

FUNCTIONS OF SLANG IN YOUTH COMMUNICATION

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Abstract

This article examines the role of slang in contemporary youth communication as a sociolinguistic phenomenon. It analyzes the main functions of slang-communicative, identifying, expressive, creative, and socially demarcating. Particular attention is paid to the influence of the digital environment and social media on the dissemination of slang vocabulary. It is established that slang is an important tool for forming group identity, a means of self-expression, and a means of optimizing communication. The study shows that slang reflects the dynamism of language and is closely linked to the cultural, social, and psychological characteristics of young people.

Keywords: Youth slang, communication, sociolinguistics, youth language, identity.

Introduction

The modern language is constantly evolving under the influence of social, cultural and technological factors. One of the most dynamic elements of the language is youth slang. It is a special form of informal communication actively used by young people in everyday communication, especially in the digital environment.

Youth slang is the object of sociolinguistics research, as it reflects the processes of formation of social identity, group affiliation and cultural values. Slang vocabulary is constantly updated, responding to changes in society, the emergence of new technologies and communication platforms [1].

Youth slang is a type of colloquial speech used mainly by representatives of the younger generation in informal communication. It includes words and expressions that differ from the literary norm and have a pronounced emotional and evaluative coloring. Youth slang is formed within a certain social group and reflects its cultural values, interests and features of the worldview.

From the point of view of linguistics, slang is considered as an element of linguistic variability, arising as a result of the speakers' desire to save linguistic means, express themselves and create a group identity. Young people use slang to establish contact, maintain a relaxed atmosphere of communication and demonstrate belonging to a certain social environment[2].

Youth slang is characterized by high dynamism, as it quickly responds to changes in society, the emergence of new technologies, the development of Internet communication and the influence of mass culture. Many slang units are short-lived, fall out of use or are replaced by new words[3].

The main sources of youth slang include:

- ✓ borrowings from foreign languages, primarily English;
- ✓ professional jargon;
- ✓ the language of social networks and Internet communication;
- ✓ abbreviations and abbreviations;
- ✓ rethinking the meanings of commonly used words;
- ✓ the influence of music, cinema and digital culture.

A distinctive feature of youth slang is its expressiveness. Slang expressions allow you to convey emotions, assessment of events and the speaker's attitude to the interlocutor or situation. In addition, slang contributes to linguistic creativity, as young people actively create new words and modify existing ones.

Youth slang can be defined as a dynamic system of informal linguistic means used by young people to communicate, express themselves and indicate belonging to a social group. It is an important part of modern communication and reflects the processes of language development in a changing society[4].

Youth slang performs a number of important functions in the process of communication. It not only facilitates communication, but also reflects the social, cultural and psychological characteristics of the younger generation. The use of slang allows young people to express their individuality, establish social connections and form a group identity.

1. Communicative function.

The communicative function is one of the main ones. Slang simplifies the process of communication, makes speech shorter and easier to understand [5]. Many slang words are abbreviated forms or new designations of already known concepts, which helps to save time and language means.

2. Identification function.

Slang serves as an indicator of belonging to a certain social group. The use of characteristic expressions helps young people feel part of a certain community. With the help of slang, group identity is formed, and the difference between the youth environment and other age categories is emphasized.

3. Expressive function.

Slang expressions have a bright emotional coloring and allow you to convey feelings, mood and attitude to what is happening. With the help of slang, the speaker can express approval, irony, dissatisfaction or surprise. Expressiveness makes speech more lively, expressive and natural.

4. Creative function.

Youth slang is associated with language creativity. Young people create new words, change their form and meaning, use metaphors and wordplay. Such creative activity contributes to the development of the language and the emergence of new lexical units.

5. Socio-delimiting function.

Slang helps to distinguish social groups. People who do not know certain slang expressions may have difficulty understanding the conversation. Thus, slang performs the function of a kind of language code, understandable only to members of a certain group.

6. The function of simplification and economy of language means.

Slang helps to shorten long phrases and simplify complex expressions. Abbreviations, abbreviations, and simplified constructions are often used, which makes communication faster and more convenient, especially in the digital environment.

7. Function of adaptation to digital communication.

The development of social networks, online games, and instant messengers has significantly influenced the spread of slang. Internet communication contributes to the rapid emergence of new words and expressions that reflect modern realities and features of virtual communication.

Internet communication plays an important role in the formation and spread of youth slang. The development of digital technologies has significantly changed the way we communicate, making communication faster, more concise, and more interactive. Social networks, instant messengers, video platforms and online games create conditions for the active emergence of new words and expressions that quickly spread among users.

One of the main features of Internet communication is the high speed of information exchange. New slang units can appear and become popular within a short time due to the wide coverage of the audience. Young people actively use the Internet space for communication, so it is the digital environment that is becoming the main source of slang vocabulary updates.

The Internet facilitates the borrowing of words from other languages, primarily from English. This is due to the fact that most digital platforms and technologies are created in an English-speaking environment. As a result, hybrid words appear that combine elements of different languages and become part of the everyday speech of young people.

A special influence on the development of slang is exerted by:

- social networks, where new language trends are actively formed;
- messengers that contribute to the abbreviation of words and the appearance of abbreviations;
- Internet memes that create new meanings of familiar words;
- online games that form specific terms and expressions;
- video hosting and streaming platforms that popularize new words.

Internet communication also contributes to the visualization of language. In the process of communication, emojis, abbreviations, symbols and graphic elements are widely used to complement the text and convey the emotional state of the interlocutor.

In addition, the digital environment contributes to the formation of a global youth language. Thanks to the internet, slang expressions spread rapidly between countries and cultures, leading to the unification of some linguistic elements.

Internet communication is one of the key factors in the development of youth slang. It accelerates the process of the emergence of new words, contributes to their wide distribution and influences the formation of modern features of the speech behavior of young people.

The use of slang affects the formation of speech skills and communication strategies. It can contribute to the development of flexibility of thinking and the ability to adapt to different communication situations.

On the other hand, excessive use of slang can lead to a decrease in the level of proficiency in the literary language. Researchers note that slang is a natural stage in the linguistic development of a person and reflects the features of the socialization of young people.

Youth slang is an important element of modern communication. It performs a number of functions, among which the main ones are communicative, identification, expressive, creative and socially demarcatory [7].

Thus, slang is an integral part of the modern language and an important tool for communication among young people.

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