

DOI 10.20544/HORIZONS.A.21.2.17.P08

UDC 811.163.3:811.112.2]:005.57

811.112.2:811.163.3]:005.57

THE ROLE AND THE MEANING OF THE ABBREVIATIONS IN GERMAN AND MACEDONIAN BUSINESS COMMUNICATION²²

Prof. dr. Jagotka Strezovska

University “St. Kliment Ohridski”-Bitola, Faculty of Tourism and Gastronomy -
Ohrid

Prof. dr. Biljana Ivanovska

“Goce Delcev” University of Stip, Faculty of Philology, Stip

Abstract

The linguistics today enjoys a special privileged place among the social sciences and builds a close relationship with the business world. The modern style of communication is short and concise. The growing need for fast communication requires the use of the linguistic means that will allow better and more rational achievement of a certain goal.

The contribution of this paper is not to determine which abbreviations ever enter the German and the Macedonian language in business communication (long lists of abbreviations are not necessary to state that they are commonly used in each language) but our goal is to analyze the pragmatic and functional aspect of the business communication.

The scientific linguistic study and the contrastive analysis of abbreviations in the German and Macedonian language will greatly contribute to get concrete solutions to the lack which is felt in the scientific literature.

Keywords: *abbreviations, communication, language, lexical fund.*

²² professional paper

INTRODUCTION

The abbreviations are not the invention of the 19th or 20th century. They are known even from the ancient period. The inscriptions on the plaques, coins and medallions of the past and the manuscripts from the middle age are the most prolific sources and witnesses about the origin of the abbreviations.

A characteristic of the modern work time is rather the vast influx of abbreviations and signs of every kind and in all areas, primarily in the field of technology, economics, and the natural sciences.

The tendency towards ever faster, shorter and simpler usage of the language, leads to new abbreviations and short forms. The number of abbreviations in today's use of language has become so large, so that the general abbreviations can't be easily recognized or remembered by the users.

There are abbreviations that are unrecognized and are more valid as nouns. For example: *Motel* 'motel', derived from *Motorhotel* 'motor hotel'. Because of the growing tempo of the development in the number of abbreviations, particularly in the German language, we will mention only one fact:

By comparing the two editions of the "Dictionary of abbreviations" from 1994 and 1999 it can be concluded that in this period the number of abbreviations increased from 38.000 to 40.000 national and international abbreviations.

1. Forms of shortening in the German language and the Macedonian language

The abbreviations are special type of products that are obtained by shortening the words included in the composition of complicated names. When shortening the complex names, in the abbreviation the first letters can occur, the first phonemes, the first syllables or other parts of the words of the complex name.

The whole forms of the words appear in the language quite complicated and inappropriate, and therefore these words are shortened in deferent ways, in which constituent important moments of the given word usually are lost: EWG

instead *Europäische Wirtschaftsgemeinschaft*, PKW instead *Personenkraftwagen* etc.

1.1. Forms of shortening in the German language are:

- Shortening the first part of the word: *Ober(kellner)*
- Main forms of composites : *Sat –TV*
- End forms: *(Omni)Bus*,
- Initial words: Akronyme; the initial letters with the pronunciation of the letters: WTO: *World Tourism Organization* ‘*World Tourism Organization*’, LKW: *Lastkraftwagen*, BUND: *Bund für Umwelt und Naturschutz*, D: *Deutschland*, EU: *Europäische Union*, Kfz: *Kraftfahrzeug*, Adac: *Allgemeiner deutscher Automobilclub*, u.N. *unter Naturschutz*.
- Elements of the syllables: Fuzo: *Fußgängerzone*, taz: *Tageszeitung*, kat: *Katalog*.

1.2. Forms of shortening in Macedonian language:

- The words are shortened by writing only the initial letters instead the whole letters: ПП – *полупансион*, с.р. – *своерачно*, о.г. – *оваа година*, о.м. – *овој месец*.
- Latin or foreign words:

According to Alagjovzovski²³, the Latin is needed especially in the business communication, where it is worked with international documents, scientific and professional literature. There is no science or business communication

²³ Alagjovzovski, Jovan: Overview of the Macedonian and German spelling, Proceedings of FTU, Ohrid, 2003, 99-105.

without the support of the latin alphabet, hence the business communication. Latin is needed for reliable transmission of certain signs, symbols found on highways, airports, bus and railway stations, and hotels, too. In regard to that, only as an evidence, that the Latin is widespread, we consider the international signs and shortcuts:

- “i” information ‘information’ – informations can be obtained. This sign can be found in all tourists facilities in all countries with the Latin letter.
- a.a - in the acts. www – World Wide Web – *Computer network worldwide.*
- p.s. – *after the written.*
- P parking ‘parking’ – *the sign P (parking) is widely recognized and indicates parking place.*
- It is usual some abbreviations to be written with capital letter:
- *место за нечам (a place for stemp).*
- *Shortcuts by shortening the words to the first vowel of the word:*
- *број (number).*
- *Свету (St./ Saint).*
- *Letter shortcuts – formed from the names of the first letters of the words included in the composition of the complex name:*
- *Музеј на современата уметност (Museum of Contemporary Art): pronounced according to the pronunciation of the letters in the Cyrillic alphabet;*
- *пе-те-те - пошта, телеграф, телефон (post, telegraph, telephone), pronounced according to the pronunciation of the alphabet.*
- *Vocal/Phoneme abbreviations, formed from the first phonemes of the words included in the composition of the complex name: МАНУ - Македонска академија на*

науките и уметностите (*Macedonian Academy of Sciences and Arts*). The presence of the vowel in the consonants in these structures enables their pronunciation like ordinary words.

- Syllabic shortcuts formed from the initial syllables of words or parts of words which are included in the composition of the complex name: ИНТЕРФЕСТ - Интернационален фестивал (International Festival).
- Combined abbreviations, formed from different elements of the words included in the composition of the complex name: УТРО – Угостителско туристичка работна организација (*catering tourist workplace*).
- Half-abbreviation which have un-shortened first or second component: Охрид-турс, Винојуг, Макфест.
- Abbreviations of foreign languages, regularly, are written with our letters: УНЕСКО²⁴.

2. The role and the meaning of the abbreviations in business communication

It is said that the abbreviations are “dead” for one language, but there are good reasons in the daily work to shorten certain words, especially in business communication.

Abbreviations are specificity of contemporary business communication and are characterized by relativ high productivity, dynamism and inconsistency. Today, the abbreviations are an integral part of many languages, and they have a special meaning in the business communication.

²⁴ The abbreviation UNESCO in the German language is registered as: 1) UNESCO Organization for protection of natural and cultural monuments 2) UNESCO Agency of United Nations for Education, Science and Culture. The abbreviation УНЕСКО is not registered in the Macedonian dictionary, while in the orthography of the Macedonian literature language, is referred in abbreviations of foreign languages, but there is no explanation of the meaning.

That is confirmed by the large number of abbreviations in business communication in the German language, while in Macedonian only one of these abbreviations is used in business communication:

EZ	Einbettzimmer	one bed room	еднокреветна соба
DZ	Doppelzimmer	double bed room	двокреветна соба
B	Bad	Spa	Бања
D	Dusche	Shower	Туш
KA	Klimaanlage	air conditioner	клима уред
Kat.	Katalog	Catalog	каталог
BK	Balkon	Balcony	балкон
TE	Terrasse	Teracce	тераса
LS	Landseite	by the shore	од страна на копно
MS	Meerseite	by the see	од страна на море
sMB	seitlicher Meerblick	side view of sea	страничен поглед на море
MB	Meerblick	sea view	поглед на море
SB	Selbstbedienung	Selfserving	самопослужување
VEN	Ventilator	Ventilator	вентилатор
GS	Gartenseite	by the park	од страна на паркот
GB	Gartenblick	park view	со поглед на паркот
Ü	Übernachtung	overnight stay	ноќевање
FR	Übernachtung/Frühstück	overnight stay/breakfast	ноќевање со појадок

HP	Halbpension	half pansion	полупансион
VP	Vollpension	full pansion	полн пансион
AI	All Inclusive	everything is included	се е вклучено
LP	laut Programm	according to the program	според програмата
p.P	pro Person	per person	по лице
F	Flug	Flight	лет
H	Hotel, Appartement	hotel, apartment	хотел, апартман
SAT-TV	Satelitantene	satellite antenna	сателитска антена
WTO	World Tourism Organisation	World Tourism Organisation	светска туристичка организација
PPPT	pro Person pro Tag	data processing	по лице на ден
EDV	Elektronische Datenverarbeitung	International Touristic Exchange	електронска обработка на податоци
ITB	Internationale Tourismusbörse	per person per day	интернационална туристичка берза
DZT	Deutsche Zentrale für Tourismus	German Tourism Head Office	германска централа за туризам

Table 1: Abbreviation in Business communication

By the analyzed corpus of abbreviations in business communication it is included that it is required a dictionary of abbreviations ²⁵ in which the abbreviations will be recorded with all their meanings in various areas, because one abbreviation may appear in various locations.

As an example we will take the abbreviation *H.* – which in business communication in the German language is used with the meaning *Hotel*.

This abbreviation in the German dictionary of abbreviations has the following other meanings: *Haben, Haft, Haftung, Hafen, Halt, Haltestelle, Hannover, Halt, Handel, Heck, Heft, Heim, Heimat, Heizung, Heiligkeit, Hengst, Hersteller, Hessen, Hitze, Hinfahrt, Hochschule, Höhe, Hoheit, Horn, Hornist, Holz, Hort, Hub, Hund, Hundert, Hungaria.*

Abbreviations in business communication are mostly used in performing reservation through the electronic media.

Regarding the use of abbreviations, some linguists express regret and fight against their usage. Of course, that relies to the use of abbreviations for lesser-known institutions, objects or appearances. But, from the point of view referring the business communication, abbreviations are desirable in the language which is used for business communication (*voucher, airfare, allotman*), and should be firstly standardized and registered in the dictionary of abbreviations for their meaning easily to be recognized.

4. CONCLUSION

It must be always kept in mind that the language by definition, despite all the features, serves the aims of the communication and the society. The language is the most powerful weapon for every type of communication, especially in the business communication. Changes in today's society has a significant impact on modern researching on linguistics, therefore the scientific knowledge and results of linguistic researching can contribute in the improvement of international communications in the field of science and practice in enrichment and expansion

²⁵ Werlin, Josef: Duden, Dictionary of shortcuts: Manheim, 1999.

of lexical fund and in renewal of the general language. These basic assumptions are basis for further researching and analysis of abbreviations in German and Macedonian language.

The abbreviations are integral elements of every modern communication. In business collaboration and communication according the usage and frequency of abbreviations it is concluded that they have the most significant mark. This paper concludes the thesis that the language is based on abbreviations of the general language and the business language used in the business communication.

In business communication there are other priorities than those in everyday communication, therefore it is preferable for abbreviations to be used more frequently. The analysis clearly shows for the large number of abbreviations, that the German language is reach with new abbreviations that in Macedonian language are not fully adapted and/or integrated. Also, it is registered an increasing number of abbreviations, which are integrated in the Macedonian language, to satisfy the need for appointment of terms and objects, in which the meaning of the original shortcut matches with the Macedonian abbreviation.

Semantic analysis showed that there are loanwords in which the meaning of the abbreviation remains unchanged, but a considerable number of the original abbreviations are integrated in the Macedonian language with narrow number of meanings, which means that the abbreviation conveys only one meaning, that satisfies the need for appointment of a new object or appearance. Only a small part of the abbreviations in the Macedonian language is adapted with two or more meanings.

Because of the fact that in the business communication are used more complex units from a higher order, in this paper are represented the abbreviations and it can be concluded that the great significant and the importance of the selection and usage of abbreviations has an extremely important role in the language. Especially, the modern trends in business communications in the world are taken into consideration and it is concluded that Macedonia needs bigger care for faster and better business communication in the world.

This paper should be a challenge for further researching in the field of abbreviations in terms of talking more care for fostering and enrichment of the language and for “more aggressive” language politics for language planning and standardization.

Macedonia feels the need of dictionaries in the linguistic field of abbreviations, and this paper should greatly contribute for adopting specific solutions to fill the gap in the Macedonian linguistics.

“The science of language, among other things, should be always facing the live contemporary language, always present as an active factor of its development, helping this development and itself from it, drawing life forces and food primarily from it”, says Blagoja Korubin²⁶ in the early sixties, being aware of conscious linguistic factor, that today it needs to have an active role in the development of the literary language, not the role of passive observer and registrar.

The abbreviations are getting ever more pronounced role within one language and their importance is becoming bigger and more important is entering into the everyday and business communication.

The application of shortcuts can't be successfully implemented without the constant reference of the linguistic, communicational, situational and cultural contact, as a space in which differently formed norms of the language communication exist.

It has been given an answer from the linguistic aspect for the role and the meaning of the shortcuts in the business communication.

With help of contrastive analysis are revealed the similarities and differences of the abbreviations in the German and the Macedonian language.

The language is in constant dynamics and development. With this movement all the language areas are covered, in bigger or lesser extent, but this dynamics also has a reflection in the abbreviations.

²⁶ Korubin, Blagoja: *Our present language* – First book, (1976) Second book, (1980) Third book, (1986) Fourth book, Skopje.

3. LITERATURE:

1. Korubin, Blagoja: *Our present language* – First book, (1976) Second book, (1980) Third book, (1986) Fourth book, Skopje.
2. Werlin, Josef: *Duden, Dictionary of shortcuts*: Mannheim, 1999
3. Alagjovovski, Jovan: *Overview of the Macedonian and German spelling*, Proceedings of FTU, Ohrid, 2003, 99-105
4. Bausinger, Herrmann (2000): *Typical German*. München.
5. Heinze, Thomas (2003): *Communicational menagement*. Bachelor's course in Cultural Studies. Hagen.