

FOR THE CLASSIFICATION OF BUSINESS-RELATED ABBREVIATIONS AND ACRONYMS

ბიზნესთან დაკავშირებული აბრევიატურებისა და აკრონიმების
კლასიფიკაციის პრობლემატიკა

David Tchiotashvili

Doctor of Economics, Professor of Gori State Teaching University,
Gori, Chavchavadze st., №53, 1400, Georgia
+995 599509067 tchiotashvili@gmail.com
<https://orcid.org/0000-0002-2500-6252>

Manana Garibashvili

Doctor of Pedagogy, Professor of Iakob Gogebashvili Telavi State University
Telavi, Vaja-Pshavela str. №21, 2200, Telavi
+ 995 551 103 114, manana.gharibashvili@tesau.edu.ge
<https://orcid.org/0000-0002-5118-3690>

Nunu Geldiashvili

Doctor of Philology, Professor of Iakob Gogebashvili Telavi State University
Telavi, I.Chavchavadze Ave. II, 2200, Telavi
+995 59314 64 05 nunu.geldiashvili@tesau.edu.ge
<https://orcid.org/0000-0001-6846-7924>

Abstract

XXI century is the epoch of globalization and civilization. Economic, social and technological trends are being rapidly developed. Taking into consideration these facts, every language can alter its vocabulary very easily, which means that every user can, without effort, adopt new words, accept or invent new meanings for existing words, and, of course, use them in certain situations.

Recent observation on the English vocabulary has revealed that numerous abbreviations and acronyms have been emerged due to the fast development of business-economic and social trends which causes the enrichment of the English vocabulary. The structural analysis and classification of abbreviations and acronyms are extremely interesting from the linguistic viewpoint.

The authors of the manuscript share the idea of subdividing abbreviations into: 1) Initial Abbreviations and 2) Shortening Abbreviations. The study has revealed that the vast number of selected examples belongs to abbreviations, but the list of business/economic-related acronyms is considerably short.

On the bases of the research there have been done deferent types of sub-categorizations in regard to the component-based constructions, definitions, the usage of other symbols/numbers in abbreviations, as well as the clipping position inside the abbreviated words. All the findings are represented in the manuscript.

Key words: *abbreviation, acronym, clipping, initialisms, Business English, shortening.*

დავით ჭიოტაშვილი

ეკონომიკის მეცნიერებათა დოქტორი, გორის სახელმწიფო სასწავლო
უნივერსიტეტის პროფესორი,
ქ. გორი, ჭავჭავაძის ქ., №53, 1400, საქართველო,
+995 599509067 tchiotashvili@gmail.com
<https://orcid.org/0000-0002-2500-6252>

მანანა ღარიბაშვილი

პედაგოგიკის მეცნიერებათა დოქტორი, იაკობ გოგებაშვილის სახელობის თელავის
სახელმწიფო უნივერსიტეტის პროფესორი,
ქ. თელავი, ვაჟა-ფშაველას 1 ქ., №21, 2200, საქართველო
+995 551 103 114, manana.gharibashvili@tesau.edu.ge
<https://orcid.org/0000-0002-5118-3690>

ნუნუ გელდიაშვილი

ფილოლოგიის დოქტორი, იაკობ გოგებაშვილის სახელობის თელავის სახელმწიფო
უნივერსიტეტის პროფესორი,
ქ. თელავი, ი.ჭავჭავაძის გამზირი II, 2200, საქართველო
+995 59314 64 05 nunu.geldiashvili@tesau.edu.ge
<https://orcid.org/0000-0001-6846-7924>

აბსტრაქტი

XXI საუკუნე გლობალიზაციისა და ცივილიზაციის ეპოქაა. ეკონომიკური, სოციალური და ტექნოლოგიური ტენდენციები სწრაფად ვითარდება. ამ ფაქტების გათვალისწინებით, ყველა ენას შესწევს ძალა მარტივად შეიტანოს გარკვეული ცვლილებები საკუთარ ლექსიკურ ფონდში, რაც იმის მანიშნებელია, რომ თითოეულ ენის მატარებელს, ზედმეტი ძალისხმევის გარეშე, შეუძლია ახალი სიტყვების მიღება სხვა ენ(ებ)იდან, არსებული სიტყვების ახალი მნიშვნელობების შექმნა (გაფართოება/დავიწროება) ან შექმნა და, შესაბამისად, მათი ადეკვატური გამოყენება გარკვეულ სიტუაციებში.

ინგლისურ ლექსიკაზე ბოლოდროინდელმა დაკვირვებამ ცხადყო, რომ ბიზნეს-ეკონომიკური და სოციალური ტენდენციების სწრაფი განვითარების გამო გაჩნდა მრავალი აბრევიატურა და აკრონიმი, რაც, თავის ხმრივ, იწვევს ინგლისური ლექსიკის გამდიდრებას. ენობრივი თვალსაზრისით, უაღრესად საინტერესოა აბრევიატურებისა და აკრონიმების სტრუქტურული ანალიზი და კლასიფიკაცია.

ნაშრომის ავტორები იზიარებენ აბრევიატურების დაყოფის შემდეგ იდეას: 1) საწყისი ასოებისგან შემდგარი აბრევიატურები (Initial Abbreviations) და 2) შემოკლების გზით მიღებული აბრევიატურები (Shortening Abbreviations). ანალიზმა აჩვენა, რომ კვლევის პროცესში მოძიებული მაგალითების უმრავლესობა მიეკუთვნება აბრევიატურებს, ხოლო ბიზნეს/ეკონომიკურ აკრონიმების სია შედარებით მცირეა.

კვლევაზე დაყრდნობით, შემუშავდა სხვადასხვა ტიპის ქვეკატეგორიზაცია კომპონენტზე დაფუძნებული კონსტრუქციების, განმარტებების, სხვადასხვა სიმბოლოებისა თუ რიცხვების აბრევიატურაში გამოყენების, აგრეთვე, სიტყვების შიგნით შემოკლებულ პოზიციასთან მიმართებაში, რაც დეტალურად არის ასახული ნაშრომში.

საკვანძო სიტყვები: აბრევიატურა, აკრონიმი, შემოკლება, ინიციალური აბრევიატურა, ბიზნეს ინგლისური.

INTRODUCTION

The main function of language is the transmission of peoples' thoughts and feelings. That's why it is considered to be a human activity. Language is being developed along with the humanity. Nowadays languages are being developed too fast. "Every living language can readily be adapted to meet changes occurring in the life and culture of its speakers, and the main weight of such changes falls on vocabulary" ("Neologisms", n.d.).

XXI century is the epoch of globalization and civilization. Economic, social and technological trends are being rapidly developed. Taking into consideration these facts, every language can alter its vocabulary very easily, which means that every user can, without effort, adopt new words, accept or invent new meanings for existing words, and, of course, use them in certain situations ("Neologisms", n.d.). English language is not an exception in this regard.

Abbreviations and acronyms have given way to a new life-style. Shortening is due to the saving of space and time, as well as the practical need for a shorter transmission of long speech (Ghlonti, 1988:71). Recent observation on the English vocabulary has revealed that numerous abbreviations and acronyms have been emerged due to the fast development of business-economic and social trends which causes the enrichment of the English vocabulary. The structural analysis and classification of abbreviations and acronyms are extremely interesting from the linguistic viewpoint.

LITERATURE REVIEW

According to Crystal (2003:523-524), word-formation is the whole process of morphological variation in the constitution of words. From the interests of our research we have pointed out two types of word-formation means i.e. abbreviation and acronyms. Some scholars define them as the types of shortening, others call them clipping. Both terms are acceptable and, on the whole, they are united under the general phenomenon of word-formation.

According to Cannon (2011: 107) acronym is a word formed from the initial letters or letters of each of the successive parts of major parts of a compound term. Finegan (2007:48) defines acronyms as a type of shortenings, built from the initial letters in a phrase or name and they are marked as single word e.g. NATO, NASA etc. It is a kind of linguistic process when a new word is formed by the combination of initial letters of the adjacent words. More over Danks (2003:99) amplifies the idea pointing out that acronyms may include other than initial letters to make them more word like, for example *radar* (*radio detecting and ranging*), yet the same time may also omit some non-lexical words in the source phrase. A more precise definition of acronym we get from Arnold (1986:142) is the following: “If the abbreviated written form lends itself to be read as though it were an ordinary English word and sounds like an English word, it will be read like one. The words thus formed are called acronyms”.

Abbreviation is also a type of shortening. Cannon’s (2011:116) opinion about abbreviation coincides with the idea expressed above indicating that “abbreviation is a shortened form of a word or phrase.” According to Arnold (1986: 144) abbreviation is achieved by omission of letters from one or more parts of the whole. Abbreviations are similar in nature to blends.

The only difference between these two concepts (abbreviation & acronym) is that abbreviation is a kind of articulated forms of the original word while the acronym is a form of new word.

There is a group of scholars who imply abbreviation as a broader field uniting in it two ways of abbreviations i.e. initials (e.g. FBI) and acronyms (e.g. NASA). Furthermore there is another sub-division of abbreviations by a group of scholars (Pujjanti, Senowarsito and Ardini, 2019:13) who differentiate two subgroups under the term abbreviation. Accordingly, they identify 1) Initial Abbreviations and 2) Shortening Abbreviations. The first unites the shortened forms that take a first letter from the words and Initial abbreviation is the shortened form pronounced letter by letter. And the second term shows an ordinary shortening which makes a word to be short and simple.

Abbreviations and Acronyms are the inherent attributes to the business and economic language. Numerous business/economic related phenomena come into existence permanently which causes a simultaneous creation of sets of shortenings in the form of abbreviations and acronyms. They are used in the language to avoid repetition and save some space. People sharing the business and economic field mostly use this type of abbreviations. The main problematic issue related to abbreviation is the non-existence of set rules of capitalization and punctuation.

METHODOLOGY

The research design of this current study is exploratory, quantitative, qualitative and interpretative. Correspondingly descriptive qualitative research method has been used for the study. Business related abbreviations and acronyms in English language have been explored and

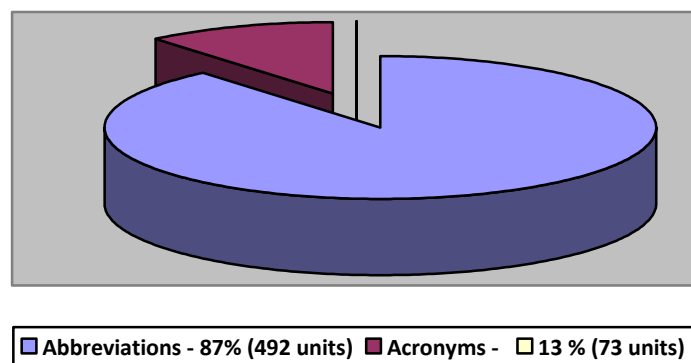
investigated from the linguistic view point. The data collected is primarily qualitative, and the analysis is interpretative. Data collection mostly included library and extensive internet research.

FINDINGS AND DISCUSSION

During the study numerous business/economic-related books, textbooks, manuscripts, dictionaries (printed & online versions) as well as internet websites have been selected and analyzed. The data of this research consists of 565 shortened words among of which 492 units (87%) are abbreviations and only 73 units (13%) belong to the list of acronyms. The findings are provided in the following table:

Table 1

The Frequency of Selected Acronyms and Abbreviations during the Research



The Construct of Business/Economic-related Abbreviations and Acronyms

As we have already mentioned that 565 business/economic-related shortened word forms have been selected which are divided into acronyms and abbreviations. The sub-classification of initial abbreviations and shortening abbreviations have also been done and analyzed. The following tables are the representation of our findings:

As far as acronyms may be constructed either by the initial letters of adjacent meaningful words or even including initials for prepositions, both cases have been introduced in the following table:

Table 2

Samples of Business/Economic-related Acronyms

№	Kind of Acronyms	Examples
1.	Capital from the first of each meaningful word:	AIDA - Attention, interest, desire, action IFIS - Integrated Financial Information Services NATO - North Atlantic Treaty Organization
2.	Capital from the first of each words including prepositional words:	FIFO - first in, first out SWOT — Strength, Weaknesses, Opportunities, and Threats

As we have already mentioned, the vast number of selected examples (144 linguistic items) belong to abbreviations. We have done deferent types of sub-categorizations of abbreviations in regard to the component-based constructions, definitions, the usage of other symbols/numbers in abbreviations, as well as the clipping position inside the abbreviated words. All the findings are represented in corresponding tables.

First of all it is worth mentioning that the selected abbreviations belong to either

a) full abbreviations

- **BBC** - British Broadcasting Corporation
- **CNN** - Cable News Network
- **HR** - Human Resources
- **IQ** - Intelligence Quotient
- **IT** - Informational Technologies
- **NGO** – Non-Governmental Organization
- **SMS** -Small Message Servic
- **BMP** - Best Management Practices

b) Partial clipping:

- **Adv** - Advising, Advisor
- **Assoc** - Associate, Associated
- **Comm** - Communication, Community
- **Coord** - Coordinator, Coordinating
- **Coll** - College, Collection
- **Corp** - Corporate, Corporation

- **Ecol** – Ecologist
- **Econ** – Economics

Table 3

Clipping Position in Business/Economic-related Abbreviations

№	Clipping Position	Examples
1.	Back Clipping	Empl – Employee Fisc – Fiscal Ecol – Ecologist AD – Advertisement Whol. – Wholesale
2.	Fore Clipping	-
3.	Mid Clipping	-
4.	Compound Clipping	Fin Adm - Financial Administration Empl Hlth - Employee Health Services

This is an illustration of clipping position in the abbreviations of business/economic usage. As it is shown in the table above we have managed to selected data for back and compound clipping, while fore and mid clipping cases in the target abbreviations are missing.

Besides, we managed to identify the list of abbreviations which are constructed on the consonant sound bases only. They can be united under the fore-clipping position. E.g.:

- **Slsmn** – Salesman
- **Wrkr** - Worker
- **Svngs** - Savings
- **Trd** - Trade
- **Trnsfr** - Transfer
- **Ttl** - Total
- **Unltd** - Unlimited
- **Utlztn** - Utilization
- **Wst** - Waste
- **Wrkshp** - Workshop
- **Wrldwd** - Worldwide

According to the component-based constructions we have differentiated the following sub-categories:

Table 4

Component-based Constructions

№	Component-based Cases	Examples
1.	One-component Clippings	Contr - Contracts Contrl - Control, Controller Dipl - Diplomat Dir – Director
2.	Two-component Clippings	Empl Hlth - Employee Health Services Fin Adm - Financial Administration PR Dept. : Public Relations Department IT Dept. : Information Technology Department HR Dept. : Human Resource Department STRAT COMM — Strategic Communications Acct Mgr — Accounting Manager Assoc Dir — Associate Director

Due to the big number of corresponding examples, we have also made the classification of abbreviations according to the letter case system. The study material has revealed the cases when the abbreviation was constructed only with the help of uppercase letters, although there are a number mix-type cases where both (upper-case & lower-case) letters actively participate in constructing abbreviation forms of corresponding words. The examples showing the lowercase letter usage has not been identified in the research materials.

Table 5

Categorization of Abbreviations According to Letter Case System

№	Types of Letter-case Usage	Examples
1.	Uppercase Letter Usage	FBM - Financial & Budget Management COI - Conflict of Interest VIP -Very Important Person DVD - digital video disc / digital versatile disc CAO - Chief Accounting Officer CEO - Chief Executive Officer CFO - Chief Financial Officer CIO - Chief Information Officer

		CMO - Chief Marketing Officer COO - Chief Operating Officer CPA - Certified Public Accountant CTO - Chief Technology Officer GP - Gross Profit
2.	Lowercase Letter Usage	-
3.	Mix-type letter-case system usage	Bus Ofc - Business Office HR Dept. - Human Resource Department Acad – Academic Trd – Trade Whol. – Wholesale Inc. – Incorporated

The study has revealed the cases when one and the same term/word of business origin is abbreviated in two or more ways. Such as:

[**BUSI** – Business
bus. – Business

[**Chm** - Chairman
Chrm – Chairman

[**Ac** – Academic
Acad – Academic

[**Mkg** — Marketing
Mkt — Marketing
Mktg — Marketing

[**As** - Associate, Associated
Asc - Associate, Associated
Assoc - Associate, Associated

[**As** – Assistant
Ast – Assistant
Asst – Assistant

We have also searched for the business/economic related abbreviations which have more than one meaning. Though the number of such abbreviations is not large, still it was worth mentioning in regard to classification system. E.g.

- **Adv** - Advising, Advisor
- **Coll** - College, Collection
- **Contrl** - Control, Controller
- **Corp** - Corporate, Corporation

The study has revealed only two cases of combinations where one component is represented in an abbreviated form while the other component represents the whole word:

- **QR Code**: Quick Response Code
- **Director R&D**: Director of Research and Development

Apart should be categorized abbreviations which are presented with the help of conjunctions (mostly “and”). We have managed to identify only two of such cases:

- **P-and-L** (Profit and Loss)
- **R-and-D** (Research and Development departments of a business)

While observing the business/economic-related abbreviations, a set of forms have been identified where the major function comes on the usage of symbols and numbers inside the abbreviations. We have outlined a separate table for illustrating such findings.

Table 6

Symbolization among Abbreviations

№	Type of Symbolization	Examples
1.	Numbers and certain letters forming abbreviations, where the numbers have semantic meaning. (in some case they replace prepositions while in other cases they indicate frequency)	B2B - business-to-business 2MI -Too Much Information 2M2H -Too Much To Handle C3PO — Chief Power Plugs & Patches Officer 4W&H -Where, When, Why, Who, & How? 6EX - Explore, Experiment, Express, Expand, Export, Exhale 3PL third-party logistics
2.	Symbols are used in abbreviations	A/N : Author’s Note R&D : Research and Development Director R&D : Director of Research and

		Development P&L - Profit and Loss
3.	Abbreviations represented by only numbers and symbols but carrying logical meaning	8X5 - 8 hours a day, 5 days a week 996 - Nine AM To Nine PM Six Days Long

All these investigations conclude that Business language is full of shortenings among which we identify two principal categories i.e. abbreviations and acronyms. Even though these two linguistic phenomena look similar they differ in certain characters which are vividly shown in the manuscript itself.

CONCLUSION

In summary, this paper argued that Business language is rich with shortenings from which we identify abbreviations and acronyms. Furthermore, abbreviations are divided into sub-classes: 1) Initial Abbreviations and 2) Shortening Abbreviations.

The study has shown that the vast number of selected examples (492 linguistic items) belongs to abbreviations and only 73 units construct the acronym forms.

On the bases of the research there have been done deferent types of sub-classifications in regard to the component-based constructions, definitions, the usage of other symbols/numbers in abbreviations, as well as the clipping position inside the abbreviated words. All the findings are represented in corresponding tables in the manuscript.

დამოწმებული წყაროები და ლიტერატურა

ღლონტი, ალ., (1988), *ქართული ლექსიკოლოგიის საფუძვლები*, მესამე გამოცემა, თბილისი: განათლება

დიდი ინგლისურ-ქართული ონლაინ ლექსიკონი, მოძიებულია <https://dictionary.ge/>

250+ Common Business Acronyms, Abbreviations & Slang Terms (n.d.) retrieved from <https://7esl.com/business-acronyms/>

A Concise Encyclopedia of Business terms, (n.d.) retrieved from https://www.dbnl.org/arch/meeu022conc01_01/pag/meeu022conc01_01.pdf

Acronym Dictionary and Glossary, (n.d.) retrieved from <https://paginas.fe.up.pt/~asousa/acronym.pdf>

Acronyms in Business English: The Financial Language, (n.d.) retrieved from <https://repositorio.ipl.pt/bitstream/10400.21/7113/1/Acronyms%20in%20Business%20English%20-%20the%20Financial%20Language.pdf>

Arnold, I., (1986), *The English Word*, Visshaia Shkola

Cambridge Dictionary, (n.d) retrieved from <http://CambridgeDictionary.com>

Cannon, G., (2011) *Abbreviations and Acronyms*, The Amsterdam Dialect Society and Duke University Press.

Crystal, D. (2003). *A Dictionary of Linguistics and Phonetics*. 6th ed. Oxford: Blackwell Publishing.

Dank, D., (2003) *Separating Blends: a Formal Investigation of the Blending Process in English and Its Relationship to Associated Word Formation Process*, University of Liverpool

Didi inglisur-qartuli onlain leqsikoni [A comprehensive English-Georgian Online Dictionary] (n.d.) retrieved from <http://Dictionary.ge>

Finegan, E., (2007) *Language: Its Structure and Use*. Boston: Thomson Wadsworth, PP.48- 321.

Ghlonti, Al., (1988), *Qartuli leqsikologiis sapudzvlebi* [Basics of Georgian Lexicology], 3rd edition, Tbilisi: Ganatleba

Glossary of Business Terms, (n.d.) retrieved from https://www.pearson.ch/download/media/9781405881357_glossary_ml_int.pdf

Glossary of Important Business, Economic, and Financial History Terms retrieved from <http://www.augie.edu/sites/default/files/shared/Thomas-Willing-financial-history-glossary2.pdf>

Kvitsinadze, N., & Garibashvili, M., (2017), *English-Georgian Glossary of Business Terms*, Tbilisi, ISBN 978-9941-27-014-7

List of Business and Finance Abbreviations, (n.d.) retrieved from https://en.wikipedia.org/wiki/List_of_business_and_finance_abbreviations

Neologisms, (n.d.) retrieved from <https://www.britannica.com/topic/language/Neologisms>

Pujiyanti,A., Senowarsito,S., & Ardini, N., (2021), *Analysis of Acronym and Abbreviations in IJAL Journal*, Journal of English Language Learning (JELL), vol.3 No.2, 9-21 ISSN 2599-1019

(n.d.) retrieved from <https://media.neliti.com/media/publications/318842-analysis-of-acronym-and-abbreviationsin-ee2409c8.pdf>

Raupp, E. R., (2016). *A Brief Dictionary of Economic Terms 3rd Ed.* Gori University Press. ISBN 9789941043635

REFERENCES:

ghlont'i, al. (1988). *kartuli leksik'ologiis sapudzvebi*. [Fundamentals of Georgian Lexicology], Third Edition, Tbilisi: Education.

didi inglisur-kartuli onlain leksik'oni, modziebulia [Large English-Georgian online dictionary, retrieved] <https://dictionary.ge/>

250+ Common Business Acronyms, Abbreviations & Slang Terms (n.d.) retrieved from <https://7esl.com/business-acronyms/>

A Concise Encyclopedia of Business terms, (n.d.) retrieved from https://www.dbnl.org/arch/meeu022conc01_01/pag/meeu022conc01_01.pdf

Acronym Dictionary and Glossary, (n.d.) retrieved from <https://paginas.fe.up.pt/~asousa/acronym.pdf>

Acronyms in Business English: The Financial Language, (n.d.) retrieved from <https://repositorio.ipl.pt/bitstream/10400.21/7113/1/Acronyms%20in%20Business%20English%20-%20the%20Financial%20Language.pdf>

Arnold, I., (1986), *The English Word*, Visshaia Shkola

Cambridge Dictionary, (n.d) retrieved from <http://CambridgeDictionary.com>

Cannon, G., (2011) *Abbreviations and Acronyms*, The Amsterdam Dialect Society and Duke University Press.

Crystal, D. (2003). *A Dictionary of Linguistics and Phonetics*. 6th ed. Oxford: Blackwell Publishing.

Dank, D., (2003) *Separating Blends: a Formal Investigation of the Blending Process in English and Its Relationship to Associated Word Formation Process*, University of Liverpool

Didi inglisur-qartuli onlain leqsikoni [A comprehensive English-Georgian Online Dictionary] (n.d.) retrieved from <http://Dictionary.ge>

- Finegan, E., (2007) *Language: Its Structure and Use*. Boston: Thomson Wadsworth, PP.48- 321.
- Ghlonti, Al., (1988), *Qartuli leqsikologiis sapudzvebi* [Basics of Georgian Lexicology], 3rd edition, Tbilisi: Ganatleba
- Glossary of Business Terms*, (n.d.) retrieved from https://www.pearson.ch/download/media/9781405881357_glossary_ml_int.pdf
- Glossary of Important Business, Economic, and Financial History Terms* retrieved from <http://www.augie.edu/sites/default/files/shared/Thomas-Willing-financial-history-glossary2.pdf>
- Kvitsinadze, N., & Garibashvili, M., (2017), *English-Georgian Glossary of Business Terms*, Tbilisi, ISBN 978-9941-27-014-7
- List of Business and Finance Abbreviations*, (n.d.) retrieved from https://en.wikipedia.org/wiki/List_of_business_and_finance_abbreviations
- Neologisms*, (n.d.) retrieved from <https://www.britannica.com/topic/language/Neologisms>
- Pujiyanti,A., Senowarsito,S., & Ardini, N., (2021), *Analysis of Acronym and Abbreviations in IJAL Journal*, Journal of English Language Learning (JELL), vol.3 No.2, 9-21 ISSN 2599-1019 (n.d.) retrieved from <https://media.neliti.com/media/publications/318842-analysis-of-acronym-and-abbreviationsin-ee2409c8.pdf>
- Raupp, E. R., (2016). *A Brief Dictionary of Economic Terms 3rd Ed.* Gori University Press. ISBN 9789941043635