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**USE OF ABBREVIATIONS IN TEXTS ON MARKETING**

**SAĪSINĀJUMU LIETOJUMS TEKSTOS PAR TIRGVEDĪBU**

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## ANOTĀCIJA

Šis pētījums ir veltīts saīsinājumu lietošanas analīzei tirgvedības tekstos. Pētījuma mērķis ir izanalizēt literatūru par saīsinājumu veidiem, kā arī identificēt saīsinājumu izmantošanu tekstos par tirgvedību, analizēt to frekvenci un norādīt izmantošanas mērķi. Pētījumā tika analizēti 40 tirgvedības raksti, kuri publicēti no 2019. līdz 2020. gadam. Tika izmantotas gan kvalitatīvas, gan kvantitatīvas izpētes metodes. Rezultāti liecina, ka izvēlētajos tekstos tiek izmantoti tādi saīsinājumu veidi kā iniciāļismi, akronīmi, abreviācijas un burtu un ciparu kombinācijas tips. Turklāt pētījumā konstatēts, ka lielākā daļa saīsinājumu, ko izmanto analizētajos rakstos, ir saistīti ar tirgvedību vai tehnoloģijām. Kopumā tika secināts, ka saīsinājumu izmantošanas mērķis rakstos par tirgvedību ir aizstāt garus nosaukumus un padarīt tekstu efektīvāku un vieglāk uztveramu.

**Atslēgvārdi:** abreviatūras, iniciāļismi, saīsinājumi, akronīmi, tirgvedība.

## **ABSTRACT**

The present research is dedicated to the analysis of the use of abbreviations in marketing texts. The literature on abbreviation types was examined, the frequency and variety of abbreviations in marketing articles and the purpose of their use was analyzed. The corpus of the research comprises 40 marketing articles, which were published from a year 2019 to 2020. Both qualitative and quantitative research methods were implemented. The results demonstrate that such abbreviation types as initialisms, acronyms, clippings and alphanumeric are used in the corpus. Besides that, the study identified that most of abbreviations used in the corpus are related to marketing or technologies. Overall, it was concluded that the purpose of abbreviation use in marketing articles is to substitute long names and to make the text more efficient and easier to understand.

**Key words:** abbreviations, clippings, acronyms, initialisms, marketing.

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## **LIST OF ABBREVIATIONS AND ACRONYMS**

1. A1(2, 3, etc.) – Appendix 1(2, 3)
2. CD – Cambridge Dictionary
3. DM – Dictionary of Marketing
4. ED – Elsevier’s Dictionary of Acronyms, Initialisms, Abbreviations and Symbols
5. MDMA – Macmillan Dictionary of Marketing and Advertising
6. MWD – Merriam-Webster Dictionary
7. AHAD – The American Heritage Abbreviations Dictionary
8. UIMG – The Ultimate Inbound Marketing Glossary

## INTRODUCTION

In contemporary society, the need to create more efficient texts is rising and becoming more popular. The tendency nowadays is to save space and time by reducing the text yet retaining the sense and general idea of the message and conveying the meaning of all the words and expressions. Our quotidian interaction in spoken and written form certainly contains shortened words. Abbreviations that are already recognized by the reader or listener create a sense of familiarity to them as well as economize the effort, which can serve as a great advantage. There is a wide variety of abbreviation types existing, each of which has its purpose and benefit in the text. According to the scholars whose studies are discussed in the theoretical part of this research and which have contributed to the study of abbreviations, some abbreviations may give a feeling of belonging to a certain group, some ensure space is being used efficiently, while other abbreviations are not that obvious and their meaning should be clarified beforehand to avoid reader confusion (e.g. Khidekel et al., 1966; Crystal, 2001; Mattiello, 2013).

Consequently, to be able to recognize abbreviations and understand their purpose in marketing texts, it is necessary to analyze the peculiarities of their types. When it comes to marketing texts, that approach might be the most applicable and suitable. Abbreviations make a notable part of the contemporary English language, but, most importantly, this notion might contribute to professional marketing language. The need for marketing development in recent years has boosted the need to adjust the language used in this field. The development has created the necessity to coin new marketing terms in the form of abbreviations.

It has been observed that different scholars have conducted research on various aspects of abbreviations and the role of abbreviations in the English language. Cannon (1989, 1996), Mattiello (2013), Crystal (1995, 2001), Plag (2002), Arnold (1986) and other authors' studies form the base for the present research and serve as the theoretical background for it.

The particular paper focuses on the quantitative analysis of different abbreviation types in texts on marketing issues. Besides that, the paper applies qualitative analysis and looks at the purpose of abbreviation use in marketing texts in order to create a comprehensive view of the overall intention of applying this notion to marketing texts. The research focuses on exploring which abbreviations are used in selected marketing texts.

Thus, the present paper **aims** to analyze the frequency and variety of abbreviations used in marketing texts and to analyze the purpose of their use.

The **research questions** of the paper are as follows:

- What types of abbreviations are used in the selected marketing texts and how frequently?
- What is the purpose of the usage of abbreviations in the selected marketing texts?

For the sake of achieving the goal of the research paper, the following **enabling objectives** have been proposed:

1. to examine relevant literature and analyze the theoretical framework on abbreviations and their types, as well as on marketing theory;
2. to select a number of marketing texts and build a corpus of texts for analysis;
3. to examine the frequency of occurrence of different abbreviation types in these texts;
4. to analyze the purpose of abbreviation usage;
5. to draw conclusions.

In carrying out the present research, quantitative and qualitative **research methods** were applied. A literature review was used to analyze the theoretical background of the paper.

The paper comprises three chapters. Chapter 1 presents the theories on abbreviations and their types, which have been proposed in seminal works, including Arnold (1986), Crystal (1995, 2001), Cannon (1989, 1996), Kreidler (1979, 2000), and others. Chapter 2 presents the peculiarities of marketing language and explores some dictionaries of marketing abbreviations. Chapter 3 deals with the research methodology. It uncovers the corpus and the process of analyzing the abbreviations used in the selected range of marketing texts. Chapter 3 also presents the results of the analysis. Subsequently, conclusions are provided.

## **Chapter 1 ABBREVIATIONS AND THEIR CLASSIFICATION**

Chapter 1 analyses several approaches related to various types of abbreviations. It touches upon the role and the main functions of abbreviations in the modern English language. Chapter 1 it establishes the theoretical background for the analysis of abbreviations carried out in the empirical part.

### **1.1 The Role of Abbreviations in English**

In the present days, the concept of saving space is crucial, thus, the use of abbreviations in modern language is gaining its popularity and many words tend to be shortened. According to Crystal (1995: 120), abbreviations have a role in present-day English linguistic life as one of the most noticeable features of it. Besides that, he emphasizes the importance of the concept of ‘linguistic economy’ and how the abbreviations can provide it (ibid.).

As stated by Zerkina et al. (2015: 138), ‘abbreviations are language universals’. ‘Abbreviation’ or ‘shortening’ is an umbrella term (Mattiello, 2013: 65), which signifies that there are various types of it, which have their structure, pronunciation and each type is constructed differently. According to Mattiello, this umbrella term includes three correlated phenomena: namely, clippings, acronyms, and initialisms. Besides, the author has grouped acronyms and initialisms under the term ‘alphabetisms’. This study will group acronyms and initialisms under the term ‘alphabetisms’ as well. Mattiello also emphasizes that ‘these processes share the same abbreviatory mechanism, obtaining new word-forms by shortening existing lexemes’ (ibid.). In order to create a comprehensive analysis of abbreviations used in the context, it is crucial to scrutinize the types and different approaches to them.

The definitions might vary from author to author, however, for the present analysis, it has been decided to choose the definition of abbreviation given by Punga (2007: 64) as a base for this paper. Punga proposes that more than one thing may be understood by abbreviation. According to the author, an abbreviation is a process of ‘the reduction of a word to several letters’ as well as ‘the reduction of a group of words designating a notion to the initials of these words’ (ibid.). Another definition was provided by Plag (2002: 161), who states that ‘abbreviations are most commonly formed by taking initial letters of multi-word sequences to

make up a new word'. Moreover, he mentions the fact that abbreviations that incorporate non-initial letters can also be found in the English language (ibid.). Zerkina et al. (2015: 138) propose that 'abbreviations are information cumulative linguistic units'. The authors state that 'abbreviations are units included in a vocabulary', moreover, the process of abbreviation formation is a 'universal way of word-formation' (ibid.). This definition is given primarily because abbreviations are equal to words or to some linguistic units, which are associated with words. It has been stressed that abbreviations are 'linguistic units which correlate with words' (ibid.: 139).

As it has been mentioned above, different scholars classify and define abbreviations in various manners. For example, Cannon (1989: 106) assumes that genuine abbreviations are exclusively words that are pronounced by their initial letters, for instance, *D.B.S.* (= De Bonis Suis). Cannon prefers the term *initialism* to refer to shortenings, and distinguishes between two other types, namely, those which are pronounced letter by letter (*abbreviation*) or pronounced as a word (*acronym*) (ibid.). Whereas Quirk et al. (1985) by using the term *acronym*, refer to any type of shortening. Scholars do not consider the way of pronouncing the abbreviation – letter by letter or as a word. It is believed that abbreviations are only used in written discourse and reserve a changeable degree of shortening (e.g. *Dr.* = Doctor, *Mr.* = Mister) (López Rúa, 2002: 40, discussed in Mattiello, 2013: 67).

The denotative meaning of abbreviation base words does not change. By contrast, when forming new derivatives and compounds, new concepts are not created, instead, new words re-name already existing ones, which helps to pronounce them in a more efficient manner and gives 'a flavor of familiarity' to already widely-known concepts (Mattiello, 2013: 66). The function of shortening words and making more efficient and effective use of space may be labeled as one of the most important roles of abbreviations in written and spoken language. Abbreviation types might vary, however, they all will be used to make it more convenient and faster to pronounce longer phrases, names, etc. Furthermore, Arnold suggests that authors tend to assume that the main reason for abbreviation development is 'the strain of modern life' (1986: 134). On the contrary, he proposes that there are the demands of rhythm which are greatly satisfied by using monosyllabic words such as clippings (ibid.).

Cannon (1989: 99) mentions that desire to economize has already been detected in early ages in Hebrew and Roman examples. Besides, early forms of initialism dictionaries have

appeared already in the fifteenth century (ibid.). Clippings, which is a type of abbreviations, as stated by Arnold (1986: 134), have occurred in the English language in the fifteenth century as a type of word-building shortening of spoken words. She stresses that many people tend to assume that the development of abbreviations was particularly intense in English, but the growth of abbreviation creation and use was detected in many European languages in the 20th century. According to Arnold, a great number of neologisms in that age testifies the fact that newly shortened words do not appear without a purpose (ibid.). Moreover, the author mentions that the trend for forming abbreviations became widely used during the World War I. Abbreviations were used with a purpose to refer to 'countries, governmental, social, military, industrial and trade organizations and officials not only by their full titles but by initial abbreviations derived from writing' (ibid.: 142). Riordan as well touches upon the growing popularity of abbreviations during World War I period, mentioning that in the US the reduced forms of business names, governmental and daily activities have been used by people (1947: 108).

Kostina et al. (2015: 706) state that many scholars believe that the abbreviation as a word-formation process was rooted in the distant past and is a complex phenomenon. The tendencies of abbreviation use observed in Ancient Rome are broadly used in the present time. It is stated that in the English language abbreviations reveal national and cultural eccentricities. It also reflects historical facts, which consequently affect both the social and political development of society (ibid.). The most active development of shortenings was detected in the 20th century (Arnold, 1986: 134). Since the concept of abbreviations roots already in early ages, we can understand that the notion is already well-established and scrutinized. Abbreviations had their place in Old English and are continuing to take over the modern spoken and written English in the present days. Punga (2007: 65) believes that 'abbreviations as initialisms and acronyms are extremely productive in Modern English'. Mattiello (2013: 64) states that clippings, acronyms, and initialisms have flourished in modern times and that from the late nineteenth century the need for the use of abbreviations became more intense. Khidekel et al. (1966: 190) stress that acronyms and clipping could be called the most significant word-creation methods in the present-day English language. Khidekel et al. also highlight the peculiarity of these two abbreviation types and state that 'they are structurally simple, semantically non-motivated and give rise to new root-morphemes' (ibid.).

## 1.2 Functions and Peculiarities of Abbreviations

Based on the study by Zerkina et al., ‘a nominative function of abbreviations has become a current important linguistic and social mission’ (2015: 138). Abbreviations convey the meanings of novel concepts and real already existing objects and, for this reason, they enrich the language. The authors emphasize that ‘abbreviations eliminate a contradiction between needs for thinking and limited lexical resources of the language’ (ibid.).

The reasons for the rapid development of abbreviations are several. One of the reasons is the necessity for a more efficient and space-saving terminology in technical sectors (e.g. medicine, politics, law, and commerce) (Mattiello, 2013: 64). It can be stated that this aim is perfectly achieved using abbreviations and clippings. It seems that scholars tend to stress the space-saving as one of the main functions of abbreviations. Arnold (1986: 144) states that the term abbreviation can be used in a text with a purpose to economize space and effort. Examples the author mentions are the following: *abbr* for abbreviation, *bldg* for building, *ltd* for limited, *B.A.* for Bachelor of Arts, *N.Y.* for New York State (ibid.).

Moreover, technological development has also boosted the need for abbreviation use. Kostina et al. link abbreviation development with globalization and states that ‘abbreviation is an effective way of word-formation process that reflects contemporary trends of globalization’ (2015: 704). According to Zerkina et al. (2015: 138), the nominative function of abbreviations is increasing since they give innovative names to already well-established concepts and objects. Mattiello mentions that ‘practice of abbreviating words became increasingly convenient’ (2013: 64). Nowadays, when text messaging is at its rise, an enormous number of new abbreviations are coined. It has been observed, that with the emergence of Short Message Service (which is an initialism for *sms*) many neologisms, just as *LOL*, may have two meanings - *Laughing Out Loud* or for *Lots of Love/Luck* (ibid.). The concept of chatting itself implies that the messages are short but informative. In his book *Language and the Internet*, Crystal states that in chat groups ‘word-length is reduced using abbreviations and initialisms’ (2001: 156). Nowadays, when smartphones are developing rapidly and no modern individual can imagine their daily routine without them, the new challenges push users towards the more abbreviated language. Comparing with a laptop, smartphone screen size is smaller, that might also have been the reason for the evolution of abbreviation in the SMS language. Some abbreviations appear in messages since

they are quite obvious and ‘rebus-like’ (e.g. *NE1*, *2day*, *B4*, etc.), while some of them are used because of their familiarity among young population (e.g. *Msg* = message, *BRB* = be right back) (ibid.: 228).

It is emphasized that ‘abbreviations are freely used in colloquial speech’ (Arnold, 1986: 143). Another reason for the fast expansion of abbreviation use is ‘the element of familiarity or intimacy’ (Mattiello, 2013: 64). That can be applied to clippings since those shortened words tend to be used in a less formal register and context than full words. Furthermore, many clippings belong to slang. Lots of them come from the language of special groups but then became colloquial and familiar to the masses (ibid.). Oral and written forms of the language are closely connected. As stated by Arnold (1986: 142), it can get difficult from time to time to make a distinction between clippings formed in oral speech and graphical abbreviations. It frequently happens that clippings become widely used in spoken language rather than when writing (ibid.). Consequently, different types of abbreviations appear in different registers and contexts more frequently than in others.

Likewise, nowadays we use some abbreviations so often that they have a tendency to become common to such an extent that speakers ‘do not recognize or do not know what these abbreviations stand for’ (Punga, 2007: 65). Punga specifies that some of those abbreviations are quite obvious and understandable (*UFO* = unidentified flying object, *NATO* = North Atlantic Treaty Organization), whereas to comprehend other words, a knowledge of a specialist is needed (*HTML* = hypertext mark-up language, *http* = hypertext transfer = or transport = protocol) (ibid.).

Consequently, it can be stated that the main reasons to use abbreviations in written texts are to provide a linguistic economy by substituting full words and phrases with short forms. Besides, to ‘highlight field specialty’ and make sure that readers get a ‘separate identity’, those are the reasons for the functional role of language (Mendez, 2015: 191). Moreover, in his research, Mendez proposes the role abbreviations may have when used in titles. The appearance of abbreviations in journalism is highlighted also by Arnold (1986: 144). Abbreviations might be used in headlines with a desire to save space but preserve the message (ibid.). It can be stated that titles aim to contain and transmit all the information in the shortest and most condensed form which is possible. The author suggests that creativity and wittiness of the title might be boosted

by attempting to save time and space. By trying to advance the title, writers may arise readers' curiosity to read the paper (Mendez, 2015: 192).

Nevertheless, there is some ambiguity associated with abbreviations. It is crucial not to underestimate the need to decrypt the abbreviation to avoid possible misunderstandings and misinterpretations. Another negative side of abbreviations is that some shortenings adopted in the text with the particular context may be understood exclusively by certain professional groups (ibid.: 193). This shortcoming may be interpreted both from a positive and a negative point of view. On the one hand, the sense of familiarity within a specific group of professionals, for example, marketing professionals, can be advantageous for them and brings a positive sense of being involved in the community. On the other hand, people far from the marketing field might not comprehend the main idea.

Abbreviations may differ not only by type but also by the way they are written. Thus, punctuation matters. As it is indicated in research by Mowery et al. (2016: 2), punctuation is used to correspond to one concept (*b.i.d.* = twice a day) or to refer to various related concepts (*m/r/g* refers to three heart sound concepts – murmurs, rubs, gallops). Besides that, abbreviations can be expressed in both singular and plural forms. For example, when abbreviation is in the singular form it is written as '*TIA*', while in the plural it is written with 's' ('*TIAs*'). Possessives are also written with 's' ('*Pt's*'). Moreover, it is known that, syntactically, one concept can be expressed by using different abbreviations and, semantically, abbreviations can also be polysemous, standing for different, but similar concepts. Besides, Mowery et al. mention that abbreviations 'may be homonymous, having different, unrelated word senses' (ibid.). According to Zerkina et al., 'semantic structure of abbreviations is complicated with specific connotations' (2015: 138). When studying the context-level, it is crucial to keep in mind the 'hidden' semantics of abbreviations (ibid.).

### **1.3 Types of Abbreviations**

This sub-chapter provides definitions of different abbreviation types, explores the peculiarities of them and looks at various approaches to these types. Several opinions and views are presented.

#### **1.3.1 Alphabetisms**

In this part, acronyms and initialisms will be discussed. Besides, this part of the research will look at clippings and its types and such abbreviation type as blends will be discussed as well.

## Acronyms

According to Crystal, acronyms are ‘initialisms pronounced as single words (e.g. *NATO* = North Atlantic Treaty Organization)’ (1995: 120). This paper considers Crystal’s definition of acronyms as the base for this paper and it will be used further in this study. Punga shares the same view on acronyms and points out that ‘acronyms are read by pronouncing the letters connected as if they formed a word proper’ (2007: 64).

Indeed, acronyms influence the lexical system and its functioning (Arnold, 1986: 143). These lexical items minimize the required time, though, it includes all the necessary information about a full phrase. Acronyms create new elements by coining new words from the initial letters of phrasal terms and not by putting together existing morphemes and ‘proceeding from sound forms to their graphic representation’ (ibid.).

Khidekel et al. define acronyms as ‘regular vocabulary units spoken as words’ and distinguish three ways of acronym formation (1966: 189). The first is the formation ‘from the initial letters or syllables of a phrase, which may be pronounced differently’ (ibid.). These acronyms are pronounced as regular words, for example, *UNO* = United Nations Organizations; *NATO* = North Atlantic Treaty Organization; or by letters e.g., *BBC* [*’bi:’bi:’si:*] = British Broadcasting Corporation; *MP* [*’em’pi:*] = Member of Parliament (ibid.). The latter example, which is pronounced by letters shows us that definitions vary from author to author and, for example, Khidekel et al. define abbreviations pronounced by letters as acronyms, not as initialisms. As explained by Khidekel et al., unlike letter abbreviations (a.k.a. initialisms), acronyms ‘perform the syntactical functions of ordinary words taking on grammatical inflexions’ (ibid.: 190). The examples mentioned by the scholars are the following: ‘*MPs* (will attack huge arms bill), *M.P.’s* (concern at . . .)’ (ibid.). Acronyms can collocate with derivational suffixes and ‘serve as derivational bases for derived words’ (ibid.).

The second way of forming acronyms, according to Khidekel et al. is creating them from the initial syllables of each word of the phrase. For example, *Interpol* = international police; *tacsatcom* = Tactical Satellite Communications (ibid.).

As the third type of acronym formation process, Khidekel et al. propose the formation by ‘combination of the abbreviation of the first or the first two members of the phrase with the last member undergoing no change at all’ (ibid.). Like, for example, in *V-day* = Victory Day; *H-bomb* = hydrogen bomb; *g-force* = gravity force, etc. (ibid.).

Mattiello distinguishes two types of acronyms – non-elliptic and elliptic. Non-elliptic acronyms are characterized as ‘words which retain the initial letters of all the words contained in the source phrase’ (2013: 87) (e.g. *RAM* (= Random Access Memory), *RASC* (= Royal Army Service Corp), *REACT* (= Remote Electronically Activated Control Technology). While elliptic acronyms ‘do not retain all the initials of the words contained in the source phrase’ (ibid.). They omit grammatical words such as prepositions (e.g. *ARCA* (= Automobile Racing Car *of* America), *ASCII* (= American Standard Code *for* Information Interchange) (ibid.).

Nowadays, creating new words in this way is actively gaining its popularity in practically all disciplines of human activity, in particular, in political and technical vocabulary (Arnold, 1986: 142). Furthermore, creativity is considered to be an important notion when it comes to acronyms (Fandrich, 2008: 109). Cannon (1994: 81) states that acronyms are among the most creative ‘freewheeling vocabulary creations’ today. The author highlights that acronyms differ from most other items since ‘they are never lapsing and rarely are constructed using some template but are consciously made’ (ibid.). When creating a company name, organizations may choose ‘a proper-sounding name by assembling a sequence of words to effect the desired collocation’ (ibid.).

Besides, acronyms have their peculiarities, that is to say, many acronyms are created with a purpose to arouse certain associations (e.g. the National Organization for Women is called *NOW*) (Arnold, 1986: 142); or sometimes acronyms might be homonymous to ordinary English words (e.g. *SALT* = Strategic Arms Limitation Talks) (ibid.). Another example can be the acronym *GOLF* (Gentlemen Only Ladies Forbidden). It is explained that it indicated a prohibition on women to participate in golf. However, it is already archaic, since nowadays, individuals of both genders are allowed to play golf (Zerkina et al., 2015: 140).

Several prominent acronyms, such as *AIDS* (Acquired Immune Deficiency Syndrome) have been adopted into other languages, with the indispensable grammatical alterations. For example, in French *le SIDA* (Syndrome d'Immunodéficience Acquise) and Spanish *el SIDA* (Síndrome de Inmunodeficiencia Adquirida) (Cannon, 1996: 270).

Although some term dissimilarities do exist, scholars differentiate two processes of letter abbreviation forming, which are distinguished taking into consideration their pronunciation. It can be stated that the form of acronyms is orthoepic, which means that regular reading rules are applied, and they are pronounced as full words (while initialisms – letter by letter) (Mattiello, 2013: 83). In turn, Kreidler designates these two types ‘letter-sounding’ and ‘letter-recitation’ (1979: 25). According to Arnold, ‘such words formed from the initial letter or letters of each of the successive parts of a phrasal term have two possible types of orthoepic correlation between written and spoken forms’ (1986: 142). However, the approach of Mattiello (2013) will be adapted in this study.

### **Initialisms**

The difference between initialisms and acronyms is in the pronunciation. The characteristic feature of initialism is that it is pronounced letter by letter (Mattiello, 2013: 83). The term *initialism*, however, is not preferred by all scholars. For instance, Khidekel et al. (1966: 189) refer to such notion as *letter abbreviations*, emphasizing the fact that this type should be pronounced letter by letter. The authors also provide a definition of letter abbreviations: ‘they are not spoken or treated as words but pronounced letter by letter and as a rule possess no other linguistic forms proper to words’. Whereas, for example, Cannon (1996) and Mattiello (2013) would rather use the term *initialism*. The present paper subsequently will refer to this concept as *initialism*. Regarding the way of writing initialisms, it is said that there is a tendency to omit full stops between the letters. For instance, *GPO* (General Post Office) is written without full stops. However, some of initialisms may be written with and without full stops. For example, *EPA* and *E.P.A.* (Environment Protection Agency) (ibid.: 92).

Just like acronyms, initialisms may be subcategorized on the grounds of their structure into elliptic and non-elliptic (ibid.). Non-elliptic initialisms contain all the initial letters of words in a source phrase (for example, *aka* = Also Known As, *AOL* = America OnLine). Whereas the elliptic type of initialisms tends to exclude grammatical words like in the case with acronyms (for example, *ESL* = English *as a* Second Language, *FBI* = Federal Bureau *of* Investigation) (ibid.: 93). It was decided that this study will use these two categories to analyze abbreviations in the corpus.

Initialisms can replace longer phrases including names of recognizable organizations of undeniable currency, names of agencies and institutions, political parties, famous people, names of companies, etc. (Khidekel et al., 1966: 189). The examples which were mentioned by scholars (ibid.) are *CBW* = chemical and biological warfare, *DOD* = Department of Defence (of the *USA*), etc. The authors pointed out that initialisms and acronyms are rather similar and many initialisms in the course of time may transform into regular vocabulary units. There are cases when initialisms gain ‘pronunciation spelling’ as it is, for example, in *dejay* (= *D.J.* = disc jokey), *emce* (= *M.C.* = master of ceremonies) when it happens, they are inclined to turn into acronyms (ibid.).

In addition, Cannon states that an initialism has a function to transfer into two or more languages at the same time, as, for instance, in English *OAU* (*Organization of African Unity*) and French *OUA* (*l’Organisation de l’unité Africaine*). Cannon holds that in those cases, ‘grammatical differences dictate the differing phonological sequence’ (1996: 270).

A worthwhile study was conducted by Harley (2004: 368) on a difference between acronyms and initialisms. The author claims that the conditions which determine the moment when an abbreviation becomes an acronym and when it remains an initialism have been already investigated (ibid.). The research analyzed Cannon’s (1989) study on acronyms and initialisms, which puts forward the view that there exists a tendency that acronyms are more likely than initialisms to be proper nouns. According to Cannon’s (1989) investigation, ‘54% of acronyms are proper nouns, compared to only 13% of initialisms’ (Harley, 2004: 368). It is proposed that crucial factors when it comes to exploring abbreviations are phonotactic plausibility and length of abbreviation (Baum, 1955, discussed in Harley, 2004: 368). In addition, it should be taken into consideration that there are quite broad processes which control the way abbreviation is pronounced, those processes start to function at the moment an abbreviation becomes an acronym (McCully and Holmes, 1988, discussed in Harley, 2004: 369). Harley argues that in the case with acronyms if the source of the abbreviation is itself a noun phrase, which replaces the abbreviation with its source phrase, it results in a grammatical English sentence (e.g. *PETA* – People for the Ethical Treatment of Animals. ‘*PETA* filed a defamation suit [...]’) (ibid.). Nevertheless, when replacing the acronym with its source phrase directly, the sentence will be ‘ill-formed’, since the definite article is not used with the acronym (ibid.). In this case, the acronym is used as a noun phrase, but its source compound functions as a noun (e.g. *NATO* =

North Atlantic Treaty Organization. ‘What can *NATO* do to help [...]’ (ibid.). Whereas, in the case with initialisms, the category of their source phrase does not change. Thus, if the source phrase is a noun phrase, the initialism is also a noun phrase; if the source phrase is a noun, the initialism is also a noun (e.g. *the CIA* = the Central Intelligence Agency. ‘Brennan joined *the CIA* in 1980 [...]’) (ibid.). It has been concluded that acronyms perform like proper names and eliminate the definite determiner, e.g. ‘*ERIC* produces a variety of publications [...]’ (ibid.: 368). Whereas initialisms maintain the functions of common compound nouns and retain the determiner, for example, ‘the *FBI* has unique response capabilities [...]’ (ibid.).

One other special type of alphabetisms was detected in the process of the research, namely, *alphanumeric*s. It combines letters and numbers and became more significant in the years of development of the email and the SMS language (Punga, 2007: 66). Mattiello, also points out the occurrence of alphanumeric combinations in text messaging (e.g. *GR8* = great)’ (2013: 13). Alphanumerics fulfill the need to reduce space and provide more convenient communication. Punga believes that ‘alphanumerics have penetrated the language of advertising as well since they are striking and informal at the same time’ (2007: 66). This notion must be read component by component, ‘being based on homophony with other words in the language’ (ibid.). For instance, *CUL8R* (see you later), *BU* (be you), *4U* (for you), *D8* (date), *CU2NITE* (see you tonight) (ibid.).

### 1.3.2 Clippings

According to Veisbergs, clipping is ‘shortening of a word by cutting off its elements’ (1999: 154). The scholar emphasizes that this type of economy is quite common and frequent in many languages. In the English language, many words are preferred to be shortened, thus, clipping is a quite frequent notion (ibid.).

Mattiello (2013: 169) defines clipping as a process when a word is being shortened to one of its parts, losing a phonetic material. For instance, *fash* (= fashion/fashionable), *flu* (= influenza), and *plane* (= airplane/aeroplane). Clipping more often modifies nouns than other word classes (Veisbergs, 1999: 156). Bauer provides an explanation of clipping as ‘the process whereby a lexeme is shortened, while still retaining the same meaning and still being a member of the same form class’ (1983: 233). It is said that very often clipping brings about a change of

stylistic level of a word (ibid.). The majority of clippings are mono-syllabic or disyllabic and typically remain just the first part of the base word, or, in rare cases, on material from a stressed syllable (e.g. *téléphone*, *télefax*) (Plag, 2002: 154). The clipped word ‘is derived from a simple lexeme and consists of one, two, or occasionally three syllables of that word’, as proposed by Kreidler (2000: 956). A similar definition was given also by Katamba, who claims that clippings are constructed ‘by lopping off a portion and reducing it to a monosyllabic or disyllabic rump’ (2005: 180). In turn, Khidekel et al. define this notion as ‘the creation of new words by shortening a word of two or more syllables (usually nouns and adjectives) without changing its class membership’ (1966: 190).

Clipped words might be used in a context that can be understood only by a certain group of people. Clippings share a common function, that is, to convey a common understanding of the denotation of the derivative. Consequently, *a lab* can be utilized by people who work in laboratories, while *demo* might be applied by people who attend demonstrations, and other examples (Plag, 2002: 154). There are several cases when clippings start to be widely used in larger communities of speakers and ‘lose their in-group flavor’, one of the most known examples is clipping *ad* for advertisement (ibid.). Numerous clippings are used in specific slang by a limited group of people. Many of them started as terms of special groups, then turn into colloquial words, which are used daily. For example, schoolmates may use term *math* for *mathematics*; *uni* for *university*; *cap* can be used instead of *captain* by soldiers; family members might be named, for instance, *hubby* for *husband* and *sis* for *sister*; doctors and scientists use *chemo* for *chemotherapy*, etc. (Mattiello, 2013: 65). In fact, clipping is a prevalent aspect of school and college slang (Veisbergs, 1999: 155). For example, *exam* can be used instead of *examination*, *dorms* instead of full – *dormitories*, etc. (ibid.).

It is acknowledged that clippings have characteristics of the colloquial language (Veisbergs, 1999: 154). As stated by Adams, ‘clippings indicate an attitude of familiarity on the part of the user either towards the object denoted or towards the audience’ (1973: 135). Therefore, Khidekel et al. state that clipped words are characteristic of colloquial speech (1966: 190). Clippings can be used in different registers, since, according to Mattiello (2013: 69), those words obtain a pragmatic meaning and convey a certain attitude of the speaker by lowering the stylistic level of discourse to less formal speech. In that way allowing ‘the standard word *criminal* and the slang word *crim* to co-exist and select different registers’ (ibid.). This

view is also supported by Stekauer and Lieber, who state that ‘the method of clipping stands behind another large portion of colloquial vocabulary’ (2005: 435). However, Khidekel et al. point out that many clipped words ‘find their way into the literary language losing some of their colloquial colouring’ in the course of time (1966: 190). For example, some of the clippings became so widely used that they no longer are considered clippings, but independent words (e.g. *pants* = *pantaloons*, *bus* = *omnibus*, *bike* = *bicycle*, etc.). Khidekel et al. opine that ‘this gives ground to doubt whether the clipped words should be considered separate words’ (ibid).

Sometimes the concept of clipping might be confused with the concept of blending. That usually happens because of the resemblance between some clippings derived from complex bases and blends, normally combining two or more bases (Mattiello, 2013: 71). Veisberg (1999: 160) affirms that it is possible for clipping to ‘go together with compounding’, as in *con man* = *confidence man*. For instance, Punga (2007: 63) provides explanations and examples of this notion which are similar to the definition of blends. The author mentions that some clippings have already entered the quotidian vocabulary of English speakers, such as *camcorder* = *camera* + *recorder*, *Bollywood* = *Bombay* + *Hollywood*, used for the Indian film industry, *brunch* = *breakfast* + *lunch*. Besides that, the author defines shortened words as contractions. As stated by Punga, those words which are shortened to a part of them, can be defined as contracted words (ibid.). Examples given in the book include *cello* (from violoncello), *plane* (from airplane), *phone* (from telephone) and other examples (ibid.). This can lead us to the conclusion that different authors view and define clipping in their manner, though, for the present paper definition provided by Kreidler (2000) will be used.

Clippings often are used in different technical fields and the newspapers or in some articles written by journalists. It is quite reasonable that exactly in those areas there is extensive use of clippings. The shortness of clippings in the technical fields assists scientists when they attempt to avoid confusion and not to use too many words when describing one concept. Clippings bring a novelty to articles, as a consequence, they might attract the reader with that (Punga, 2007: 62). Furthermore, there can occur ambiguity or vagueness, as clippings might contain source words which belong to different syntactic classes, e.g. clipping *dif* can refer both to *difference* and *different*, *fash* to *fashion* and *fashionable*, *glam* to *glamour*, *glamorous* and *glamorize*, *homo* to *homosexual* (noun and adjective), etc. (Mattiello, 2013: 73). The lexical meaning of a full word not always coincide with its shortened version. A very suitable example

for that case is the clipping *doc*, which stands only for ‘one who practices medicine’, while a full word *doctor* indicates also ‘the higher degree given by a university and a person who has received it’, just like Doctor of Law, Doctor of Philosophy (Khidekel et al., 1966: 190).

Even though some authors view clippings as a type of abbreviation, clipping is often classified differently, not as traditional word-formation type, and is said to be represented not as language, but as the sphere of speech (Marchand, 1968, discussed in Veisbergs, 1999: 154). According to Veisbergs, clipping is not a method of a new word formation but altering the already existing ones with a minor shift of connotational meaning (ibid.). It has been already discussed that some authors opionate that clippings might be confused with blends (Punga, 2007; Mattiello, 2013), but Bauer (1983: 89) also proposes that clipping is quite similar to back-formation due to shortening of the base.

As regards types of clippings, those are usually classified depending on which part of the base is removed. Those types include back-clipping, fore-clipping, edge-clipping, and mid-clipping (Mattiello, 2013: 71).

Back-clipping is formed by eliminating the final part of the word so that it preserves the initial portion (Mattiello, 2013: 72). Veisbergs stresses that back-clipping is the most common way of clipping used in the English language (1999: 156). The author states that to form a back-clipping, ‘the final part of a word should be cut off’ (ibid.). Many nouns are transformed by applying this pattern. The nouns can be monosyllabic or disyllabic: *ad/advert(isement)*, *auto(mobile)*, *emo(tional)*, *gym(nasium)*, *lab(oratory)*, *photo(graph)*, *pic(ture)*, *prof(essor)* (Mattiello, 2013: 72). While back-clipped nouns are a common phenomenon, back-clipped adjectives and verbs are less regular: some adjectives are such as *comfy*, *fab*, *hyper*, *imposs*, *marvy*, *mizzy*, *preg*, *rad*, those are clippings derived from *comfortable*, *fabulous*, *hyperactive*, *impossible*, *marvellous*, *miserable*, *pregnant*, and *radical*. Examples of back-clipped verbs listed by Mattiello include *frat*, *prep*, *psych*, *rehab*, *sum*, *veg*, from *fraternize*, *prepare*, *psychoanalyse*, *rehabilitate*, *summarize*, and *vegetate*. Even more rare are back-clipped adverbs (e.g. *def* = definitely; *inf* = infinitely) (ibid.).

As it already has been mentioned above, clippings may sometimes be ambiguous and confusing. It happens because of homophony, for instance, *ad* can signify *advertisement* or *administration*, *demo* = *demonstration* or *demolition*, *doc* can stand for *doctor* or *document*, *comp* for *computer* or *competition*, *mac/Mac* for *macaroni* or *Macintosh*, etc. (ibid.). Though,

when a person understands the context in which those clippings are used, they ‘immediately select one etymology and exclude the other’ (ibid.). In terms of graphical representation, the use of the capital letter in the same abbreviation, can also help the reader to understand which meaning should be applied in each case (ibid.).

Fore-clipping is formed by eliminating the initial part of the word and maintaining the final portion, which is the most significant part of the word (ibid.: 75). The author has mentioned some recent examples of fore-clipping, such as *bot* (= robot), *choke* (= artichoke), *chute* (= parachute), etc. According to Mattiello, those examples demonstrate that most fore-clippings are formed from nouns. However, some also come from adjectives, verbs (*niff* = *sniff*), conjunctions, adverbs (*'deed* = *indeed*), and prepositions (*'gainst* = *against*, *'neath* = *beneath* or *underneath*, *'tween* = *between*). Fore-clippings may be graphically marked by an apostrophe, while others may have some writing adjustments (ibid.). Comparing with back-clipping, fore-clipping tends to be less common in English. It is said that back-clipping is easier to be identified since the first part of the word is enough to comprehend (Veisbergs, 1999: 157).

Edge-clipping is characterized by deleting the initial and final parts of the word, consequently preserving the medial portion. This type is said to be quite rare. Some examples include *flu*, *fridge*, *jams* (= pyjamas), *polly* (= apollinaris), *tec*, *van* (= advantage) (Mattiello, 2013: 75).

Mid-clipping removes the middle part of the word, that way preserving both extremities (ibid.). A similar definition is given by Veisbergs (1999: 157) who states that in the case of middle clipping, ‘something is cut in the middle of the word’. As indicated by Mattiello, ‘this is the rarest type, and the least transparent due to discontinuity of the base, as in *ana* for anorexia, *cortisone* for corticosterone, *proctor* for procurator, *secy* for secretary’ (2013: 75). Several mid-clippings have apostrophes or hyphens, for example, in names of places or cities *B'ham* (= Birmingham), *B-way* (= Broadway), *Jo'burg* (= Johannesburg) (ibid.). Veisbergs (1999: 157) emphasizes the use of apostrophes makes middle clippings graphically visible and, in some cases, they might reflect specific pronunciation. Middle clipping may be used in titles or headlines with a purpose to economize space (ibid.).

## **Blends**

Additionally, it has been decided to look at blends as a type of word-formation and shortening, since some authors who discuss abbreviations in their studies, also present the theory on blends.

In some sources, for example, in Stockwell and Minkova (2001: 7), acronyms and blends are classified as subtypes of each other. They claim that ‘acronyms are a special type of blend’ (ibid.) since sometimes to form an acronym we combine not just initial sounds, but also, for instance, the first consonant and the first vowel together (Fandrich, 2008: 108). Moreover, as a way of constructing innovative words, blends might be useful in the field of marketing and advertising. For example, Crystal assumes that the frequency of the blending intensified in the 1980s. To be more precise, blending gained popularity in commercial and advertising contexts (1995: 131).

Blends may be defined as ‘formations that combine two words and include the letters or sounds, they have in common as a connecting element’ (Arnold, 1986: 141). Stekauer explains that blends have ‘have resulted from two motivating words which have been blended into a new coinage which is unanalyzable into a fixed meaning, thus representing morpheme’ (1991: 26). Punga (2007: 61) defines blends as ‘lexical items that have come into being by combining two other words of which at least one is fragmentary’. Plag (2002: 160) emphasizes that, in fact, blending is a quite regular phenomenon. Although the definitions of blends in morphological literature differ a lot, scholars generally agree that blends are the words that combine two words into one, removing material from one or both source words. This study will use the definition of Plag (2002) further in the research.

Some abbreviations may mislead the reader into mixing them up with blends since some of the examples may seem like ones. Several abbreviations are formed ‘by combining larger sets of initial and non-initial letters’ (e.g. *kHz* = kilohertz) (Plag, 2002: 161). Nevertheless, such types differ significantly from proper blends because ‘they do neither obey the three pertinent prosodic constraints nor do they necessarily conform to the semantic property of blends’ (ibid.).

The process of blending is most suitable for situations when a new concept which comprises the qualities of two notions is created. In a rapidly developing world nowadays it is quite topical. Stekauer and Lieber (2005: 434) point out that in media language where neologisms are regular, blends are commonly used, and they constitute the area of modern English word-formation. Moreover, Ayto (2003: 183) proposes that blending nowadays is a great method of creating new scientific terminology. It is believed that blends sort of break the rules of

morphology, subsequently, blends become catchy and original combinations, which are likely to have a ‘colloquial flavor’ (Khidekel et al., 1966: 190).

Moreover, blends are deliberately formed by combining irregular fragments of words which are termed ‘splinters’, as by Khidekel et al. (1966: 190). According to scholars, splinters may adopt different shapes, it is said that ‘they may be severed from the source word at a morpheme boundary as in *transceiver* (transmitter and receiver) or at a syllable boundary like *medicare* (medical care), *pollutician* (pollute and politician) or boundaries of both kinds may be disregarded as in *brunch* (breakfast and lunch), *smog* (smoke and fog), *ballute* (balloon and parachute), etc.’ (ibid.).

To summarize, Chapter 1 has analyzed the theory on abbreviation types. The first chapter has also provided information on some peculiarities and main functions of abbreviations. In addition, it looked at specific types of abbreviations, such as clippings, acronyms, etc. It looked at and compared different approaches to defining abbreviation types. Acronyms, initialisms, and clippings, namely, fore-clipping, mid-clipping, edge-clipping and back-clipping will be looked at in the empirical part of this paper.

## Chapter 2 ABBREVIATIONS USED IN MARKETING

Chapter 2 explores the dictionaries on marketing abbreviations, as well, it analyzes the approaches to language in advertising, as well as theory on marketing as a discipline.

### 2.1 The Use of Language in Marketing and Advertising

The field of marketing may be one of the most topical nowadays. It is said that ‘marketing trends, activities, and organizations are constantly changing and developing’ (Varenina, 2005: 5). According to Baker, marketing as a discipline is ‘in the process of transition from an art which is practiced to a profession with strong theoretical foundations’ (2003: 1). Marketing can be recognized as an exchange process (ibid.: 172). This exchange is social and economic, and individuals and organizations should actively participate in it with a purpose to satisfy human needs. Communication and control of the media of exchange are said to be important factors which help to connect one individual to another (Bagozzi, 1975, discussed in Baker, 2003: 172). It is stated that companies should learn how to communicate and how to listen what their actual and potential customer is saying. By ‘saying’ the author implies the use of language, therefore, in the field of marketing, the ‘language’ which must be used is the language of a customer. Organizations must learn to consumer-speak (ibid.). Among other things, Baker indicates the importance of marketing research, he considers that

marketing research is a bundle of techniques which have been developed or annexed from other disciplines that, via the implementation of their new-found linguistic skills, enable companies to generate a stream of valid, timely and apposite information from and about customers concerning their thoughts and ideas about current goods/services and those to which they aspire (2003: 172).

Therefore, the present paper suggests the importance to analyze different aspects of marketing, the significance of which might not be that obvious immediately, namely, the language means used in the marketing context.

Marketing and advertising are directly connected notions; thus, it is also valuable to explore the peculiarities of advertising language to get a better understanding of how marketing is influenced by that. Goddard (2008: 5) proposes that advertisements ‘make a powerful contribution to how we construct our identities’. The language which is used in a promotional context is usually very specific and has its eccentricities. People who create advertisements

should possess the ability and knowledge on how to manage certain linguistic resources to create the perfect advertising message. Besides that, it is important ‘to keep in mind the target market towards which advertisement is oriented and to anticipate clients’ reaction to them’ (Online 1). The language should be specific and thought out to the smallest detail, it should speak to a customer and convey a certain message. Cook (2000: 1) states that it is crucially important to analyze the language of advertising, the author points out that ‘current ads reflect radical changes in our technologies and media, our social and economic relations, our sense of personal and group identity’. The scholar mentions that advertisements are a particularly valuable field of study since they prepare us for further changes in the world (ibid.). The shifts in the advertising field are becoming more rapid every year and they demand us to pay attention to details more.

The primary function of advertising language, as emphasized by Dyer, is ‘catching our attention and imagination and aiding memory’ (1982: 111). The scholar states that ‘unusual or stylish words and short, crisp sentences are easy to repeat and remember’ (ibid.). Abbreviations are exactly what falls under that description, shortened words are easy to memorize, and they do catch our attention when reading. To achieve a persuasion of a potential client, the use of language should be effective and versatile, which could successfully communicate all the ideas and feelings which may be correlated with the product or service advertised (Online 1). The goal is to create a clear and understandable message which would stay on a cognitive level of people’s mind.

## **2.2 An Overview of Abbreviations in Marketing Dictionaries**

By analyzing closely, it can be stated that abbreviations in the marketing field are usually used with a purpose to communicate about shared knowledge and terms which are to be understood exclusively by the people educated in the field of marketing (Punga, 2007: 65).

Moreover, some dictionaries have been dedicated specifically to marketing terminology and these dictionaries include various abbreviations and definitions. The following examples are mentioned with a purpose to explore the tendencies in different marketing dictionaries and what forms and types of abbreviations exist. Those examples demonstrate the diversity of alphabetisms or clippings in the modern English language used in the field of marketing. Dictionaries on marketing language which have been explored in this part of the study are the

following: *Macmillan Dictionary of Marketing and Advertising* (1998), *Dictionary of Marketing* (2003) and *The Ultimate Inbound Marketing Glossary* (n.d.).

When observing abbreviations presented in the dictionaries, the tendency to combine separate words (not a phrase) in an abbreviation has been observed. For example, *ABC method* is a term used to refer to the sales method, the full form is *attention, benefit, close*. Another example is *AIDA* (attention, interest, desire, action) (DM, 2003: 9). *SWOT* (strengths, weaknesses, opportunities, threats) (ibid.: 263), *ATR* (awareness, trial, repeat) (ibid.:14). Such long names of marketing models as *DAGMAR* (defining advertising goals for measured advertising results) (ibid: 48) or *PESTLE* (Political, Environmental, Social, Technological, Legislative and Economic) (ibid.: 201) are being effectively shortened to acronyms, which sound as words when pronounced. In MDMA (1998: 17), such abbreviation as *AIDA* was detected. It stands for *Attention, Interest, Desire, Action* and also is used to refer to the marketing model.

DM (2003) also contain three-letter abbreviations that do not just stand for terms or names of methods/models but also are used to refer to some regular activities which happen in the process of work and some other important notions. For instance, *AGM* (annual general meeting) (ibid.: 6), *APR* (annual percentage rate) (ibid.: 12), *BDI* (brand development index) (ibid.: 21), *CPO* (cost per order) (ibid.: 63), *CPT* (cost per thousand), *CPM* (cost per mille) (ibid.: 64), *CTR* (click through rate) (ibid.), *GHR* (guaranteed homes ratings) (ibid.: 121).

One of the most widely used clippings, which has already transferred from professional language to colloquial speech, is *ad* (Plag, 2002: 154), which stands for advertisement, was also included in DM (2003) and MDMA (1998). An interesting fact is that both words *ad* and its full version *advertisement* were presented in dictionaries separately. That may indicate the fact that the clipping *ad* is already a separate word, not a shortened version used in colloquial speech.

Such abbreviation as *B2B*, which might fall in the category of alphanumeric, which was mentioned above. Abbreviation *B2B* (business to business) is ‘advertising or marketing that is aimed at other businesses rather than at consumers’ (DM, 2003: 16) and this term is also utilized in combination with words, e.g. *B2B auction*, *B2B commerce*, *B2B exchange*.

Names of commonly known associations and company/ country/ department, etc. names may be used in an abbreviated form, for instance as in *CA* (Consumers Association) (ibid.: 34), *EDMA* (European Direct Marketing Association) (ibid.: 94), *EU* (European Union) (ibid.: 99), *ECGD* (Export Credit Guarantee Department) (ibid.: 103), *ITC* (Independent Television

Commission) (ibid.: 147), *KAM* (Key Account Management) (ibid.: 149), *AA* (Advertising Association) (MDMA, 1998: 9).

Some abbreviations, which are mentioned in DM (2003) are graphically different from the rest, for example, *e. & o.e.* (errors and omissions excepted) (ibid: 92). A similar form has been detected for a term that signifies organization and methods, namely, *O & M* (organization and methods) (ibid.: 184) and also term *R & D* (research and development) (ibid.: 80) is written with an ampersand. Besides, several cases show that the way of writing abbreviations is indeed significant. The same letter combination but written differently may not have the same meaning as with *OS* (outsize) (ibid.: 190) and *O/S* (out of stock). This rule can also be attributed to *Plc* as *Public Limited Company* and *PLC* as the product life cycle (ibid.: 203). Those examples also demonstrate that there are abbreviations which can graphically be written in a different manner (e.g. with an ampersand or a slash). In the UIMG (n.d.: 8) another example of that was presented: *A/B Testing*.

This pre-analysis was conducted with an aim to get an understanding on what kinds of abbreviations are presented in marketing dictionaries. It provided an understanding on how they can be distinguished and what they may have in common. The overview of marketing dictionaries will help to figure out what to expect from the analysis and makes it clear what similarities and differences to pay attention to when analyzing marketing texts.

Chapter 2 has observed the approaches to language use in marketing and advertising by different authors (e.g. Cook, 2000, Baker, 2003, Goddard, 2008). Likewise, it looked at several marketing dictionaries and provided an overview of some of the abbreviations presented there. The dictionaries discussed in this chapter will be used in the empirical part of the paper.

## **Chapter 3 ANALYSIS OF THE USE OF ABBREVIATIONS IN MARKETING TEXTS**

Chapter 3 explains the research methodology used in carrying out the present research. This chapter also provides information about research methods and the data gathering process and the corpus of texts. Chapter 3 focuses on the analysis of abbreviations used in selected texts and provides findings on the frequency of their use and will propose the possible reasons for that usage.

### **3.1 Research Methodology**

At the beginning of the study process, certain research questions were posed. For the purpose of answering the research questions, a specific research methodology was applied. The paper is going to answer the following research questions:

- What types of abbreviations are used in the selected marketing texts and how frequently?
- What is the purpose of the usage of abbreviations in the selected marketing texts?

For the theoretical part of this paper, a literature review was chosen in order to analyze the theoretical background on abbreviations provided by such scholars as Crystal (1995, 2001), Katamba (2005), Punga (2007), Mattiello (2013) and other authors. Snyder (2019: 333) describes a literature review as a great method of synthesizing research findings to demonstrate evidence on a meta-level and to stress the areas which lack the research at the moment. Reliability is defined as the consistency of the obtained results (Paltridge, 2006:216). The consistency of the obtained results of the present research is ensured by several theoretical frameworks, which explore and scrutinize the theory of abbreviation and its types as well as the theory of advertising and marketing language.

The research in this paper was carried out by using both qualitative and quantitative analysis of the data. A mixed-method research was chosen to provide a full and detailed analysis. According to Hoepfl (1997: 48), the main aim of qualitative studies is seeking ‘causal determination, prediction, and generalization of findings’. Likewise, qualitative research can be utilized to uncover other ways of gaining access to the data which could answer the ‘why’ and

‘how’ questions, rather than the ‘what happened’ or ‘how many’ types of enquiry (Baker, 2003: 180). Moreover, the author proposes that qualitative research is useful to help to understand the study better, provide new knowledge, create hypotheses, understand different behaviors and motives and contribute to the research of the particular field in the future (ibid.: 181). In contrast, the quantitative research method entails the application and analysis of numerical data using specific statistical techniques to answer questions like ‘who’, ‘how much’, ‘what’, ‘where’, ‘how many’ (Apuke, 2017: 41).

Therefore, the mixed method is utilized to create a broader analysis. Qualitative analysis of gathered data will discuss the possible motivations of marketing text authors to use certain abbreviations. This paper will also look at the way of graphical representation of different types of abbreviations. Besides, it will compare the use of them in articles, e.g. whether the decoding of abbreviations is provided in the text or not. Quantitative analysis will aid the research to get the factual numerical data and detect the tendencies of abbreviation use in marketing texts.

### **3.2 Data Gathering and Corpus**

The paper is focusing on identifying abbreviations in articles on news in the marketing field. In the process of the research, 50 articles on marketing were explored. However, it was decided that for the purpose of exploring wide variety of abbreviations, only the articles which contain at least 3 different abbreviations will be selected. It was decided to choose articles with at least 3 abbreviations since, after going through 50 articles, it was concluded that not each article contains abbreviations and the threshold of three abbreviations was considered appropriate by the researcher. Likewise, for the analysis to be more accurate, these articles were selected to be in the range of 500-1500 words. Therefore, 10 articles had to be excluded from the study and only 40 were considered relevant for the present analysis. The average number of words among the selected texts is 953 words, while the common number of words in the corpus is 38 120 words.

After conducting a pilot study, it was chosen to analyze such abbreviation types as alphabetisms, clippings and a mixed type, namely, alphanumeric. It was found out that blends are not common in this type of texts, thus, this abbreviation type was excluded from the study. This analysis aims to present the types which are prevailing in this type of texts.

The articles that were chosen for the analysis were found on various news portals. It was decided to select sources that can be categorized differently. Part of those sources can be considered well-known for publishing the latest news and business-related news, namely, *Forbes*, *WWD*, *Business Insider*. However, the majority of sources specialize on marketing-related context: *Global Marketing Professor*, *Freedman International*, *Marketing Week*, *MarketingTech News*, *Digital Marketing Institute*, *Marketing Land*, *ClickZ*, *Search Engine Journal*, *The Drum*. These sources were chosen due to the fact that they stay up-to-date and regularly publish articles on current topical issues. These sources are freely available on the internet; thus, each person can access them to read the news. Thereby, a target reader of these articles on marketing may as well be a person with no previous knowledge or education in marketing. Therefore, the clarity of presenting abbreviations in the text will also be evaluated.

It was decided to analyze exclusively articles dating from 2019 to 2020 in order to explore the tendencies of the present time and, perhaps, to recognize some novel abbreviations. The definitions of abbreviations will be searched for in the following dictionaries: *Cambridge Dictionary* and *Merriam-Webster Dictionary*, which are online dictionaries; *Macmillan Dictionary of Marketing and Advertising* (1998), *Dictionary of Marketing* (2003), *The Ultimate Inbound Marketing Glossary* (n.d.), which are specialized dictionaries on marketing terms; *The American Heritage Abbreviations Dictionary* (2002), *Elsevier's Dictionary of Acronyms, Initialisms, Abbreviations and Symbols* (2003), which are general abbreviation dictionaries. Further in the paper the dictionaries will be referred to as abbreviations provided in the List of Abbreviations and Acronyms.

Other criteria for choosing these marketing articles are that it either should contain the word *marketing* in the headline or to be published on a specified marketing news portal, such as, *Marketing Week*, *MarketingTech News* and other sources specialized in marketing which were mentioned above. Besides, the topic also was important when selecting the articles. It was observed, that nowadays digital marketing is a widely discussed topic, thus, many selected articles are on topics of current interest in the world, namely, technological trends in marketing, digital marketing, social media, coronavirus and marketing, Augmented and Virtual Reality (AR and VR) in marketing. Some of the chosen articles are on universal topics such as marketing trends in 2019 and 2020, marketing challenges and branding. It was decided to analyze such topics since by analyzing articles on marketing news and modern trends, it can be understood

which abbreviations nowadays are used consistently and which might be already outdated, or are not used exactly in the marketing context, thus, used less frequently in such types of articles. This approach could be useful to identify the modern trends of abbreviation use in the marketing context.

The quantitative analysis was conducted in order to detect the most frequently used abbreviations among the chosen 40 texts. The number of texts in which one or another abbreviation occurs will be counted and the results will be reflected in tables. Besides, it was decided to calculate what percentage of each text the abbreviations constitute. To achieve that, the number of words and the number of abbreviations in each text will be calculated. The results will be summarized in tables and figures provided in the Appendices.

Examples of the sentences in which abbreviations are used are available in Appendix 7 and, in the text, articles will be referred to using these abbreviations – A1, A2, etc. Likewise, the links for the articles used in the corpus are available in Appendix 8.

### **3.3 Findings and Results of the Study**

This part of the research paper accounts for the results of the analysis of abbreviations in the selected marketing articles which contain from 500 to 1500 words and were published from the year 2019 to 2020. The examination of the corpus aims to descry the tendencies of abbreviation use in contemporary marketing articles.

#### **3.3.1. The Frequency Analysis of Abbreviations**

The frequency analysis of abbreviations in the corpus shows that altogether, 137 different abbreviations are used in corpus. The following table demonstrates these abbreviations which were found 3 or more times in the corpus:

*Table 3.1. Abbreviations in the corpus*

<b>Abbreviations</b>	<b>Number of articles in which they are used</b>
----------------------	--

ad	15	COVID-19	8	tech	5	BI	3	PR	3
ROI	10	B2B	7	SEO	4	etc.	3	URL	3
AI	9	CMO	7	A/B	3	GDPR	3	VR	3
CEO	9	CRM	6	app	3	KPI	3		
UK	8	US	5	AR	3	PPC	3		

The full table with all the abbreviations identified in the corpus are provided in the Appendices (see a summary of findings in Appendix 1). Out of these 137 abbreviations, 115 are alphabetisms, 15 are clippings and 7 are alphanumeric. Thus, it can be stated that alphabetisms are more commonly used in the corpus.

The analysis demonstrates that the corpus contains 115 alphabetisms, out of which 98 are initialisms (the most frequently used is *ROI*) and 17 are acronyms (the most frequently used is *CEO*) (see a summary of findings in Appendix 2). Therefore, initialisms are more frequently used in the corpus. The following examples demonstrate the use of some of these alphabetisms in the sentences (full sentences or sentence fragments will be provided in this part of the analysis):

*'[...] it's important to ensure you achieve the best possible **ROI** [...].'* (A36)

*'The study of brand equity has long been of great interest to marketers, CFOs and **CEOs**.'* (A37)

As regards clippings, it was detected that back-clipping is the most frequently used type, out of 15 clippings (the most frequently used clipping is *ad*), 12 are formed by deleting the final part of a word. The examples of the use of the clipping *ad* are the following:

*'On the other hand, it is expected that there will be an increase in digital **ad** spending, especially on social media.'* (A20)

Other clippings are either fore-clippings (*bus*) or mid-clippings (*Dr.*, *c'mon*) (see a summary of findings in Appendix 3). However, no edge-clipping was identified in the corpus. In the theoretical part it was stated by Veisbergs (1999) that back-clipping is the most common clipping type in the English language. That explains why in the corpus this type was also the most commonly used.

The following figure reflects the frequency of the occurrence of different abbreviation types in the corpus:

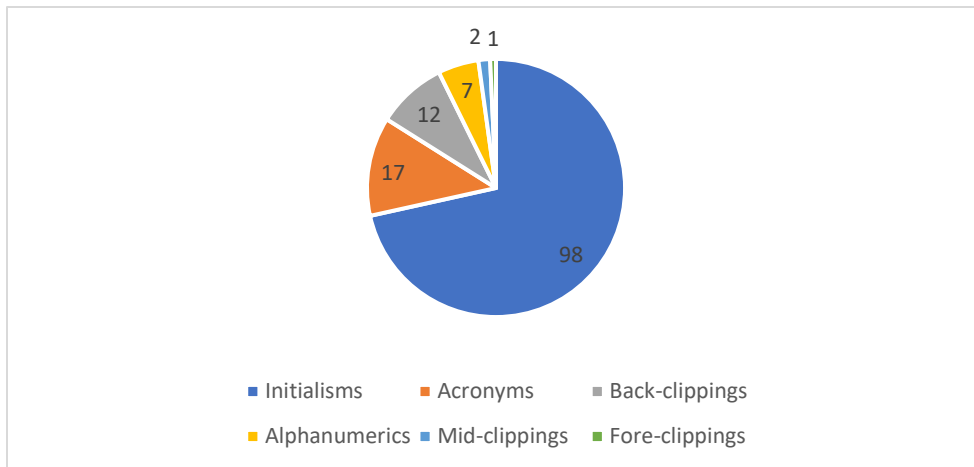


Figure 3.1. Abbreviation Range in the Corpus

Out of 98 initialisms, the abbreviation *ROI* is used in 10 marketing articles out of the selected corpus. *ROI* means the *return on investment* of the marketing efforts (UIMG, n.d.: 18). Another consistently used initialism in the corpus (found in 9 articles) is *AI*, which means *Artificial Intelligence* (CD). It was observed that Artificial Intelligence is one of the marketing trends nowadays, probably, due to rapid technological development in recent years. Besides Artificial Intelligence, other trends in marketing are gaining popularity in 2020. These include, for example, *AR* (*Augmented Reality*) and *VR* (*Virtual Reality*) (Online 2). Both initialisms were found in 3 marketing articles from the selected range of articles.

Other rather frequently used initialisms (those which were used in more than 3 articles) are *UK* (in 8 articles), *CMO* (in 7 articles), *CRM* (in 6 articles), *US* (in 5 articles), *SEO* (in 4 articles). An initialism *CMO* means *Chief Marketing Officer*, which is an important marketing position of a person who oversees making marketing-related decisions and activities (Online 3). *CRM* is used to refer to *customer relations management* (DM, 2003: 67). *SEO*, which means *Search Engine Optimization*, which is a quite important activity when it comes to marketing and advertising something online (Online 4). Thus, the most frequently used initialisms are those which refer to the most significant notions in marketing.

In terms of acronyms, there are several which were found in more than 3 selected articles. These include *CEO* (*Chief Executive Officer*), which was identified in 9 articles; *COVID-19* (*Coronavirus disease 2019*), detected in 8 articles, however, despite the fact that this abbreviation is pronounced as a word, it was decided to group it under alphanumerics since it contains a number. Other acronyms were found in less than 3 articles in the corpus. Overall, 17

acronyms were identified, which is about 5 times less than initialisms. This might be attributed to the fact that it is faster and easier to form an initialism, rather than to select words that will form an abbreviation which is pronounced as a regular word. Thus, this study suggests that, in most cases, an abbreviation is created out of the phrase, not the other way around. This explains that only a few phrases happen to form an abbreviation that would sound like a regular word.

Regarding alphanumerics, besides *COVID-19*, the alphanumeric *B2B* was identified in 7 articles. The abbreviation *B2B* refers to *business-to-business*, used when talking about dealings directed towards other businesses (DM, 2003: 16). The frequent use of this alphanumeric might be explained by the fact that this model is quite common among businesses.

The the less frequent use of clippings can be attributed to the fact that clippings are said to be more common for colloquial speech, than in writing (Khidekel et al., 1966; Veisbergs, 1999). However, it can be stated that, when writing informative articles, authors strive to transmit the message as quickly and as clearly as possible. Therefore, to achieve this aim and to make a text more comprehensible, the author of the article chooses to use clippings. As it was found out, the most frequently used abbreviation in the corpus is the clipped form of the word *advertisement* – *ad*. The back-clipping *ad* is used in 15 out of 40 selected marketing articles. Other back-clippings which were identified in more than 3 articles are *tech* (*technological*), which is used in 5 selected articles; *app* (*application*) – in 3 articles; *etc.* (*et cetera*) – in 3 articles.

Moreover, the analysis of marketing articles which range from 500-1500 words, shows that, on the average, abbreviations make up 1.29% of all words used in the article. It can be concluded that the number of words does not affect the ratio of abbreviations to all words in the text. The percentage varied from 0.4% to 3.77% of abbreviations in the article. From this table it can be seen that there could be less abbreviations in a text with more words than in a text with less words (see Appendix 5 for the full table):

**Table 3.5. Percentage of Abbreviation in Marketing Texts**

<b>Percentage rate of abbreviations</b>	<b>Number of words in texts</b>
3.77%	822
3.27%	704
3.13%	512
2.83%	1168

1.98%	1265
0.56%	1066
0.51%	982
0.47%	1286
0.45%	889
0.40%	1010

It was found out that a shorter marketing article might contain more abbreviations than a larger article. Consequently, there is no correlation between the number of words and the number of abbreviations in the article. However, this research suggests that the number of abbreviations might depend on the topic of the article. For example, if a topic of an article is on AI (Artificial Intelligence) influence of marketing, this abbreviation will be used in the text repetitively.

### 3.3.2. The Analysis of Abbreviation Use in Marketing Articles

When analyzing the corpus, some tendencies and similarities of the abbreviation use were observed. It turned out that not in each case authors explain the meaning of an abbreviation. In the following examples authors use the initialism *ROI* without writing its full form:

*‘Measuring **ROI** is a challenge for all marketers.’ (A1);*

*‘This is where the **ROI** challenge comes into play and analyses how the campaign efforts are currently panning out.’ (A30).*

In the abovementioned examples, authors choose not to use the full phrase *return on investment*, but to use the abbreviated form without explanation. Nevertheless, in some of the selected articles, authors choose to give the full version of a phrase, write the abbreviation in the brackets, and use the abbreviation further in the article. This is demonstrated by *ROI* example in these sentences:

*‘Provide measurable outcomes, return on investment (**ROI**), and actionable executive reporting.’ (A5);*

*‘One of the first steps to really see the return on investment (**ROI**) is to disconnect your marketing process from traditional, transactional sales.’ (A8).*

This might be used with a purpose to remind the reader about the meaning of an initialism or to introduce it to those who might not be familiar with it. This analysis suggests that there is a tendency to give explanations to abbreviations. Consequently, the target reader for this type of articles is not only a person qualified in marketing or a person who at least has some previous knowledge in this field, but also a person who might need an explanation of some terms. If a term is not given in a full form, that may lead to reader confusion. It was found out that the initialism *AI* (*Artificial Intelligence*) is also frequently used in the corpus and it does not tend to be explained by the authors, they use it only as an abbreviation:

*'AI does this at a scale beyond a marketer's wildest dreams.'* (A35);  
*'There is more data and more need for automation and AI now than ever.'* (A17);  
*'Implementing AI is a large-scale operation, so it's important to ensure [...].'*  
(A36).

Moreover, it can be stated that the frequent use of abbreviations such as *AI* (*Artificial Intelligence*), *VR* (*Virtual Reality*), *AR* (*Augmented Reality*), etc., indicates that there is a big shift in business towards new technological marketing opportunities. Technological abbreviations are rather new, since, for example, 10 years ago there were no such concepts at all. This makes it clear why such initialisms as *AR*, *AI*, *VR*, *IGTV* (*Instagram Television*) might not be presented in earlier dictionaries (such as AHAD, 2002; ED, 2003). These are innovative concepts, which are topical nowadays and are our future.

Furthermore, it was observed that abbreviations which consist of more than 3 letters are more likely to be acronyms and pronounced as regular words, for instance:

*'Over the years, I've come up with what I call the RITE model [...].'* (A5);  
*'In thinking about how to score the data, many companies qualify accounts and prospects using BANT (budget, authority, needs, timeline).'* (A5);  
*'A great tip at this point is to ensure that the investment in artwork fits in with the brand – and always refer to the PLUS acronym for clarity.'* (A30);  
*'3 Social Strategies Every B2B Marketer Should Memorize ASAP.'* (A23);  
*'[...] identify position strategy and increase SERP coverage for all clients.'*  
(A25);

*'[...] PR tactics include answering journalist requests on **HARO**, through Twitter and on Response Source [...].'* (A26).

The abbreviations *BANT*, *PLUS* and *RITE* contain 4 letter acronyms and refer to the names of marketing models. It was detected that in the case when the name of a marketing model is mentioned, the author tends to give an explanation of what each letter stands for. This might be done for clarity purposes. The reason behind shortening a full model name to an abbreviation is to make it sound laconic, simple, and easy to memorize and remember. Besides that, the abovementioned examples of marketing model names were not found in the selected dictionaries. This might be attributed to the fact that these models have been invented recently; they are too specific and not each dictionary presents them; or they have been made up by the authors of articles. In a sub-chapter 2.2., it was observed, that many marketing model/method names which consist of separate words (e.g. *BANT* – budget, authority, needs, timeline) are used in a form of an abbreviation. The analysis shows that this form of an abbreviation is also found in marketing articles.

Besides, it was observed that there is a tendency to use abbreviations as regular nouns in a collocation with another word, for example:

*'For example, a marketing team in a **B2B** company [...].'* (A29);

*'**AI** marketing is empowered by the building blocks of artificial intelligence, helping develop creative services to simplify website accessibility.'* (A33);

*'[...] **CMO** will ask **HR** departments to fill and the **CFO** to fund before too long.'* (A34);

*'Age-old **PR** tactics can come to play here with things like newsjacking, [...].'* (A7).

However, these abbreviations are also used attributively.

As regards the graphical representation of different abbreviations, it was found out that most of them are presented as capital letters which are written without spaces and full stops. Though, different manners of writing abbreviations were found. For example, an initialism *A/B* is presented with a slash. In addition, it is used in a collocation:

*'An expert marketing blog focused on lead generation and **A/B** testing [...].'* (A15);

According to UIMG (n.d.: 9), *A/B testing* tests ‘two different versions of the same landing page to evaluate which one performs better’. This marketing-related initialism is mentioned in 3 articles. In some abbreviations letters are separated with full stops, for example:

*‘One of the fan favorites for the Mets is “Rookie of the Year” Pete Alonso (**a.k.a.** the Polar Bear).’ (A6);*

*‘This is later followed up with logic – **i.e.** how this makes sense to [...].’ (A30).*

While in other cases, a full stop is used after the abbreviation, for instance with these clippings:

*‘Prior to Workfront, Heidi was the CMO of Plex Systems, **Inc.** [...].’ (A18);*

*‘[...] ventilators out there is very important to save lives,” said **Dr. Brian J.F.** [...].’ (A28).*

It is also observed that these clippings are written with the capital letter, though, other clippings in the corpus are written with small letters.

Subsequently, there are abbreviations which are written with an ampersand:

*‘Live streams are also useful for promoting your events as they happen, **Q&A** sessions, and much more.’ (A22);*

*‘In the US, those who work to promote **D&I** are [...].’ (A38).*

Moreover, there was detected an example of the clipping with a hyphen, namely, *mid-level*:

*‘And with execs from minority backgrounds for the most part occupying **mid-level** and junior positions [...].’ (A38).*

In this case, *mid-* stands for *middle* and this clipping might be used together with different words, in the abovementioned example, it is used with a noun *level*.

Likewise, some of the abbreviations from the corpus are written as a combination of both capital and small letters, for instance:

*‘This tool uses screen readers on **iOS** devices [...].’ (A33);*

*‘Directive Consulting’s bread-and-butter is **B2B SaaS** companies.’ (A23);*

*‘[...] given the mountains of customer data we collect from online and offline touchpoints including **IoT**, wearables and mobile devices.’ (A34).*

The reason behind writing some letters as capital letters and some as small, in the latter two cases, is that small letters stand for prepositions or articles. For example, *SaaS* stands for *software-as-a-service* (Online 5), while *IoT* refers to a system called the *Internet of Things* (Online 6). In turn, an initialism *iOS* (*iPhone Operating System*) is a widely known name of Apple Inc. operating system. The manner of writing an abbreviation, in this case, can be stemmed from the fact that it is an already established system name and it was the company's choice to write it exactly this way. Besides that, it was observed that some authors choose to write the same abbreviation using all capital letters, while others decide to capitalize only the initial letter of an abbreviation. These examples of the abbreviation *COVID-19* demonstrate two manners of writing it:

[...] *form of lowered demand as a result of the **Covid-19** outbreak.*' (A40);  
[...] *the fight against the coronavirus (**COVID-19**) pandemic.*' (A28).

It can be assumed that, since *COVID-19* is an acronym and it is pronounced as a regular word, some of the authors perceive it as the name of the virus (not the name in the form of an abbreviation), which is written as *Covid-19*.

Subsequently, it was observed that some abbreviations are written as combinations of letters and numbers, which, as it has been mentioned in the theoretical part of this paper, are termed as alphanumeric. In the corpus, such alphanumeric as *B2B*, *B2C*, *COVID-19*, *3D*, *5G*, *4A* and *Q1(2)*, were detected. Overall, 7 alphanumeric were found. This type is interesting in the sense that, in some cases, letters are pronounced as full words. The role of numbers is different in each case, for example, in *B2B* and *B2C*, number 2 is used in order to replace a preposition 'to', whereas, in *Q1(2)* (*Quarter*), the letter is a serial number. Thus, it can be stated that when a number is used in an abbreviation, it can function differently, and the pronunciation will also differ.

In respect of abbreviations *COVID-19* and *5G*, it can be stated they are rather new, since the first one became globally known only recently, while *5G* (*Fifth-generation wireless*) became a widely known notion only a couple of years ago (Online 7). However, they are already widely used in different contexts, including marketing.

Further, the analysis showed that abbreviations in the English language have been formed also from Latin words. In the corpus 3 abbreviations which originated from Latin but are extensively used in English were found, namely, *etc.* (*et cetera*, ED, 2003: 261), which was used

in 3 articles from the corpus; *i.e.* (*id est*, MWD), found in 1 article, *et al.* (*et alia*, AHAD, 2002: 106), found in 1 article. The examples of the use of these Latin abbreviations are the following:

*'[...] major events (such as the Superbowl, Black Friday, etc.).'* (A9);

*'This is later followed up with logic – i.e. how this makes sense to purchase [...].'* (A30);

*'[...] ways to bring their work to life through Zoom et al.'* (A38).

As it is seen from the examples, these Latin abbreviations are used with full stops.

Moreover, it was identified that some of the alphabetisms are used to refer to company/association/organization, etc. names and authors tend to firstly write a full name and then use an abbreviation. For example:

*'The Virgin Orbit team has been consulting with the Bridge Ventilator Consortium (BVC), led by the University of California Irvine (UCI) and the University of Texas at Austin (UT Austin) [...].'* (A28);

*'designed to bring in junior black, Asian and minority ethnic (BAME) [...].'*

*'Firstly, diversity programs such as MAIP seem to be doing a good job [...].'*

*'The WFA, meanwhile, has released a guide – 'A Marketer's Approach to Diversity and Inclusion'.'*

*'[...] the pandemic has had a "tremendously negative impact" on her clients of color, women and members of the LGBTQ+ community.'* (A38).

It is evidently a lot more convenient to refer to any type of a long-name organization using an abbreviation rather than pronouncing a full name. Thus, some organizations have a short form for their name. In turn, some companies have chosen to have their name in the form of an abbreviation:

*'For example, the IKEA Place app meant customers could enjoy the Ikea experience without leaving their home.'* (A3);

*'SAP is one of the largest enterprise software vendors in the world across more than a dozen industries.'* (A15);

The acronym *IKEA* stands for *Ingvar Kamprad, Elmtaryd, and Agunnaryd* (Online 8) and *SAP* for *Systems, Applications, and Products* (Online 9). Though, these companies should be referred to as abbreviations.

Furthermore, acts/regulations/initiatives also have their shortened forms. For instance:

*'The Americans with Disabilities Act (ADA) became law in 1990.'* (A33);

*'The EU General Data Protection Regulation (GDPR), which came into force last year [...].'* (A32);

*'This standard also now applies to the consent required under the Privacy and Electronic Communications Regulations (PECR) to place the non-essential [...].'* (A32);

*'Teradata recently had the pleasure of partnering with the Wharton Customer Analytics Initiative (WCAI) for the fifth year in a row [...].'* (A37).

As it was detected, it is common to shorten longer names to 3 or 4 letter abbreviations. This can be applied with the purpose of space and time economizing and for the reader's convenience. In addition, the authors are inclined to write a full version of a name prior to using an abbreviation, which is beneficial for those who are not yet familiar with the act, regulation, company, etc. names.

Besides, some detected abbreviations refer to names of important positions in an organization, for example, *CEO* (Chief Executive Officer), *CMO* (Chief Marketing Officer), *CXO* (Chief Experience Officer), *CFO* (Chief Financial Officer), *SQL* (Sales Qualified Lead). The following examples show the use of some of these abbreviations:

*'I see those as highest Sales Qualified Leads (SQLs) at lowest costs [...].'* (A23);

*'[...] great interest to marketers, CFOs and CEOs.'* (A37);

*'As much as CXOs love to see their company's name in bright lights [...].'* (A15).

Moreover, the abovementioned examples demonstrate that abbreviations are also used in the plural form and treated as nouns.

Concerning clippings, the most frequently used back-clipping *ad* and its full form *advertisement* were found in dictionaries specialized in marketing, namely, DM (2003) and MDMA (1998). In both dictionaries these nouns are presented separately, the reason behind that could be that clipping *ad* is considered a fully functioning independent noun. After analyzing the use of *ad* in the articles it can be stated that it is used not only in the informal spoken context but also in marketing articles. The examples of *ad* in the corpus are the following:

*'The Lidl **ad** featured a much cheaper, but equally festive, electric keyboard.'*  
(A2);

*'When customers share their enjoyable experience or outstanding service, their reviews are more likely than **ads** to impact new buyer behavior.'* (A18);

*'While News Feed **ads** have been effective in the past [...].'* (A24);

*'Expect to see more **ad** opportunities surrounding smart speakers in 2019.'* (A12).

Clippings can also be used in plural, as in the abovementioned examples of the clipping *ad*. The same case is with back-clippings *pro* (*professional*) and *lab* (*laboratory*) they have evolved into a broadly used full words. The examples from the selected range of articles is the following:

*'Just like a **pro** team, it's critical as an agency to win today while also building a team for the future.'* (A6);

*'[...] the creative **labs** of tech companies willing to pay better salaries.'* (A38).

Moreover, as the clipping use is more common for colloquial speech, it might sound abnormal in a more formal text, though, the following sentence demonstrates that in this example, it blends in organically:

*'But... really? **C'mon**. Get a grip.'* (A23).

That is a mid-clipping presented with an apostrophe. It was found out that *c'mon* is a short form of *come on* (CD).

Some of the identified abbreviations have been perceived as clippings (i.e. *ad* and *bus*) but in the course of time they became widely used and now are not perceived as shortenings but as full words. This example shows a fore-clipping *bus*, which became an independent word. This case can already be called historical, since nowadays the word *autobus* is not quite common in English:

*'On the **bus**, at the gym, in the Starbucks queue... [...].'* (A4).

As some of the selected articles are on technological trends in marketing and digital marketing, were expected to contain vocabulary from that context. For example, a clipping *tech*, which was used in 5 articles:

*'[...] several brands are leading the way when it comes to sharing narratives using pioneering **tech**.'* (A2);

However, back-clipping *tech* can be used as a shortened version of *technological*, *technical*, *technically*, according to MWD. Therefore, it can be stated that, in some cases, clippings might be ambiguous and vague. Another technology-related back-clipping is *app*, which, according to AHAD (2002: 29), is used instead of a noun *application* in the context of a software. It was found in 3 out of 40 articles, one of the examples is the following:

*'Some expected Instagram to face the same scrutiny as Facebook or lose relevance upon the emergence of new **apps**, [...].'* (A24).

Additionally, the clipping *alt* has been detected. According to ED (2003: 47) and AHAD (2002: 23), *alt* stands for *alternate*. Nevertheless, in the identified example, it is used in a collocation, which changes the meaning:

*'This automated tool creates accurate **alt text** descriptions for images on websites, improving accessibility for visually impaired users.'* (A33).

The collocation *alt text* is used in the programming context instead of full *alternative text* (Online 10). It is important to know the context to understand the meaning of a clipping.

Overall, it has been observed that in the corpus there are three categories of abbreviations. The present study suggests that the identified abbreviations can be divided into marketing abbreviations, those connected with technology and general abbreviations. However, the first two categories were considered prevailing. Marketing abbreviations include initialisms which signify important marketing trends, methods, and concepts, such as:

*'It's clear that working out rock-solid objectives with associated key performance indicators (**KPI**) at the outset is a 'must-have' for balanced reporting.'* (A1);

*'[...] how are you capturing that information and using it in your customer relationship management (**CRM**) system?'* (A5);

*'Your ideal data architecture should reflect not only account-based marketing (**ABM**) models [...].'* (A5);

*'And then from there, you can audit the competition's landing pages, improving the messaging and **CTAs** to outperform them.'* (A23).

In this case, *CTA* refers to a significant marketing method – *call-to-action* (UIMG, n.d.: 8).

As nowadays digital marketing is significant and topical, many abbreviations refer to online marketing and advertising, for instance:

*'Although they are often deemed each other's nemeses, **PPC** and **SEO** have a crucial relationship that drives the results of a campaign.'* (A25);

In this case, *PPC* stands for the advertising technique *pay-per-click* (UIMG, n.d.: 59) and *SEO* for *Search Engine Optimization* (Online 4) and is also the essential advertising concept.

Moreover, such marketing concepts as *CTR* – *click-through rate* (DM, 2003: 64), *UGC* – *user-generated content* and *CRM* – *customer relationship management* were mentioned:

*'[...] while bar graphs are best for comparing items, like the **CTR** for different content types posted to social media [...].'* (A29);

*'Of course, customers also have a voice and, by sharing their stories, brands can tap into a huge repository of user-generated content (**UGC**).'* (A2);

*'Learning the strengths and weaknesses of a broad scope of automation tools and embracing **CRM** data is the key [...].'* (A25).

Technological vocabulary is crucial when it comes to marketing and digital marketing.

Therefore, many alphabetisms from the corpus can be attributed to the programming and technology category, for example:

*'[...] just trying to throw **RPA** (robotic process automation) at processes they don't even understand and haven't analyzed.'* (A11);

*'[...] with the use of **CAT** (Computer Assisted Translation) tools and production automation tools.'* (A1);

*'[...] systems integrated into a seamless technology stack through bidirectional, real-time application programming interfaces (**APIs**).'* (A5);

*'The "People Also Ask" box on search engine results pages (**SERPs**) gives you a glimpse of other inquiries related to the original query.'* (A21);

*'Digital Asset Management (**DAM**) remains a tactical challenge.'* (A1);

*'Empowered by technologies like natural language processing (**NLP**) and machine learning [...].'* (A33).

The abovementioned examples are united by the fact that they present terms that relate to technology and programming; besides, they also hold their position in digital marketing. Moreover, it is important to highlight the fact that many of these terms are written in a full form in articles, but the abbreviation is presented in brackets. Thus, it proves the fact that, even though many alphabetisms are used without explanation, there is a tendency to write a full phrase and then use an abbreviated form.

In addition, it was decided to analyze whether the most frequently used alphabetisms (those which were used 3 or more times in the corpus) are elliptic or non-elliptic by their structure. It turned out that none of them are elliptic, since these alphabetisms comprise all the words of the source phrase. The following table demonstrates non-elliptic alphabetisms (see Appendix 6 for the full table):

**Table 3.6. The Most Frequently Used Alphabetisms**

<b>Non-elliptic alphabetisms</b>	<b>Meaning</b>
ROI	Return on Investment
AI	Artificial Intelligence
CEO	Chief Executive Officer
B2B	Business-to-business
SEO	Search Engine Optimization
GDPR	General Data Protection Regulation
KPI	Key Performance Indexes
PPC	Pay-per-click

It can be observed that these alphabetisms do not exclude any words from an abbreviation, thus, they are non-elliptic. However, some of the alphabetisms identified in the corpus are elliptic. For example, the alphanumeric *5G*, which stands for *fifth-generation wireless*, but the word *wireless* is omitted. Another example is *CDC*, which stands for *Centers for Disease Control and Prevention* (Online 12). In this case, the preposition *for*, the conjunction *and* and the noun *prevention* are omitted. The following two examples are the abbreviated forms of proper names: *UCI* (*University of California Irvine*), *UT* (*University of Texas*). In both cases the preposition *of* is eliminated. Another identified elliptic alphabetism is *FDA* (*Food and Drug Administration*) (Online 13). This alphabetism also eliminated the conjunction *and*. The same case was observed with the alphabetism *PECR* (*Privacy and Electronic Communications Regulations*). Overall, this

study suggests that non-elliptic abbreviations are more common in the corpus. However, if it was decided to exclude any element from an abbreviation, it is usually a preposition or a conjunction, most probably, since it is not considered essential for an abbreviation to be meaningful.

After conducting the analysis, it can be stated that certain tendencies and similarities in abbreviation use are observed. Overall, the results suggest that in marketing-context abbreviations are more often used to refer to some marketing terms, methods, professions, etc. The purpose might be to make a text shorter and avoid unnecessary repetitions of words. Besides, abbreviations allow a reader to focus on a concept itself, not on a full phrase and words. When a reader is already familiar with a marketing concept, he will not need to see a full name to understand it. The abbreviation will trigger a thought process in his mind, and he will immediately think of this notion. For example, if a person reads the abbreviation *BANT*, he thinks not about its meaning and which words stand for each letter, but directly about the model and how, for example, it could be applied. Therefore, it can be considered that abbreviations not only economize space and time, they also help people to concentrate on the meaning of a concept and not on reading or writing a full phrase. Likewise, the use of abbreviations in articles contributes to the comprehension of a text and might create the sense of familiarity for a reader.

To summarize, Chapter 3 presented the research methodology. The chapter also uncovered the process of data gathering and explained the reasons for the selection of marketing articles. Chapter 3 also provided the findings of the frequency analysis and presented the results of the analysis of abbreviation use in the corpus.

## CONCLUSIONS

This study has explored the theory of different approaches to abbreviations and conducted a quantitative and qualitative analysis of the abbreviations used in marketing texts. The present paper was aimed to analyze the use of abbreviations in the corpus, how frequently they are used and with what purpose they have been used in marketing texts. To achieve the aim and answer the research questions, this study has investigated the theoretical framework of such scholars as Crystal (1995, 2001), Kreidler (1979, 2000), Katamba (2005), Punga (2007) , Mattiello (2013) and others. Likewise, the analysis of the corpus was conducted.

The literature review has demonstrated that there might be different approaches to the study of abbreviations, as well, terms may vary from scholar to scholar. To summarize, scholars agree that abbreviations may be used for people's convenience. It was also mentioned that abbreviations are used for space-saving. Besides, they can be used to arouse certain associations or to create a sense of familiarity. Scholars also mention that there are different ways of writing abbreviations.

Regarding the corpus of this research, 137 abbreviations have been found in the selected corpus. Such types as initialisms, acronyms, alphanumeric, back-clippings, mid-clippings and fore-clippings were detected. The analysis reveals that initialisms are more frequently used than acronyms since it is easier to form an initialism rather than an acronym, which should be pronounced as a regular word. Likewise, back-clipping is the most frequently used clipping type in the corpus. Overall, this study has found out that no correlation between the number of words in the text and the number of abbreviations has been found. However, it might depend on the topic of an article.

This study has also revealed that marketing abbreviations and technology-related abbreviations are the most used categories in the corpus. Marketing abbreviations are considered essential in this context, while the use of technology-related abbreviations is attributed to the current development of technology and digital marketing. Some of the abbreviations might be considered rather novel since the concepts were created not so long ago. Thus, it can be considered that marketers tend to keep up with new trends or tendencies. Besides, the frequent use of the abbreviation *COVID-19* was detected, which is a very topical issue at the moment.

The analysis showed that various abbreviation spelling variants can be used in marketing articles. Graphically, they can be presented, for example, with a slash, an ampersand, full stops, a hyphen. Likewise, abbreviations may be written using both capital and small letters. However, as it has been detected, the most frequently used manner of writing abbreviations is with capital letters and without full stops or any symbols. Regarding the process of forming an abbreviation, it was identified that most of alphabetisms in the corpus are non-elliptic by their structure, which means they do not tend to exclude any words from the abbreviation.

Furthermore, the analysis proved that, even though clippings are said to be more common in colloquial speech rather than in writing, in articles they are used with a purpose to transmit the message to the reader as quickly and as clearly as possible. It was concluded that clippings can sometimes be ambiguous and vague. Besides, some clippings detected in the corpus can already be considered independent words.

Moreover, this research indicates that abbreviations in marketing are used to substitute, for example, long company names, marketing model names, names of acts and regulations, etc., with a purpose to create more comprehensive, laconic, and simple names. Consequently, it economizes space in the article and the reader's time. Moreover, the study revealed that the main function of abbreviations in marketing is to substitute full names for an abbreviation to help a person to focus and concentrate on a marketing concept itself and not on the meaning of each word of an abbreviation. The study proposes that abbreviations are used as triggers to shift the reader's focus from words to the meaning. To summarize, it is more efficient and convenient to use abbreviations instead of full phrases in marketing texts.

Returning to the research questions posed at the beginning of this study, it is now possible to state that, by the end of the empirical part of the research, they have been answered. The results of this study suggest that abbreviations have a significant role in the field of marketing since they support people in economizing effort and concentrating on key notions and concepts in marketing. Besides, this paper highlights the current importance of technology and the development of digital marketing. However, the difficulty which might be faced by researchers of abbreviations in the marketing context is that in the process of time, new technological concepts are created. Thus, dictionaries should stay up to date and be replenished regularly. Further research with a survey is suggested to be done to explore the impact and people's perception of abbreviations used in texts on marketing.

## THESES

1. Abbreviations enrich the language by creating new words for already existing concepts and making sentences more laconic, yet informative.
2. In marketing texts, the use of abbreviations helps people to focus more on the concept itself, rather than on reading, pronouncing, or writing it. They help the reader to concentrate on the meaning of the abbreviation.
3. One of the most important functions of abbreviations is to economize the reader's time and create the sense of familiarity since when the reader is already familiar with a marketing concept, he will not need to see a full name to understand it.
4. Although clippings are said to be more common in a colloquial speech, some of them, in the course of time have evolved into commonly used words, for example, *ad* and *app*.
5. Most of the abbreviations used in marketing articles denote marketing or technological concepts, this can be attributed to the fact that nowadays digital marketing and technology is developing rapidly. Besides, it can be observed that names of marketing models, theories, etc. often have long names, thus, they are presented as abbreviations.
6. Initialisms are used more frequently than acronyms since it is easier to form an abbreviation which will be pronounced letter by letter rather than as a regular word.
7. The study suggests that the ratio of abbreviations to all words in the text is not always connected with the number of words but might depend on the topic of the article.
8. Graphically, abbreviations can be written with various symbols, with full stops or using both capital and small letters, however, the most common manner of writing abbreviations is with capital letters and without full stops.
9. Some abbreviations might be considered rather novel, since they signify innovative concepts, for example, *AI* (Artificial Intelligence), *COVID-19* (Coronavirus Disease). This indicates that marketers stay informed about new trends and tendencies.
10. Alphanumerics are also used in marketing articles, however, numbers in alphanumerics can have different functions and be pronounced in various manners.
11. The majority of initialisms and acronyms in the analyzed corpus are non-elliptic, which means that they do not omit any words from the source phrase.

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## APPENDICES

### Appendix 1

*Table 3.1 Abbreviations in the corpus*

Abbreviations	Number of articles in which they are used		
ad	15	ERP	1
ROI	10	CDC	1
AI	9	FDA	1
CEO	9	FR	1
UK	8	UN	1
COVID-19	8	GAP	1
B2B	7	GfK	1
CMO	7	GPJ	1
CRM	6	HARO	1
US	5	HGTV	1
tech	5	lab	1
SEO	4	IBM	1
A/B (testing)	3	ICO	1
app	3	ICU	1
AR	3	IHOb	1
BI	3	IHOP	1
etc.	3	IKEA	1
GDPR	3	iOS	1
KPI	3	IoT	1
PPC	3	IT	1
PR	3	KPA	1
URL	3	LA	1
VR	3	lead	1
HR	2	LINUS	1
3D	2	MSAN	1
ABM	2	NBA	1
CFO	2	neuro	1
EU	2	NLP	1
HQ	2	NP	1
ID	2	ODN	1
IGTV	2	OTT	1

Inc.	2	PDF	1
IP	2	PECR	1
Q&A	2	PLUS	1
SAP	2	pro	1
SERP	2	PTA	1
SMS	2	PWC	1
TV	2	D&I	1
Q1(2)	2	AWOL	1
CX	2	RFP	1
B2C	2	RITE	1
a.k.a.	1	RPA	1
ADA	1	RSA	1
mid-level	1	RTB	1
AEG	1	SaaS	1
alt	1	SP	1
API	1	SQL	1
ASAP	1	STR	1
MOP	1	SVP	1
BANT	1	TVC	1
BBC	1	UCI	1
BERT	1	UGC	1
bus	1	UI	1
BVC	1	UT	1
C'mon	1	VIP	1
CAT	1	VP	1
CDP	1	WAI	1
CNN	1	Washington DC	1
Cos.	1	WCAG	1
CTA	1	WCAI	1
CTR	1	WP	1
5G	1	WWC	1
CXO	1	XDR	1
DAM	1	BAME	1
DPIA	1	CMS	1
Dr.	1	4A	1
ANA	1	WFA	1
LGBTQ+	1	i.e.	1
TBWA	1	Et al.	1

## Appendix 2

*Table 3.2. Types of Alphabetisms.*

Initialisms	ROI, AI, CMO, UK, CRM, US, A/B, AR, BI, GDPR, KPI, PPC, PR, URL, VR, ABM, CFO, EU, HQ, i.e., ID, IGTV, IP, Q&A, SMS, TV, ADA, AEG, API, BBC, BVC, CAT, CDP, CNN, CTA, CTR, CX, CXO, DAM, DPIA, ERP, CDC, FDA, FR, GfK, GPJ, HGTV, HR, IBM, ICO, ICU, IHOb, IHOP, iOS, IoT, IT, KPA, LA, MSAN, NBA, NLP, NP, ODN, OTT, PDF, PECR, PTA, PWC, RFP, RPA, RSA, RTB, SP, SQL, STR, SVP, TVC, UCI, UGC, UI, UT, VIP, VP, WAI, Washington DC, WCAG, WCAI, WP, WWC, XDR, SEO, UN, ANA, D&I, TBWA, WFA, MOP, LGBTQ+, CMS.
Acronyms	SaaS, WAI, PLUS, RITE, CEO, LINUS, GAP, IKEA, SAP, SERP, ASAP, a.k.a., BANT, BERT, HARO, BAME, AWOL.

## Appendix 3

*Table 3.3. Types of Clippings.*

Back-clipping	Tech, neuro, pro, mid-level, lead, app, Cos., Inc., ad, etc., alt, lab, et al.
Mid-clipping	Dr., C'mon.
Fore-clipping	Bus.

## Appendix 4

*Table 3.4. Alphanumerics.*

Alphanumerics found in corpus	B2B, 3D, 5G, B2C, Q1(2), COVID-19, 4A.
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## Appendix 5

*Table 3.5. Percentage of Abbreviation in Marketing Texts.*

Percentage rate of abbreviations	Number of words in texts		
3.77%	822	0.85%	825

3.27%	704	0.84%	831
3.13%	512	0.83%	960
2.83%	1168	0.81%	616
1.98%	1265	0.81%	989
1.93%	777	0.80%	998
1.82%	660	0.73%	817
1.79%	948	0.73%	682
1.75%	744	0.71%	989
1.61%	747	0.63%	950
1.58%	1012	0.62%	969
1.52%	1186	0.60%	1006
1.48%	1498	0.56%	1066
1.45%	759	0.51%	982
1.28%	545	0.47%	1286
1.22%	1563	0.45%	889
1.21%	1400	0.40%	1010
1.15%	1389		
1.14%	967		
1.13%	795		
1.08%	1021		
1.06%	852		
1.05%	948		
<b>The average percentage rate:</b> 1.29 %			

**Appendix 6**

*Table 3.6. The Most Frequently Used Alphabetisms.*

<b>Non-elliptic alphabetisms</b>	<b>Meaning</b>
ROI	Return on Investment
AI	Artificial Intelligence
CEO	Chief Executive Officer
UK	United Kingdom
COVID-19	Coronavirus Disease 2019
B2B	Busines-to-business

CMO	Chief Marketing Officer
US	United States
SEO	Search Engine Optimization
A/B (testing)	A and B testing
AR	Artificial Intelligence
BI	Business Intelligence
GDPR	General Data Protection Regulation
KPI	Key Performance Indexes
PPC	Pay-per-click
PR	Public Relations
URL	Uniform Resource Locator
VR	Virtual Reality

## Appendix 7

### **A1:** *What Are the Biggest Challenges Facing Global Marketers.*

‘Global **HQs** have historically struggled with rolling out marketing campaigns [...].’

‘Measuring **ROI** is a challenge for all marketers.’

‘It’s clear that working out rock-solid objectives with associated key performance indicators (**KPI**) at the outset is a ‘must-have’ for balanced reporting.’

‘Digital Asset Management (**DAM**) remains a tactical challenge.’

‘Both the production and localisation of the assets can be automated to some extent, with the use of **CAT** (Computer Assisted Translation) tools and production automation tools.’

### **A2:** *How Brands Tell Inspiring Stories in 2020*

‘Of course, customers also have a voice and, by sharing their stories, brands can tap into a huge repository of user-generated content (**UGC**).’

‘The Lidl **ad** featured a much cheaper, but equally festive, electric keyboard.’

‘Through virtual reality (**VR**), 360° video and Facebook’s **3D** photos, several brands are leading the way when it comes to sharing narratives using pioneering **tech**.’

‘From Visit Japan’s videos that transport would-be tourists to Tokyo to **BBC Earth**’s 360° videos [...].’

### **A3:** *AR in Marketing the Latest and Greatest*

‘Augmented Reality (**AR**) is set to take over the world, with the global **AR** market predicted to reach around \$198B by 2025.’

‘Facebook tested out **AR ads**, with brands like Michael Kors and Sephora putting its features to the test.’

‘For example, the **IKEA Place app** meant customers could enjoy the Ikea experience without leaving their home.’

#### **A4: An Innovative Approach Engaging Global Audiences Through Video Marketing**

‘You can profit from this desire with **AR**, which augments reality, and **VR**, which immerses users in a virtual world.’

‘On the **bus**, at the gym, in the Starbucks queue... wherever they are, whatever the occasion, people are guaranteed to be watching some form of video content.’

‘For example, in China, a massive censorship campaign has been targeting short video **apps** [...]’

‘In fact, more than a quarter of an **ad’s** audience gets lost within the first 30 seconds.’

#### **A5: A CMO's Guide To Marketing Orchestration**

‘Provide measurable outcomes, return on investment (**ROI**) and actionable executive reporting.’

‘Your ideal data architecture should reflect not only account-based marketing (**ABM**) models [...]’

‘[...] how are you capturing that information and using it in your customer relationship management (**CRM**) system?’

‘In thinking about how to score the data, many companies qualify accounts and prospects using **BANT** (budget, authority, needs, timeline).’

‘Over the years, I’ve come up with what I call the **RITE** model, which stands for [...]’

‘For that to happen, we have to coordinate the use of data for every single customer activity with tools and systems integrated into a seamless technology stack through bidirectional, real-time application programming interfaces (**APIs**).’

#### **A6: A Major League Approach to Marketing**

‘I found this to be true at **IBM** and it’s proven to be important in running a **B2B** marketing and communications agency.’

‘Matt Berry is the owner and **CEO** of Conversion Agile Marketing, leading a team of senior **B2B** marketing, **PR** and social media experts.’

‘Just like a **pro** team, it’s critical as an agency to win today while also building a team for the future.’

‘One of the fan favorites for the Mets is “Rookie of the Year” Pete Alonso (**a.k.a.** the Polar Bear).’

#### **A7: PR and Marketing Strategies During a Crisis**

‘Age-old **PR** tactics can come to play here with things like newsjacking, where we apply thought leadership and areas of expertise to the current news state.’

‘For example, In the case of the coronavirus and **COVID-19**, a side commentary that is currently topical is the work-from-home movement and how [...].’

‘An **LA-based** nutritionist is creating a list of foods to stock up on that will stay good for long-term storage for health-conscious families and individuals.’

‘Since social distancing has become a suggested mandate across the **U.S.** and globally, digital media is more important than ever.’

‘Creative and interesting content will be more important than ever, so if you create this content, make sure it is clever and has a direct call to action so the time spent will result in positive **ROI** for your business.’

#### **A8:** *Help Others See the ROI for Marketing*

‘One of the first steps to really see the return on investment (**ROI**) is to disconnect your marketing process from traditional, transactional sales.’

‘We work to make sure that when people think of scalable **IT**, they think of us.’

‘When they think of visionary, they think of our **CEO**.’

‘**CMO**. There are two consistent elements of work which bring me great joy: building relationships and making things grow.’

#### **A9:** *The Six Ingredients for a Successful Viral Marketing Campaign*

‘A good example of this is **IHOP’s IHOb** stunt.’

‘This includes posting times, how long the campaign lasts and if the campaign is being launched around or in response to major events (such as the Superbowl, Black Friday, **etc.**).’

‘A strong example is Aviation Gin’s campaign using the same actress from the infamous Peloton holiday **ad**.’

‘Establish easy paths for users to find the main video (though a YouTube link on Twitter, or **IGTV** on Instagram), and make it easy to share.’

#### **A10:** *Influencer Marketing During Pandemic*

‘The spread of **COVID-19** will continue to profoundly shift consumers’ shopping behavior with long-term repercussions even as the virus’ spread diminishes.’

‘Influencers offer brands a way to assure consumers they can continue to have access to products and services they rely on while staying safe and following **CDC** guidelines.’

‘More from **WWD** [...].’

#### **A11:** *How \$2.5 billion Celonis used unconventional marketing tactics like sending 1,500 handwritten letters to win over big customers*

‘Alex Rinke is cofounder and joint **CEO** of Celonis, a Munich-based process mining unicorn founded in 2011 and valued at \$2.5 billion in late 2019.’

‘Process mining’ is the use of **AI** and data analytics to assess and optimize business processes, like invoice processing or dealing with customer service queries.’

‘Rinke spoke to **BI** about how he cofounded Celonis as a student, how it was forced to embrace amusingly unconventional marketing strategies, and who he sees as the firm’s biggest rival.’

‘Buoyed by this initial success, Rinke approached Hasso Platner, the founder of enterprise software giant **SAP**.’

‘He disappeared after the speech to the **VIP** area and stayed there for three hours or so.’

‘What I mean by that is people doing things manually or just trying to throw **RPA** (robotic process automation) at processes they don’t even understand and haven’t analyzed.’

#### **A12:** *Trends That Will Shape Marketing in 2019*

‘We are all watching the rise of artificial intelligence (**AI**) in marketing and how it affects our clients’ relationships with consumers.’

‘As the relationship between big **tech** and the consumer grows deeper, marketers can more effectively reach their target audiences with personalized messaging and content.’

‘I predict we’ll embrace a deeper understanding of human behavior that will foster more meaningful relationships. - Hamid Ghanadan, **LINUS**.’

‘[...] invest in more down-to-earth and relatable influencer marketing. - Jordan Edelson, Appetizer Mobile **LLC**.’

‘[...] it’s about offering information and encouraging feedback from stakeholders in a way that establishes trust. - Scott Kellner, **GPI** Experience Marketing’

‘Expect to see more **ad** opportunities surrounding smart speakers in 2019.’

‘[...] - Timothy Nichols, ExactDrive, **Inc**.’

#### **A13:** *The CMO’s viewpoint: Marketing during a pandemic is not business as usual*

‘Organisations are struggling to adjust to the new reality of the **Covid-19** pandemic.’

‘**CMOs** across industries have been debating the marketing investment allocation [...].’

‘As much as **CXOs** love to see their company’s name in bright lights at these tradeshow [...].’

‘[...] “**XDR**,” or another trending buzz phrase, further confuses the market when every vendor claims they do the same thing.’

‘[...] Cloud summarises this perfectly in his **RSA** 2020 reflection, leading with “if anybody cares”.’

#### **A14:** *Birds Eye, Virgin Media, Eve Sleep: 5 things that mattered this week and why*

‘Of the 849 **UK** brand marketers answering the second round of an exclusive survey conducted by Marketing Week [...].’

‘[...] pause new product development and freeze budgets as the **Covid-19** lockdown continues.’

‘The result is the ‘What’s for Tea?’ campaign, which hit **TV** screens on 7 April and features snapshots of the lives of consumers living in lockdown.’

‘GfK’s consumer confidence index dropped by 25 points to -34 between the first two weeks and last two weeks of March.’

#### **A15: 13 Amazing Examples of B2B Content Marketing**

‘Content marketing has become the champion of **B2B** relations.’

‘An expert marketing blog focused on lead generation and **A/B** testing [...]’

‘According to Founder and **CEO**, Clay Collins, they acquired 35,000 customers [...]’

‘**WP** Engine is a managed hosting platform for WordPress users.’

‘**STR** Software is in the Enterprise Resource Planning (**ERP**) industry, targeting larger organizations.’

‘The creation of **BI** Publisher University.’

‘Salesforce is the world’s largest vendor of **CRM**.’

‘**SAP** is one of the largest enterprise software vendors in the world across more than a dozen industries.’

‘**CB** Insights is a **tech** market intelligence platform that analyzes data points.’

#### **A16: Marketing Teams Are Finding Out What Their Martech Can Do Right Now**

‘TapClicks **SVP** of marketing Daryl McNutt says his team is maximizing its existing tools in new ways now that everyone is remote.’

‘[...] or marketing **tech** — to their already expanding list of responsibilities.’

‘We use Raven Tools for **SEO**, but we’ve recently started to tap its social analytics capabilities, which we’ve found to be extremely helpful and lightweight [...]’

‘As we cut back on using multiple tools, HubSpot’s **CRM** [...]’

‘[...] its orders and workflow functions for Google **Ad** campaigns.’

‘[...] provide so we can avoid building out a huge **CDP**.’

#### **A17: AI And Account Based Marketing In A Time Of Disruption**

‘We don’t know how the massive shifts in consumer behavior brought on by the **COVID-19** pandemic will evolve or endure.’

‘I asked Alex Atzberger, **CEO** of Episerver, a digital experience company, to put the issues in perspective.’

‘There is more data and more need for automation and **AI** now than ever.’

‘For example, some of the data inputs may not be as good as before as people work from home and **IP** addresses are no longer identifying the company someone is with.’

‘**ABM** depends on being able to map visitors to accounts.’

‘With the soaring numbers of people working from home, how does this impact marketing strategy for the **B2B** organization?’

#### **A18: 10 Marketing Trends To Watch For In 2020**

‘Some of the most interesting changes are happening in areas that were beginning to feel outdated, but can, with the help of **AI**, remain relevant and profitable.’

‘In the coming year and decade, voice search will change the nature of **SEO**, web traffic, competition, and brand strategies.’

‘The idea that marketing needs to be blended with Customer Experience (**CX**) isn’t new, but it’s likely going to gain traction in the next year [...].’

‘When customers share their enjoyable experience or outstanding service, their reviews are more likely than **ads** to impact new buyer behavior.’

‘We’ve already seen the rise of video as a tool for engagement, and now the trend is toward live video, streaming content via many already existing channels (Instagram Stories, Facebook Live, **etc.**).’

‘You could use the **EU**’s guidelines laid out in the General Data Protection Regulation (**GDPR**), which are among the strictest.’

‘Prior to Workfront, Heidi was the **CMO** of Plex Systems, **Inc.**, where she was responsible for strategy and execution of all marketing efforts.’

#### **A19:** *Challenges in Global Marketing Environment*

‘Many Big Global brands for ex: Colgate, Disney **etc.** have historically struggled with rolling out marketing campaigns across multiple markets/territories.’

‘Measuring **ROI** is a challenge for all marketers especially for global marketers as they need to report on campaign performance in different regions, with large budgets at stake.’

‘It’s clear that key performance areas (**KPA**) from the beginning is essential for balanced outcome.’

#### **A20:** *Coronavirus Strikes*

‘For some of these companies, there are sunk costs for which there will be no return on investment (**ROI**).’

‘In the **UK**, there has been a decrease in spending on **TV**.’

‘On the other hand, it is expected that there will be an increase in digital **ad** spending, especially on social media.’

‘There has been a shift from promoting premium products to everyday items or lower-priced (sale) items, such as toilet paper and basic clothing, including sales at **GAP** and Nordstrom.’

‘For example, **HGTV** created a new commercial “#HomeTogether”. Burger King even has a new commercial stating that they have taken extra precautions to keep their customers safe.’

#### **A21:** *3 Digital Marketing Trends You Can't Ignore In 2020*

‘As **CEO** of a digital marketing agency, I have anticipated the boom of voice search as early as 2017, which turned out to be true.’

‘The "People Also Ask" box on search engine results pages (**SERPs**) gives you a glimpse of other inquiries related to the original query.’

‘Google's latest algorithm update, **BERT**, lets the search engine understand the context of searches instead of nitpicking the individual words.’

‘To date, my formula for maximizing engagement is to use videos across channels (search, social media and **PPC ads**).’

‘You can hold a live **Q&A** to interact in real time with your audience, which is an effective way to attract engagement.’

#### **A22: B2B Marketing Trends**

‘**B2B** content, in particular, needs to offer as much value as possible for the least amount of effort.’

‘Live streams are also useful for promoting your events as they happen, **Q&A** sessions, and much more.’

‘Continually **A/B** testing subject lines, content, and delivery time.’

‘Email marketing performance is also linked to increased revenue, even though companies report struggles with catching their **leads**’ attention and email deliverability.’

#### **A23: B2B Social Strategies**

‘3 Social Strategies Every **B2B** Marketer Should Memorize **ASAP**.’

‘**SEO** works. **Ads** work. And even social works.’

‘You can drop a **URL** in the first comment, instead of the post itself, to again buy a few extra percentage points.’

‘But... really? **C'mon**. Get a grip.’

‘“[...] said Brady Cramm, Director of **PPC** at Directive Consulting (disclosure: a past client).’

‘Directive Consulting’s bread-and-butter is B2B **SaaS** companies.’

‘You can see that you’re getting **VPs** of marketing and then create a tailored campaign specifically for them.’

‘I see those as highest Sales Qualified Leads (**SQLs**) at lowest costs [...].’

‘And then from there, you can audit the competition’s landing pages, improving the messaging and **CTAs** to outperform them.’

‘Fine for Pug Clubs and **PTA** groups, but not for serious business.’

‘For example, you could ask for an Account **ID** number and a few qualifying questions.’

#### **A24: Instagram Marketing Trends Predictions 2020**

‘Despite concerns, Instagram is expected to remain the fastest growing network by total number of users in the **U.S.** market.’

‘Some expected Instagram to face the same scrutiny as Facebook or lose relevance upon the emergence of new **apps**, [...].’

‘While News Feed **ads** have been effective in the past, they have started to lose their novelty among some users, causing advertisers to pivot their strategies.’

‘It seems that neither Stories nor the News Feed are going anywhere, as both of these **UI**'s offer their own respective benefits.’

‘Due in part to the adoption of subscription over-the-top (**OTT**) services and the growth of video viewing on mobile and connected [...].’

#### **A25: 7 Marketing Trends To Look Out in 2020**

‘As an intrinsic component of the digital marketing landscape, **PPC** is renowned for providing a staggering **ROI** under the correct circumstances.’

‘We can’t refer to 2020 PPC without addressing the behemoth topic that is **AI**.’

‘While 2019 focused on audience targeting through remarketing lists for search **ads** and custom affinity audiences [...].’

‘Microsoft Audience Network (**MSAN**) will also continue to drive audience targeting in 2020 [...].’

‘Learning the strengths and weaknesses of a broad scope of automation tools and embracing **CRM** data is the key to deciphering whether or not AI options are best practice for campaign management.’

‘Although they are often deemed each other’s nemeses, PPC and **SEO** have a crucial relationship that drives the results of a campaign.’

‘[...] SEO and PPC teams will integrate to identify position strategy and increase **SERP** coverage for all clients.’

#### **A26: Why You Need Digital PR in Your SEO Strategy**

‘When people think of **PR**, they’re used to thinking about features in the local paper or their favourite glossy magazine.’

‘Why digital PR and **SEO** need one another.’

‘Some other great digital PR tactics include answering journalist requests on **HARO**, through Twitter and on Response Source [...].’

‘If done right, it can open the doors for new customers by sending them directly to your site and by producing a much bigger **ROI** than with traditional PR or simple SEO tactics alone.’

#### **A27: Gee whizz: can 5G unlock VR's true potential?**

‘For a technology that promises to revolutionize business and communications, **5G** is pretty prosaic.’

‘Karl Woolley is the head of Framestore’s **VR** studio.’

‘For us, it’s potentially the holy grail. It will hopefully mean we have more visceral and mobile **VR** and **AR** experiences [...].’

‘In the **UK**, the rollout of 5G stalled over legal wrangles between telcos and local councils [...].’

‘In the **US**, 5G was for a long time only available on select devices in Chicago and Minneapolis.’

‘Nexus has been working with **AEG**, the live entertainment firm that operates venues such as the Hammersmith Apollo and Los Angeles.’

‘Last year, the National Geographic Society outfitted the Grosvenor Auditorium here at **HQ** in Washington **DC** with a special system to sync up 450 VR headsets.’

#### **A28:** *TVC to campaign for Virgin Orbit's mass-producible ventilator for Covid-19*

‘**TVC** Group is handling the **UK** broadcast media relations for Richard Branson's aerospace company Virgin Orbit, which has devised a new mass-producible ventilator to help in the fight against the coronavirus (**COVID-19**) pandemic.’

‘The Virgin Orbit team has been consulting with the Bridge Ventilator Consortium (**BVC**), led by the University of California Irvine (**UCI**) and the University of Texas at Austin (**UT Austin**) [...]’

‘TVC has been hitting the phones, targeting broadcasters including Sky, Reuters and **CNN** International [...]’

‘Pending clearance by the Food and Drug Administration (**FDA**), Virgin Orbit aims to commence production [...]’

‘Today, complex, high-end, **ICU**-capable ventilators are sometimes the only option available for moderate cases [...]’

‘“We face a slow-motion Dunkirk, and getting ventilators out there is very important to save lives,” said **Dr.** Brian J.F. Wong, assistant chairman of otolaryngology at **UCI**.’

‘Virgin Orbit **CEO** Dan Hart said: “We are all heartbroken each night as we turn on the news [...]”’

#### **A29:** *How to ensure your marketing team's BI dashboards are actually useful: A guide*

‘No self-respecting marketing team would be without a business intelligence (**BI**) dashboard today.’

‘You need to make sure that your dashboard answers the needs of your marketing team specifically, by choosing the right metrics and **KPIs** to display.’

‘For example, a marketing team in a **B2B** company is going to need to track micro-conversions, demos and content downloads, whereas the marketing team in a **B2C** ecommerce company will want to see click-through rates and sales per category.’

‘[...] while bar graphs are best for comparing items, like the **CTR** for different content types posted to social media [...]’

‘Avoiding charts that look good but are difficult to read, like **3D** charts or bubble charts.’

#### **A30:** *How to build a truly integrated marketing campaign – in six simple steps*

‘A great tip at this point is to ensure that the investment in artwork fits in with the brand – and always refer to the **PLUS** acronym for clarity.’

‘Whether email or **SMS**, direct mail or push, these are the mediums used to get the message out the door.’

‘This is later followed up with logic – **i.e.** how this makes sense to purchase [...]’

‘This is where the **ROI** challenge comes into play and analyses how the campaign efforts are currently panning out.’

‘It’s highly recommended to gate certain pieces of content – such as low and high value downloadable **PDFs**.’

**A31:** *Why marketers need to be clever with context to get their 2020 advertising strategies right*

‘[...] to keep multiple plates spinning, from behavioural data and location data to **IP** addresses, cookies and beyond.’

‘However, since **GDPR** came into force, it is no longer a question of whether advertisers have enough data points, but whether they are using them correctly.’

‘Let’s consider the device **ID** of a millennial male who lives and works in the capital.’

‘There is one challenge: some buyers rely on the **URL** of videos for context, to decide whether their **ad** would chime well with it.’

‘This is especially true given current concerns around brand safety in the age of fake news (**FR**)/in the age of fake news (**SP**), when publishers are under greater scrutiny.’

**A32:** *Privacy and real-time bidding: An updated guide for adtech vendors and publishers*

‘The **EU** General Data Protection Regulation (**GDPR**), which came into force last year, requires **DPIAs** to be undertaken where new technologies are used to process personal data and the processing is likely to pose a high risk to the rights and freedoms of the individuals concerned.’

‘Until the summer of 2019, the Information Commissioner’s Office (**ICO**), the **UK**’s privacy regulator, had not been particularly pro-active in enforcing the law on data protection in respect of the use of cookies and programmatic advertising based on real-time bidding (**RTB**).’

‘This standard also now applies to the consent required under the Privacy and Electronic Communications Regulations (**PECR**) [...].’

**A33:** *How AI-enabled marketing can lower website bounce rates and improve accessibility*

‘The Americans with Disabilities Act (**ADA**) became law in 1990.’

‘[...] power of £11.75 billion in the **UK**, which figures to approximately 10% of the total **UK** online spend in 2016.’

‘Web Content Accessibility Guidelines (**WCAG**) elaborates on making the web accessible to disabled users.’

‘**AI** marketing is empowered by the building blocks of artificial intelligence [...].’

‘Empowered by technologies like natural language processing (**NLP**) and machine learning, **AI** marketing helps marketers deliver personalised and contextualised experiences.’

‘This tool uses screen readers on **iOS** devices to generate detailed descriptions of the elements in photos as the user swipes past them.’

‘This automated tool creates accurate **alt** text descriptions for images on websites, improving accessibility for visually impaired users.’

‘According to the Web Accessibility Initiative (**WAI**), web usability for the disabled is defined as the extent to which users can use a product to obtain specified goals.’

**A34:** *The new marketing jobs which will emerge in the next decade – from creative to data*

‘It will be the job of the **neuro A/B** tester to report on the brain activity of customers when they come into physical contact with a brand during experiential and sensory campaigns.’

‘This role requires converting **AI**-driven predictive intelligence data into actionable customer insights, helping inform the development of trendsetting products and services.’

‘[...] given the mountains of customer data we collect from online and offline touchpoints including **IoT**, wearables and mobile devices.’

‘The jobs we describe here are not science fiction – they are likely to be roles a **CMO** will ask **HR** departments to fill and the **CFO** to fund before too long.’

**A35: How to maximise marketing initiatives in AI – without alienating your customers**

‘**AI** does this at a scale beyond a marketer’s wildest dreams.’

‘Imagine this: a consumer is in the middle of an interesting article and suddenly sees an **ad** for an item they briefly looked at days before [...].’

‘In a post-**GDPR** world, consumers know the value of their data and are quick to withdraw it if brands misuse it.’

‘**PWC** found that 32% of customers would abandon a brand altogether after one bad experience.’

‘This is where the recent developments in **AI** come into play: true 1:1 personalisation across channels (such as email, website, mobile push, **SMS**, social networks, print).’

**A36: Why AI should not be treated as a KPI for marketers right now**

‘In the past 12 months artificial intelligence (**AI**) adoption rates have tripled [...].’

‘[...] vendors are witnessing an increase in requests for proposals (**RFP**) that specify the need for **AI** requirement [...].’

‘Implementing **AI** is a large-scale operation, so it’s important to ensure you achieve the best possible **ROI** on your marketing and/or data management spend.’

‘So remember, the **AI KPI** is not always necessary.’

**A37: The biggest challenge facing CMOs today: Building, measuring, and maintaining brand equity**

‘Teradata recently had the pleasure of partnering with the Wharton Customer Analytics Initiative (**WCAI**) for the fifth year in a row [...].’

‘Regardless of industry, size or standing, building and maintaining a brand still remains the biggest challenge facing any **CMO**.’

‘The study of brand equity has long been of great interest to marketers, **CFOs** and **CEOs**.’

**A38: Will Covid-19 layoffs buckle advertising's diversity and inclusion efforts?**

‘The **UN** has warned that coronavirus will exacerbate inequalities for women.’

‘Data from the **US** Department of Labor showed unemployment is rising fastest for women and people of color.’

‘The co-founder of the **ANA**’s Alliance for Inclusive and Multicultural Marketing and co-president of Dávila Multicultural Insights [...].’

‘Q1 2020 may not have been atrocious but it wasn’t pretty either [...].’

‘And with execs from minority backgrounds for the most part occupying **mid-level** and junior positions [...].’

‘Ali Hanan, the founder of Creative Equals in the **UK**, points to the swathe of working mothers currently on furlough.’

‘Hanan has also heard tales of apprentice-level programs designed to bring in junior black, Asian and minority ethnic (**BAME**) and multicultural talent being dismantled.’

‘In the US, those who work to promote **D&I** are, on the whole, realistically hopeful that advertising will not go backwards with regards to its makeup.’

‘Firstly, diversity programs such as **MAIP** seem to be doing a good job at shifting temporarily online, while in-house D&I guardians such as **TBWA**’s Doug Melville are figuring out ways to bring their work to life through Zoom **et al.**’

‘[...] says Simon Fenwick, executive vice-president of talent, equity and inclusion at the **4A**’s.’

‘[...] the departure of **BBDO** New York’s Greg Hahn was warning that senior award-winners are not safe.’

‘The **WFA**, meanwhile, has released a guide – ‘A Marketer’s Approach to Diversity and Inclusion’.’

‘[...] it has TikTok, Twitter, the web and – of course – the creative **labs** of **tech** companies willing to pay better salaries.’

‘The irony is the people who think differently – a group invisible to quotas and **HR** forms – are most likely to be laid off at this time.’

‘[...] who notes the pandemic has had a “tremendously negative impact” on her clients of color, women and members of the **LGBTQ+** community.’

**A39: How personalization helps marketers humanize their brand and break through the noise**

‘The **COVID-19** crisis has shifted nearly all customer experiences to digital experiences, forcing brands to compete for audience engagement like never before.’

‘This new normal has created what Aprimo **CMO** Ed Breault defines as “digital sameness” [...].’

‘During her Discover MarTech presentation “Doubling Down on **CX** When Faced with a Global Pandemic,” [...].’

‘While the influx of brand messaging may feel tone deaf at times, Capozzi says brands shouldn’t go **AWOL**.’

‘This doesn’t mean **MOPs** teams shouldn’t be paying attention to how data is collected.’

‘Her open technology stack involves what she called standard marketing cloud products, including a **CRM, CMS**, [...].’

**A40: Marketers brace for plummeting demand post-outbreak**

‘In total, 75% of **UK** marketers expect to see some form of lowered demand for their brand’s services during the next two quarters of 2020.’

‘[...] finds that 77% of **B2B** marketers and 71% of **B2C** marketers expect to experience some form of lowered demand as a result of the **Covid-19** outbreak.’

## Appendix 8

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## Dokumentārā lapa

Bakalaura darbs „Use of Abbreviations in Texts on Marketing” (Saīsinājumu lietojums tekstos par tirgvedību) izstrādāts LU Humanitāro zinātņu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

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Rekomendēju/nerekomendēju darbu aizstāvēšanai

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Darbu pieņēma:

Darbs aizstāvēts bakalaura gala pārbaudījuma komisijas sēdē

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Komisijas sekretāre: