**АННОТАЦІЯ**

*У статті розглядаються комунікативні практичні види діяльності, які ефективно допомагають у навчанні та формуванні граматичних навичок, провокують розмовну комунікацію.*
*Ключові слова: види діяльності, комунікація, граматичні навички, ефективні технології.*

**АННОТАЦИЯ**

*В статье рассматриваются коммуникативные виды деятельности, которые помогают в изучении и формировании грамматических навыков и провоцируют разговорную коммуникацию.*
*Ключевые слова: виды деятельности, коммуникация, грамматические навыки, эффективные технологии.*

# SLANG OF TEENAGERS IN SOCIAL NETWORKS

### NATALIYA HERTSOVSKA, OLEKSANDRA LEUSHYNA

*The article deals with the use of non-standard vocabulary by teenagers during communication in social networks, microblogs and in everyday speech. The concept of «slang» has been revealed faithfully, because slang is most commonly used phenomenon by teenagers in social networks.The usage and the formation of English and Ukrainian teenager's vocabulary in social networks and everyday speech became the aim of the research.*

*It has been noticed that at present one of the most interesting language subsystems is non-standard vocabulary which include jargon, slang and vulgarism with the help of which most teenagers communicate. It has been noted that non-standard vocabulary characterized by special functioning conditions which include the lack of previous deliberation, expression and spontaneity of speech between its participants. All this causes absence of formality between communicants. Contemporary teenagers tend to non-standard vocabulary, using all possible stylistic means such as pan of words and adapted borrowings. However, Internet is the most interesting and diversified linguistic environment. Exactly during the online communication users of social networks, blogs and forums demonstrate their speech creativity completely. They create neologisms, successful comparisons and pan of words techniques.*

*It has been concluded that the vocabulary of teenagers is a specific indicator of changes in society, which responds to the latest trends and phenomena, reflects social and cultural background of a particular era, which is understandable only by its representatives. In accordance with the modern level of globalization, integration and constant increase of English language in the world community slang and jargon became an integral part of the information flow and creates a corresponding layer of the English vocabulary that later gets in other languages through media and Internet space.*

*Key words: slang, vocabulary, non-standard vocabulary, lexical units, social network, communication.*

Nowadays vocabulary of teenagers is under the influence of different factors and requires new researches. Teenagers are not solely causing language change. Rather, language changes occur throughout a lifetime and not just during the teenage years. The topicality of studying vocabulary of teenagers has been caused by the continuing growth of research interest to the speech of different socio-demographic groups, including teenage group. Our research has shown that teens are being dynamic with language, but not necessarily in a consistent way. All languages, throughout history change as generations grow up and move through life. As long as there are people who are living and breathing and speaking, teenagers will invent new words and new ways of speaking.

Despite the fact that informal vocabulary of teenagers are widely used in oral and written language for some people this is incomprehensible vocabulary. That is why *the aim of the article* is to determine the formation and the usage of informal vocabulary of teenagers in the English and Ukrainian languages on the material of social networks.

In modern linguistics the comparative research of English and Ukrainian informal vocabulary of teenagers has not been studied sufficiently; the latter determined the *topicality of the research.*

To reach the aim the *following tasks are to be solved:*

1) to clarify the notion of slang;

2) to classify lexical units of the teenage slang;

3) to represent the most used slang words by young people in social networks and everyday speech;

4) to make a comparative analysis according to the usage of informal vocabulary of teenagers in the English and Ukrainian languages.

Language is a very complicated and multilayered system that is changing and growing constantly. One of the language layers is slang. It is defined in Oxford Dictionary as «a type of language that consists of words and phrases that are regarded as very informal, are more common in speech than writing, and are typically restricted to a particular context or group of people» [7]. According to Urban Dictionary, slang is «the continual and ever-changing use and definition of words in informal conversation» [9]. Thus, we can single out two main features of slang:

• it is normally used in informal speech (rather oral than written).

• it is used as a «secret language» by certain groups of people.

Slang can be divided into different groups: professional slang, regional slang, teenage slang, etc., but for nowadays with the rapid growth of internet community it is especially relevant to consider internet slang. It can be defined as «a type of slang that Internet users, especially eteenagers, have popularized, and in many cases, have coined. It mostly tends to create abbreviations; shorten forms of words and developing use of keyboard symbols. David Crystal, editor of the Cambridge Encyclopedia of the English Language, comments on it: «So far we have been communicating in speech, writing and with sign language. But the internet is neither speech nor writing. It has aspects of both and represents a new form» [3].

Such linguists as V. Khomiakov, I. Arnold, G. Antrushina, R. Ginzburg, I. Galperin and many others have studied slang phenomenon. In the English-speaking countries slang has been studied mainly by lexicographers. Many linguists such as B.K. Dumas, C. Eble, J. Lighter, E. Mattielo, E. Partridge, P. Kegan and others have also studied slang. One important peculiarity of slang is that it is a constantly changing open system. Slang is used by a restricted group of people, these can be either young people, teenagers, or people who belong to a certain profession. Slang is usually used not for a long time but there are some cases when some of the slang words enter the literary language, others simply disappear.

Slang is also the most effective when used among friends because it draws upon common social and emotional experiences to give meaning to the terms. Slang of teenagers as an open, lexical system occupies a distinct position on the «language world map». Therefore, we should define the main sets of notions that are used by teenagers in the process of their intercourse. It is interesting to note what links generations and cultures is that slang of teenagers shows the same things.

All lexical units of the teen slang are classified into two large groups:

• academic slang: units belonging to school work and activities;

• social slang: units referring to the out-of-school life.

Each group consists of two thematic groups. Thus, academic slang includes the following ones:

• educational process: *aced* – did very well on a test; *power tool* – to study intensely; *завалити,* – to fail an exam; *зубрити, гризти*- to cram;

- the names of institutions, subjects, professions: *Underwater Basket weaving* any easy or useless college course or field of study [7]; *шеф, босс,* – a headmaster of school.

Social slang includes the following groups:

- daily round: *bank, boodle* – money, cash; *crib* – home, domicile, or dwelling; *шмотки* – clothes; *тачка,* – car;

- types of personality: *tubby* – an extremely fat person who resembles a ball with arms legs and a very small head. they are often seen eating «freedom» fries and other fatty foods; *тупий, валянок* – a stupid person; *пончик* – a fat person.

An increasing number of English words in modern Ukrainian teenage slang can be explained by the popularity of this language among youngsters, as they see the many aspects of its application in their everyday life. The new borrowings which are used by Ukrainian teenagers in everyday speech comprise such words as *байкар* (biker), *дрінк* (drink), *дестрой* (destroy), *сейшн* (session).

The Internet has completely changed global communication. In consequence of instant access to messaging and email, the ability to spread commentary and view has significantly changed the way people communicate nowadays. The Internet is now an integral part of contemporary life, and linguists are increasingly studying its influence on language.

Professor and British linguist David Crystal, the author of over hundred books says about the dynamic nature of the Internet. Crystal believes that the impact of the worldwide web on language remains minimal. In his book «Internet linguistics» David Crystal presents the area of Internet as a new field. Crystal addresses to the problematic online linguistic matters that affect us on a daily basis, concerning real life examples drawn from his own studies and personal involvement with Internet companies. He provides new linguistic analyses of Twitter, Internet security, and online advertising, explores the evolving multilingual character of the Internet [6].

Erin Jansen, founder of Net Lingo (an online dictionary of Internet) and a wide variety of modern terms used in the online world says that new technologies has not fundamentally changed the existing language but added a large number of new notions to the vocabulary. Jansen has worked in the area Internet since 1994 and accepted with Crystal point of view that what we are seeing is more ways to use language to communicate. «The main effect of the Internet on language has increase the expressive richness of language, providing the language with a new set of communicative dimensions that have not existed in the past. Basically it is a freedom of expression» she said [6].

Adams B. Bomodo in his book «Computer-Mediated Communication for Linguistics and Literacy: Technology and Natural Language Education» guides the reader through the way language is used in various media of technology [1].

Social network service is an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people. Facebook.com is considered to be the main and the most developed social network in the English speaking. The main purpose of every social network is to let members communicate and share their interests and activities. From this point of view, all active Facebook users form their own «internet dialect».

Teenagers over the past several years, have increasingly used a more informal English vocabulary. Such online abbreviations as *LOL*, *OMG*, and *IMHO* are now part of the official English language. The Oxford English Dictionary (OED) explained such neologisms like *OMG (Oh My God)*, *LOL (Laughing Out Loud)* and *IMHO (In My Humble/Honest Opinion)* are strongly associated with the language of electronic communications, their origins are surprisingly predating the Internet era [4].

However, we would like to draw your attention to some of the most widely used acronyms and shorthand terms from Twitter and Facebook which are used by teenagers of Ukraine and England:

- *M/F* – Are You Male or Female?
- *GN* – Good Night
- *ASAP* – As Soon As Possible
- *SD* – Sweet Dreams
- *BRB* – Be Right Back
- *JK* – Just Kidding
- *Tnx* – Thanks
- *warez* – Pirated software
- *LMK* – Let Me Know
- *zzz* – Sleeping
- *BFF* – Best Friends Forever
- *Jk* – Just kidding
- *B4* – Before
- *L8* – Late
- *plz* – please
- *RT retweet* The act of taking someone's <u>tweet</u> and posting it as your own. RT is the disclaimer so that someone doesn't accuse you of plagiarism on <u>Twitter</u>
- *DM* direct message Commonly used on twitter. It means to direct message.
- *MT* modify tweet
- *MRI* modify retweet
- *TWEETUP* meeting set in Real life with the help of twitter
- *ICUMI* In case you miss it
- *Fav (Favorite)* When you star someone's tweet, it is considered a «fav», or favorite. (Some people prefer the spelling «fave» but «fav» seems more popular among Twitter users.) There are no rules regarding what people favorite. It could mean the tweet made them laugh. It could be a "thank you" for mentioning a specific topic or idea. Or it could simply mean that they want to save it to read later, almost like a Web bookmark.
- ***OH*** *Twitter* abbreviation for OverHeard. In case you hear something comical or interesting wherever you are – and you feel like letting the twitter world know. Which might not be a bad idea, depending what you overhear.

In the Internet some anglicisms have Ukrainian equivalents, but the English variant is used by Ukrainian teenagers only for specific emotional presentation of speech. Ukrainian teenagers are trying to borrow some slang words and abbreviations which derived from English-speaking users of social networks. This phenomenon is typical for Ukrainian Internet space, especially young people substitute words on English equivalents. There are some examples of Ukrainian slang words borrowed from English language and used in social networks by teenagers:

- *Лайк іт* – Like it
- *Лендінг пейдж* – <u>Landing page</u>
- *Ноу коментс* – <u>No comment</u>
- *Нот бед* – <u>Not bad</u>
- *Лав іт (лов іт)* – <u>Love it</u>
- *Ез ю віш* – As you wish
- *Ту мач* – Too much
- *Соу тру* – So true

There are also examples of slang words from English language used by teenagers of Ukraine:

• *Man – Мен «Ти мен!»,«Ти крутий!»* (used to describe male and and for praise);
• *Girl – Гірла* (description of female but is used in order to show contempt);
• *One second – Ван сєк* (here is used Litotes and the meaning is «in a minute»);
• *Baby – Бейбі* (girl);
• *Parents – Перенти* (parents) [5].

Analyzing the material that has been used in the given article we came to the conclusion that informal vocabulary of teenagers especially slang words are very popular in the social networks and everyday speech.

Internet slang can be difficult to understand and is considered by some people simply as dumping-down of «google generation» and their disability to express their opinion with traditional language means. It is doubtless, though, that language itself is a constantly developing system, sensitive to all the social changes. Modern society is very busy and highly communicative which means it needs faster and more efficient ways of information exchanger.

Informal vocabulary pass into everyday usage to draw our attention and keep in our minds the availability and desirability of a product, service or brand. Since slang is the mirror of cultural aspects of a society, it can be used for pedagogic targets to enrich the field of foreign language studies based on the specific linguistic features of these languages.

Therefore, the perspective of the given research we can see in further consideration accordingly to the usage of informal vocabulary in the social networks and in the everyday speech.

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**АНОТАЦІЯ**

*Стаття присвячена використанню нестандартної лексики підлітками під час комунікації в соціальних мережах, мікроблогах та повсякденному мовленні. Поняття «сленг» було розкрито якнайповніше, тому що сленг найчастіше використовується підлітками в соціальних мережах. Метою статті було використання та формування нестандартної лексики підлітків англійської та української мов в соціальних мережах та повсякденному мовленні.*

*Було виявлено, що на сьогодні однією з найцікавіших мовних підсистем є нестандартна лексика до якої відносять жаргон, арго та сленг, якими спілкуються підлітки. Було зазначено, що нестандартна лексика характеризуються особливими умовами функціонування, до яких відносяться відсутність попереднього обдумування висловлювання та спонтанність мовленнєвого акту між його учасниками. Все це обумовлює відсутність офіційності між комунікантами. Сучасні підлітки тяжіють до нестандартної лексики, використовуючи при цьому всі можливі стилістичні засоби: елементи*

*мовної гри та адаптовані запозичення. Проте, найрізноманітнішим та найцікавішим мовним середовищем є Інтернет. Саме при комунікації он-лайн користувачі соціальних мереж, блогів та форумів повністю проявляють свою мовленнєву креативність. Вони творять неологізми, вдалі порівняння, використовуючи прийоми мовної гри.*

*Було зроблено висновок, що лексика підлітків є своєрідним індикатором змін у суспільстві, що реагує на новітні тенденції та явища, відображає суспільно-культурний фон окремо взятої епохи, який розуміють лише її представники. За сучасного рівня глобалізації, інтеграції та постійного збільшення ролі англійської мови у світі сленг та жаргон, є невід'ємною частиною інформаційного потоку та формує відповідний пласт англомовної лексики, що згодом проникає й у інші мови через медійний простір та Інтернет.*

***Ключові слова:*** *сленг, лексика, нестандартна лексика, лексична одиниця, соціальна мережа, комунікація.*

## АННОТАЦИЯ

*Статья посвящена использованию нестандартной лексики подростками во время коммуникации в социальных сетях, микроблогах и повседневной речи. Понятие «сленг» было полностью раскрыто, так как сленг чаще всего используется подростками в социальных сетях. Целью статьи было использование и формирование нестандартной лексики подростков английского и украинского языков в социальных сетях и повседневной речи.*

*Было выявлено, что на сегодня одной из самых интересных речевых подсистем является нестандартная лексика, к которой относят жаргон, арго и сленг, которыми общаются подростки. Было отмечено, что нестандартная лексика характеризуются особыми условиями функционирования, к которым относятся отсутствие предварительного обдумывания высказывания и спонтанность речевого акта между его участниками. Все это обусловливает отсутствие официальности между коммуникантами. Современные подростки тяготеют к нестандартной лексике, используя при этом все возможные стилистические средства: элементы языковой игры и адаптированные заимствования. Однако самой разнообразной и интересной речевой средой является Интернет. Именно при коммуникации онлайн пользователи социальных сетей, блогов и форумов полностью проявляют свою речевую креативность. Они создают неологизмы, удачные сравнения, используя приемы речевой игры.*

*Был сделан вывод, что лексика подростков является своеобразным индикатором изменений в обществе, реагирует на новые тенденции и явления, отражает общественно-культурный фон отдельно взятой эпохи, который понимают только ее представители. При нынешнем уровне глобализации, интеграции и постоянного увеличения роли английского языка в мире сленг и жаргон, является неотъемлемой частью информационного потока и формирует соответствующий пласт английской лексики, потом появляется и в других языках через медийное пространство и Интернет.*

***Ключевые слова****: сленг, лексика, нестандартная лексика, лексическая единица, социальная сеть, коммуникация.*

## PARTIAL EQUIVALENCE IN LITERARY TRANSLATION

### NATALIYA HERTSOVSKA, IVANNA RETIZNYK

*The article deals with lexical equivalence and its types (on the material of English and Ukrainian languages), the concept of equivalence, its use in translating and achieving partial equivalence in literary translation. It has been noticed that the equivalence of translation is a complete relevant replacement from the source language into the target language.*

*The aim of this article is to conduct a complex analysis of equivalence and translation category of partial lexical units' relations in Ukrainian literary translation.*

*The article explores the concept of partial equivalence and partly equivalent lexical relations in the Ukrainian literary translation. Partial lexical equivalence obtains deeper treatment, which is based on a special type of relations of lexical units that are realized at the level of lexical meaning components. An improved definition of partial equivalence has been suggested the place of investigated phenomena in translator`s concept system has been determined. Practical advices for the possible translation actions, aimed at optimizing the use of partial lexical equivalents for the creation a dynamic equivalent translation of a literary text have been given.*