FUNCTIONING OF YOUTH SLANG IN MASS MEDIA

Alimov Timur

1Lecturer at the Department of Methodology of Russian Language, Ferghana State University, Ferghana, Uzbekistan

Gimadetdinova Viktoriya

2Lecturer at the Department of Methodology of Russian Language, Ferghana State University, Ferghana, Uzbekistan

Abstract:

In a dynamically developing media space, special attention is paid to the establishment of effective communication between representatives of different socio-cultures. At present, the massive use of neolexics is observed everywhere and regardless of social or professional affiliation, age, religious views. The main features of the vocabulary and phraseology of the language of the mass media are reflected in the absence of strict prohibitions, any censorship, established norms of use. For example, in Internet slang traits of openness are traced, the transition of certain layers of the population to spoken language, an abundance of borrowings and slangisms that exist on their basis [2].

Key words: language, slang, internet, media space, neolexics.

Introduction

The objective of the scientific article is to study youth slang in social networks, it is on the Internet that slang is widely spread. Real-time communication requires the use of capacious short words. Far from all concepts related to the Internet, there are primordial words, rather the opposite. The Internet and the computer are the main spheres of infusion of borrowings into youth slang. The main reason for this is the lack of names for many concepts. «Variation (variance) is one of the most general concepts in linguistics, thereby providing an opportunity to study it both in terms of studying the language system, and in terms of using specific variant units» [1].

Currently, the study of youth slang is relevant due to its relevance in a certain part of society, the mobility of the processes taking place in it, the breadth of its distribution among young people. The emerging trend in linguistics is ecolinguistics, which allows you to study youth slang “through the interaction of language with the environment.” From a linguo-ecological point of view, the study of youth slang is interesting in the aspect related to the culture of speech, stylistics, rhetoric, and includes the study of violations of correctness, clarity, consistency, expressiveness and other communicative properties of speech. However, in the study of the phenomenon of the language of young people there are still gaps, there are many controversial issues. One of them concerns the terminological definition of this concept; specific characteristics and properties have not been identified that make it possible to distinguish it from such linguistic phenomena as, for example, argot, jargon, interjargon, dialect, sociolect.

The leading place in the social networks of young people is occupied by the use of neolexics. Stable phrases and special words were the result of the functioning and their use when communicating in the virtual world.

Discussion

On social networks, slang reflects the modern realities of the language that are necessary for the modern language as a whole, helping to identify the main trends in the replenishment of the vocabulary of slang, as well as the transience of naming objects that relate to the daily life of
society. Thus, in the study of the functioning of neolexics, not only linguists should be involved, but representatives of various scientific fields. For example, "avatar" (from the English avatar), also "ava", "avatar", "avchik", "userpic" - a picture that the user chooses as a "face" on forums and "blogs" (Internet diaries). Before the advent of the Internet in the Russian language, there was no word describing this phenomenon, which is obvious, since the phenomenon itself did not exist then. Subsequently, it was easier to borrow an already existing English word than to invent your own.

The emergence of online slang pursued a specific goal, namely, to save time by reducing the amount of text that had to be typed on the keyboard in order to have time to say as much as possible. For this reason, the main means of creating Internet slang were abbreviations of different stripes, pictograms and abbreviations of the most frequently used words - this system later migrated to SMS messages. True, there were also such types of network language, the purpose of which was not just to save time, but to encrypt meaning. These include such an Internet dialect as "leet" (from the English word "elite"), in which the Latin alphabet was replaced by various variations taken from the American Standard Code for Information Interchange [4, p. 24-26].

Modern web slang is wide and varied. Abbreviations created by Internet users include not only short and well-known abbreviations - LOL (laughing out loud, laugh out loud), IMHO (in my humble opinion), OMG (Oh my god) and others, but others, more complex. If you want to express your dislike for the interlocutor and quickly cut off the conversation, you can say KTHXBAI (OK, thanx, bye) or, conversely, to emphasize your good attitude towards him, you can use LYLALAB (Love you like a brother) or LYLAS (Love you like a sister).

We can say with confidence that the Internet generates slangisms literally every day. Especially often you can find new modern words in social networks "Whatsapp", "Twitter", "Facebook", "Instagram". Words such as "button accordion" (republishing a joke or information), "Photo-toad" (creative photomontage), "Facepalm" (a gesture - a manifestation of disappointment, shame, despondency, irritation or embarrassment), "Flood" (a hacker attack with a large number of requests leading to denial of service), "Mem" (cultural replicator, any idea, symbol, manner or way of action, knowingly or unknowingly transmitted from person to person through speech, writing, video, rituals, gestures).

**Conclusion**

Thus, such words made a huge resonance on the Internet. Millions of young people have begun to incorporate such slangisms into their virtual communication on forums and social networks. On the basis of slang on the Internet, a virtual language has been developed that helps to quickly and in more detail understand the organization and operation of Internet resources (sites, portals, forums), to be able to describe their actions and understand other users [3, p. 376-382].

And the functioning of slang in Internet communications is gaining widespread use; netizens are actively involved in the creation of Internet slang. Every day, new words are invented to denote characters, certain actions.

Youth slang in most cases is English borrowings or phonetic associations, cases of translation are less common, and even then thanks to the violent imagination of the young. The attraction of foreign words to the language should always be carefully considered, and even more so when this process has such a speed.
References