

**“THE PRAGMATIC POTENTIAL OF
ABBREVIATION IN THE ENGLISH YOUTH
DISCOURSE OF THE SOCIAL NETWORKS OF
INSTAGRAM AND VIDEO HOSTING YOUTUBE”.**

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Topicality

The topicality of the research is due to the intensification of the use of lexical abbreviations in virtual communication in social networks, SMS messages, video blogs. Of particular note is the daily Internet communication of young people where the abbreviation becomes pragmatic and stable

Linguists

ABBREVIATION: Gavrilyuk O.O, Zabotnova M.V,
Glushchuk N.N, Kerpatenko Y.V, Crystal, D.

THE INTERNET DISCOURSE: Gudz N.O, Vorobey
Y.V, Alasania M.V, Beketova A.A.

to establish pragmatic potential of abbreviation in the modern English youth discourse of the social networks of Instagram and video hosting You Tube.

Aim

Tasks

to clarify the concept of English-language youth Internet discourse and determine its status in the modern communicative-discourse paradigm;

to characterize its typological features and determine the role of abbreviations in it;

to identify communicative and pragmatic features of the functioning of the abbreviation in the English-language youth discourse of the social network Instagram and video hosting You Tube by characterizing the features of directive, expressive and assertive abbreviations.

The practical value is that the research materials can be used by pupils and students for in-depth study of English, ordinary Internet users for unhindered communication on social networks in English.

The novelty lies in the fact that study of the pragmatic potential of abbreviations on the basis of the materials of English-language Instagram blogs and video hosting You Tube was made for the first time

1

the concept of the English-language youth Internet discourse was clarified and its status in the modern communicative-discourse paradigm was determined

discourse

- DIALOG
- SPEECH
- CONVERSATION

**Internet discourse is a new type of the communication;
Language of this type – “Internet language”**



2

the typological features of the English-language youth Internet discourse were characterized and the role of abbreviations in it was determined

The purpose of the Internet discourse. It's defined as the intended result of communication, that is for the discourse is created and implemented, as well as the self-expression of a virtual person. The functional goals of the Internet discourse include communicative, game, educational, psychotherapeutic, social, manipulation and others.

Abbreviations are important in our life, because of:

Necessity of time saving

Economical expression of the message

Transmission the maximum information using minimum efforts and language resources

3

communicative and pragmatic features of the functioning of the abbreviation in the English-language youth discourse of the social network Instagram and video hosting You Tube were identified by characterizing the features of directive, expressive and assertive abbreviations.

| | | | |
|---------------|----------------------------------|-------------------|---------------------------------|
| SO | Significant other | Значне(-о) інше | <u>Асертивні</u> |
| <u>Thnx</u> | Thank you | Дякую | <u>Експресиви</u> (етикетні) |
| <u>Yw</u> | You welcome | Будь ласка | <u>Експресиви</u> (етикетні) |
| Lol | Laugh out loud | Голосно сміятися | <u>Експресиви</u> (емотивні) |
| Brb | Be right back | Скоро повернуся | <u>Експресиви</u> (етикетні) |
| <u>Ya</u> | yeah, yes | Так | <u>Експресиви</u> (етикетні) |
| Yea | Yes | Так | <u>Експресиви</u> (етикетні) |
| Nay | No | Ні | <u>Експресиви</u> (етикетні) |
| Ok | <u>Oil korrekt</u> (all correct) | Гаразд, все вірно | <u>Експресиви</u> (етикетні) |
| <u>Prolly</u> | Probably | Мабуть | <u>Асертивні</u> |

Supplement A

ABBREVIATIONS:

Directives

Expressives:

- etiquette
- emotional

Assertions



DIRECTIVES

(appeals, requests, advice, etc.)

Jack: That's truly amazing!

Tony: WDYM?

Jack: My screensaver!

Tony: Ah, sorry. I wasn't looking or listening. Shame I missed it.

Abbreviation "WDYM" is quite popular and easy to use. After using it, user understood that he needs to explain what he means.

Expressives

etiquette

(gratitude, apology)

emotional

(abstract concept, action,
laughter)

Mary: SUP?
Bob: SUP?

Lol! That's was a great joke!

“SUP” (“what’s up”) is similar in meaning to “Alright?”, which is another question that often just means “hello”

“Lol” that means “laugh out loud” shows that person is very funny in a certain situation

Assertions

("message", "statement", "description")

When your name is Joe but you are
AKA Joseph

“AKA” means “Also known as”. In this
comment speaker explain that name
“Joe” is also known as “Joseph”

**The most frequently used
classes are:**

Assertives

Etiquette

137 abbreviations were analyzed. Each abbreviation has its own pragmatic potential, this is followed during the study. They can be used in both negative and positive terms; their meaning often does not depend on their position in the sentence; one abbreviation can carry several options for understanding, so it was important to take into account the specific cases of their use

**THANK YOU FOR
YOUR ATTENTION!**



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