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SLANG OF ONLINE GAMERS

This work is focused on the phenomenon of slang in general and slang of online gamers in particular. Special attention is paid to considering the meanings of the most widespread phrases used in online games. Lexical units concerning some popular online games are also examined. The authors of the paper have addressed to their peers and friends who are hooked on specific online games to gain information about the topic under study. Moreover, they have tired to play few games to collect as much phrases and terms as possible. The urgency of the considered issue is rather high as modern online games are becoming more and more popular among young people all over the world. Consequently, they use the relevant slang phrases in their speech more and more often.

Keywords: slang, lexical units, online games, vocabulary, lexicon.

Background: Day by day people of various quarters of society use a huge amount of particular words in their speech. Some of these lexical units are related to their professional occupation, hobby or way of living. Sometimes these lexical items have unique meanings, understandable only to them. All of us, from children studying at school to professors, have our own special vocabulary used not only in colloquial speech but quite often in professional communication. This phenomenon is called slang.

Introduction: Slang is referred to the use of informal words and phrases that are not considered a standard in the speaker's language or dialect but are considered more acceptable when used socially. Slang is often used to identify with particular groups of peers. Although the phenomenon of slang is usually spreading among teenagers or young people, it may also be used by people of all ages and social groups. This raises the question: why do we need slang and what role does it play in our every day communication? The answer is rather trivial: it simplifies our speech, makes the particular social groups recognized in modern society. Slang is found everywhere and it is always different depending on the situation and a group of people using it.

There are many types of slang, for example: youth slang, industrial and army slangs, country and urban slang, internet and common slang etc. Slang of online games has appeared not so long ago but it is becoming more and more popular among young people who are true lovers of up to date online games. They almost lose themselves in virtual world of such games since this helps them to avert from life problems and dive in different imaginary worlds. Probably, everyone has ever tried to play online games and get acquainted with the slang of gamers; but most likely it is quite difficult to understand this specific language because people meeting in games are of different ages and from various strata of society and even from different countries. Certainly they speak English to discuss a strategy of the game, because this language is multinational. Most people around the world know basic phrases which are necessary for communication in online game environment, but it is not enough, because there are special lexical units created for a particular game and only few people can understand them.

Main body: Let us consider slang of several popular online games. Actually nowadays there is a huge amount of online games with a variety of plots, characters and tasks. People from all around the world have an opportunity to play together as teammates or opponents. It is a normal practice for players to explain something quickly and in plain language, especially if their companions do not speak fluent English. As a result, special gamers' slang has been created for this purpose.

All the worlds and phrases that are used by online gamers can be divided into several categories. The first category is related to the names of games, their abbreviation and abridgment. For example, LoL (League of Legends), WoW (World of Warcraft) etc. Also some categories of games can be attributed as shooters, simulators, actions, arcades, strategies etc.

The second group of words concerns terms and abridgment, which are used by all the gamers independent from the game type or a plot. For example, all the gamers can apply such words and abbreviation as *bg* (*battleground* – place of battle, place of meeting, place of meeting with enemies), *quest* (game's aim, achievement of it, the main idea of the game) and *levels*. A general wordlist related to slang of almost all the gamers is provided below:

- AFK = «*away from the keyboard*». The abbreviation is used when a gamer would like to go away from a computer for a short time.
- BG = «*boring game*». It is a bad conclusion at the end of the game.
- Care = «*be careful*». It is a danger warning.
- Combo = series of hits performed by the character to the opponent without pause.
- Dood = *dude*, it means «guy». «Dudes, let's do it!»
- GG = «*good game*». It is a positive conclusion at the end of the game.
- FAQ = frequently asked question, or a list of frequently asked questions with relevant answers. It is written only in big letters.
- Gamer = a human that plays the game on a regular schedule.

- Hacker = someone who cracks a console, or a game, for a better experience of that console.
- HP = *health points*, which are used to increase a life of a character.
- Main = *a main character* that is created by the gamer so he plays only this character. Sometimes gamers use *alt* (an alternate character) instead of main, but it has a little difference. Alt is used as a reserved character.
- To nerf = to reduce abilities of a character in a battle. «When will Mythic nerf them?» or «Blizz gotta nerf those noobs.»
- Newb (newbie) = a new player, this term is generally used as a «stupid newb». Also we can use a word Noob at this meaning – «What a noob!»
- QFT = «*quoted for truth.*» It is used to express the gamers' agreement with the statement or an opinion of another gamer.
- Skill = ability.
- Spam = repetitive action over and over again. This word is also used to describe speech, generally in a public chat channel. «Stop spamming general chat!»
- Tell, Send, or Whisper = private communication from one player to another.
- Toon = the name of a character in online game. «The toons on this server have bugs.»
- Troll = someone who starts flame wars to annoy the other gamers. «Stop trolling him!»
- W8 = «*wait*». It is a request to wait for another player.
- XP = *experience points*, which are used by players to level up.
- Zone = the world of online games is very vast, so it is divided into areas or «*zones.*»

Some phrases are used to show emotions of gamers.

- Ding! = a new achievable level in the game, but if a player makes only level 2, nobody does not sum him. If he has finished for example level 15, he can announce «Ding!». Also a player can announce «Ding!» when he has achieved the ultimate level. It is permissible to announce «Ding!» when a new player enters a gaming community.
- FTW! = «*For the win*!» Guys, let's take ftw.
- Kewl = *cool*. «We've done it! It's kewl!»
- The following list of slang expressions is used if the gamers have some problems with the Internet:
- DC = «*disconnected from server*» – A character is standing there, arms held loosely at his side. He is not fighting back. The connection to the game is gone; as a result the character dies.
- To lag = it means «*to slow*» due to excessive memory use or a slow Internet connection. This problem is quite common in graphic-intensive or player-intensive environment, lag causes a huge slowdown in a character's movement, often leading to disaster.

Now it is necessary to consider some popular categories of online games such as shooter games, RPG – massively multiplayer online role-playing game and MOBA – multiplayer online battle arena and slang related to these games.

The first category under consideration is devoted to shooters. Shooter game is a type of action game, which often tests a player's speed and reaction time. The main idea of these games is to use some kinds of weapon for shooting opponents. Usually this weapon is a gun, or some other long-range weapon. A common resource found in many shooter games is ammunition. The main aim is to shoot opponents and to pass missions without the player's character death. The examples of shooter games are «Red orchestra», «Counter-strike», «Call of duty», «Medal of Honor» and etc. The following slang lexical units belong to shooter games:

- Arty = short form of *artillery*. «Squad leader, we need an arty at B sector!»
- Beat-Em-Up = a game in which a player controls a character who runs through levels beating up minor enemies, usually followed by a boss fight.
- Camper = a character shoots enemies in a hiding position.
- Hack-and-Slash = a beat-em-up with weapons instead of fists.
- Head-Shot = to kill someone in the head resulting in an instant kill on an online match
- Reacon = short form of *reconnoiter*. «Who will go to reacon?»
- Run-and-Gun = a side-scrolling action game with a moving character and lots of shooting.
- Speed hack = cheat which is used by dishonest players, it can provide a very high speed.
- Stealther = any of a class that can become literally invisible. Assassins sneak up on the foe, and slice their throats with a single stroke. Rogues, assassins, archers, and minstrels/bards often have the ability to stealth.
- Zerg ruch = rush to the enemy with allied crowd. «Guys let's do zerg rush!»

The second category is MMORPG or massively multiplayer online role playing game. It is a game when players assume the roles of characters in a fictional setting. This game gives players a possibility to feel themselves in a role of magical beings. Every character has different capability, which goes away from reality. Magical words are mainly used in such games. The slang lexical units the game «Perfect World» are considered below:

- Bot or Buffbot = A character created to support other characters, usually a healer who stay behind the main character or a group of characters and lengthen their life during the game.
- Buffs = Spells that enhance strength, power, or other abilities. It is mainly used by a bot or a buffbot.

- Tank = one of the heavily armored fighting classes, usually without magical ability or with limited magical ability, such as paladins, warriors, champions, heroes, etc.
- Caster = any of the wide variety of magical spell-casting classes such as mages, wizards, shamans, etc. Casters have their very own set of work they do.
- INC = a dangerous monster, a group of monsters, or a group of enemies a player is «facing» – in other words, it appears in the player's way.
- MOB = a dangerous monster.
- Pat = short for «patrol», a wandering mob. «Be careful around you a pat!»
- Twink = a low-level character wearing gear far, far superior to what they could afford on their own.

And finally, the third category is MOBA or multiplayer online battle arena. It is a game that combines elements of RPG and strategies. There are two teams of players fighting on the arena. All players can choose only one character from the list of heroes, which can become stronger during the game. The target of playing is the destruction of the main building of the enemy's team. The most popular examples of this category are «Dota» and «Heroes of Newerth». Slang of these games is considered below:

- Abuse = using of bags of the game for winning.
- Assist = help your teammate to kill enemy. «Assist me»
- CD = «*cool down*». It's a period of time needed for the next using of skill or ultimate.
- Creeps = units, controlled by the computer program. They usually belong to players, enemies and can be neutral.
- DPS = «*damage per second*» is an ability of the hero to do damage.
- DD = «*damage-diller*», a player having a big meaning of DPG. «This guy can kill me. He is DD»
- Easy line = a place on the arena, where playing is easier.
- Farm = «*farming*» is a process of killing enemy's creeps to get a gold. «You need farm»
- FB = «*first blood*». The first killing during the game.
- Hard line = place on the arena, where playing is harder.
- Pick = choosing the heroes from the list. «Our pick is stronger»
- Push = destroying buildings of the enemy's team. «Push top»

Conclusion: Slang of online gamers has been analyzed above. Special emphasis has been paid to some popular categories of online games such as shooter games, RPG – massively multiplayer online role-playing game and MOBA – multiplayerr online battle arena. It should be mentioned that slang lexical units belonging to each category are unique and diverse. Only true lovers of a particular game are able to understand each other using relevant slang in their communication.

The popularity of online games is constantly growing among young people of all over the world together with the popularity of slang related to these games. Generally speaking, this tendency is not very positive since more and more online gamers spend most of the time in the environment of virtual online worlds without thinking about reality. But it is almost inevitable to avoid this tendency as we live in the information era and advanced Internet technologies play a great role in our life creating unbelievable online games many people can not give up.

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СЛЕНГ ОНЛАЙН ИГРОКОВ

Данная работа посвящена сленгу как лингвистическому явлению. Особое внимание уделяется сленгу, который встречается в популярных онлайн играх. Авторами исследования подробно рассматриваются самые распространенные выражения, используемые онлайн игроками, и значения различных лексических единиц, касающихся определенных игр. Работа основана на результатах опроса, проведенного авторами среди своих сверстников и друзей, которые увлекаются онлайн играми и активно используют сленг в своей речи. Актуальность изучаемой проблемы несомненна, т. к. популярность онлайн игр среди современной молодежи во всем мире растет с каждым днем. Следовательно, растет и употребление соответствующих лексических единиц в речи поклонников этого увлечения.

Ключевые слова: сленг, лексические единицы, онлайн игры, словарный запас, лексикон.

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СТРУКТУРА АНГЛИЙСКОГО РЕКЛАМНОГО ТЕКСТА

Современное исследование любого языка характеризуется возрастающим интересом к его эффективному использованию и анализу принципов языкового воздействия на читателя. Особое внимание уделяется исследованию языка рекламных текстов. Данная статья посвящена изучению особенностей рекламного текста и его структуры. Для этой цели были проанализированы английские печатные рекламные тексты.

Ключевые слова: печатный рекламный текст, структура, языковое воздействие на читателя.

Реклама играет важную роль в жизни современного общества. Ее история уходит в далекое прошлое: первые печатные объявления были обнаружены на папирусах египтян и древних греков. Само слово «реклама» произошло от латинского *reclamare*, что означает «выкрикивать, утверждать». В основе рекламы – информация и убеждение. Ее главная цель – увеличение спроса на товар, услугу. Рекламный текст должен быть понятным, легко запоминающимся и убедительным.

Для достижения наибольшей эффективности рекламного текста помимо ряда языковых средств (фонетических, морфологических, лексических, синтаксических и графических), немаловажную роль играет композиция текста.

В композиции рекламных текстов наблюдаются общие закономерности. Можно установить следующую схему текста:
1) заголовок (обещание выгоды);
2) подзаголовок (разъяснение выгоды) – необязательный компонент;
3) развитие сюжета (если необходимо);
4) доказательство заявления (если необходимо);
5) призыв к действию.

Люди склонны рассматривать печатную рекламу в следующем порядке: сначала иллюстрация, затем заголовок, первая строка рекламного текста и потом – логотип. Если люди еще заинтересованы, то они вернутся и прочитают весь текст. Итак, рассмотрим подробнее составляющие рекламного текста.

Заголовок

Это самая важная часть рекламного объявления. Его читают в первую очередь, и он должен вызывать интерес, чтобы потребитель захотел продолжить чтение и узнать больше о продукте. Существует несколько моментов, которые следует учитывать, оценивая эффективность заголовка: он должен использовать обычно не более десяти кратких, простых слов; он должен включать в себя приглашение потенциального потребителя, отражать основные выгоды продукта, название торговой марки и провоцирующую интерес идею, чтобы заставить прочитать основной текст рекламы; надо подбирать слова, привлекающие только основных потенциальных клиентов; заголовок должен содержать глагол в повелительном наклонении; он должен давать достаточно информации, чтобы потребитель, который прочитает только заголовок, что-нибудь узнал о продукте и его выгодах; заголовок не должен заканчиваться точкой: точка блокирует желание перейти к чтению текста. Основные заголовки составляют четыре категории.

1. Заголовки, в которых представляется новая выгода.

BIG NEWS FOR YOUR STOMACH
Pepto-Bismol

(Reader's digest).

2. Заголовки, которые прямо обещают существующие выгоды.

«Start A $10,000 Life Insurance Policy».

(Reader's digest).