

2. 22 Maps That Show How Americans Speak English Totally Differently From One Another // Business Insider. 05.06.2013. URL: <http://www.businessinsider.com/22-maps-that-show-the-deepest-linguistic-conflicts-in-america-2013-6?op=1> (дата обращения: 12.04.2014).
3. Основные лексические и грамматические различия между британским и американским вариантом английского языка // Home English. 2005–2014. URL: <http://www.homeenglish.ru/Articlesosnovn.htm> (дата обращения: 12.04.2014).

Научный руководитель Е.Б. Белоусова, ст. преподаватель ТПУ

Everstov M.G.

National Research Tomsk Polytechnic University

HOW SOCIAL MEDIA CHANGES THE ENGLISH LANGUAGE

Approximately thirty million people world-wide use the Internet and on-line services daily. Social networking is grouping individuals into specific groups, like small rural communities or a neighborhood subdivision. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online.

Social media has become a significant part of our modern civilization. It is a defining trait of how integrated our social interactions have become. With Vkontakte, Facebook, Twitter, Google+ and other social networks we have become much aware of the world we are living in. Social Networking giants like Facebook, Twitter, and Google+ have contributed to create a whole new world where we are free to express our opinion and share it with our friends and peers. This world of social media gives scope to everyone to express and share ideas, thoughts and feelings.

Technology enabled communication channels have changed the English language as well as how, when and why we communicate. The biggest factor may be the ever increasing velocity of communication. You can communicate quickly – efficiently, effectively – because written exchanges have condensed. Written online communication in various social media outlets truncates – and speeds up – what we say in several ways.

– Texting makes available as many characters as you can type in a short period of time.

– The use of acronyms – LOL, TTYL, IMHO, TMI, OMG – alleviates the need to type long phrases, and reduces space. Acronyms arise every day, and have even moved from personal communications into business language.

– Emoticons summarize how you are feeling or what you think about what you are saying. If a picture is worth 1000 words, then an emoticon is worth at least 10.

Internet slang includes expressions relative to networking technologies and computers in general. Though slang typically refers to words specific to a group, club, sport, hobby, or even a generation, in the broadest sense Internet slang also includes emoticons, or simple graphics typed with keyboard strokes. The most common of these is the «smile» produced by a colon representing eyes and a right-parenthesis representing a smile, read sideways. Acronyms are also part of the Internet lexicon.

Many Internet slang expressions combine networking terms with real-world terms to refer to particular types of Internet users. Let's consider a few examples:

– **Internaut (Internet + astronaut)**: A veteran onliner with an academic knowledge of the Internet.

– **Cybernaut (cyberspace + astronaut)**: A person adept at online gaming communities that involve virtual worlds, simulations and cyberspace in general.

– **Digerati (digital + illuminati)**: Someone versed in digital technologies.

– **Netizen (Internet + citizen)**: A citizen of the Internet, or an enthusiast of online communities such as USENET newsgroups or Web forums.

– **Web surfer (World Wide Web + surfer)**: Anyone that engages in Web browsing.

– **Emoticons (emotions + icons)** are yet another type of Internet slang.

– **YOLO**

Definition: «You only live once». Coined by Canadian recording artist and actor Drake, this term can be used generously, unlike many others.

Example: Did you have fettuccine Alfredo for breakfast? YOLO. Did you just wear white before Memorial Day? YOLO.

– **SMH**

Definition: «Shaking my head». This is used in situations where you feel some shame or pity and don't know quite how to respond.

Example: You just sat in the stall for 45 minutes waiting for toilet paper? SMH.

– **Mupload/mup**

Definition: Photos uploaded to social media websites using a mobile device (a combination of «mobile upload»).

Example: «You mupload way too much. You have too many mups on Facebook. Stop mupping».

– **Rando**

Definition: Short for «random». The individual at the party, at work or at your poker game who you swear no one knows. Usually used in a chant-like form (e.g., RAN-do, RAN-do, RAN-do, RAN-do).

Example: «Is that a rando? Or is it your mom...»

– **FTW**

Definition: Internet slang for «for the win», used in situations when someone is advocating strongly for something.

Example: «I'd like a Coca-Cola, please». «Are you kidding? Pepsi FTW!»

– **GOML (GAH-mull)**

Definition: «Get on my level». Used as a form of trash talk in gaming. It indicates that one's opponent is on a lower level and is therefore incompetent.

Example: «I just drove to Los Angeles and back in the time it took you to finish 'The Sound and the Fury.' GOML».

– **OOMF**

Definition: A term used on Twitter that means «one of my followers».

Example: Shout out to OOMF who just invited me to her party this weekend.

– **ATM – at the moment**

– **BFF* – best friends forever**

– **IMHO – in my honest opinion**

These simple keyboard pictographs can pepper text to indicate intonation so that a joke, for example, will be understood as such. With an emoticon one can indicate anger, laughter, teasing, crying, sadness, surprise, sarcasm, embarrassment and many other emotions.

An alternate to emoticons are Internet-related acronyms. In this case shorthand becomes a kind of Internet slang. Laughing out loud becomes LOL, as far as I'm concerned becomes AFAIC, and if you know what I mean is shortened to IYKWIM. There are literally hundreds of these acronyms.

Social media has spawned new words, and morphed old ones. If you say 'Facebook me' I know how to get a hold of you. If I call you a 'tweep', you know I am referring to you as a frequent user of Twitter. If you say 'I pinned it', I know to find your content on Pinterest. Social

media has changed not only the form of the language, but how we interact. People now relate to each other in communicative bursts.

Using social media to bring about new ideas and new means of communication is a very effective approach for marketers to take. A lot of people who drive business are young and the evolving language is a large part of their everyday practice. If marketers are going to gain the edge, they need to speak the same language.

Social media will be around for a very long time. It is important to realize that you have to adapt to the evolution and keep up with all of the new technologies and language that are being offered. If you don't, it will be like the Tower of Babel. Everyone will be speaking but nobody will be speaking a common language. Language is alive and keeping an open mind about letting new concepts and new words in to be a part of it is generally an intelligent thing to do.

References

1. http://en.wikipedia.org/wiki/Internet_slang.
2. http://ru.wikipedia.org/wiki/Социальная_сеть.
3. <http://www.internetslang.com/>.
4. <http://www.cooltoptenlist.com/2012/08/Social-networks.html>.
5. <http://www.wisegeek.com/what-is-internet-slang.htm>.

Scientific supervisor E.B. Belousova, senior lecturer of TPU

Kosheutova N.V., Osina P.M.

National Research Tomsk Polytechnic University

THE NOTION OF SUPERSTITION IN RUSSIAN AND VIETNAMESE CULTURES

Superstition is the belief in unknown and mysterious. It is the belief that certain events bring good or bad luck and that cannot be explained by reason or science. In short, superstition means a blind belief. Superstition is a worldwide phenomenon. People in every country have some superstitions. The Russian and Vietnamese superstitions will be analyzed in this work.

The word *Mê tín* in Vietnamese consists of two words. The first word is *Mê* means *spellbound* (очаровывать, заволаговывать) in English. The second word is *tín* means to believe (верить). By that, the collocation *Mê tín* in English is to believe in something spellbinding or mystical. However, in all languages in the world it means the same things.