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GRAPHIC MEANS IN THE ENGLISH-LANGUAGE EXPRESSIVE COMPRESSED TEXTS

ГРАФІЧНІ ЗАСОБИ В АНГЛОМОВНИХ ЕКСПРЕСИВНИХ СТИСЛИХ ТЕКСТАХ

ГРАФИЧЕСКИЕ СРЕДСТВА В АНГЛОЯЗЫЧНЫХ ЭКСПРЕССИВНЫХ СЖАТЫХ ТЕКСТАХ

Статтю присвячено розгляду функціонування графічних засобів на матеріалі англомовних експресивних стислих текстів. Досліджено різноманітні види скорочень, а також інші графічні особливості представлення інформації в тексті на прикладах англомовних рекламних текстів, анекдотів, афоризмів і сучасної американської літератури.

Англомовні стислі тексти володіють як провідними, так і підпорядкованими ознаками. Їхньою провідною ознакою виступає підвищена інформаційна насиченість, у той час як до підпорядкованих ознак зазвичай відносять скорочення, відсутність допоміжних і емоційно забарвлених слів. Серед основних графічних засобів, які використовуються в англомовних стислих текстах слід зазначити різноманітні скорочення слів у вигляді аббревіатур, традиційних або специфічних скорочень. Також можна виділити особливу систему розташування матеріалу, що дозволяє виокремити головну інформацію та опустити другорядну, значно скорочуючи обсяг. Використання виносок також сприяє економії певного обсягу текстового масиву. Розділові знаки в стислому тексті не лише дозволяють скоротити певну частину інформації, але й можуть нести додаткове інформаційне навантаження. В цілому в статті проаналізовано використання зазначених графічних засобів у англомовних стислих текстах, виявлено особливості їхнього функціонування. В якості перспектив дослідження запропоновано виявлення та вивчення існуючих графічних засобів у інших різновидах англомовних стислих текстів.

Ключові слова: стислий текст, інформаційна насиченість, графічні засоби, графічний рівень, скорочення.

Статья посвящена рассмотрению функционирования графических средств на материале англоязычных экспрессивных сжатых текстов. Исследованы виды сокращений, а также другие графические особенности представления информации в тексте на примерах англоязычных рекламных текстов, анекдотов, афоризмов и современной американской литературы.

Англоязычные сжатые тексты обладают как ведущими, так и подчиненными признаками. Их ведущим признаком выступает повышенная информационная насыщенность, в то время как к подчиненным признакам обычно относят сокращения, отсутствие вспомогательных и эмоционально окрашенных слов. Среди основных графических средств, используемых в англоязычных сжатых текстах следует отметить разнообразные сокращения слов в виде аббревиатур, традиционных или специфических сокращений. Также можно выделить особую систему расположения материала, которая позволяет выделить главную информацию и опустить второстепенную, значительно сокращая объем. Использование сносок также способствует экономии определенного объема текстового массива. Знаки препинания в сжатом тексте не только позволяют сократить определенную часть информации, но и могут

нести дополнительную информационную нагрузку. В целом в статье проанализировано использование указанных графических средств в англоязычных сжатых текстах, выявлены особенности их функционирования. В качестве перспектив исследования предложено выявление и изучение существующих графических средств в других разновидностях англоязычных сжатых текстов.

Ключевые слова: сжатый текст, информационная насыщенность, графические средства, графический уровень, сокращение.

This article deals with the consideration of functioning of graphic means on the basis of the English-language expressive compressed texts. The types of abbreviations as well as other graphic peculiarities of the information presentation in the text have been investigated, using examples of English advertising texts, anecdotes, aphorisms, and contemporary American literature.

English-language compressed texts have both leading and subordinate features. Their leading feature is increased informational saturation, while the subordinate signs usually include abbreviations, lack of auxiliary and emotionally coloured words. Among the main graphic means used in the English-language compressed texts, various cuts of words in the form of abbreviations, traditional or specific reductions should be noted. One can also mention a special system of the location of the material, which allows to highlight the main information and omit the secondary, significantly reducing the volume. The use of footnotes also helps to save a certain amount of text array. Punctuation marks in compressed text not only make it possible to reduce a certain part of the information, but may also carry additional information load. In general, the use of the mentioned graphic means in English-language compressed texts have been analyzed, the peculiarities of their functioning have been revealed in the article. As the perspectives of the research, it was offered to identify and investigate the existing graphic means in other types of the English-language compressed texts.

Keywords: compressed text, informational saturation, graphic means, graphic level, abbreviation.

In this article, in general terms, the most widespread graphic means are considered on the basis of the English-language compressed texts. The use of graphic means in compressed texts, first of all, is manifested in the use of various word cuts as well as such peculiarities as unusual material placement and punctuation marks. This issue is relevant, because today the study of compressed texts and the various means of their creation is being given more and more attention of linguists, and there is a need for further study of this problem.

These days, in linguistics special attention is paid to the study of the features of the short text, the peculiarities of its construction and the basic means of its creation. Thus, according to I. R. Halperin, certain types of texts have leading and subordinate signs [4, p. 68-74]. Increased informational saturation can be considered as the leading feature of compressed texts, which is achieved by minimizing the plan of the statement. Subordinate signs include the ones determined by the tendency to minimize the linguistic plan, namely, the use of various abbreviations, the absence of auxiliaries and emotionally colored words, the specifics of the presentation of the material, etc. Most linguists, studying the compression of the text, believe that the

results of compression are “from phonetics to lexical semantics, although they function at each level in a peculiar way” [3, p. 77]. E. Ya. Alyanska, emphasizing the existence of various means of compression, believes that this linguistic phenomenon is inherent in all levels of the language [1, p. 7]. The similar view is expressed in the works of O. P. Vasilevsky, Yu. M. Emdina et al.

The purpose of this article is to determine the main graphic means on the basis of the English-language compressed texts and to study the peculiarities of their functioning.

First of all, we should mention such a graphic means of creating short texts as word cuts, which include abbreviations, traditional and specific reductions. In addition, we have identified the following types of abbreviations:

- the type of abbreviations by the first letters of the word that is a part of the expressive short text;
- the type of abbreviations by the first and last letters of a word or name;
- common abbreviations;
- special (separate) abbreviations.

Among the traditional reductions in the English language, one can name the abbreviation *US*, which is deciphered as the *United States (of America)*:

“He was beset by questions and queries, riddles and requests – from General Motors and the New York Yankees and the U.S. senators but also from prisoners and parents and a man who for twenty years had kept precise data on his sales of bagels”

[10, p. xi].

Usually such an abbreviation is used as a geographical name, as well as in our example, to indicate the national belonging of a person to this country.

While listing the surnames of people who are, for example, the owners of a company or involved in a common cause, the reduction *Messrs.*, which is used instead of the noun in plural *messieurs*, meaning “*gentlemen*”:

“Messrs. Forbes, Huffington, and Golisano already know this, of course”

[10, p. 10].

The abbreviation *aka*, which means “*also known as*”, is used to indicate that one object has several names or that a person is known not only by his name but also by his or her occupation or nickname:

“*So did, as we shall see, a man named Oscar Danilo Blandon, aka the Johnny Appleseed of Crack*” [10, p. 11].

Also such abbreviations as *ad* and *e-mail*, which have long been used as separate words rather than abbreviations, are quite common and well-known:

“*Fifty-six percent of the men who post ads don’t receive even one e-mail...*”
[10, p. 76].

In the expanded version, the word *ad* looks like *advertisement*, and the word *e-mail* is like *electronic mail*. The fact that these words are often used in abbreviated form is due to that avoiding longer words, there is an economy of language means.

Among the traditional reductions used in advertising texts, we can name the abbreviation of measure of liquids as, for example, in the advertisement of perfumes:

“**PACO RABANNE POUR HOMME** *A clean, dry fragrance with a mélange of woods and natural musk oil.*

Eau de Toilette 4.0 fl. oz./120 ml.

(NY Retail \$36.00) **\$25.00**”

[8, p. 25].

In the above mentioned example, such abbreviations as *fl. oz* and *ml* are used, which correspondingly denote *liquid ounce* and *milliliter*.

Here is an example of an anecdote with the use of special abbreviation:

This is Professor Brown talking. No – not Bond – Brown. B as Brontosaurus, R as in Rhizophoracae, Q as in Ophisthotelae, W as in Willingbalya and N as in Nucifraga – Brown. Do you comprehend? [6, p. 223].

Special abbreviations in this anecdote are the letters of the English surname of *Brown*, each of which, according to the situation in the anecdote, corresponds to a certain name. That is, when a person realizes that his surname is misunderstood, he starts to name it by letters, accompanying each letter by difficult for pronunciation

and understanding name. Therefore, compared with the short and simple surname of Brown, to hear other words appears to be a more difficult task. These abbreviations are special because they can be understood only in the context of the analyzed text, and in other genres they most likely will not make sense.

The system of material placement in compressed texts also plays an important role in their construction. Such a means as dislocation of information that is common to most of the information blocks of the material under consideration, at the beginning of the text or beyond it, helps to avoid unnecessary duplications. Typically, the spheres of the use of such a graphic means can be considered a plan or content of the work, when the text is structured in the form of sections, the work is composed of. There are examples when the plan consists not only of the points (sections) or the pages these items are considered in the book, but also of their short content.

Another example of such a means of text compression is a description of the structure of the text by identifying the main issues that are being considered and their reduced content:

“This book, then, has been written from a very specific worldview, based on a few fundamental ideas:

***Incentives are the cornerstone of modern life.** And understanding them – or, often, ferreting them out – is the key to solving just about any riddle, from violent crime to sports cheating to online dating.*

***The conventional wisdom is often wrong.** Conventional wisdom is often shoddily formed and devilishly difficult to see through, but it can be done.*

***Dramatic effects often have distant, even subtle, causes.** The answer to a given riddle is not always right in front of you. Norma McCorvey had a far greater impact on crime than did the combined forces of gun control, a strong economy, and innovative police strategies... ” [10, p. 11].*

The unusual location of the material can also be used to list the main points or rules, for example, in the following text of the anecdote, where the main characteristics of each of the first three years of marriage are listed by placing each of the following items on a new line and marking them by a special mark:

The first 3 years of marriage

- *In the first year of marriage, the man speaks and the woman listens.*
- *In the second year, the woman speaks and the man listens.*
- *In the third year, they both speak and the neighbors listen [9].*

In order to underline the issue under consideration and to put it as the main one, the text can be placed in the following way:

Now to explore another pair of common crime-drop explanations:

Tougher gun laws

Changes in crack and other drug markets

[10, p. 118].

Thus, at first, the author names the question that is going to be considered, and then represents the main points of this issue by placing them in the center, each on a new line.

The use of footnotes also allows to save a certain amount of the text array. Typically, the part of the information, that in the author's opinion needs further explanation or addition, is indicated by a special mark (an asterisk or number), and then additional information is provided at the bottom of the page (in reduced font) or in a separate section of the book with explanations to the text. For example, "*Where on earth did Madison come from?**"

**Madison almost certainly came from the 1984 movie Splash, starring Daryl Hannah as a mermaid who comes ashore in New York City and takes her name from the street sign of Madison Avenue. For humans, the name soon progressed from exceedingly rare to a perennial top five choice [10, p. 184].*

Punctuation marks in a compressed text may also have a significant information load. For example,

Ten Common Real-Estate Ad Terms

Fantastic

Granite

Spacious

State-of-the-Art

!

Corian
Charming
Maple
Great Neighborhood
Gourmet
[10, p. 67].

In the example above, we observe the presentation of the list of the most widely used adjectives that are common for real estate advertisements to describe the condition and appearance of buildings. The role of the exclamation mark in this list is to emphasize the fact that such advertisements use predominantly positive characteristics of houses for sale, that is always accompanied by a certain expressiveness to attract attention and achieve the main purpose of profitable sales. But as the authors of this list designate:

“And an exclamation point in a real-estate ad is a bad news for sure, a bid to paper over real shortcomings with false enthusiasm” [10, p. 68].

That is, the exclamation mark symbolizes that characteristics that are presented as positive, sometimes are exaggerated or not true.

The use of punctuation marks can also be observed in aphorisms. For instance, in the example below, the main information is highlighted with the help of the dash:

To rid ourselves of our shadows -- who we are -- we must step into either total light or total darkness. Goodness and evil [7].

The main idea of this aphorism is the person's understanding of what is he or she like: good or evil. The idea of “who we are” is singled out in the middle of the aphorism with a dash on both sides.

In addition, to draw attention and underline the most important information in the expressive text, such graphic tool as italics can be used:

Curious Distinction: The English love; the French make love [6, p. 214].

The word combination in italics *Curious Distinction* prompts the reader to pay attention to one interesting feature, i.e. the difference between the English and the French.

Here is another example with the use of italics:

Synonym: Word you write when you can't spell the other [6, p. 214].

With the help of italics, the word *Synonym* is highlighted here, which makes this humorous observation look like its definition.

Thus, we can conclude that the use of the means at the graphical level in the English-language compressed texts is frequently used and multifaceted phenomenon. That is, such a kind of text compression is manifested through a variety of means: word cuts, use of abbreviations; various mechanisms of material placement (in tables, presentation of key issues / points, footnotes); numbering, punctuation marks. The perspective of this study is to investigate these and other compression means at the graphic level on the basis of other varieties of the English-language compressed texts.

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