

Важным элементом официально-деловой сферы является корреспонденция в различных формах: письма, факсы, телеграммы, электронные сообщения. Навыки письменной речи в настоящее время широко востребованы, как в профессиональной, так и в общественной формах деятельности.

Совершенно очевидно, что знание английского языка становится одной из ведущих компетенций. Изучая его, мы изучаем основы и сущность бизнеса, умение написания деловых писем и резюме, изложение своей жизненной позиции. Все это даёт нам возможность получать навыки, которые могут улучшить возможности при устройстве на работу и помогут в будущем стать специалистом высокого уровня.

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### **ACRONYMS AND ABBREVIATIONS IN BUSINESS COMMUNICATION**

Business communication can be specified as a form of interaction of the participants that results into a successful targeting the aim (either it is scientific, commercial, or processing). In other words, the main idea of business communication is implied by the interoperability of the participants. The agreement open for signature or entering into a contract may follow.

The peculiarities of business communication are foreordained by the principles of any organization life activity. They also form the objective fundamentals of

business communication. It is common knowledge that business communication belongs to the formal business-letter style – a sub-range type of the literary language style. It regulates the staff vs. authority relations, interpersonal formal (official) communication together with companies' cooperation, including Eurospeak, legalese, and many other economic, production and legal activities. Everything above mentioned enlivens the genre/type/form of business documents diversity.

Thus, business communication may exist in oral (business debate, interview), written (drafting a contract, business correspondence) and mixed forms (business talks, operational meetings, summit conferences). Business communication mainly serves for invitation to definite activities – either the parties are talked into or made to agree on the desired.

Modern life is very much fast and requires quick decision-making ability. People do not always have time to use full words or speak in complete sentences. The advent of text-speak and internet lingo has conditioned many of us to seek out the most efficient routes of communication. While being far from novelty invention, huge amounts of acronyms in communication make knowledge of the most common ones imperative.

Since the times of ancient Rome, acronyms have helped to alleviate some of the burden of wordiness. Several acronyms coined during the Roman Empire are still in use today, such as *a.m.* and *p.m.* (*ante meridiem* and *post meridiem*, meaning 'before noon' and 'after noon'), and also *AD*, which denotes the time period after the birth of Christ and comes from the Latin *anno Domini*, meaning 'in the year of our Lord'.

As the Industrial Revolution took hold across the Western world in the 19th century, acronyms spread exponentially. They were created for corporations, railroads, stock exchanges, telecommunications, oil, gas and numerous other enterprises that utilized technical language at an increasing rate. The 20th century added to the mix of a host of acronyms related to the implements of war: tanks, planes, and weaponry possessed an intricate lexicon all their own – one that called for condensing and shortening information to be passed on as quickly and efficiently as possible.

There are thousands of abbreviations in common use, and with the increased use of computer technology, social media (such as chatting) and the proliferation of organisations, legislation and professional jargon, the number of acronyms and shortened forms of words and expressions that one needs to know can seem totally confusing. Digital technology, including the internet, has led to the creation of a huge number of abbreviations, especially as typed or texted forms of real-time communication, such as online chat, internet messaging (*IM*) and texting (*SMS*), which have gained popularity.

Some of the more familiar acronyms from these media include: *FYI* – 'For Your Information'. This is typically used when one wants to send someone an interesting link they have found, but the one which does not require a lengthy

introduction. *IMHO* – ‘In my humble opinion’ (used to express a personal opinion that could be considered arrogant or controversial. It also shows that a person is aware of this implication). *BTW* – ‘By the way’ – indicates a change of subject or the introduction of an incidental fact. The term used by IT support staff to indicate that they cannot find a technical fault is *PEBCAK* – ‘Problem Exists Between Chair and Keyboard’.

Texting, also known as *SMS* requires the writer to compress a lot of information into as small a space as possible. This has led to a modern form of highly-condensed writing, sometimes surprisingly imaginative. *B4* for ‘before’, *L8r* for ‘later’ *CU* for ‘See you’ and the like.

There are also thousands of *TLAs* (Three Letter Acronyms) used in everyday Business English. *CEO* for ‘Chief Executive Officer’, *CFO* for ‘Chief Financial Officer’, *CIO* for ‘Chief Information Officer’, *MD* for ‘Managing Director’, *PRO* for ‘Public Relations Officer’. And more: *VAT* for ‘Value Added Tax’, *KPI* for ‘Key Performance Indicators’ – measurements used to evaluate how well a team or firm is performing, *RRP* for ‘Recommended Retail Price’ – the price customers should pay suggested by the manufacturer.

Thus, many modern acronyms stem from the world of information technology. While the plethora of letter jumbles may, at times, seem more daunting than the words themselves, the expediency and pith of acronyms makes them a well-loved form of communicating complex ideas.

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## **МЕТОД CASE-STUDY В ОБУЧЕНИИ ДЕЛОВОМУ АНГЛИЙСКОМУ ЯЗЫКУ**

Языком международного общения сегодня является английский язык, и в соответствии с процессами глобализации, расширением контактов между странами, а также современными условиями мирового развития приоритетным направлением в обучении английскому языку становится изучение его профессиональных аспектов. Одной из наиболее актуальных проблем при обучении деловому английскому языку старшеклассников является отбор содержания языкового материала, а также методов обучения. Наряду с традиционным подходом к преподаванию, наблюдается повышение интереса к использованию инновационных активных обучающих технологий, способствующих максимально приблизить обучение к реальным ситуациям, существующим на рынке труда, товаров и услуг [2, с. 233].