

# *To Cut a Long Story Short*

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Form 7A

December 2008



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□ A language always develops. The language we use today is not the same as the language our grandparents or even our parents used.

□ There are a lot of ways of forming new words.





# Ways of forming new words

## □ borrowing words from other languages

- \* *arithmetic*
- \* *hypothesis*
- \* *pizza*



# Ways of forming new words

## □ using the names of people, places, characters from stories

- *atlas*
- *tweed*
- *sandwich*



# Ways of forming new words

## □ word-building (prefixes, suffixes)

- \* *uninhabited*
- \* *collection*
- \* *understandable*





# Ways of forming new words

- ▣ **cutting down word combinations or sentences to transform them into short words - abbreviations**

# ABBREVIATIONS

sprom  
shortening

si uationa

t l

ad ver ismen

t t

co ed

m y

phrase  
from the first letters of a

shor messag servic

t

e

e

PR

laser  
UNESCO  
(*acronym*)

# WHERE CAN WE SEE ABBREVIATIONS?

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**TV**

**Signs in  
streets**

**ABBREVIAT  
IONS**

**Newspapers  
and magazines**

**brands**



# ABBREVIATIONS IN BRANDS



Electronics



Automobiles



Food



# Abbreviated brands of clothes and cosmetics







# Artdeco

# AD







# Dolce & Gabbana

**D&G**  
DOLCE & GABBANA

**DKNY**  
DONNA KARAN NEW YORK

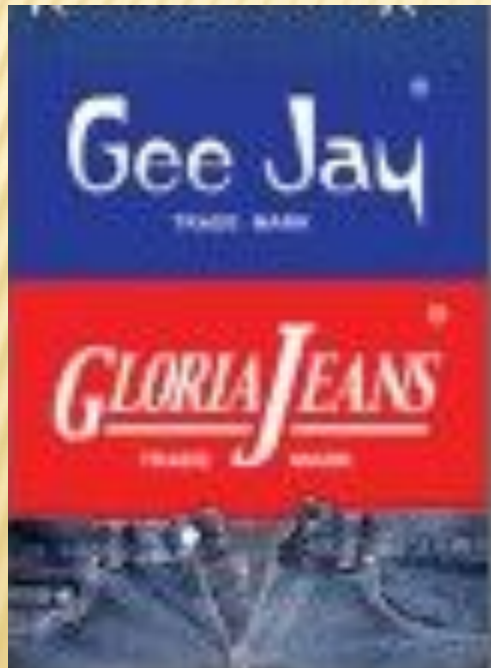


**Donna  
Karan  
New York**





GJ



# JNB

# Y



**Just  
Naturall  
y Be  
Yourself**





CC



Coco  
Chanel



# PROCEDURE

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- ▣ **studied fashion magazines and catalogues**
- ▣ **visited several shopping centres**
- ▣ **wrote down all the abbreviations**
- ▣ **searched the Internet**
- ▣ **created the PP presentation**

# CONCLUSION

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## ❖ I learned

- ❑ about the ways new words are formed in a modern language
- ❑ about what brands of clothing and make-up are in fashion today and how these brands of clothing and make-up are used

## ❖ I improved my computing skills

