

Kotlyuk Halyna
student
Zhejiang University
Hangzhou
China

ABBREVIATION AS A LANGUAGE ECONOMY DEMONSTRATION IN VIRTUAL COMMUNICATION

The phenomenon of language economy is not new, it recognized the different generations of linguists with H. Paul, O. Potebnya, P. Passi, O. Espersen, A. Martine, E. Polivanov, R. Budahov, V. Teliy, N. Artyunova, I. Arnold and other. There are quantitative (economy by reducing linguistic signs (units), economy of physical effort spent on the transfer of information and its decryption) and qualitative (savings mental effort) language savings [4, 211].

The principle of economy leads to compression of language, which manifests itself at all levels – phonetic, lexical, and syntactic. Phonetic compression is a violation of the rules of phonetic speech flow and there is usually spoken language. Considering the language economy law on syntactic level, the actual conversion is possible to identify conversion as one of the main and most effective means of language economy [2, 65]. At the lexical level, display language economy is the reduction and abbreviations.

The abbreviation in a state of dynamic development. Reduced units have diverse and complex in the structural and semantic respects nature. Scientists are looking for new ways of linguistic analysis. At the present stage of the abbreviations are multifunctional units. the scope of their action is not limited to compressed information includes expression of attitudes and evaluations, which causes the spread of such nominations media folders makes this method of word formation most interesting object of study that reflects current trends in language and emphasizes the relevance of our research.

Severity abbreviations units is achieved by influenza linguistic forms of verbal behavior, focused on achieving a certain communicative effect. By resorting to this technique, language personality realizes the pragmatic need to install and creation language. Use abbreviations as a means of expression can be seen as a universal tendency of their functioning in modern English, and generally in virtual communication.

The aim of the study is to determine the trends of the phenomenon of language abbreviations economy in virtual communication. The material for the study are Internet resources: <http://www.blogherald.com> and <http://www.dailydot.com>.

The research is to create a glossary abbreviations, their classification and decoding.

Causes and function abbreviations quite diverse. There are linguistic factors: the tendency to compression, uneven distribution of information between the individual elements of the speech stream, the impact of slang and colloquial vocabulary items and non-linguistic (extra-): scientific, technical and social progress, increase the flow of information, widespread use of mechanical means of communication [1, 132-151].

**Міжнародна науково-практична конференція
«Виклики соціально-орієнтованої економіки в євроінтеграційних умовах»**

It should be noted that a single classification abbreviations in linguistics exists. The simplest and most common classification divides abbreviations depending on the method of creation. Depending on how the roll-phrase in a separate words and thus reduced their components, the researchers distinguish structural types of abbreviations. Abbreviations and accepted classified according to content (the name states, the names of international organizations, the scientific name, public and sports organizations, the names of publishers, publications, newspapers and magazines, etc.).

In practice, the translation abbreviations can cause some difficulty. Among the various means of translating acronyms and abbreviations majority of translation entails the following: reduced translation, transliteration and translation by explication [3, 76-81].

Abbreviations function in the communication process is more economical expression and eliminate redundancy information. In acronyms, information is passed fewer characters, so the "capacity" of each sign is greater than the corresponding source units, which allows us to consider the abbreviation as a form of optimization verbal messages. The tendency to increase the informative value of linguistic communication is an important factor of language as a social phenomenon. Members of the virtual communication using a large number of redundant units not only to reduce the amount of text. The tendency to strangeness and non-standard forms of communication is another cause proliferation of acronyms and abbreviations in chat.

References

1. Devkin V.D. German Speaking: syntax and vocabulary / V.D. Devkin. – M.: Foreign relations, 1989. – 254 p.
2. Latishev L.K. Технология перевода / L.K. Latishev. – M.: Tezaurus, 2000. – 280 p.
3. E.S. Troyanskaya. The linguistic study of German scientific literature / E.S. Troyanskaya. – M.: Science, 1982. – 312 p.