

THE FUNCTIONAL SIGNIFICANCE OF ABBREVIATIONS IN ENGLISH ONLINE ADVERTISEMENTS

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Abstract. *This thesis is dedicated to the study of online advertisement’s abbreviations. The reason for choosing this problem has its grounds in the fact that online advertisement abbreviations represent one of the most essential linguistic features that has gained considerable popularity in modern online advertising. It is also important to investigate linguists’ ideas on this problem to gain insight into the issue and determine its essence.*

Keywords: *abbreviations, brands, advertising messages, internet.*

Introduction. According to the Oxford Learner’s Dictionary²⁴, an abbreviation is defined as “a shortened form of a word or phrase.” These shortened versions of phrases and words are usually used in writing, especially in digital writing, in order to save space and time. An acronym is a type of abbreviation, where the abbreviation of a phrase uses the first letters of the phrase and is pronounced as a whole word. For example, abbreviations could be in the form of shortened words, such as “Dr.” for “Doctor”, “vs.” for “versus”, and in the form of shortened phrases, such as “NASA” for “National Aeronautics and Space Administration” and “laser” for “light amplification by stimulated emission of radiation.” These units of language have become integral in modern online advertisements.

Main part. In today’s highly developing world, abbreviations have become a necessary linguistic feature of English online advertisements. Among their major functions, abbreviations are supposed to ensure message efficiency while maintaining clarity and impact. Advertisements on new digital platforms like Instagram, TikTok, and online banners expect rapid delivery of key information and thereby encouraging abbreviation usage such as T&C for “terms and conditions”, CTA for “call to action”, or FAQ for “frequently asked questions”. Linguistically, this economy principle by Geoffrey Leech explains such a tendency toward brevity in advertising language.²⁵ The principle states that communicative economy achieves an effect of maximum informational impact with minimum linguistic effort. Similarly, Guy Cook notes²⁶ that the discourse of advertisements prefers short, striking expressions, which are easily and instantly processed by the audience. In the context of online advertisements where users scroll down a lot of abbreviations serve as effective tools of capturing attention and conveying meaning without one having to read much. Likewise, abbreviations can also help with the persuasive and stylistic aspect that advertisements require. Examples such as VIP,

²⁴ <https://www.oxfordlearnersdictionaries.com/definition/english/abbreviation>

²⁵ Leech, G. 1966. *English in Advertising: A Linguistic Study of Advertising in Great Britain*. Longman.

²⁶ Cook, G. 2001. *The Discourse of Advertising*. Routledge.

24/7, No.1, and Ltd. can provide emphasis and professionalism in advertising messages that help positively contribute to consumers’ perceptions. As mentioned by Goddard²⁷, not only do advertisements communicate, but also help build a certain image for a particular brand and abbreviations help achieve such an image that is modern and efficient, as well as confident. Moreover, the usage of abbreviations is also related to the digital identity and the informal communication that takes place on the internet. According to David Crystal²⁸, the usage of abbreviations in internet communication is actually used as a “marker of group membership”. In the commercial context, “ICYMI” or “in case you missed it,” “FYI” or “for your information,” and “TBH” or “to be honest” are employed in attempts to recreate the informal communication manner found on the internet.

Abbreviations of hashtags also contribute significantly in online advertisements. According to Zappavigna²⁹, abbreviated hashtags such as #ad, #promo, #fbf, or #insta serve to frame content and identify users in shared discourse communities. By including these kinds of abbreviations, advertisers improve the visibility of their content and adjust flow of communication in today’s digital world. In effect, then, abbreviations contribute not only to linguistic economy but also to audience engagement and content circulation across social media.

Conclusion. In the end, abbreviations play a significant role in online advertisements today. They save space, make messages quicker to read, and help brands sound modern and closer to their audience. As scholars note, short forms such as VIP, 24/7, and ICYMI not only deliver information but also create a friendly and trendy image. By using this type of language, brands become closer to young users and fit naturally into the fast-paced style of digital communication.

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²⁷ Goddard, A. 1998. *The Language of Advertising*. Routledge.

²⁸ Crystal, D. 2001. *Language and the Internet*. Cambridge University Press.

²⁹ Zappavigna, M. 2015. Searchable talk. *Social Media + Society*.