

SOCIAL NETWORKING SLANG

Slang is a set of special words or new meanings of existing words used in different human groups (professional, social, age and other groups). In English lexicography the term «slang» has been widespread since around the beginning of the nineteenth century, but the etymology of the word is debated. J.B. Greenough and C.L. Kitteridge define slang as follows: «Slang... is a peculiar kind of vagabond language, always hanging on the outskirts of legitimate speech but continually straying or forcing its way into the most respectable company» [1]. In youth subcultures around the world, slang is a powerful means of self-expression. Over time, most slang words fade.

Let us specify the objective reasons for the wide use of slang:

1. Development of computer networks, the penetration of technology in all spheres of society. For example: gamer, browser.

2. Cultural globalization, intensifying the penetration of foreign art, for example, films, music or «club» culture. For example: art house – a film distribution niche for movies that are not designed for a broad audience; a spoiler – premature disclosure of information which may affect the experience of a game/book/movie; a trailer – a short video montage of a film, reflecting the main chain of events; a meme – a popular video, or other communication that has spread rapidly on the Internet.

3. The need to express emotions in social networks quickly and clearly.

Slang often serves social purposes rather than aiming to exchange information. The most common reasons for the use of youth slang are as follows:

1. Inner desire to stand out from the crowd, show a bold and resolute attitude;

2. Confronting the adult world, boredom and routine;

3. Passion for social networks and online games.

Internet slang (computer slang), a type of slang that Internet users have popularized, includes abbreviations. While chatting or updating status young people often use short codes to save time on typing:

BTW – by the way,

OMG — oh my God,

LOL – laugh out loud,

AMA – ask me anything,

BFF – best friends forever,

BBL – be back later,

thx – thanks,

bro – brother, etc.

Online communication lacks resources that are used in spoken language: the tone of speech, the emphasizing part of the statement, voice tone, gestures and facial expressions. Such a shortage could not be properly compensated, so chatting is still not complete without showing emotional reactions. Emoticons (or smileys) are used for this purpose:

;-) – wink,

:-* – kiss,

=(– sad,

:'(– crying,

:-D – laughing,

:-O – shocked or shouting,

:-Q – smoker,

:-/ – disappointed,

:-x – mute,

<3 – heart,

((()) – hugs, etc.

Russian Internet slang is strongly influenced by English terms, and makes it possible for the Internet communication to follow fast technological development. «Other languages are quickly catching up with English on the Internet, following the increase in Internet usage in countries predominantly non-English speaking» [2]. On Russian social networking sites, forums and in chat rooms you are likely to face the following words:

троллинг – trolling – a kind of virtual communication in which one of the participants creates anger and conflict, implicitly or explicitly bullying, belittling, insulting another member or members [3];

флуд – flood – repetitive messages;

коннектиться – connect;

апгрейдить – upgrade – improve;

аська – ICQ;

забанить – ban – prohibit to send messages in a chat or a forum;

проги – programmes;

инет – Inet – Internet;

кликать – click – press a mouse button;

спамер – spammer;

юзать – use;

ламер – lamer – someone who is willfully ignorant of how things work,

постить – post, etc.

Here are some examples of words and expressions that are considered slang:

Hey, dude – Привет чувак!

I'm dog-sick – Хреново себя чувствую

My bad – Виноват, мой косяк

The weather sucks – Погода хреновая

Chill out! – Успокойся!

Man up! – Будь мужиком!

And all that jazz – И все такое прочее

Psyched out – психанул

Freak out – откальвать номера

Criekey! Good grief! – Ну фигу себе!

Cool – Клево!

In conclusion, it should be mentioned that slang has become an integral part of communication among young people in modern society and it is widely used in social networking conversations between friends and colleagues. As technology advances, the means of Internet communications are becoming more and more varied and convenient. Studying the language of web-communication is important since Internet communities are constantly evolving and improving, bringing new words and expressions into the vocabulary of the people.

References

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Scientific supervisor T.Y. Aikina, Associate Professor of TPU