## SHORTENING AND ITS CHARACTERISTIC FEATURES.

Khaydarova Nigora Andijan state institute of foreign languages Scientific supervisor. Madaminova Gulzoda Student of the group-303(FRGSL)

**Annotation**: This article explores the phenomenon of shortening in the English language, which is one of the most productive and dynamic word-formation processes. It analyzes the types, characteristics, and functions of shortened forms, and their signifi cance in modern communication.

Key words: Shortening, clipping, abbreviation, acronym, initialism, word formation, language economy, communication, blends.

Introduction: Language is constantly evolving, adapting to the needs of its speakers. One of the most noticeable trends in modern English is the tendency towards linguistic economy—expressing more with less. Shortening is a vivid example of this process. It refers to the reduction of longer words or expressions into shorter forms while preserving the original meaning. This phenomenon is common in both spoken and written discourse, and plays a crucial role in increasing the efficiency and s5peed of communication.

Definition of Shortening:

Shortening, also known as abbreviation, is a process of word formation where a part of a word or phrase is omitted to create a more concise version. Despite the reduction, the resulting form remains understandable and retains the core meaning.

Types of Shortening:

a) Clipping:

Clipping involves shortening a word by removing one or more syllables. It is the most basic form of shortening. There are several types:

Back clipping: e.g., ad (from advertisement), exam (from examination)

Fore clipping: e.g., phone (from telephone), plane (from airplane)

Middle clipping: e.g., flu (from influenza)

Complex clipping: e.g., sitcom (from situational comedy)

b) Acronyms:

Acronyms are formed by taking the initial letters of a phrase and pronouncing them as a word. Examples include NASA (National Aeronautics and Space Administration) and UNESCO (United Nations Educational, Scientific and Cultural Organization).

## c) Initialisms:

Initialisms also use the first letters of a phrase, but unlike acronyms, each letter is pronounced separately. For example, BBC (British Broadcasting Corporation) and FBI (Federal Bureau of Investigation).

## d) Blends:

Blending is a process where parts of two words are combined to create a new word. Examples include brunch (breakfast + lunch) and smog (smoke + fog).

Characteristic Features of Shortening:

Brevity: The main purpose is to reduce the length of words or expressions.

Informality: Shortened forms are often used in informal speech and writing.

Widespread usage: Many shortened words eventually become standard vocabulary.

Semantic retention: The shortened form maintains the essential meaning of the original.

Productivity: The process is active and constantly generates new forms, especially in areas like technology, media, and youth slang.

Role in Modern Communication:

In today's fast-paced world, where texting, social media, and instant messaging are dominant, shortening helps save time and effort. It also reflects trends in culture and identity, particularly among younger generations. For example, abbreviations like LOL (laugh out loud) and OMG (oh my God) have become part of everyday language.

**Conclusion**: Shortening is an integral part of English word formation. It reflects the natural tendency of language users to simplify and economize communication. Understanding its mechanisms and features offers insight into linguistic innovation and social dynamics in language use.

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