types of word shortening. Accordingly, the research analyses the following types of shortening: abbreviations, acronyms, and clippings, also, creation and development, stages, role and meanings of abbreviations in the process of wordformation. Reasons for making words shorter and creation the new units are presented. The permanent progress and diversity of lexical system of the English language give us a lot of material in order to explore the function of this type of wordformation in any certain stage of development. At the same time, we compare the functional characteristic features of shortening at different levels. The first part of the research studies the viewpoints of linguists and scientific approaches regarding current ways of creating new words through shortening. The second part of the paper classifies types of shortened words and units. During the study, the research focused on several aspects of formation new words and find an answer to them: What are the types of abbreviations, acronyms, and clippings? How productive is each type of shortening and how they differ from other morphological shortenings? How many elements do these words and units comprise and which one is more active? Which part of speech makes the most frequent part of these coined words and what are the productive units? What is the aim of the creation of such words? How are new hybrids given names? In which fields of life are such creations used? What are the popular shortenings like? Are they colloquial or can we find them outside the boundaries of spoken language? According to the research and on the basis of analyzed data paper draws relevant conclusions and presents new classification of shortened units. Despite the fact that newly coined words through shortening mostly have colloquial coloring, their usage in scientific and technical literature is not rare as well in order to create new names, brands, and advertisements. The language accepts part of such words and thus they are registered in dictionaries. As a result of a permanent change of the language, many of such units lose their original meaning and function but nevertheless such coinages are very popular among different users of the language.

Keywords: Shortening, Clipping, Abbreviation, Acronyms, Wordformation.

Introduction

The Objective of the paper is to ascertain the role of productive word creation through various types of shortening, distinguish the main types of shortening, study their structural, grammatical and semantic characteristics, evaluate the meaning of each in the wordformation process. Also, to study the ways and means of supplementation of the language with new words, coined words, newspeak. The main orientation of the paper is directed towards the communicative-pragmatic aspects of changes in English

language vocabulary. In order to accomplish this task and ascertain the essence of wordformation through shortened words and units, its means and role in the formation of new lexical units, we studied shortened items and words in various spheres, such as military, political, computer and internet, media, business and other fields of science. Their function is also analyzed in the development of professional vocabulary of the up-to-date English language.

A decade or two is nothing in the history of language development but sometimes this short period of time gives us the opportunity to display high-speed and wide-scale changes in the language. One of the significant and interesting changes in the English and generally, European languages is appearance, creation of numerous amount of newly coined words and also the disappearance of many old words, their meanings, which is clearly envisaged in dictionaries and linguistic literature. It's evident that these processes were caused not by the inner but external factors – social changes and perturbations, changes in the English-speaking society.

In order to review shortenings and teenage vocabulary of the 90-ies of the twentieth century and the new millennium, we studied practical material, being published in recent dictionaries, media, which consist of the huge amount of new coinages. New lexical units from various internet sites, the practical material in the works of linguists were analyzed and considered. All this enables, according to the research goals, to draw objective and factual conclusions.

According to the abovementioned, the main aim of the paper is a detailed description of all significant structural-semantic model of newly created vocabulary, the study of main trends of English language vocabulary development. The characteristic features of using the vocabulary, which is connected to the social status of the English language speakers, real terms of communication acts and their influence to the listeners, were considered as pragmatic aspects of the vocabulary. While vocabulary description the focus was made to how it is created and also how it is used and to what purposes. This process required confirmation of existing material empirically, which is present in the second part of the research.

Theoretical and Practical Importance of the Research

The research undertaken has practical, as well as theoretical significance. Specificity of wordformation through shortening in modern English, the study of productive and non-productive types of shortening and review of their contextual actualization can be considered as the theoretical value of the research. Accordingly, the practical application of the research can be made for study purposes, at the lectures of philology, especially, lexicology.

The first part deals with the means of wordformation in English, the process of shortening is studied as one type of wordformation, the history of abbreviation, graphical abbreviation, and its lexicalization are being analyzed, the stages of development of abbreviation and orthographical features of lexicalized abbreviation/shortening are discussed. Second part surveys the types of shortening: abbreviation, acronyms, and clippings. The research findings and relevant conclusions are provided at the end of each section.

Means of Wordformation in Modern the English Language

The first question of this part of the research will be the following: what is wordformation? Wordformation is the process of creating words by using certain structural and semantic models. The scientists study the ways and means according to which the new words are created and coined. The term 'wordformation' can be used in two basic meanings, first to denote the permanent process of changing and development - creating new words and units in the language and second, the term represents the part of linguistics and studies the process of derivation of lexical units.

At the present stage of language development, wordformation is considered as a separate branch of linguistics, which studies the processes, means, types and rules of wordformation, their degrees of

productivity, activity, and legality of using wordbuilding means and models. As these processes need permanent research, wordformation, as a branch of linguistics has a close link with morphology, syntax, lexicology, sociolinguistics, text linguistics, etc.

Language vocabulary development is carried out on the one hand, by using already existing wordformation models in the language and on the other hand, by borrowing words from other languages, or by widening the meaning of the existed word. Due to the constant changes in the society language vocabulary is being updated and modified almost on a daily basis, where new words enter according to the needs of the language speakers. For this reason, it is essential to study of new lexical units' productive models and their types, by which their creation became possible.

In consideration the reason of formation the new words by using existing models of the language, also according to their relation towards the language and speech, vocabulary, these words were divided into two groups:

Usual words, which are fixed and registered in dictionaries and vocabulary;

Occasional words which are created in the process of speech. The mechanism of their creation is various and very difficult. Occasionalism is limited within the frames of given expression, they are unexpected and quite difficult. The speaker or the writer creates his own words by using existing models, generally, for specific stylistic purposes. Quite often, such words can be understood only in the specific context (Stepanova E. M, 1984: 180-181).

Synchronically the most important and the most productive ways of wordformation are: affixation, conversion, word composition, shortening (abbreviation, acronym, clipping, blending), there are also other ways as follows: backformation, postpositivation of words, sound imitation, repetition, lexical-semantic wordformation, reduplication, creative respelling, errors, etc. In the course of historical development of a language, the productivity of some ways of wordformation changed. E.g. sound interchange (*blood-bleed, strike-stroke*) was a productive way of wordformation several decades ago and now it is a subject-matter for a diachronic study. Affixation was and is still one of the most productive ways of wordformation. The present paper aims to study the productiveness of wordformation through shortening.

Shortening

In order to describe the phenomenon of creating new words by using shortening, it should be noted that there is a variety of terms that can be used to denote it. These are abbreviation, abecedism, acronym, alphabetic word, anagram, blend, clipping, contraction, curtailment, elliptical word, incomplete compound, initialism, logogram, shortening, stem-word, trunk-word, etc. As scientists acknowledge, there is a similar situation in other languages as well regarding this issue despite the fact that all of the abovementioned terms describe more or less the same process undertaken in the language. It should be concluded that still, there are some differences in the process of creation and hence, various scientists use them in a different way.

The shortened word is short compared to the source word and has only one meaning which makes this type of wordformation easy and useful. Shortening is a unit or written or spoken language which is created by using some parts of the word or words, in some forms of shortenings separate letter(s), sounds can be taken.

The study of the special literature related to the wordbuilding revealed that appearance and origin of the shortened words are connected with the important transformations within the society as wars, scientific-technical progress, computerization, increase of source of information and the necessity of its transfer, minimum spending of time and space (extra-linguistic factors), tendency towards language economy, strive of English language towards mono-syllabism (linguistic factors).

Linguists offer various approaches and interpretations towards the issue of etymology of shortening. For instance, Zipf believes that shortening is 'principle of the least effort' or 'the law of economy of speaking means' (Zipf G.K., 1949:117). K. Levkovskaia thinks that creation of abbreviation was

connected to the demand of quick writing, economy of space during writing, development of scientific fields as chemistry, mathematics, astronomy (Levkovskaia, K. 1956: 178, 194-195). D.I. Alekseev opposes with the latter and offers that economy was not the main factor, though, it might be one of the reasons. (Alekseev D.I. 1998: 8).

There are several development periods regarding specific terminology of shortened words and units: a) ancient Rome and Greece, where for instance, was widely used abbreviation *SPQR* < *Senatus Populusque Romanus* < *Senate and People of Rome*. Though, according to Garland Cannon, 'such items go back several millennia, with abbreviations even occurring in Sumerian. The desire to economize is seen in numerous Hebrew examples like *MILH* < 'Mi Iolh Lnv Hshmilh < *Who shall go up for us to heaven?*' (Cannon G, 1989, 01) (b) Renaissance period when a lot of scientific developments, wars took place and accordingly, shortened forms of the words were used, as in Shakespeare's 'Hamlet', where Prince of Denmark uses the shortened form *Gilb* < *Gilbert*. According to the Georgian scientist I. Javakhishvili, dictionary of abbreviations ' *Modus legendi abbreviaturas in utroque jure cum aliis tractatibus juridicis*' was published in XV century (1495) which was widely used in Europe. (Javakhishvili, 1951: 187); and still, the fact of turning abbreviation into one of the most important means is connected to the 40-ies and 50-ies of XX century. It is evident, that inner, as well as outer factors, played a significant role in the evolution of this event.

What is the correlation between the source word and its shortened prototypes? Is the newly shortened unit a new independent word or a variant of the source word? The existence of the shortened word, by all means, shows us that there exists a full prototype in the language and the relations between them is the issue of further research.

All four types of shortening abbreviation, acronym, clipping and blending are divided into graphical (the ones which are used in writing) and lexical units. As is known, firstly graphical abbreviations were created and much later, in XX century – lexical abbreviation, which was first used by P. Grice, K. Brugmann, k. Sunden and H. kelmann in their works. Both of them coexist in the language vocabulary. Graphical abbreviations are shortenings which produce information through signs, e.g. %, \$; ©; ®; *TM*, etc. Using of additional coding signs shorten the text, e.g. *five* (4 letters) = 5 (1 sign). For this graphical abbreviation is very useful, as in the following examples which are symbols: , - / These signs are universal and used in the whole world. Graphical abbreviation precedes lexical abbreviation and accordingly influenced on the latter. Some scientists believe that old graphical abbreviations have nothing in common with the new ones, others try to prove opposite. The research divides the abbreviation, as a process into several stages, which is common to many languages: stage I – usage of graphical, initial abbreviation system until XVIII century: this is textual abbreviation which was mainly used in old manuscripts, book titles or texts to denote sacral words or *nomina sacra*, e.g. *HIS* < *Jesus*; *XC* < *Xpistos*; stage II – usage of graphical, dot-abbreviation during 200 years since the foundation of publish house until XX century: this type of abbreviation has several branches: field-textual (e.g. mathematics, chemistry), book-textual and non-textual which was used in toponymy and anthroponymy; stage III – usage of lexical-graphical abbreviation system of wordformation until now. The lexical abbreviation can be considered as a language part. In this type of shortening, the source word should be clipped so that enables the identification of the source word. According to the variety of structure, there exist different types of classification of the lexical shortening. For instance: *syntactic* - *battleship* ← *line* - *of* - *battle-ship*; *morphological*: a) initial shortening or abbreviation, e.g. *WWW* < *world wide web*; b) astronomy, e.g. *JIT* < *Just-in-time*; c) clipping, e.g. *Govt* < *government* and d) blending, e.g. *Narcodollars* < *narcotics* + *dollars*. Each new word is shortened through this classification.

According to the data analyzed for the present study, it can be concluded that lexicalization has double display in speech: 1. Historic, when formation of graphical shortenings took place in the language and 2. Modern, when the creators of abbreviation already know what they want to create and form the shortened unit or item so that they won't have to change its meaning, concept or the way it sounds.

Abbreviation

Abbreviation as one of the shortening types matches with the writing discourse. It is, on the one hand, very short and on the other, easily distinguished in the text. Examples of abbreviation are: *AOL* < *America OnLine*; *GMI* < *Great minds Think Alike*; *Four F-er* < *fat, fortyish, flatulent female patient*; *M&A* < *Mergers and Acquisitions*; *PSDR* < *Public Sector Debt Repayment*; *PWA* < *a Person with Aids*; *TTYL* < *Talk To You Later*; *CML* < *Compute Meaning of Life*; *DPMI* < *Declare Programmer Mentally Incompetent*; *GQ* < *Good Quality*, also *Gentlemen Quarterly*, etc. (Ayto 2005).

Abbreviations are units which are created from the initial letters of the words. The active creation of these units was initiated at the beginning of the XX century, especially during WWI and WWII, e.g. *BBC* < *British Broadcasting Corporation*; *UNESCO* < *United Nations Educational, Scientific and Cultural Organization*.

The meaning of Abbreviation is very easy to understand as the speed of writing is slower than speed of speaking and while writing by shortenings it's easier to fix the main content of the text faster.

What kind of units are created during abbreviation? In the process of abbreviation, the items are created, which are different from the source elements structurally. Three types of abbreviation can be distinguished: a) Morphemic - *doc* < *doctor*; b) initial abbreviation which we read alphabetically, i.e. pronounced as series of letters: *MP* < *member of parliament*, and c) initial-syllabic or combined abbreviation where we read the first component /letter alphabetically and the rest – as a separate word: *Nylon* < *New York + London*; *V-Day* < *Victory day*.

As a result of morphemic abbreviation, we receive the so-called 'splinters'. The morphemic abbreviation is mostly used for the shortening of compound words when some stem morphemes are left for the 'recognition' of the words. In case of initial abbreviation, there is no such 'recognizable element' left and the word which was abbreviated is maximally abbreviated and transformed. Combined abbreviation is very similar to morphemic one but in this type of abbreviation, the word has more morphemes retained in order to recognize which word was abbreviated to create a new one. The study exposes that out of existing types of abbreviation 68% of creations are initial abbreviations, e.g.: *AGM* < *Annual General Meeting*; *N/A* – *Not Applicable*; *pto* - *please turn over*; *CEO* - *Chief Executive Officer*, etc.

Generally, morphemic and lexical abbreviations are more used in colloquial language, while initial abbreviations – in scientific literature. But there are no boundaries set for their usage and a lot of initial abbreviations can be found in everyday usage and vice versa. The abbreviation is most commonly formed by taking initial letters of multiword sequences to make up a new word, but sometimes it can be created by cutting initial, middle or final parts of a word or words. Apart from words composed of initial letters, one can also find abbreviations that incorporate non-initial letters. Depending on abovementioned there are following types of abbreviations:

- Using capital letters and points (periods) as in *M.B.A* < *Masters of Business Administration*;
- Using only capital letters as in *BBC* < *British Broadcasting Company*;
- Using lower case letters with points for a formula such as e.g. for *exempli gratia* and without points for abbreviations such as *radar* (formerly *RADAR*) < *Radio Detection And Ranging*;
- Using mixed capital and lower case letters without points with lower case letters usually reserved for grammatical words such as 'of' in *MoMA* < *Museum of Modern Art*;
- Using internal capital letters as in *CompTech* < *Computer Technology*;
- A hybrid form of the others and includes *Ph.D.* < *Philosophiae Doctor* (Latin for *Doctor of Philosophy*).
- Using first part of the word as in *schem* < *schematic*;
- Using of initial elements of several-word-components as in *raddef* < *radiological defense*;
- Omitting the vowels and some consonants as in *witz* < *winterize*; *gd mning* < *good morning*;
- Using a letter instead of prefix or first part of the word as in *xmas* < *Christmas*;
- Using initial and final parts of the word as in *avn* < *aviation*.

Abbreviations are very useful for colloquial language as well for the media. And it is a fact already that abbreviations are more intensely used in oral and written texts than the whole words that they were created from. For us it is much easier to write and read *GOP* than its whole naming *Grand Old Party* for Republicans, as well as *MTV* than *Music Television*. Everybody uses *DFTBA* < *Don't Forget To Be Awesome*, *NM* < *never mind*, etc.

But sometimes when abbreviations are coined, the creators should pay attention to which words should it be created from or what is the consequence of the initials in the abbreviation, in order to avoid vagueness or misunderstanding. For instance, when *FBI* < *Federal Bureau of Investigation* was created, it was misleading people to another title: *FBI* < *the Federation of British Industry*. The popularity of usage of Federal Bureau of Investigation, let's say, 'forced' another company to change its name to *CBI* < *the Confederation of British Industry*.

It is very rare in the English language to create abbreviations without using the vowels but still there are some of this type and they seem to be interesting in the viewpoint of phonetics or orthoepy: *Sbkkv* < *Space-Based Kinetic Kill Vehicle*, which is read as [esbikeykeyvi], alphabetically.

Unlike acronyms, initial abbreviations are not read as a word, which has to pass a long way of semantic, phonetic, grammatical perfection and acceptance. Examples of such initialisms are: *MEGO* < *My Eyes Glaze Over*; *SOHO* < *Small Office, Home Office*; *smof* < *secret master of fandom*, which is difficult to differentiate from acronyms because there is a growing tendency in English language to refuse using full stops after writing initial abbreviation that belong to the field of technique or represents a title of any organization, as in the following example: *EPA* < *Environment Protection Agency* and not *E.P.A.*, but sometimes some abbreviations can be written in both ways – with or without using punctuation marks: *C.B.* or *CB* < *Citizen Band*; *ERA* or *E.R.A.* < *Equal Rights Amendment*; *a.k.a.*, *a/k/a* < *also known as*. Some of them are written in capital letters while others in small letters: *AONB* (US.E) - *A.O.N.B.* (GB.E) < *Area of Outstanding Natural Beauty*; *MIA* (GB.E) - *M.I.A.* (US.E) < *missing in action*; *D.W.I.* < *driving while intoxicated*; *D.J.* < *disk jockey*. Some of these abbreviations have prototypes in other languages as: *FALN*, *F.A.L.N.* < *Fuerzas Armadas de Liberacion Nacional* in Spanish and translated in English is - *armed Forces of National Liberation*; *RSVP*, *R.S.V.P.* < *repondez a huge number vous plait*, French one which in English means 'reply to an invitation'. The following abbreviations are very similar to acronyms: *EDI*, *IL-2*, *ME*, *NAI*, *SID*, *SIDS*, *SIV*, *IT*. We read them alphabetically but they can also be read as ordinary English words, as I. V. Arnold mentions, that if we can read abbreviations as ordinary words, we do so. Reading abbreviation as a word saves our time and energy. (Arnold I.V, 1986: 41). The same way, we read *OJ* < *orange juice*; *SOB* < *short of breath* as words which makes us differentiate abbreviations from clipped words which have emotional-stylistic hue.

Despite the fact that punctuation marks are not actively used in abbreviations, there are some examples in which slashes, dashes are used, as in the following examples: *Eft/pos*; *IL-2*.

In some abbreviations letters change place as in *CDV* < *compact video disk*. It is thought to be made for more convenient reading. In the study process some abbreviations were identified, the spelling of which differs from speaking, e.g. *WC* < *water closet* is read like [vi:ci:]. The same is the brand *BMW* < [by 'em vi:].

There are abbreviations which are created for visual effect, e.g. *M&A* < *Mergers and Acquisitions* instead using the 'and' the symbol '&' was found to be more convenient. Similarly, the famous *C&A* shop in England or worldwide known Italian Brand *D&G*. Also: *D&D* < *deaf and dumb*; *C&W* < *country and western*, etc.

There are abbreviations which are used with affixes as in *MP's*; *POW's*, some famous peoples' names can be partly or completely used in an abbreviated way as *G.B.S.* < *George Bernard Shaw*; *D.H. Lawrence* < *David Herbert Lawrence*. In previous years there are no such abbreviations identified and it can be thought that these types of creations are more common in earlier times, when, for example, name of *Guy Fawkes* was shortened to *guy*, or *Count Ferdinand von Zeppelin* < *zeppelin* and is used in the language as a noun and not as a name. The word 'saxophone' is shortened to *sax* or *ax* is created from the name of Antoine Sax.

Homonymous abbreviations in the language are worth attention, such as *ME* < *Myalgic encephalomyelitis*, which can also be understood as a personal pronoun as well as *IT* < *information technology*. One Japanese company was sued as it was selling its production under the name 'Made in USA' but later won the civil proceedings as it proved the legality by the fact that the company was really manufacturing products in the city named USA.

In conversational language, various types of publications and fiction abbreviations are widely used for stylistic purposes. One of the ways is funny expansion of an abbreviation when an old formation acquires a new decoding and has a different, humorous expressive coloring, being a homonymous pun of the existing one. For instance, *IBM* can be understood as *Italian Businessman*, which was created by FBI staff to denote members of Italian mafia. Similarly, *lips* < (*couples with*) *low income, parents supporting*; *GQ* < *Gentlemen Quarterly* can be decoded as *good quality*; *CK* < *cocaine and also Calvin Klein*; famous Italian vehicle brand *Audi* < *I'm out here* (despite the fact that it has different spelling, in pronunciation it matches with the written word).

Some people like using digital letters instead of words. The well-known examples are the names of popular groups 'U2', 'All4One' and 'Boys2Men', also, the digital abbreviation "143 - I Love You < I - one letter, love - four letters, you - three letters. In this case, Georgian teenagers would say 239 < *me shen miyvarxar* and the answer would be 1432 - *I love you too or 14u2*. The same principles were used in the following units: *B4* < *Before*; */C* < *Because*; *C4N* < *Chao For Now*; *F2F* < *Face to Face*; *L8r* < *Later*; *:** < *Kiss*; *0:t* < *Angel*; *symbols :E* < *Vampire*; *:-))* < *Very Happy*; *:-Q* < *I am a Smoker*. Such digital or symbolized abbreviations are numerous in the writings of *Netizens* < *Network Citizens*. As we see, such symbols require less effort and energy from the users and the addressee understands it at once. Such type of wordformation can be called as *DC* < *Digital Chaos* and not *District of Columbia*.

Abbreviations existing in various languages sometimes are used in other languages without translation, such as the following Russian ones: *FSB* < *Federalnaya Sluzhba Bezopasnosti*; *KGB* < *Komitet Gosudarstvennoy Bezopasnosti*; *ODAB* < *Obyomno-Detoniruyuschchaya Aviatsionnaya Bomba*; French: *ASSEDIC* < *Association pour l'emploi dans l'industrie et le commerce*; *AFC* < *Assemblée Parlementaire de la Francophonie*; Italian: *CAPE* < *Commissione dell'ambiente, a number pianificazione del territorio e dell'energia*, *PLIDA* < *Progetto Lingua Italiana Dante Alighieri*; German: *BMW* < *Bayerische Motoren Werke*; *DAAD* < *Deutscher Akademischer Austauschdienst*.

There are some borrowed words from different languages in English which, while writing are written as abbreviations and when spoken – as regular words: *e.g.* < *exempli gratia* is read as *for example*; *cf* < *compare*, instead of its Latin naming *confer*, also *i.d.* < *that is* and not *id est*. Some are written and read in the original language: *R.S.V.P.* < *Repondes sil vous plait*; *o'river* < *au revoir*, etc. It should be noted that there are a number of spheres which are actively using Latin expressions in the professional language, such as medicine, law, etc.

As a conclusion to this part it can be said that the usage of writing and speaking of shortened forms of the names of the countries, cities, military, sociological, journalistic, industrial and other terms started during the World War. Since then it has become productive and widely spread, main models and varieties of abbreviations were elaborated and fixed. Abbreviation enables cutting the context maximally and is very common in colloquial speech, as well as in media. It was essential for the study to identify the spheres where abbreviations are mostly used which was almost impossible since the abbreviations have no limit in terms of spheres and productivity. Official web-page for abbreviations: <http://www.abbreviations.com/> which is updated almost on a daily basis, together with other 47 online pages enlist most widely used newly created abbreviations and spheres of usage. As was revealed computing and business fields are champions in terms of forming new abbreviations.

All abovementioned processes made the research focus on the diachronic aspects which was oriented towards the study of development, specificity and place of abbreviation in the present-day English wordformation system, evaluate its structural, semantic and grammatical features and thus the establishment of the 'legality' of this type of word forming. It can be proved that abbreviation, as a type of word creation, has developed the language vocabulary and has not made it worse. It should also be

noted that the number of abbreviation is so great that at the present moment it is difficult to define the exact number of such items.

Acronyms

Acronyms are very popular in English. They can be found in almost every scientific papers, articles and there even exists the word 'acronymia' which means the love towards excessive usage of this units. (Time, July 20, 1970: 40). The birthdate of the term 'Acronym' is also known – February, 1943, when Basil Davenport, in one of the articles published in 'American Notes and Queries' (February 1943:12) wrote: "I have seen such words made up of the initial letters or syllables of other words called by the name acronym, which is useful, and clear to anyone who knows a little Greek" (<http://www.answers.com/topic/acronym>).

In 1950, in the addition to the New Words and Words in the News Funk & Wagnalls defined the term 'acronym' as words formed using the initial letters of words as in *Unesco* < *United Nations Educational, Scientific, and Cultural Organization*. According to their definition, it is also possible by using initial syllable of a word as in radar < radio detecting and ranging or agglutinating initial and final syllables as in *motel* < *motorist's hotel* (Baum, 1995: 103). As is seen the first attempt of defining acronyms was not very successful, as it unites the features of other types of shortening, such as blending and does not provide the full picture.

Similarly, in the Acronyms Dictionary: First Edition, acronyms placed alphabetically in 200 pages from *A* < *Army* to *ZTO* < *Zone Transportation Office*, it is evident that the authors included there not only acronyms but abbreviations. But the chapter 'A Guide to Alphabetic Designations, Contractions, and Initialisms' (Acronyms Dictionary :7) justifies the idea of creating dictionary, especially if the fact can be considered that the mentioned work was the first attempt to create not only of acronyms dictionary but also of any type of words and units that are created through shortening.

It is worth attention that there is no general definition of this type of creation. As can be read in the introduction of the 'Dictionary of Abbreviations, Acronyms, and Initialisms', published in 1993, the author Mosman discusses initials, abbreviations and acronyms at the same level and calls them language units which are created through initial letters of words or shortened part of a word and differ from each other in terms of reading rules. The abbreviation is defined as 'a shortened form of a word or words that do not follow the formation of either of the above' (Mosman, 1993:9). In this edition abbreviations are not marked off acronyms, comparing to previous editions of the dictionary, it is evident that abbreviations are not considered as acronyms. Linguist John Algeo proves the opposite: 'like the orthopoetically pronounced acronym . . . they have a pronunciation different from that of the corresponding full form... although most definitions of the acronym do not explicitly consider its pronunciation, they often include among their examples forms like MP [Member of Parliament]' (Algeo, J. 1981: 222). The author considers acronyms in the category of abbreviations and alphabetisms only because 'everybody does so'. Algeo uses the terms 'pseudo-acronyms and acronym-like', which gives a way to think that the author himself did not identify other types of shortening with acronyms. Linguist Marckwardt (1958, 2003) identifies acronyms with telescopic words, ones created by clipping and initial abbreviations and which are called as blend words. According to K. Barnhart, huge number of acronyms were created during WWII, such as *JATO* < *jet-assisted take-off*; *WAC* < *Women's Army Corps*.

Examples of acronyms from different sphere are: Zoo < zero on originality; Laha < life, accident, and health insurance; Cod < carrier abnormal delivery; Cola < cost of living adjustment; Derl < derived emergency reference level; Erops < extended range operations; GERBIL < Great Education Reform Bill; Hiv-2 < human immunodeficiency virus (which causes AIDS); MOR < middle of the road; NIC < newly industrializing country; Raids < recently acquired income deficiency syndrome; SAD < seasonal affective disease. (Simpson, 2005; Ayto 1990; Bloomsbury Dictionary of New Words. M. 1996). Such units entered into the English vocabulary and in most cases, they are used without being aware of their full naming. It should be noted that in the scientific literature, printed media or through TV, when these

neologisms are first introduced they are followed by the full naming and definition so that it will be easier to understand by the people. Most of us are familiar with GIGO < garbage in, garbage out, - and we try in our system to eliminate the vast printouts from the computer. Since the middle of the last decade, the strategic deterrent has been designed according to the concept of Mutual Assured Destruction < MAD; another example: `a delegation of high school students will present tens of thousands of signatures to the White House calling for a test ban. They represent STOP Nuclear War < Students/ Teachers Organizing to Prevent Nuclear War`.

According to R.S. Ginzburg and his co-authors, acronyms are regular vocabulary units spoken as words. They are formed differently:

- 1) from the initial letters or syllables of a phrase, which may be pronounced differently a) as a succession of sounds denoted by the constituent letters forming a syllabic pattern, i.e. as regular words, e.g. *UNO* ['ju:nou] = *United Nations Organization*; *BMEWS* ['bi:mju:z] = *Ballistic Missile Early Warning System*; b) as a succession of the alphabetical readings of the constituent letters as in, e.g., *BBC* ['bi:'bi:'si:] = *British Broadcasting Corporation*; *SOS* ['es'ou'es] = *Save Our Souls*;
- 2) Acronyms may be formed from the initial syllables of each word of the phrase, e.g. *Interpol* = *inter/national pol/ice*; *tacsatcom* = *Tactical Satellite Communications*;
- 3) Acronyms may be formed by a combination of the abbreviation of the first or the first two members of the phrase with the last member undergoing no change at all, e.g. *V-day* < *Victory Day*; *g-force* < *gravity force*, etc. (Ginzburg 1979: 78) In modern English all three ways are used but according to material analyzed it can be said that the first and the third ways of abovementioned types of formation are much more productive, than the second one.

Not all abbreviation can be converted to acronym and there is no specific rule regarding this. We cannot pronounce *BBC* as a word but the same o\does not apply to the following ones: *GOM* < *Grand Old Man*; and *OD* < *Over-dose*. If we look at the following two, there is only one different letter between abbreviation *JAL* < *Japanese Airlines* and acronym *IJAL* < *International Journal of American Languages*. The first - *JAL* ['dʒei'ei'el] is pronounced alphabetically while the second - *IJAL* [aidʒæl] is read as a word. Abbreviation *VAT* < *value-added tax*, has double reading, as [vi:ei'ti:] and is abbreviation-alphabetism and [væt], which is acronym. Similarly is *ECU* < *European Currency Unit* [ei'ku] and [i:'si:ju:].

As was discussed above, many acronyms visually tend to be similar to abbreviations. Especially if we consider that some abbreviations are pronounced as regular English words, as *EDI* and *SID*, but unlike abbreviations, acronyms quite often acquire grammatical features of ordinary words: *Hero* < *Hazards of Electromagnetic Radiation to Ordnance*; *Joshua* < *Joint Sickling Hemoglobin Universal Assay*; *Salt* < *strategic arms limitation talks*. If one is not aware of the exact meaning of acronyms it would be difficult to differentiate them from the regular words.

There is no specific rule regarding the pronunciation of acronyms. Linguists Taylor and Partridge, who are authors of `Abbreviations and Acronyms Dictionary` offer the readers to act according to their intuition and read acronyms the way the reader prefer. (Partridge, Taylor, 1970: 9-10).

Another puzzle is how to put acronyms in writing: with capital letters or small ones? The abovementioned linguists suggest to write them in small letters. But there are exceptions, mainly while writing scientific or technical terms which still use capital letters in acronyms. As for the names of Organizations, parties, etc., there are always written in capital letters: *Asean* < *Association of South East Asian Nations*; *Unisist* < *United Nations Intergovernmental System of Information in Science and Technology*.

As the collected data showed, in English vocabulary there are many acronyms which, with their structure coincide with the regular words and are called acronym-homonyms, such as *JAM* < *Just a minute*, and is mainly used by internet community members; *SATAN* < *security administrator tool for analyzing networks*; also *E-fit* < *electronic facial identification to ordnance*; *Pink* < *property income certificate* (denoting the color and popular singer); *STING* < *Star Trek: The Next Generation*; *HAND*

< *Have a nice day*, RAD < *reflex and dilatation*; SAD < *seasonal affective depression /disorder*; go-go < *government owned, government operated*; MADD < *Mothers Against Drunk Driving*. (R. Spears, 2006, Cannon, G 1989), GOAT < *Greatest of all time*.

The following acronym-homonyms are called backronyms due to their meanings: God < Good Orderly Direction; Halt < Hungry Angry Lonely or Tired; Fear < False Evidence Appearing Real / Forgetting everything is all right; Forget Everything and Run / Face Everything and Recover; Slip < Sobriety Losing Its Priority; Denial < Don't Even Notice I Am Lying; Fine < Filled /Freaked out, Insecure, Neurotic and Emotional; GOLF – Gentlemen Only, Ladies Forbidden.

According to the specificity of coincidence with their relevant words, in the process of research acronym-homonyms were divided into two parts: a) acronym-homonyms in which the coincidence with the ordinary words of the language is accidental, and simple form of initial abbreviation is used for such creations: *Dinky* < *Double /Dual Income, No Kids*; b) acronym-homonyms, created purposefully, for some specific reasons: *Pink* < *Property Income Certificate*; *Hero* < *Hazards of Electromagnetic Radiation to Ordnance*.

As more and more new organizations try to match their names to the activity they pursue, it enables to follow this tendency, as the following: `ASH` < *Action on Smoking and Health*. In Acronym BASIC < *beginners' all-purpose symbolic instruction code*, only one letter was used from the adjective `all-purpose`; *FIST* < *the Federation of International State Truckers*, `of` cannot be seen as if creators used all words in the acronym, it would be *FOIST* with no stylistic coloring. Acronym *SAD* < *seasonal affective depression/ disorder* is worth discussing not only because it economizes time and space in writing but also because of retaining the emotion that its meaning has. *Whanny* < *we have a nanny* is semi-acronym and is mainly used in printed media in ads for the people who are looking for nannies. The same are *J-I-T* < *just-in-time*; *MOR* < *Middle of the Road*; *Cola* < *Cost of Living Adjustment*; *VERONICA* < *very easy rodent-oriented net wide index to computerized achieves*.

Some acronyms create a group of shortened words: *FIFO* < *first in first out*; *FILO* < *first in, last out*; *LIFO* < *last in, first out*; *LILO* < *last in, last out*.

There are number of acronyms in the speech of teenagers the understanding of which is possible only for university or school students, as this way of wordformation is very useful for them. Besides, if they change even one letter on the acronym, the whole meaning and emotional coloring is transformed, e.g.: *WUSIWUG* < *what you see is what you get (wizywig)*; *WYSIWYAG* < *what you see is what you almost get*, *Wykiwyl* < *what you know is what you like (wikiwil)*; *WIBNI* < *wouldn't it be nice if?* *WOMBAT* < *waiste of money, brains and time*; *WYSLN* < *what you see looks natural* (Dickson:1999).

The following is worth attention: *Dinky* < *double /dual income, no kids*, created in the USA where a married couple has sufficient income but they don't have children. Similar are following: *DEWS* < *dual income with kids*; *DIKS* < *dual income, kids*; *DWIKS* < *double income with kids*; *MINKS* < *multiple income, no kids*; *OINKS* < *one income, no kids*; *TICKS* < *two-income couple with kids in school* (Bloomsbury Dictionary of New Words. M. 1996; Dictionary of American Slangs, 1998; Simpson, Ayto: 2005).

Very often suffixes -ies and -es are added to acronyms and seem to be very useful in teen language: *GRAMPIES* < *growing, retired, active, moneyed persons in excellent state*; *GRUMPIES* < *grown-up mature people*; *GUPPIES* < *gay, upwardly mobile professionals*; *HOOKIES* < *who cares?* *JUPPIES* < *Japanese urban professionals*; *PHONIES* < *people hooked on talking on the phone*; *SIPPYS* < *senior independent pioneers*; also: *PUPPIES*, *RUBBIES*, *YIFFIES*, *YIPPIES*, *YEEPIES*, *WOOPIES*, *WOOFIES*, *YUMPIES*, *YUPPIES*, etc.

Creation, the process of entering into the dictionaries and later, strengthening in the language vocabulary of the acronym *YUPPIE* is quite interesting which, according to Paul Dickson means `young, urban professionals with a taste for BMW's, Rolex watches, jogging suits, imported bottled water, and fashionable restaurants` (Dickson, 1999, 429). The acronym was first used in the article `Esquire` written by Bob Green in March of 1983 in `Networking Parties` which was printed by Jerry Rubin, ex-head of the radicals. Later, in the April 07, 1985 issue of the newspaper `Newsday` the author mentioned: *It was a corruption of YIPPIE, which was from Rubin's own Youth International Party`*

(<http://www.pbs.org/independentlens/chicago10/yuppies.html>). In 1984, publishing of `YUPPIE HANDBOOK` was a great publicity for the term. Yuppie became the source for the creation of the following: *yuppification*, *yuppiesque*, *yupguilt*, *yuppieback* (book aimed at the yuppie reader), *yupsters* (blending: *yuppie* + *gangsters*), *yuppie tax*, *yup-topia*, *yuppyish*, *yuppiegate* – some scandal in this relation, by imitating `Watergate`, *youplet* and many more. The acronym was well-matched to the headline regarding the favorite YOUPPIE fish, in June 07, 1989 issue of `Baltimore Sun`: *Yuppies Find Guppies Are Ideal Low-Maintenance Pets`* (Adams 2001; Baltimore Evening Sun, June 7, 1989).

Teenagers love to play with words, especially giving humorous meaning to them, as in the following examples: *P.E.R.S.O.N.A.L.* < *Philanthropists Expressing Rage and Sanguine Opprobrium Never Approach Latrines*; *L.A.T.R.I.N.E.* < *Laughing Always Takes Rotten Incidents (to) New Extremes*; *RELUCTANT* < *Really Excellent Ladies Unite Challenging Toddlers Against Neurotic Teenagers*. The same way were created the following: *SNARK* < *students never answer really knowingly*; *INTUITION* < *Instinctive Nuances Transferring Up Into Thoughts Instead of Nothingness*; *O.B.L.I.V.I.O.N.* < *Ought Babes Live In View of Innocent but Observant Nerds?*; *A.N.T.I.P.A.T.H.Y.* < *Acting Neurotic Through Idyllic Patterns of Artistically Tied Hanging Yarn*; *MOSQUITO* < *Making Obnoxious Sounds Quietly Until I'm Totally Obliterated*; *BIKINI* < *Big Insects Keep Infiltrating (the) Nice Indoors!*

It can be funny and jocular to decipher acronyms. The web-page <http://www.all-acronyms.com> has 79 meanings of well-known *LOL* < *Laughing Out Loud*, out of which the following was interesting: *Lots Of Love/ Luck*; *Limit of Liability*; *Land O' Lakes*; *Loss of life*, *Little Old Lady*; *Lack Of Love*; *Land Of Legends*; *Length of Lead*; *Lord Of Life*; *Love of Life*; *Loyal Orange Lodge*; *Labor Of Love*; *Lacking Of Life*; *Language Of Love*, *Laughing Over Lines*; *Laws Of Life*; *Lemon Or Lime*; *Level Of Learning*; *Loads Of Love*; *Lot of Laughs*; *Lots Of Length*; *Love Our Lord*; *Lowest Of the Low*; etc.

Such examples are numerous in the language vocabulary, dictionaries or online. In the process of the current research, all types of acronyms and their specificities were studied. The spheres of acronyms' usage are limited because of the source words from which they were created which cannot be said regarding acronym-homonyms, which can be used and created in every sphere without limit as they do not have limited meanings and are actively used in the language.

Clipping

Among the irregular wordformation processes of the XX-XXI centuries, within the last two decades clipping is considered to be most popular and their number is constantly increasing. The early examples of clipping in the English language are dated of the second half of the XVI century when the following clippings were used: *coz* < *cousin* 1559, *gent* < *gentleman* 1564, *mas* < *master* 1575, *chap* < *chapman* 1577, *winkle* < *periwinkle* 1585 (Marchand 1969: 448; Biss 1941). Wurmser, who investigated the diachronic aspects of the language, did not even mention clipped and blend words in his work (1976), but in the researches of Canon (1987) and Algeo (1981) it can be seen quite well that until the 90-ies of the XX century clipped words played very insignificant role.

Out of existing four types of shortening, clipping is a less active type for the formation of new words but in terms of productivity, it is considered to be abundant. The usage of clipped words is limited in the colloquial speech, which can be considered as the specificity of clipping. Moreover, it is very common in different types of slang such as media, children's, college, etc., e.g. *alliterate* < *a* + *illiterate*; *op* < *optical art*; *Des Res* < *desirable Residence*; *Garbology* < *garbage* + *ology*, *boot sale* < *car boot sale*; *bubble* < *soap bubble*; *op* < *optical art*; *movie* < *moving picture*; *presale* < *presale view*; *prêt* < *prêt-a-porter*; *govt* < *government* (Ayto 1990; Dickson 1999; Dictionary of American Slang 2006). The productivity of the clipped words is evident not only from the frequency of their usage, but also from their activity.

According to which part was clipped from the word, three types of clipping can be distinguished:

- apocopation - clipping of final syllable;
- syncope – clipping of the middle syllable;
- aphaeresis - clipping of initial syllable.

Main part of the clipped words is constituted by apocopation as the first part of the word coincides with the root morpheme of the word and retaining of this element enables us to preserve connection with the source word and clipped word e.g. *dog* < *dog and pony*; *cathart* < *catharsis*, *bubble* < *bubblegum music*; *anchor* < *anchorman*; *detox* < *detoxification*.

Initial clipping is less widely used, e.g. *bubble* < *soap bubble*; *boot sale* < *car boot sale*, *sapping?* < *what's happening?* `za < *pizza*; `tsup < *catsup*; *chauvinism* < *male chauvinism*; *story* < *history*; *zup* < *what's up?* or *s`up/`sup/whassup?* and *upmanship* < *one-upmanship*.

Despite the fact that many linguists claim that aphaeresis is non-productive way of clipping, the research findings prove the opposite, as in the following examples: *deduc* < *tax deduction*; *netiquette* < *on-line etiquette*; *kevork* < *Jack Kevorkian* (a suicide doctor); *morph* < *metamorphosis*; *bud* < *marijuana bud*; *hish* < *hashish*; `dorph < *endorphins*; *teen* < *martini*; *O sign* < *mouth Open sign*; *skns* < *waterproof oilskin clothing*; `burbs < *suburbs*; *Nam* < *Vietnam*; *cots* < *apricots*; *varsity* < *university*; *coon* < *racoon*; *pike* < *turnpike*. Such creations enter into the language as independent language units that differ from the source words, their prototypes and stylistically neutral doublets by meaning as in *chute* < *parachute*, (Arnold I.V., 1986: 198), *a'bin* < *have been*; *an'* < *and*; *'ave / 've / 'a* < *have*; *'appen* < *happen*; *'ere* < *here*; *'ome* < *home*; *'e* < *he*; *'ow* < *how*; *'n'* < *than*; *'sail right* < *it's all right*.

Comparatively less is the number of middle clipping, e.g. *cosmopol(i-tani-)zation*. The word hasn't changed its meaning but became easier to pronounce, also, *closed caption* < *closed circuit caption*; *Ultrafiche* < *ultramicrofiche*; *flu* < *influenza*, *tec* < *detective*; *polly* < *apollinaris*, *jams* < *pyjamas*, *shrink* < *head-shrinker*.

Some lexical units are created through combined shortening, by clipping initial and final parts of the word as in the following examples: *ablegram* < *cable telegram*, *op art* < *optical art*, *org-man* < *organization man*, *linocut* < *linoleum cut*; *-creed* < *street credibility*; *literit* < *literary criticism*; *flu* < *influenza*; *VID* < *a short video film*. These creations mostly have colloquial usage and possible this is the reason that many linguists do not even mention them in their scientific works.

As many linguists admit, clipped words always differ from the source words. Newly created shortened forms of the words are more emotional and stylistically colorful, they belong to spoken language, but some of them enter the language vocabulary and are not recognized as clipped words, e.g. *pants* from the word *pantaloons*, *bus* < *omnibus*, *bike* < *bicycle*. This issue raised a question whether or not to consider clipped words as independent, separate words. Some think that clipped words are the variation of the source word, while others give them the status of a regular word. We consider that this is not only the word that was clipped the initial, middle or final component. Between the source word and created unit there is always a difference. Secondary lexical unit sometimes becomes the source for adding other morphemes and create new words. In both cases, both co-exist in the language vocabulary along with their prototypes, which are not equivalent to each other. For instance, the shortened form of the word *saxophone* is *sax*, `The boss of the Tenor Sax` cannot be used in such a form, as well as *mag* < *magazine* in the example: `The public he wrote for was largely a new public bought to consciousness by the industrial revolution, a public for which magazine proprietors hadn't catered before 1882`, as the prototype of the source word is neutral.

It should be noted that not all parts of speech can be shortened. As can be claimed from the research material, there are almost no such creations from conjunctions, numerals, or pronouns (*u* < *you*, *yor/ur* < *your* can be the exceptions). Shortening of verbs was also rare and such as *to do*, *to occur*, *to tax*, *to perm*, *to phone*, are created by conversion from nouns. The following verbs: *to pend*, *to mend*, *to lend*, were created through word clipping, apocopy. There were also *Rev* < *revolve*, *tab* < *tabulate*. As for the present decade, there are numerous clipped verbs, as: *wok* < *work*; *hadda* < *had to*; *gimme* < *give me*; *mek* < *make*; *tek* < *take*; *'member* < *remember*; *oughta* < *ought to*; *s'pose* < *suppose*; *shuah* < *sure*;

shurrup < *shut up*; *gerrup* < *get up*; *gerraway* < *get away*; *usta* < *used to*; *speaka* < *speak to*; *talka* < *talk to*; *wanta* < *wanna* < *want to*; *wun't* < *won't*. Teenagers are very fond of using *B* instead of the verb *to be* in the written texts. As for the shortened adjectives, most of them are created through adding suffix to the shortened form of the words as in the following teen vocabulary: *dilly* < *delightful*, *imposs* < *impossible*, *comfy* < *comfortable*, *grumpies* < *grown-up mature people*, *sippys* < *senior independent pioneers*, *droppies* < *disillusioned*, relatively ordinary professionals preferring independent employment situations (Dickson 1999: 36). Clipped adjectives definitely belong to college vocabulary: *comfy* < *comfortable*, *mizzy* < *miserable*, *dilly* < *delightful*, *imposs* < *impossible*.

Shortened word can also have the function of an exclamatory sentence, e.g. *shun!* < *attention!* The clipped word and the source word belong to the same part of speech and most of them are nouns.

There is a tendency among young members of society to use reduced forms of pronouns, which is very frequent in modern lyrics of the songs, e.g. *ain't* < *am not / is not / are not / have not / has not*; *ain'tcha* < *ain't you*; *can'tcha* < *can't you*; *letcha* < *let you*; *don'tcha* < *don't you*; *didja* < *did you*; *whenja* < *when did you*; *toleja* < *told you*; *wudja* < *what do you / what did you*; *tha'* < *that*; *willya* < *will you*; *wuddaya* < *what do you*; *hellya* < *hell do you*; *tellya* < *tell you*; *ya / ye* < *you / your*.

In college speech the following clippings are used: *caf* < *eteria*, *home ecs* < *economics*, *lab*, *maths*, *prep*, *prof*, *doc*, *trig*, *undergrad*, *tranny* < *transmission*, *seppo* < *septic*; *front* < *confront*; *moto* < *motivated*. As children shorten most of the words they pronounce and they do pronounce incorrectly, their terminology is very different from any other spoken style, e.g.: *hanky* < *handkerchief*, *pinnie* < *pinafore*, *nightie* < *night dress / gown*; *mayo* < *magazine*; *boarder* < *skateboarder*; *caj/cas* < *casual jacket*; *'za* < *pizza* and many more.

Rap musicians cannot speak without using reduced forms of the words, as in the following examples: *a'course* < *of course*; *awys /orluss* < *always*; *coupla* < *couple of*; *fella* < *fellow*; *fost* < *first*; *g'night* < *good night*; *t'day* < *today*; *c'mon* < *come on*; *g'by* < *good bye*; *heah* < *here*; *helluva* < *hell of a*; *how'bout* < *how about*; *jes'* < *just*; *leggo* < *let go*; *lemme* < *let me*; *les's see* < *let us see*; *mistah* < *mister*; *musta* < *must have*; *on'y* < *only*; *outa* < *out of*; *orright* < *all right*; *gerron* < *get on*; *tomorra* < *tomorrow*; *yeah /yeap* < *yes*; *twenny* < *twenty*; *thirdy* < *thirty*; *wi'* < *with*; *Who the' dell are yet An' why ye brung me 'ere?* < *Who the devil are you? And why did you bring me here? or Weel, I tell ye, it wam't much different from ...* < *Well, I'll tell you*. Great number of examples with initial clipping were identified in the speech of Afro-American origin students, as in the following examples: *a'bin* < *have been*; *an'* < *and*; *'ave / 've / 'a* < *have*; *'appen* < *happen*; *'ere* < *here*; *'ome* < *home*; *'e* < *he*; *'ow* < *how*; *'n'* < *than*; *'sail right* < *it's all right*.

As was noted above, most of the clipped words are used in spoken language and have a specific stylistic pronunciation. Many words are shortened for the originality, sometimes – by an analogy of other words. Loan words are also frequent among shortened units. Clipped words sometimes even acquire opposite meanings, e.g. *'alliterate'* was coined from *'illiterate'*, where first describes a person who does not read, second means a person who cannot read. The word *prêt* was borrowed from French *prêt-a-porter* – *ready-to wear*. *Garbology* was created from *garbage* and has ironic meaning, *science that studies garbage*. *Des Res* was clipped from a *desirable residence* for the purpose of the economy of time and space while using in any form of ads, in newspapers or on TV.

Teachers of Geography at school use creativity to make their students remember planets as in the following examples: *My Very Excellent Mother Just Served Us Nine Pizzas: Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune, Pluto*, which is a very good example of abbreviation. Second method of memorizing planets is clipping as in the example below:

Mer-cury, a sun baked rock.
 Venus, -a cloud enshrouded hell.
 Earth -is home, around the clock.
 Mars -has life? Oh who can tell?
 Ju -piter outweighs the rest!
 Sa -turn wrapped itself in rings,

Uranus, -the schoolboys laugh in jest,
And Neptune's an ocean king,... (www.teachingideas.co.uk/science/orderingplanets.htm)

The following ad seems to be interesting: *'We're a very time-oriented society. We've got very little time to say what we mean. So when I say "these ads in my zine really annoy me," you know I'm referring to advertisements in a magazine. I've studied math (mathematics), I pay for gas (gasoline), and I ride a bike (bicycle)'*, though the speaker uses shortenings, we can easily infer the ironic attitude of the author (<http://everything2.com/title/word+coinage>).

It can be concluded that new creations frequently enter the language via media or 'word of mouth', and as the linguists declare, teenagers play great role in this process as they are fond of using difficult or strange words and transform them according to their preferences. The researched material proves the abovementioned.

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