

bring a new understanding of both this linguistic phenomenon and understand the specific features of its existence.

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#### **ABBREVIATION IN DIFFERENT SPHERES IN MODERN WORLD**

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Initially, the abbreviation appeared as a means of economy in writing, later it was used in colloquial speech.

In modern world scientists pay great attention to the problem of abbreviation, but the questions about the causes of the abbreviation remain unresolved and require further study. In many countries, much attention has been paid to the causes of abbreviations. As a result of the development of science and technology, new words have appeared; and, consequently, their abbreviated forms. Most abbreviated words appeared in the 20th century, during the period, when most of the discoveries were made. There were new concepts that needed to be named. The second world war shook not only the whole world, but also the vocabulary of words. For this reason, new words and new concepts have appeared. During the wars, the number of war words began to increase. During these periods, dictionaries of abbreviations began to appear, many of which related to a specific field of science. Various opinions have been put forward about the reasons for the formation of abbreviated words. Many linguists believe that they were created to save time and space, as well as for adding to the vocabulary of words, as one of the ways of word formation.

At the present stage of development, the abbreviation occupies an increasingly strong position in various languages of the world, including English, and is widely used in various fields of

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science and art, public and political life. The use of abbreviations provides communication needs not so much by saving effort, but by condensing information for communication purposes, increasing the information value of certain elements of formal language material. The essence of abbreviation is to convey the maximum amount of information (semantic content) with minimal use of the material shell of the language (sound and graphic form), that is, to increase the effectiveness of the communicative function of the language.

In modern world the abbreviation occupies an increasingly strong position in different languages of the world, including Ukrainian, and is widely used in various fields of science and art of public and political life of society. The question of modern abbreviations has recently become very relevant, because they have filled all the pages of Newspapers and magazines.

Life does not stand still and with the appearance of new discoveries, achievements, new names appear. Sometimes they are very long and difficult to understand. Therefore, to save time and simplify life, people invent more abbreviations, which are very many in our time. Many abbreviations are met in politics, medicine, historical names, various educational and scientific fields.

Many famous trademarks and signs, names of ministries were reduced to abbreviations and became most widely known in this form. For example: the *GMC (General Motors Corporation)* car brand or the abbreviation *GP (General Purpose vehicle)*. The American automobile brand *Jeep* is one of the components of the company *Chrysler*. The abbreviation *KW (Kenworth)* stands for a bus and truck manufacturer in the United States the 4th largest dump truck manufacturer in the United States, part of the *PACCAR* group.

The names of organizations are: *OSCE* (the Organization for Security and Cooperation in Europe), *WHO* (World Health Organization), *MFA* (the MINISTRY of FOREIGN AFFAIRS), *OPEC* (Organization of Petroleum Exporting Countries) and others; services – *FBI* (Federal Bureau of Investigation), *SIS* (Secret Intelligence Service) and so on.

The most popular and frequently used abbreviation in sports is *FIFA (Federation International Football Association)*.

Politics – *MPs* (members of the parliament), *EU* (European Union), *BLM* (Black Lives Matter).

History – *BC (Before Christ)* and *AD (Anno Domini)*.

Medicine – *COVID-19 (Corona Virus Disease)*, *PCR (Polymerase Chain Reaction)*, *BCG* (Bacillus Calmette-Guérin).

Biology – *DNA (deoxyribonucleic acid)*

Economics – *GDP (gross domestic product)*, *IMF – (The International Monetary Fund)*

Cooking – *mg* (milligram), *gr* (gramm).

The most popular abbreviations in the modern world are: *PIN* (Personal Identification Number), *ID* (Identifier), *QR* (Quick Response), *SOS* – (Save our souls / Save our ship), *CV* (Curriculum Vitae), *WC* (Water Closet), *R. I. P.* (Rest In Peace) and others.

The most popular and frequently used abbreviations in speech (written and oral) among schoolchildren are: *Wi-Fi* (Wireless Fidelity) and *OK* (all correct).

There are quite a large number of **types of abbreviations**:

*The initial abbreviation.* A word formed from the names of initial letters or from the initial sounds of words included in the original phrase.

*Recursive abbreviation.* An abbreviation that includes the abbreviation itself. *Compound words.* A word formed from the initial parts of two or more words (*X-ray*).

*Graphic abbreviation: i.e. – id est.*

## Збірник наукових праць

*Mixed abbreviation:* «B4» – «before», «CUL8R» – «see you later», «L8R» – «later», «BCNU» – «Be seeing you».

*Lexical and graphical abbreviations.* In addition to spellings-transcriptions, lexical abbreviations, in particular, abbreviations or acronyms, are found in the process of virtual communication. There is even a list of abbreviations used when communicating in English. These include «BOT» – «back on topic», «BTW» – «by the way», «TIA» – «thanks in advance», «TIE» – «take it easy», «IOW» – «in other words» [1, с. 90].

When communicating in Ukrainian, such abbreviations are used rarely. It is interesting to note that English plays the role of lingua franca in cross-cultural Internet-mediated communication [5].

According to researchers, 78 % of students were able not only to decipher abbreviations, but also to distribute them correctly according to the methods of abbreviation. Only 14 % were able to name the ways of abbreviation [7].

Abbreviations, like ordinary words, perform a nominative function, representing the essence of objective reality, i.e. they have lexical and semantic characteristics. These units are often assigned the status of semantically inferior entities due to the presence of source names in the language, the denotative meaning of which is recognized as primary.

Abbreviations play an important role in the lexical arsenal of English-language media at the beginning of the XXI century. The units that are most common were identified basing on this material.

Most abbreviations that function in the media language retain associative links with the original names in semantics, which make it easy to «recognize» the meaning of these units using the context.

These are the most striking features of the lexical and semantic content of abbreviations used in the language of modern English-language media. To identify the entire palette of values of the units under study and the patterns of their use, it is impossible to limit ourselves to analyzing only their internal content. In this regard, it is necessary to use the apparatus of pragmatic analysis, which sets a different level of depth of studying lexical units in the context of periodical texts.

The main functions of abbreviations in the media language include:

- 1) function of providing expressive transmission of information;
- 2) attractive function;
- 3) the function of increasing the emotional color of the published information.

Abbreviations have a special place in any language. Abbreviations simplify oral and written speech and save time. The same combination of letters can be deciphered differently in different fields of activity.

At present, at the beginning of the 21st century, the abbreviation is taking more and more strong positions in different languages of the world, becoming widely used in various fields of science and art. A feature of modern English is a large number of abbreviations that serve to save speech.

Further study of the abbreviation seems to be a promising direction.

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### **ОСОБЛИВОСТІ ВИКОРИСТАННЯ ІНТЕРАКТИВНИХ ТЕХНОЛОГІЙ НАВЧАННЯ АНГЛІЙСЬКОЇ МОВИ У ПРОФІЛЬНІЙ ШКОЛІ**

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Стан сучасної освіти і тенденції розвитку суспільства вимагають нових організаційних підходів до вдосконалення освітнього середовища. Тому організація освітнього процесу повинна базуватися на інтерактивному компетентнісному підході. Компетентісний підхід у профільній школі пов'язаний з особистісно-орієнтованим і діяльнісним підходами до навчання учнів. Особистісно-орієнтований підхід в освітньому процесі допомагають забезпечити інтерактивні технології навчання, оскільки вони спрямовані на особистість учня й можуть бути реалізованими і перевіреними тільки в процесі виконання учнем певного комплексу завдань. Тож, «інтерактивні технології» – це творчий процес застосування науково-практичних методів і педагогічних прийомів спрямованих на досягнення певних навчальних цілей.

На сьогоднішній день головною метою навчання англійської мови є формування англомовної комунікативної компетенції. Сучасні дослідники, педагоги, зокрема: Н. Баграмова, О. Леонтєв, І Луцик, О. Мазко, О. Пехота, О. Пометун, О. Ярошенко впевнені, що знання і використання інтерактивних технологій навчання – це, передусім, успішний розвиток комунікативної компетенції учнів. У шкільній практиці широко вживаними стали такі технології навчання, як-от: мікрофон, незакінчене речення, «мозковий штурм», що застосовують при фронтальній формі роботи. Для роботи в парах (або в групах), тобто при кооперативній формі, використовують такі технології: «обличчя до обличчя», акваріум, робота в малих групах і т. ін. Для формування компетенції в говорінні та аудіюванні на уроках англійської мови вчитель застосовує інтерактивні ігри, зокрема: «рольова гра», «драматизація» (або «інсценізація»), що сприяють збільшенню словникового запасу учнів та допомагають їм подолати мовний бар'єр [2, с. 96].