



## USE OF SHORTENINGS IN THE POSTS OF SOCIAL MEDIA

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**Research purpose.** Purpose of the research is to find out what shortenings are used in posts of various social media. The subject of the research is cases of shortenings used in posts of social media.

**Keywords:** abbreviations, acronyms, blendings, clipping, contractions, Facebook, Instagram, LinkedIn, neologism, posts, shortenings, social media

**Research Methodology.** The methods used in the research helped to perform both analysis: theoretical and of practical application. Analysis of theoretical sources to theoretically characterize the linguistic concept of shortenings that are likely to be used in posts on social media platform. Descriptive comparative linguistic analysis to reveal how practically shortenings are used in the posts of social media of *Facebook*, *Instagram* and *LinkedIn*,

**Results / Findings.** Types of word arrangement were used in research paper, such as: shortening, clipping, abbreviation, blending, contraction, acronyms. All of these processes can be divided to smaller groups for example complex clipping, blending with overlapping and others. Word shortenings are very widely used in the posts of social media. The main reason why shortenings are used is time consuming and characters limitation. The most frequent cases were found and it contains clipping and abbreviations. Blendings were considered as the least used group of shortenings in the posts of social media.

**Originality / Practical implications.** Shortenings are relevant to students and PR specialists as it gives knowledge of what kind of derivatives are produced using certain words. In addition, the research deals how individuals use word development cycles to make new words that are short, yet convey similar significance as the full ones.