

The puns here are built on the wordplay, based on nearly the same pronunciation of words “axis”– “земная ось” and “axes” - the plural of the word “axe” – “топор”. As we can see, Demurova's version is more accurate than the V. Oryol's one. N. Demurova tries to preserve the meaning and simultaneously carries the phenomenon of the pun from the original text to its translation without changing the comic element. She only plays with the semantics of the word “оборот” and its compliance in the original language. Thus, the semantic content is recreated only in half, but the word play itself doesn't disappear. That fact, generally, can be called a successful solution made by the translator N. Demurova.

V. Oryol at the same time makes an additional pun, playing with the word nose from the origin and inserts it in the text in full compliance of the plot. But he omits the pun on axe and creates his own, again successfully inscribing it in the plot line.

Numerous puns are built on the mismatch between the sound and the meaning in a word. That is the thing with the famous Mouse's “long story” where a semantic mismatch between the words “tale” (“рассказ”) and “tail” (“хвост”) is used as they are homophones. The pun was followed by the famous figure poem which Carroll made in a mouse-tail shape. The translation by N. Demurova is more accurate again, as V. Oryol sometimes omits the general content of the source text.

Thus, evaluating the equivalence and the adequacy of the translations one can say that both the translations made by N. Demurova and V. Oryol are adequate, and have the same impact on the reader as the original text. Still the pun translations not only preserve the play of words of the original puns, but also create new puns in the target language. One can notice that N. Demurova creates almost literal translations of the puns. As for V. Oryol's text, his translation can also be described as adequate, but he omits some original puns in his translation, thus, the number of puns in the final translation is reduced. The translation made by N. Demurova is more often accurate and precise, it retains the semantic content and do not lose the mood of the pun, creating in the target language an updated form of the original pun. The translation made by V. Oryol is also quite accurate and vivid, but still is inferior to N. Demurova's one.

The translatability problem of puns existed and will exist because of the difference in vocabularies of an original language and a target language, but nevertheless due to efforts of a good translator almost any pun can be successfully recreated. By and large, the success in the translation of the pun phenomena depends largely on the experience and resourcefulness of a translator, and they have their rights to communicate the body of a pun in its vivid stylistic coloring.

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#### MOST COMMON TEXT MESSAGE ABBREVIATIONS AND SHORTENINGS

NATALIA TANKO

Poltava National Technical Yuri Kondratyuk University, Ukraine

*The topicality of this work consists in studying abbreviations used in Internet communication and phone messaging. The shortening of the words is one of the main trends in development of Modern English, especially in its colloquial layer which in its turn at high degree is supported by development of modern informational technologies and simplification of alive speech.*

The topic of the present paper is the significance of abbreviation-process impact on the modern English language in conditions of the world integration and globalization in the course of human activities. All people round the world have the tendency to short the lexical units.

In the process of communication words and word-groups can be shortened. Abbreviation of words consists in clipping a part of a word. As a result we get a new lexical unit where either the lexical meaning or the style is different from the full form of the word.

There are various kinds of abbreviation. A lot of researches have been done before to investigate the phenomenon of abbreviations or shortening but there is no universal terminology and classification of them.

The inconsistency and disputable questions still exist in modern theories of shortenings. Thus, the dictionary takes the term „abbreviations" as the main one and subdivides abbreviations into shortenings, initialisms, and acronyms [2]. V. Eliseeva doesn't use the term „abbreviation" at all taking term "shortening" to denote the whole phenomenon [5]. To clarify the difference between shortenings and abbreviations there is the need to give definitions for both terms. Shortening (clipping) is a word-building process which involves qualitative changes and quantitative changes in a word; a significant subtraction, in which a part of the original word is taken away [3]. Shortening is the act or process of dropping one or more syllables from a word or phrase to form a shorter word with the same meaning, as in forming *piano* from *pianoforte* or *phone* from *telephone*.

An abbreviation (from Latin , "brevis", meaning "short") is a shortened form of a word or phrase used for brevity especially in writing in place of the whole. Abbreviation is an item created from one or two first letters of all or most of the 1 - 5 constituents of an existing item [5]. As far as we can see from these definitions shortenings and abbreviations have absolutely different ways of formation. That is why these terms denote different notions.

Abbreviations are divided by I. Arnold into two groups: acronyms and initial abbreviations [3]. Acronyms are abbreviated words which are read and sound as ordinary written words: UNESCO – United Nations Educational Organization. In initial abbreviation the alphabetical reading is retained, eg.: BBC - British Broadcasting Corporation.

The way we communicate has changed drastically in the last 20 years. With huge new innovations like the first ever truly portable cellular phone, phones that take pictures, shoot video and send short text-based messages, and even phones that have access to internet and everything the World Wide Web has to offer. It's no wonder that in today's high-tech world people often have entire conversations using text messaging.

That is why a special interest is presented by abbreviations used in Internet communication. Internet gives great opportunities to interact offering various social networks, video chats, e-mail clients. Instant messaging represented by computer messages and cell phone messages is very popular among teenagers and young people nowadays. The number of characters allowed in a text message is to 160 characters, twitter reduced it up to 140 though computer messages essentially have no upper limit. This fact became one of the reasons for creation special abbreviations for reducing the size of the whole message. Instant messaging usually presupposes the quick exchange of messages to maintain „live" conversation, so shortenings are used to economize time. Moreover there is no need to type long phrases consisting of several words when they can be reduced to several letters. Most of abbreviations and shortenings used in Internet communication refer to colloquial language.

Hence there is no point in saying that using these abbreviations is baseless as it is being accepted by many people in today's era. These are used not only while text messaging but also while conversations are being done over the internet while chatting. In today's date there are so many abbreviations that have evolved over these years that if they are all put together as a whole then it could even be possible to create a separate dictionary with them which we can refer to as the so-called SMS language dictionary.

The language of text messaging has some interesting specifics. For words that have no common abbreviation, users may remove the vowels from a word, and the reader is required to interpret a string of consonants by re-adding the vowels, e.g.: *dictionary* becomes *dctnry* and *keyboard* becomes *kybrd*. The reader must interpret the abbreviated words depending on the context in which it is used, as there are many examples of words or phrases that use the same abbreviations, e.g.: *lol* could mean *laugh out loud* or *lots of love*. Text message language does not always obey or follow standard grammar, and additionally the words used are not usually found in standard dictionaries. The usage of phonographs is also common for SMS messages. Phonographs are symbols which represent sounds. For example, numerals are widely used phonographically in text messaging forms, as in *any1* (*anyone*) and *b4* (*before*).

Here is a useful list of acronyms, initialisms, and abbreviations you may come across in e-mails, chat rooms, online games, instant messaging, or elsewhere on the Internet or in phone text messages: *2mro* or *2moro* (*tomorrow*), *TTYL* (*talk to you later*), *gr8* (*great*), *l8* (*late*), *sum1* (*someone*), *cu* or *cya* (*see you*), *4u* (*for you*), *ur* (*your and you're*), *njoy* (*enjoy*).

Smileys and emoticons also frequently appear in SMS messages. Smileys are a strange and fun Internet phenomenon, more correctly known as emoticons, which have the purpose of conveying emotion. They are used particularly in online chat rooms and in e-mails.

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There are no strict rules for composing smileys, and so numerous varieties have been invented and are in use. The principle is to create a face (viewed by tipping the head to the side) using standard keyboard characters and punctuation.

Cell-phones usually possess ready collections of smileys in their graphical view for example: :-) or :) stands for *smile*, ;-) means *winking smile*, :-O means *surprise*, :-P denotes *disgusted smiley (with tongue sticking out)*. Internet sites and especially forums create unusual emoticons which may have even animation.

The number of abbreviations used in phone messaging is countless because communication as process is very diverse and provides a lot of material for coining shortenings. Shortened items used in Internet messaging are even more numerous. Writers can be as creative as they want because there is no need to follow structural and grammatical rules of the language. Smileys, emoticons, numerous abbreviations and shortenings.

The observation of different social networks like Facebook, Vkontakte, forums, online chats has shown that mostly people use abbreviations for well-known general phrases like *by the way (BTW)*, *see you later (SYL)*, *for you (4U)* and so on.

In this list, you will find the abbreviations that are most commonly encountered:

*A/S/L – what is your age, sex, and location?*

*ADDY – address*

*AFAIK – as far as I know*

*AFK – away from keyboard*

*AFAIUI – As far as I understand It*

*AAF – As a friend*

*ADBB – All done bye-bye*

*AFAGAY – A friend as good as you*

*B – I'm back*

*BBL – be back later*

*BRB – be right back*

*BTW – by the way*

*BFAW – Best friend at work*

*BON – Believe it or not*

*BFAW – Best friend at work*

*CU – see you*

*DETI – Don't even think about it*

*FWIW – For what it's worth*

*FITB – Fill in the blanks*

*G2G – I've got to go*

*GTBOS – Glad to be of service*

*HIG – How's it going*

*HTH Hope this helps*

*IMHO – in my humble opinion*

*IDK – I do not know*

*IC – I see*

*JMO – Just my opinion*

*KYFC – Keep your fingers crossed*

*KWIM – Know what I mean*

*LBAY – Laughing back at you*

*LFD – Left for day*

*OTOH – On The Other Hand*

*PZ – Peace*

*SLAP – Sounds like a plan*

*THX – thanks*

*TTYL – Talk to you later*

*UGTBK – You've got to be kidding*

*WYSIWYG – What you see is what you get*

*WAYD – What are you doing?*

*WB – welcome back*

*F8 – Fate*

*14AA41 – One for all, and all for one*

*511 – Too much information*

The total number of abbreviations used in communicational sphere is very large and continues to increase because communication as process is very diverse and provides a lot of material for coining shortenings. All the abbreviations are not only easy to use but also not hard to remember. Skillful writers can even substitute most of their message by such abbreviations. Though these items shall never become a part of literary language they will not cease to exist as social phenomenon. Moreover, with the appearance of electronic means of communication such items will only increase in number. It should be noted that shortenings used in communicational sphere do not receive a proper attention from scientists, there is no classification for such items as emoticons, phonographs and smileys. It is rather a disputable question whether they can be considered shortenings. And we cannot say what rules govern their creation and how to predict their development. That is why it is necessary to understand that processes happening in speech can have a big value together with processes within a standard literary language when a phenomenon becomes global.

Though many scientists deny the fact that shortening is important subject for investigation, it is quite possible that in the nearest future shortening may start playing a considerable role in a language. That is why it should be thoroughly studied as any other linguistic phenomenon. The stream of information increased greatly which caused the need to save time and convey as much information as possible. Shortenings help to save the content of the message but reduce its size. This valuable feature presents interest especially in communicational sphere. Though much have been done to study shortenings in general, we still know little about shortenings used in communicational sphere, Internet sphere and Internet communication in particular. Moreover, shortenings represent an interest for computational science. All programming languages and operating systems are based on shortened items. So this sphere of shortenings' usage deserves careful study as well. Being a developing trend in English language shortenings need theoretical description and analysis. All the studies done before should be systematized and generalized into a single theory.

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#### CHARACTERISTICS OF ORAL ACADEMIC DISCOURSE

**IRINA TALSTANOGAVA, VOLHA LUSHCHINSKAYA**  
**Belarusian State University, Belarus**

*The paper considers the term 'discourse' in modern linguistics, its structural and functional division based on the opposition of personality-oriented and status-oriented types. Leading approaches to the study of academic discourse are described. Oral academic discourse is defined and analyzed. It is also compared with written academic communication.*

In modern linguistics the notion 'discourse' is interpreted ambiguously, even now the principles of its description and interpretation remain controversial, and maybe these facts contribute to the widespread popularity of the concept. Among the wide variety of approaches to the understanding of the term 'discourse' we can conventionally determine the following main directions of its study, correlated with the contribution of certain researchers. É. Benveniste, R. Barthes, M. Makarov consider discourse as *speech*. V. Demyankov, Y. Stepanov, V. Borbotko treat it as a *text*.

In our research we refer to the approach that investigates discourse as *unity of a text and context* in which this text is realized. Among the supporters of this approach are N. Arutyunova, T. van Dijk, Y. Karaulov,