

To Cut a Long Story Short

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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?

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

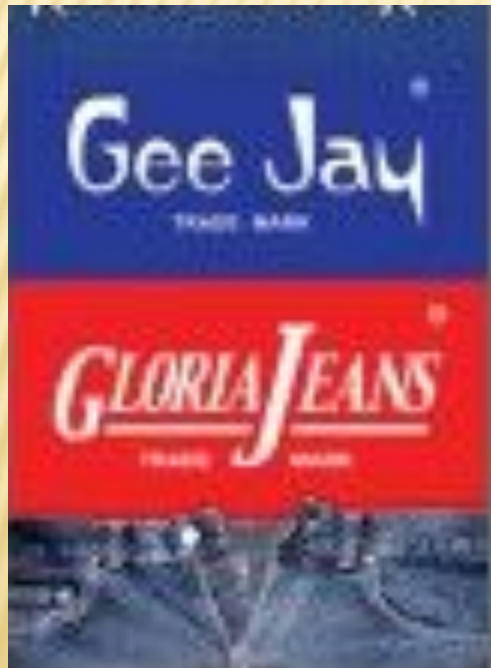
DKNY
DONNA KARAN NEW YORK



**Donna
Karan
New York**



GJ



JNB

Y



**Just
Naturall
y Be
Yourself**



CC



**Coco
Chanel**

PROCEDURE

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

CONCLUSION

❖ 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 formed

❖ I improved my computing skills

