

## THE MOST POPULAR ABBREVIATIONS AND NOTIONS IN THE WORLD

**Борисенко Н.А.**

**Научный руководитель – старший преподаватель Корниенко В.В.**

*Сибирский федеральный университет*

Abbreviations are one of the most annoying and confusing things about language. If a non-native English speaker comes across the abbreviation a.k.a. in a text, then he/she will find it hard to guess that it means "also known as" without referring to a dictionary.

Although, a lot of abbreviations do not need to be fully understood to serve their purpose. People literate in English can work successfully with such formulas as *e.g.* and *q.v.* whether or not they know their full Latin forms *exempli gratia* (for the sake of example) and *quod vide* (which see). Some abbreviations, for example *d.o.b.* (date of birth) which is used on many administrative forms might be obvious to an English native speaker but a non-native English speaker will find it impossible to guess.

Most people use abbreviations when taking notes. The words that we abbreviate are either words that we use frequently when writing or long words. However, nowadays more and more English people are using abbreviations in daily speech (English speakers say the UK instead of United Kingdom!). It should be mention that the more familiar and successful the short form, the less need for the full form, which may in course of time be forgotten.

There is a great number of abbreviations that are easy to guess since they are also used in different languages all over the world (CD – compact disc, V.I.P – Very Important Person). Nevertheless, some abbreviations and words are more popular than others. In our article we are going to tell about some of such words.

One of the most popular abbreviations is the SMS. Short Message Service (SMS) is the text communication service component of phone, web or mobile communication systems, using standardized communications protocols that allow the exchange of short text messages between fixed line or mobile phone devices. SMS text messaging is the most widely used data application in the world, with 2.4 billion active users, or 74% of all mobile phone subscribers. The term SMS is used as a synonym for all types of short text messaging as well as the user activity itself in many parts of the world.

SMS as used on modern handsets was originated from radio telegraphy in radio memo pagers using standardized phone protocols and later defined as part of the Global System for Mobile Communications (GSM) series of standards in 1985 as a means of sending messages of up to 160 characters, to and from GSM mobile handsets

The SMS concept was developed in the Franco-German GSM cooperation in 1984 by Friedhelm Hillebrand and Bernard Ghillebaert. The innovation in SMS is Short. The GSM is optimized for telephony, since this was identified as its main application. The key idea for SMS was to use this telephony-optimized system, and to transport messages on the signaling paths needed to control the telephony traffic during time periods when no signaling traffic existed. In this way, unused resources in the system could be used to transport messages at minimal cost. However, it was necessary to limit the length of the messages to 128 bytes (later improved to 140 bytes, or 160 seven-bit characters) so that the messages could fit into the existing signaling formats.

SMS is relatively popular in Europe, Asia and Australia and less so in North America.

For economy of symbols in SMS often use abbreviations, admissions of vowels, and also designate words in similar on sounding figures and letters. For example, «C u l8r» with success replaces «See you later».

The most famous abbreviation in the world is OK. But what does it actually mean?

Okay (also spelled "OK," "O.K.") is a colloquial English word denoting approval, assent or acknowledgment. "Okay" has frequently turned up as a loanword in many other languages. As an adjective, "okay" means "adequate," "acceptable" ("this is okay to send out"), "mediocre" often in contrast to "good" ("the food was okay"); it also functions as an adverb in this sense. As an interjection, it can denote compliance ("Okay, I will do that"), or agreement ("Okay, that's good"). As a noun and verb it means "assent" ("The boss okayed the purchase").

The origins of "okay" are not known with certainty and have been the subject of much discussion over the years.

Allen Walker Read identified the earliest known use of O.K. in print as 1839, in the March 23 edition of the Boston Morning Post (an American newspaper).

This apparently resulted from a fad for comical abbreviations that flourished in the late 1830s and 1840s. The abbreviation in this case is from the misspelled "oll korrekt."

Various etymologies have been proposed for okay, but none has been unanimously agreed upon. Most are generally regarded to be unlikely or anachronistic.

There are four proposed etymologies which have received material academic support since the 1960s. They are:

Initials of Oll Korrekt, a "facetious alteration" of all correct.

Initials of "Old Kinderhook" a nickname for President Martin Van Buren which was a reference to Van Buren's birthplace Kinderhook, NY.

Choctaw word okeh or hoke

Wolof and Bantu word waw-kay or the Mande (aka "Mandinke" or "Mandingo") phrase o ke

The first of theories is called «Oll Korrekt».

This is historically the most interesting etymology, based on Allen Walker Read's extensive discussion, and became widely known following his landmark publications in 1963–1964.

Allen Walker Read, revisiting and refuting his own work of 20 years earlier, contributed a major survey of the early history of okay in a series of six articles in the journal American Speech in 1963 and 1964. He tracked the spread and evolution of the word in American newspapers and other written documents, and later the rest of the world. He also documented controversy surrounding okay and the history of its folk etymologies, both of which are intertwined with the history of the word itself.

A key observation is that, at the time of its first appearance in print, a broader fad existed in the United States of "comical misspellings" and of forming and employing acronyms and initialisms. These were apparently based on direct phonetic representation of (some) people's colloquial speech patterns. This fad falls within the historical context, before universal "free" public education in America, where the poorly educated lower-classes of society were often easy entertainment for those who found fun in their non-universal language, epitomized by colloquial words and home-taught or self-deduced phonetic spellings. Motivated by this context, Noah Webster's dictionaries were published in 1806, 1828 and 1840, which both nationalized language usage and highlighted non-universal language by its introduction of unique American spellings, such as program rather than programme.

"The abbreviation fad began in Boston in the summer of 1838 ... OFM, "our first men," and used expressions like NG, "no go," GT, "gone to Texas," and SP, "small potatoes."

Many of the abbreviated expressions were exaggerated misspellings, a stock in trade of the humorists of the day. One predecessor of okay was OW, "oll wright,".

The general fad may have existed in spoken or informal written U.S. English for a decade or more before its appearance in newspapers. OK's original presentation as "all correct" was later varied with spellings such as "Oll Korrekt" or even "Ole Kurreck." Deliberate word play was associated with the acronym fad and was a yet broader contemporary American fad.

The chief strength of this etymology is its clear written record. A problem with this etymology is the implication that common usage was driven by the written appearance of a geographically and socially isolated slang term that was alien to the rest of the country. While appearing in written form often spreads and expands the usage of colloquial terms, it is rare for a single instance of written speech to make a term colloquial. The relatively slow take-up of the term by other English-speaking countries illustrates this pattern.

Next theories is «Old Kinderhook».

Read's series of papers offered an interesting and memorable discussion of "Oll Korrekt," but the purpose of those papers was to support his New York City based "Old Kinderhook" etymology referring to Martin Van Buren's residence in Kinderhook, New York. Read had formulated that etymology about twenty years earlier, but it had come under fire.

Van Buren was not by any means known as "Old Kinderhook" in general usage, and Read offered only two instances of the use of "O.K." that mentioned "Old Kinderhook." One was an 1840 ad for a breast pin celebrating Andrew Jackson at the Battle of New Orleans. The other was a facetious use as part of a gag to take a swipe at the Whigs; indeed, to take the use of the abbreviations in that gag seriously is to miss the whole point. Many linguists, including the editors of The Dictionary of American English and the Oxford English Dictionary found these uses no more significant than any of other uses of "O.K." over the previous year and a half. They considered its use in the lapel pin ad an "afterthought" dropped into an ad that was essentially a celebration of Jackson and the frontier associations of the expression.

Read countered, however, that the ad made it evident "that the expression was strange and new at that time," that the earlier uses of "O.K." in Boston, Philadelphia, Providence, New Orleans, New York, etc. It's including the humorous uses of "Oll Korrekt" were "not the real thing, but anticipative of the real thing." He said that, regardless of the surface meaning of those earlier uses, their true, although secret and cabalist reference, was to Van Buren's residence, and that "Old Kinderhook" established the trajectory of "O.K." as it "rocketed across the American linguistic sky."

Read's etymology gained immediate acceptance, and is offered without reservation in most dictionaries. Modern dictionaries almost invariably offer an etymology that credits the historical use of "Oll Korrekt", and some also discuss the apparent wider popularization of "O.K." as a product of the nearly contemporaneous "Old Kinderhook" usage.

There are some notions which are also used all over the world. One of them is business.

A business (also known as enterprise or firm) is an organization designed to provide goods, services, or both to consumers. Businesses are predominant in capitalist economies, in which most of them are privately owned and formed to earn profit to increase the wealth of their owners. Businesses may also form not-for-profit or be state-owned. A business owned by multiple individuals may be referred to as a company, although that term also has a more precise meaning.

The etymology of "business" relates to the state of being *busy* either as an individual or society as a whole, doing commercially viable and profitable work. The term "business" has at least three usages, depending on the scope is the singular usage to mean a particular organization; the generalized usage to refer to a particular market sector, "the music business"

and compound forms such as agribusiness; and the broadest meaning, which encompasses all activity by the community of suppliers of goods and services. However, the exact definition of business, like much else in the philosophy of business, is a matter of debate and complexity of meanings.

Before summing up, we want to mention some more interesting facts about the most popular notions in the world.

1. According to a rating published by the international organization The Global Language Monitor the most popular word of 2010 is Vuvuzela.

2. The reduced English name of Christmas "Xmas" contains on the first place not at all Latin letter "x", but the Greek letter which was used in medieval manuscripts as an abbreviation of a word "Christ" (i.e.  $\chi$ us=christus).

In conclusion, I would like to point out priests, lawyers and doctors have 15,000 words in the professional dictionary. The qualified workers who have not received higher education somewhere 5-7 thousand words, and farmers nearby 1,600. But such words as the SMS, OK, business and others are in people's lexicon of different trades and nationalities. It reduces a language barrier and promotes increase in social and economic potential of any enterprise or countries as a whole.