

been part of your thinking since childhood. Educate yourself about as many different cultures as you can and treat everyone the same. Your knowledge of their culture will give you the confidence you need to overcome the stereotypes that have been engraved in your memory. This newly found knowledge will replace your negative stereotypes with positive knowledge [6].

Cultural diversity can provide distinct competitive advantages in the world of small business, and all business owners can benefit from employing proactive human resources strategies to build a culturally diverse workforce. Hiring culturally diverse employees is only the first step, however. To fully leverage the benefits of cultural awareness in the workplace, companies must actively promote diversity awareness among all employees.

Cultural awareness and cultural sensitivity are achieved when all employees in a company can appreciate the benefits of cultural diversity. The numerous benefits of cultural diversity stem from the fact that people from different cultures bring different perspectives to the table, introducing new ideas, perspectives and personalities into strategic planning processes and workplace activities in general. A culturally diverse and aware workforce can create a company culture of mutual respect and dignity, garnering a reputation as a fair employer in the job market.

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#### THE MAIN LINGUISTIC AND STYLISTIC FEATURES OF YOUTH SLANG IN THE MODERN ENGLISH LANGUAGE

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Modern world is known to be on the rise. And language is on the rise together with the modern world. It is believed that events, happening in society, have an effect on language. It was proved that these events introduce a lot of new phrases and expressions to native speakers' vocabulary. Being a means of communication, language can tell a lot of its native speakers, it can present culture and history of the country.

The English language is known to be divided into two different languages. They are the Standard language and slang. Slang is proved to come to be a very large part of English [4]. Young people use slang in their speech very often, and that is why it is not allowed to ignore this fact.

The aim of this paper is to study youth slang. We'll try to investigate the main linguistic and stylistic features of this social phenomenon.

It is known there are different approaches to the etymology of the term "slang" [1]. The thing is that firstly the word "slang" appeared in Great Britain in oral speech, but by the end of the 18-th century this word is known to appear in written speech. If in oral speech this word had a negative meaning "insult", in written speech it received an increased meaning "colloquial language".

Nowadays there are a lot of definitions of slang, but we can use the following one given by Webster's "Third New International Dictionary": slang is "the jargon used by or associated with a particular trade, profession or field of activity" [5]. According to the definition, slang can be used in speech of high-educated people of the certain age and profession group. As it is said before, we are interested in youth slang.

First, we are going to determine the age of people who use youth slang in their speech. It should say that they are young people from 13 to 22. In other words, they are pupils and students. If we ask ourselves why slang has appeared in this age group, the answer will be the following: young people will try to speak so that adults couldn't understand them. For example:

- 1) – *I've managed to book the best seats at the theatre for us, this weekend!*  
– *Wicked! Thank you. I'm really excited!*
- 2) *I know she failed the test, but you've got to give her props for trying.*

- 3) *Hey, I **dig** your you buy that new style. Where did T-shirt?*  
4) *– How did you make this cake? It's delicious!*  
*– Well, I just mixed in the batter thoroughly, poured it into a cake pan, baked it for 30 minutes and **Bob's your uncle!***  
5) *– What do you think of the exam? I think it was really difficult*  
*No, it was **a piece of cake!***  
6) *I can't believe I passed that exam! I thought I was going to fail, I'm completely **gobsmacked!***  
7) *I went out on Halloween night, and someone jumped out from behind a bush to scare me. I was so frightened, that I just **legged it** all the way back home!*  
8) *I don't like Harvey very much, he thinks he's the bee's **knees!***  
9) *– I wore my pretty new dress, because it was a sunny day, but as soon as I stepped out of the house, it started raining, and I got completely soaked!*  
*– **Sod's Law.***  
10) *Don't listen to her, she's telling **porkies!***  
11) *Andrew, would you please cheer up? It's your birthday, don't be so **stroppy!** [3].*

Modern youth culture is supposed to be a unique world, and that is why slang is noted to play a great part in the life of young people. It helps them to communicate and understand each other.

It should be noted that there are some kinds of slang in the English language. *Cockneyrhymingslang* is known to be one of the most famous type of slang. Young people (pupils and students) use it every day. It is very expressive, and sometimes it brings adults to a nonplus. We can hear *cockneyrhymingslang* everywhere in Great Britain. We are going to mention as an example some of them: 1) Use your loaf and think next time (**loaf of bread** rhymes *head*); 2) I haven't heard a dicky bird about it (**dicky bird** rhymes *word*); 3) You will have to speak up, he's a bit mutton (**mutt'n'jeff** rhymes *deaf*) and etc [2].

The English language is known to be very original and polysemantic. It is proved that people can find out a meaning of a word in the English language, if they will study a context. It means that any word can have a lot of meanings. Such peculiarity has reflected in youth slang. This type of slang is called *everydayslang*.

Let's take a closer look at this type of slang. To understand the meaning of the word, you should imagine real-life situations. Situation №1: for example, you are at Chemistry lesson. The teacher tries to explain what equipment you should use in the experiment, and then the teacher asks you: "**Gotit?**" Your answer will be: "I **gotit**, sir".

Situation №2: for example, your friend and you are in a shop to buy a T-shirt for you. You have chosen a T-shirt, and you are going to pay, but .... You find out that you have left your discount card at home. You are shocked but your friend says: "Relax, buddy. I **gotit**".

So long as we are interested in youth slang, we should say that all young people are good at information technologies. They use computers and mobile phones every day. Young people can't without their mobile phones because they use them to organize their social life. They are always sending texts and calling people (friends, parents, etc.) when they out and about. And it is proved that they would be really lost without mobile phones.

Investigating the young people's great interest in mobile phones, it should be noted that there is so-called *mobileslang* in the English language. This type of slang deals with SMS. The thing is when young people write SMS, they choose the first variant offered by phone. If you see a word "book" staying out of the context, you can suppose that a student (or a pupil) means "cool". They can use "nun" instead "mum" and etc.

Investigating this type of slang, we come to the conclusion that slang is firmly entrenched in SMS-communication of young people in the form of abbreviations and acronyms.

We can demonstrate this type of slang (in the form of abbreviations and acronyms) with simple examples. **SMS-№1:** acronym **LOL** = laughingoutloud.

(– I was thinking of learning how to use nanchakus after seeing that Bruce Lee movie the other day **lol**.

– **lol** ... you're kinda weird.)

It is noted, the more letters "o" in the acronym "lol", the more expressive it is.

**SMS-№2:** acronym **ROFL** = rollingonthefloorlaughing.

(– **Looooo** I just called my English professor mom by accident.

**ROFL!!!** Man you're such an idiot **lol**.)

This example shows that **lol** and **rofl** are used in the same situations.

**SMS-№3:** abbreviation **BRB** = berightback.

If a student is communicating with more than one person, and he/she wants to stop communicating for a short time, he/she can use this abbreviation.

(**brb** think I hear the pizza delivery guy at the door)

Therefore, the study of youth slang shows that there are some various types of slang in the modern English language. Students, communicating with one other, often use *mobileslang* (abbreviation, acronym). This is due to the fact that they are young, they are up and doing, and they have got a lot of secrets from adults. Everybody wants to understand a conversation partner, and wants to be understood. That is why young people should know types of slang not to make mistakes.

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