



WORD FORMATION MEANS AS THE MANIFESTATION OF THE LAW OF ECONOMY IN MODERN ENGLISH MASS MEDIA

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Abstract: *The present article aims to discuss the significance of language economy principle on the lexical level. It deals with the ways of English word formation and reviews such word formation patterns, as abbreviations, acronyms and blendings. This short study attempts to categorize selected words in newspaper articles according to the language economy principle.*

Keywords: *mass media, linguistic economy, abbreviation, acronym, blending.*

Аннотация: *В настоящей статье ставится задача рассмотреть реализацию принципа языковой экономии на лексическом уровне. В ней рассматриваются такие модели словообразования, как аббревиатуры, акронимы и слова-слитки. В этом небольшом исследовании делается попытка классифицировать отдельные примеры из газетных статей в соответствии с принципом языковой экономии.*

Ключевые слова: *масс-медиа, языковая экономия, аббревиатура, акроним, блендинг.*

The XXI century is characterized by globalization with the incorporation of information and communication technologies and its effect into many aspects of our lives, which leads to changes in the language in terms of economizing language resources. The growth in the population, the development of science and technology led to changes in the social structure of the English-speaking society, which, of course, could affect the development and functioning of the English language. New realities and their corresponding signs started appearing in a person's daily life. Taking this situation into account, economic methods of expressing ideas and the most optimal methods of information transmission have been developed. The language economy principle can find its vital and specific role in newspaper texts. In this regard, we can say that the main task of language economy principle in newspapers is to present information in a concise form, because newspaper texts are



intended for the public, they are not only a means of information, but also a means of persuasion.

Most often, the language economy is understood as the expression of a certain content with a certain economy of language resources. In newspapers, the language economy is the result of the desire to give as many facts as possible in texts of a limited format. The reason for the desire for economy is also a commercial, financial component – saving the printed space of a newspaper sheet. So, the relevance of addressing the problem of language economy in modern English-language mass media discourse lies in the growing interest in identifying means to speed up the transfer of information.

In turn, the abbreviations and acronyms play a significant role in mass media. Before stating its importance, we need to know what the abbreviation is.

Abbreviation as “the process of creating units of secondary nomination with the status of a word, which consists in truncation of any linear parts of the source of motivation and which results in the appearance of such a word, which in its form reflects any part or parts of the components of the original unit” (Kubryakova, 1988).

Abbreviation is the second most productive way of word formation in modern professional languages (Solnyshkina, 2005).

Researchers of national languages also state that: “... over the past decades, the number of abbreviations has grown in modern European languages and the frequency of their use has increased, and abbreviation has become one of the leading ways of word formation” (Kononenko, 2006). The reasons for the high productivity of abbreviation, obviously, should be sought in a wide range of possibilities for abbreviation as a way of word formation. This fact can be explained by abbreviation being the process of creating whole-formed words based on multi-word combinations.

Actually, abbreviations are comprised of initialisms and acronyms. Initialisms are abbreviations which are pronounced as a sequence of alphabetical names of letters that are part of descriptive word combinations. Let us look at some examples in the below selected from different newspapers:

- 1) *The splintering of the city between the **RPF** and different sections of the armed forces has perpetuated the anarchy. Evacuation convoys between the school and*



the French-controlled airport travel via muddy backroads to avoid the city centre which is -controlled by civilian and military bandits intent on killing and stealing from whoever falls into their hands.¹ RPF stands for railway protection force.

A type of abbreviation known as an acronym creates a new, pronounceable term by merging the first letter (or letters) of each word in the sentence. This shortens the phrase. Acronyms are abbreviated words that are reproduced as ordinary lexical units. This group includes words formed by adding the initial part of the first word of a phrase with the initial (or final) part second. We will give you a few samples of acronyms:

- 1) *Then, at 4.05pm, a single shot was fired in William Street, presumably by an **IRA** man. The Provisional [**IRA**] had been under strict local orders to keep their guns at home and the Northern Ireland Civil Rights Association stewards did their best to keep order and look out for gunmen.² “**IRA**” stands for the Irish Republican Army, and is pronounced according to the phonetic rules as [‘iərə]. Such phonetic tradition is specific about acronyms as an abbreviation type.*
- 2) *But we're here to talk about a more enduring legacy. Twenty years ago, Baker delivered the single most important piece of education legislation for England, Wales and Northern Ireland since the war. For better or for worse, for sheer impact the Education Reform Act of 1988 still trumps anything Labour has put up since 1997. **Gerbil** – the great education reform bill, as it was known before royal assent - seemed a big deal then. But, if anything, it seems an even bigger deal now.³ “**Gerbil**” – Great Education Reform Bill.*
- 3) *“But increasing numbers of people are using the time to build their skillset, with an upsurge in enrolments on online learning platforms such as edX, FutureLearn and Coursera, which offer “**massive open online courses**” – or **Moocs**”. [29, *The Guardian*, April 9, 2020].*

A different kind of abbreviation, but not precisely the same as an acronym, is an initialism. Initialisms also employ the initial letter of each word in the sentence, but you

¹ <https://www.theguardian.com/world/2019/jul/04/the-guardian-weekly-is-100-the-moon-landings-to-the-rwandan-genocide-part-two>

² <https://www.theguardian.com/world/2019/jul/04/the-guardian-weekly-is-100-the-moon-landings-to-the-rwandan-genocide-part-two>

³ <https://www.theguardian.com/politics/2008/mar/25/education.schools>



pronounce each letter individually rather than combining them to form a new word, as you would with “NASA”. Taking into account these examples:

- 1) *“Facebook, Amazon, Apple, Netflix and Google have seen their combined ... as “Fang”, by the CNBC television presenter Jim Cramer in 2013”. [29, The Guardian, Jan.18, 2020].*
- 2) *Meanwhile as ATM lacks security, thefts occurring in the ATMs are also high. Our proposed system minimizes those break-ins occurring in the ATM’s by instigating a low cost standalone embedded system using Arduino Microcontroller. ATM is the abbreviated form of ‘automatic teller machine’.*

On the other hand, another type of word formation is blending, also known as telescoping words. The researcher S. Potter gives the following definition of telescopic words: “A telescopic word can be defined as the fusion of two free forms, as a result of which a new word is formed that separates or combines their meanings” (Potter, 1960:75). As a result of fusion, a moneme is always formed, i.e. an indecomposable, simple word, not a motivated syntagma (Marchand, 1975:144). Moreover, once formed, such a word begins to function in speech as a full-fledged unit of the language, which has its own specific denotation with a fairly well-defined meaning. This is how the “linguistic aspect” of telescopic words takes place.

As we have already noted, there are two ways to create new fully-formed nominative units by addition: 1) merging two allomorphic traces and 2) merging an allomorphic trace and a notional word. The first group includes such words as *Interpol (International police)*, *smog (smoke + fog)*, *brunch (breakfast + lunch)*, *bit (binary digit)*, *Eurovision (European television)*, *telethon (television + marathon)*, *to blurt (blow + spurt)*, *to scurry (scour + hurry)*, *spam (spiced ham)*, etc. Our language material represents examples of telescopic structure type or blending constituted by either two referential abbreviated morphemes or by one abbreviated morpheme and an unabbreviated word. Let us see them in the context:

- 1) *“Among the recommendations was greater engagement with the information and communications technology sector to better detect and disrupt human trafficking*



facilitated online, as well as enhanced use of INTERPOL's tools and services."⁴

INTERPOL is the blended name of the International Criminal Police Organisation set up in 1923.

- 2) *Russia's invasion of Ukraine provides an inevitable backdrop to understanding this year's Eurovision competition. This context infuses a more specific meaning into the standard platitudes of peace and unity that are often included as part of the show.*⁵ The Eurovision is a blend naming the Eurovision Song Contest (French: Concours Eurovision de la chanson) first held in 1956, originally conceived through a desire to unite European countries through cross-border television broadcasts following World War II.
- 3) *But a New York Times analysis of Internet usage in the United States from SimilarWeb and Apptopia, two online data providers, reveals that our behaviors shifted, sometimes starkly, as the virus spread and pushed us to our devices for work, play and connecting.*⁶ Internet is believed to originate from the word *inter-networking* in early 1970-ies, meaning *network of networks*, used ARPANET organization in the USA.

A widespread process is the merging into one word of two or more proper names. For example, many American cities located on the borders between states have as their names blends formed from the names of the states themselves:

- 1) *Walter Knott purchased Calico in the 1950's architecturally restoring all but the five original buildings to look as they did in the 1880's. Calico received State Historical Landmark 782 and in 2005 was proclaimed by then Governor Arnold Schwarzenegger to be California's Silver Rush Ghost Town.*⁷ Calico is a blend of California + Mexico, a ghost town and former mining town in San Bernardino County, California, United States.

⁴ <https://www.interpol.int/News-and-Events/News/2023/INTERPOL-Asian-Conference-calls-for-greater-cross-sector-cooperation>

⁵ <https://theconversation.com/ukraines-eurovision-win-shows-us-that-despite-arguments-to-the-contrary-the-contest-has-always-been-political-182767>

⁶ <https://www.nytimes.com/interactive/2020/04/07/technology/coronavirus-internet-use.html>

⁷ <https://parks.sbcounty.gov/park/calico-ghost-town-regional-park/>



2) *The town was called **Nosodak**, a mishmash of North and South Dakota for its proximity to both states via the ever-present state line.*⁸ This blend is made of three initial syllables of the US state name.

In conclusion, we can state that the language economy principle can be observed in newspapers, primarily through types of word formation. Specifically, the mass media discourses are prone to economizing language resources by their very nature with the use of acronyms, abbreviations and blendings. With the above given language economy tools, the authors and readers of mass media texts can economize not only their time, but also boost their linguistic competence and enrich the language vocabulary with abbreviations and blendings.

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⁸ <https://www.onlyinyourstate.com/north-dakota/never-completed-abandoned-place-nd/>

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