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Bachelor's paper

THE YOUTH SOCIOLECTS IN THE LANGUAGE OF ENGLISH BLOGS

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Field of science: 03 "Humanities"
Specialty: 035 "Philology"

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Допущено до захисту»

Протокол засідання кафедри англійської філології

та міжкультурної комунікації

Протокол № 10 від 29.05.2023

Зав. кафедри _____ д. філол. н., проф. Алла БЄЛОВА

KYIV – 2023

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INTRODUCTION

Research relevance. Today, the Internet is gradually turning into the main interactive environment of active mass communication, and coexistence, in which the computer does not simply transfer the user to some other point of the same space-time, but also allows entering another space, transforming it, rebuilding a new world – virtual. A large part of this virtual world is occupied by blogging, whose representatives have a huge influence on others and are role models for many people. Since bloggers are young people, they have a unique language for communication, namely the youth sociolect. The youth sociolect in the language of English blogs is a rapidly changing phenomenon, and therefore the study, recording, and analysis of these linguistic units, which are part of the national language, is an important task. Scientists such as Stavytska L., H. Matsyuk, M. Grabovy, P. Trajill, and E. Partridge paid considerable attention to the study of social variations of the language. Bergelson M., Dzyubina O., Dorda O., Pavelyeva A., Bondar-Fursa O., etc. were engaged in the study of youth sociolects of English blogs. Although there exists a great number of lexical features of youth sociolects in English blogs, they are not fully explored and classified yet. Therefore, this topic needs more careful research, especially at a time when youth blogs can become a source of information for society. In our research, we found 38 bright examples of youth sociolects that are repeated with different frequencies (22 slang expressions, 13 youth vulgarisms, and 3 examples belonging to youth jargon) in 70 analyzed blogs [48-118] in the period from 2019 to 2023.

The **purpose** of the Bachelor's thesis is to research the phenomenon of Internet communication and blogging, to detect lexical features of youth sociolects in the English internet blogs, namely youth slang, jargon, and vulgarisms.

The **object** of the research is youth sociolects in the English internet blogs.

The **subject** of the study is lexical features of youth slang functioning in English blogs as well as the usage of youth jargon and vulgarisms.

The **objectives** of the paper are the following:

1. to investigate lexical peculiarities of Internet communication, especially blogs;
2. to analyze the notion of sociolect;
3. to determine the peculiarities of youth sociolect;
4. to find out lexical features of youth slang, jargon, and vulgarisms in English blogs.

The material for research is related to Internet discourse and consists of 100 lexical units in 250 different contexts, among them are declarative, exclamatory and interrogative sentences, collocations, verbs, nouns and adjectives. The research is based on 70 videos, in total 40 hours, taken from the videoblogs on the YouTube website.

The structure of the thesis consists of an introduction, two chapters, conclusions to the chapters, general conclusions, a list of used sources and literature, source of illustrative material, 1 appendix and summary. The full scope of the work is 58 pages.

The practical significance of the work is that its materials can be used later for a comprehensive analysis of lexical features of youth sociolects in English blogs and social networks within the course of lexicology, in the activity of creating and maintaining English blogs on the different topics.

1. THEORETICAL AND METHODOLOGICAL FUNDAMENTALS OF RESEARCHING YOUTH SOCIOLECTS IN ENGLISH BLOGS

1.1 Lexical peculiarities of Internet communication

The emergence and active development of communication technologies covering all spheres of human life, complete informatization of society, and rapid expansion of the potential of technological support of communication processes, have provoked the appearance of the online community phenomenon. Today, Internet communication is considered to be an inevitable part of the life of each person. It should be noted as the terms “virtual community” and “e-community” are also used as synonyms. Sidorov M. emphasizes that currently, the Internet is not only a means but also a specific communication environment. With its help, evaluations and opinions are transformed into appropriate social actions of certain individuals and groups [29]. The Internet is an open and specific space for communication. This is explained by the fact that the Internet connects two worlds – the virtual and the real one.

The concept of “communication” has various interpretations. For example, communication can be defined as “... conscious, expedient interaction of social subjects, aimed at the preservation and reproduction of their own kind and acting as a way of organizing social life” [24]. Andreyeva G. proposes to distinguish three interrelated aspects in the structure of communication: communicative, or communication itself, which consists in the exchange of information between communicating individuals; interactive as the organization of interaction between individuals, that is, in the exchange of not only knowledge, ideas, but also actions; perceptive, which is the process of perception and cognition by communication partners of each other and establishment of mutual understanding on this basis [17, p. 97].

The peculiarities of Internet communication can be manifested in two aspects:

1) the exchange of information between various subjects of communication using voice, video, text messages, documents, files, etc. (for example, systems of online stores, online banking, etc.);

2) communication between human communicators [20].

Today, there are many ways of Internet communication, namely: e-mail, websites, various conferences, forums, chats (Internet Relay Chat), network games, etc. [18]. Modern researchers by degree activities distinguish the most interactive centers of communication (websites, chats) and the least interactive (e-mail and teleconferences).

Within the Internet discourse, the phenomenon of global electronic English, named Weblish (web + English), is gaining dynamic development. This type of modern Internet communication, represented by lexical units of slang, is characterized by the following linguistic features:

- non-compliance with spelling and grammar rules, use of capital letters, violation of punctuation rules, use of abbreviations, acronyms and emoticons;
- constant replenishment with new expressions created by Internet users, which indicates the independence of the development of the Weblish vocabulary from the system of general linguistics.

Scientists distinguish four main lexical groups in the Internet discourse [22, p. 17]:

- 1) commonly used technical terms: *http, Java, JPEG, XML, etc.*;
- 2) lexemes, which are known to a wide audience of Internet users: *home page, blog, avatar, etc.*;
- 3) tokens that exist among users of certain blogs: *Gopher, mouse potato, punk, etc.*;
- 4) lexemes used by the majority of people who are in the know development of information technologies: *website, surfing, delete, download, etc.*

We can observe that in social networks people don't follow the rules of the proper usage of language. They use the way of communication, which is the most related to their everyday verbal interaction with each other. In this case, we are talking about slang words or expressions, which are "characteristic of the speech of people of certain professions or social strata, which, penetrating the literary language, acquire a noticeable emotionally-expressive color" [19]. Linguists' considerations about slang are different. Some believe that "slang spoils, contaminates literary language, that it is a parasitic layer of vocabulary that must be fought. Others, on the contrary, see in it an

element that gives the language liveliness and imagery, contributes to its enrichment and improvement". It also should be noted that the language of communication in the network is set not by writers and poets, but by people with a large number of likes, subscribers, etc.

Among some of the peculiarities of Internet communication we can distinguish:

- abbreviation, which involves shortening a word: '*exam (examination)*', '*mag (magazine)*';
- blends – '*twaffic (Twitter + traffic)*' '*twoops (twitter + oops)*', '*twype (twitter + type)*', '*pwrty (party + Twitter)*', '*twerk (Twitter + work)*';
- neologisms – '*twitterverse*' – a world parallel to the real world; '*tweeple*' – a characteristic form of addressing other users of the service as the surrounding space, as an indivisible whole; '*iHunch*' – a deformity of the spine, which all users of modern gadgets are at risk of getting, bending over their smartphones and tablets: '*If you're reading this on your iPhone, chances are you're in the 'iHunch position*'; '*egosurf*' – to search for your own name on the Internet: '*Also, don't worry, we're always cheering for you, so don't hesitate to read the egosurf comments! We have extra love to give*';
- slang – '*a buddy*' means "friend" and is one of terms, that is more common in the US and Canada. In some instances, this word might be shortened to "bud," which essentially means the same thing.
 - vulgarisms – '*a slapper*' is a stupid girl, often blonde.

Thus, we can conclude that as a result of studying the specifics of Internet communication at the lexical level, it was revealed that lexical means such as abbreviation, blends, neologisms, slang, and vulgarisms are widely used as means of expression in Internet discourse.

1.2 Linguistic properties and aspects of blog

According to Cambridge Dictionary, a blog is a regular record of thoughts, opinions, or experiences that people put on the internet for other people to read [3]. The term "blog" was preceded by the term "weblog", first used in December 1997 by

Jorn Barger to refer to the process of keeping a log on the Internet while searching for information that involved saving a list of links automatically generated by the Robot Wisdom visited by Jorn.

Many researchers claim that a blog is a network phenomenon that cannot be unambiguously defined due to its complex structure and constant diversification. According to T. Evsyukova, a blog is a small site, the main content of which is regularly added entries, images, and multimedia with a very simple control system and the possibility of feedback from the reader [6]. A blog can also be defined as a periodically updated message feed, where notes (posts) are arranged in chronological order and can be commented on by the reader. In the American Merriam-Webster dictionary, the concept of "blog" is interpreted as "a website containing personal reflections, commentary and often hyperlinks, videos and photos posted by the author" and "a site where someone writes about their beliefs, activity, and experience" [9]. Along with the term, the platforms also changed for blogging, the available number of characters, topics, and popularization methods of blogs.

It is important to note that today the great variety of blogs has caused the need for their classification. Because the term blog is multifaceted, there is no one, well-defined classification. For example, S. Krishnamurti proposed a classification of blogs, which should be interpreted according to the oppositions "personal-thematic" and "individual-social" in the content of the records, highlighting Internet diaries, support groups, extended author's columns and joint content creation. Modern home blogs are able to synthesize in the form of several categories, for example, group ones and corporate blogs. Historically, there are more multi-blogs that have taken root in the "live magazine". They had the approach of information and communication "communities" covering the material blogs with joint authorship [25].

According to the researches of the companies SimillarWeb and Alexa Internet in the top most visited sites during 2019-2023 blogging platforms such as "Google" (1st place), "Youtube" (2nd place), "Facebook", "Twitter", "Instagram" were included [13]. One of the most popular blogging platforms Instagram was found by Kevin Systrom and Mike Krieger in 2010. This social network focuses on sharing photos

between users. Its popularity today is due to the fact that the increase in the flow of information distracts a person's attention, and it involuntarily gives preference to visual content compared to text.

It is important to note that blogs on Instagram and on YouTube are different: Instagram specializes in photographs, short additions, and non-trivial videos, instead, YouTube bloggers post videos of perfect quality and longer duration. Like Instagram, YouTube also has a tradition — to respond to the first comments of viewers after the release of the video. The most interesting is that a blogger can pin so that these comments are always at the very beginning or use in future videos. For example, many bloggers who do reviews on movies, take ideas from comments, indicate or attach screenshots of messages in the video itself, showing that by writing a small comment, anyone can get into his video.

Some bloggers can be compared to citizen journalists – individuals who collect, analyze and publish information without proper professional knowledge journalist training. For example, the "Geek Journal" channel of Oleksiy (a.k.a. Tyler Anderson) specializes in stories about current news from everything world, reviews of Ukrainian and world films. Today, the line between the blogosphere and mass media is blurring. Bloggers become representatives of the press, and their reviews of current events are becoming more popular than a news story.

Blogs are characterized by a high degree of freedom, the absence of additional legal responsibility, openness to discussions, and readiness for criticism. Thus, the blog is a linguistic and cultural phenomenon in which certain tradition is established communication conditioned by certain ethical rules and norms of behavior [34, p. 164]. Talking about the linguistic peculiarities of modern blogs, it should be mentioned that the information load in the text contains almost 90% of the photos that are available all over social networks. Usually, bloggers write in live conversational speech-language, emotionally, using emoticons, and not following syntactic and punctuation norms of writing.

Among the most popular linguistic properties of blogs, we can define:

- Combining the Internet language of spoken and written speech;

- enrichment of the written language with emoticons and other pictograms;
- ability to formulate an idea in a concise form;
- general friendly type of correspondence, even between unfamiliar interlocutors;

- emoticons and interjections are prone to push the verbal methods of formulating feelings and expressions of emotions;

- the language is overcrowded with slang expressions, slang, etc [22].

It is worth noting that today we also observe active use by bloggers of various linguistic methods, which allow for increasing the number of subscribers and stimulate their activity. Among these methods, we summarize:

1. Publication of interesting texts supplemented by non-standard publications. There should be a balance between the image and the text message: text that doesn't exceed 2200 characters and photo that attracts attention.
2. Grammar and lexical mistakes, incorrect constructions, inaccuracies in the use of the meaning of words, tautology and pleonasm, slang and colloquial vocabulary are used with the aim of self-expression and breaking stereotypes of communication.
3. Effective headlines. It may be:
 - The title, which is a surprise. *"I want to get married, but I have to write a post."*
 - Intrigue. *"5 tips for a beginner blogger. #3 helped me."*
 - Question. *"Do you know what it takes to have a perfect fast?"*
 - Numbers. *"TOP 10 actionable examples for writing super publications."*
 - Question word 'How'. *"How to make a cool picture for Facebook?"*
 - Appeal *"I will reveal to you the secret of quickly attracting followers."* [32]
4. Using trigger words, including questions that might interest the audience.
5. Interaction with daily posts ("stories"). Instagram's users see daily messages immediately after entering the application and view them often without scrolling the tape. Therefore, placing content there allows for promoting the account

quickly. The analysis made it possible to identify several interactive tools for increasing interest in stories:

- A) Yes/No answers. It is a tool that requires the reader to choose one of the options. The typical "yes/no" answer options can be replaced with any others' formulation. After selecting the option, the user will see the ratio elections in percentage. Many bloggers also use this tool to give readers a perceived power over themselves: the game of bloggers is *"what will I wear today, what will I do, how will I get there – it's up to you"*.
- B) Survey of a subjective nature ("runner"). This is a tool that has the shape of a rectangle with an emoticon of the blogger's choice. The reader must pull the runner to give his assessment of a certain thing or phenomenon. After such a "vote" users will see the average result - as voted by the majority of users. If desired, text, the maximum length of which is 35 characters, can be added.
- C) Open questions. The question can be called the most popular tool used by bloggers to boost the audience's interest. Often bloggers use questions only for account promotion. Usually, a question on Instagram looks like a broad rectangle with space for an answer and is limited to 80 characters.
- D) Inciting a discussion. For this, it is enough to touch on the "painful topic" of subscribers or ask an interesting question to the target audience. The topic can be any, for example, related to a certain product or a general field of activity. The main thing is not to forget to respond to comments and enter into a dialogue with readers.

Consequently, the creation of interesting and relevant content, original video design, constant updating of information and interaction with the audience, popularization of videos in different social networks are characteristic of bloggers. Among the linguistic features of blogs interesting texts, using of slang and colloquial vocabulary, effective headlines, trigger words, interaction with daily posts should be distinguished.

1.3 The notion of sociolect: structural-semantic and linguistic-pragmatic aspect

In modern linguistics, the study of sociolect has a great importance. R. McDavid notes that there is no society without sociolect [26, p. 365]. Sociolect is the language spoken by a certain social group, a social stratum, which prevails within a certain subculture. Considering different points of view, we observe when defining a sociolect, attempts are usually made in order to correlate this term with others denoting certain varieties of language. It should be noted that there is some confusion arising from the use of the terms "sociolect", "jargon", and "slang", which are often used as synonyms [16]. Although today there is no unanimity among linguists regarding the definition of the concept "sociolect", they all agree that the social differentiation of language, the emergence of its variations, is a natural and historically conditioned phenomenon. L. Stavytska notes that social dialects in the language exist in parallel with territorial ones, however, while territorial-dialectal differences within the boundaries of the national language are gradually leveled off, social-dialectal ones remain. This is explained by the fact that the social differentiation of society and its language depends on the level of development of productive forces [31]. P. Trajill believes that the emergence of social dialects is determined by the same factors as the emergence of geographical ones – borders and distances; but in the case of a geographical dialect we are talking about physical boundaries and distances, in the case of sociolects we mean social distinction [15]. So, sociolect includes slang, jargon, and vulgarisms.

On the one hand, the social differentiation of a language reflects the social differentiation of its speakers. On the other hand, the social differentiation of the language itself becomes one of the characteristics of its carriers [23, p. 212]. In accordance with their specific needs, various social groups of native speakers carry out a different choice of units from the general inventory of the language. Representatives of different social groups use predominantly certain words and expressions and avoid others. They form special expressions and borrow a foreign language vocabulary with meanings that are often the opposite of common usage. It can hardly be denied that

specific speech works express the traditions, thoughts and habits inherent in certain social strata and groups united by a set of social characteristics. So, sociolect is characterized by specific features in the formation, selection, and use of a certain part of lexical and phraseological means (such features are not observed in the grammatical structure). The volume of the vocabulary of such groups is determined by the degree of their separation from the rest of the speakers of the language and contains a certain number of specific full-meaning words – nouns, adjectives, verbs, adverbs, less often – numerals, and pronouns or universal words in specific meanings.

Thus, the concept of "slang" denotes words or expressions used by people of certain professions or class strata. Slang is traditionally opposed to the official, generally accepted language and is fully understood only by representatives of a relatively narrow circle of people who belong to a certain social or professional group that introduced the word or expression into the language. It is important to notice that scientists have different thoughts about slang. Some evaluate it favorably, recognizing its inexhaustible linguistic potential, while others deny it, pointing to the negative influence of slang. Some scientists say slang is a feast of metaphors and expressions, while others claim that slang leads to primitive communication, as it has certain boundaries of use, cannot be used to express all one's thoughts, and does not convey the entire spectrum of emotionality. Moreover, it is poor in terms of synonyms, cannot be the basis of national culture, and cannot exist separately outside the standardized language, and level of thinking.

Talking about the features of slang, it is necessary to consider situations in which people turn to the use of slang. According to E. Partridge's point of view, people use slang when they want to:

- appear witty, original;
- avoid similarity with others; colorfully tell something, give some assessment without "hackneyed" clichés;
- draw attention;
- briefly and concisely express thoughts;
- have fun and enjoy communication;

- enrich vocabulary;
- make abstract thoughts and statements weighty, solid, concrete;
- enhance/reduce the effect of the situation;
- find an approach to work colleagues, establish easy contact with them;
- create a lighter atmosphere of communication, friendly meetings;
- develop deep long-term friendships;
- show the speaker's belonging to a certain direction, a team with a common occupation, profession;
- indicate the speaker's awareness of the affairs of the group or show the speaker's non-belonging to a particular group and ignorance of the affairs of this group;
- be misunderstood by other people who do not belong to this team, but are present during the conversation [11, p. 176].

L. Masenko notes that "sociolect, or jargon, performs the following functions:

- unites a person with a group;
- distinguishes the corresponding group among others;
- becomes a language tool for interpreting reality [28].

Interesting examples of slang can be the peculiarities of the language of the military (soldier slang), prison slang, hippie slang, student slang, the slang of drug dealers, etc. Sociolect, like every language, in a certain way interprets reality, drawing an image of the world according to the system of social values accepted by the group. Thus, youth slang expresses a humorous, playful interpretation of reality. Criminal groups create their own brutal language that supports brutal behavior. We notice that prison slang is an argot used primarily by criminals and detainees in correctional institutions. Some examples of prison slang are quite old. The word "*to cart*" has meaning to transfer to another prison and has been in use in Glasgow since 1733 [10]. One more interesting slang to analyze is hippie slang. With their actions, the hippies wanted to break away from the modern materialistic society of the middle class, so developed their own distinctive way of life, with specific laws, principles, and ideologies. Some hippie words and expressions are the following: '*Outta sight*' –

'Unbelievable'; 'Bread' – 'Money'; 'Blast' – 'Noisy party'; 'To flake off' – 'To leave'; 'Hairy' – 'Difficult or out of control' [5].

Of course, policemen have their own slang. *Bobby, Barney, and Smokey the Bear* are some old slang words for police. For example, the term *'barney'* is often used as a slang term to describe law enforcement officers who seem a bit inept, bumbling, or overly excitable. This particular slang term for police is based on the character Barney Fife played by Don Knotts on the popular television series *The Andy Griffith Show* [12].

Thus, we can characterize slang as a key component of communicative behavior and an important component of the language personality.

1.4 Youth sociolect as an international phenomenon of modern communication

Youth sociolect can be characterized as a complex subsystem of the language, which is distinguished by the selectivity of semantic fields, reduced style, and limited range of speakers. Along with the predominance of the emotional and evaluative vocabulary of a reduced level (which is a deviation from the linguistic norm), it includes rethought lexical means and specific affixal formations of the construction, as well as truncated units. The sociolect of youth serves as a kind of unifying link between the literary norm and non-normative linguistic phenomena, which contributes to the enrichment of a certain language.

Youth subcultures have never been absolutely closed associations, isolated from society, respectively, and the “language” serving them was known to a wide range of people. But at the same time, the existence of clear boundaries for its functioning ensured the minimum impact of this social dialect on literary speech. We can claim that youth slang is a separate layer of the national language that reflects a certain extent the level of culture, education, and development of society in general. Youth slang is characterized by creativity, originality, informality, freshness, and a nonstandard way of expressing full of emotions

It is important to notice that youth sociolect contains markers such as slang, neologisms, vulgarisms, and jargon. Studying the specific features of their lexical enrichment, determining the productivity of various means of replenishing its vocabulary, and identifying the relationship between various ways of word formation is of great importance for characterizing a youth language. New words of the youth sociolect are created mainly according to the word-formation models of the literary language [35, p. 52]. The most active and productive processes are such as metaphorical transfer, borrowing, and coding. Argo and truncation occupy an intermediate position. Less frequent manifestations of prefixation and reduplication.

So, in general, the youth sociolect consists of words and phrases that are used by different youth groups, in particular high school students and students. In our modern world it is quite popular to investigate the main features of university modern slang in the UK and the USA, which is part of the colloquial speech of students. University slang is understood as the vocabulary of the student society, which is actively used for intra-group communication that implements the password function and is a reflection of the language fashion in society. The first slangism was probably the word "lupi" (lat. "wolves"). This was the name given to students and teachers who reported to the university authorities that students speak their native language, and not Latin. In the 19th century, student slang began to develop actively [27, p. 168]. According to Eble, "the vocabulary of college students can illustrate the ephemeral and innovative character of slang. One way to measure the ephemerality of student slang is to compare slang vocabulary at the same institution at different times" [4]. Green, as well as Eble, tackled the same problem about the comings and goings of the slang. "Perhaps the most formidable problem is that slang changes rapidly, so it is virtually impossible to give an accurate account of current slang items" [8].

Today there are different examples of university slang. Of course, in many cases, these words coincide with the vocabulary of youth sociolect in general. Some of the examples are the following:

- *Boujee* – rich, luxurious, special, fancy – “*She’s so boujee with that Louis Vuitton bag*” [1];

- *Drip* – stylish, sophisticated clothes or appearance – “*Li’s shoes and belt are dripping today*” [1];
- *Bare* – an adjective meaning “a lot of”, or “obviously” – “*I can't come to your party, I've got bare work to do*” [2];
- *Chundergrad* is a general term for anyone studying for a bachelor's degree, regardless of their vomiting history. It is thought to derive from the partying tendencies of those studying for their first degree – “*Having a job is seriously going to affect my partying quota. I had better make the most of my years as a chundergrad*”[2];

Since each younger generation wants to be different from the parents, it introduces its own encoding of well-known concepts into its lexicon. Young people, especially those belonging to any youth subculture, are more or less characterized by specific ways of exchanging information (verbal and non-verbal). An interesting thing is that university slang is not perceived by representatives of the older, conservative generation and is regarded as hooliganism, the desire for rebellion, and a low level of education and upbringing.

So, youth sociolect always differs from the standard language and demonstrates its openness, freedom, and dynamism. Courage and frankness in expressing one's own thoughts, in our opinion, are an integral part of a young person's life in the modern world. Youth slang is common among young people who study, work, develop, create their own world, and share information with the help of social media. All these components of life cover a huge number of situations, excluding uninteresting moments for a young person.

CONCLUSION TO CHAPTER I

Today, the concept of “communication” has various interpretations. A peculiar component of communication is Internet communication, which can be defined as the exchange of information between various subjects of communication using voice, video, text messages, documents, files, etc. (for example, systems of online stores,

online banking, etc.). As a result of studying the specifics of Internet communication at the lexical level, it was revealed that lexical means such as abbreviations, blends, neologisms, slang, and vulgarisms are widely used as means of expression in Internet discourse.

A special channel of Internet communication is a blog, which is defined as a website, the main content of which consists of regularly added records, images, or multimedia. Because the term blog is multifaceted, there is no one, well-defined classification. Blogs are characterized by a high degree of freedom, the absence of additional legal responsibility, openness to discussions, and readiness for criticism. Among the most popular linguistic properties of blogs, we can define combining the Internet language of spoken and written speech; enrichment of the written language with emoticons and other pictograms; ability to formulate an idea in a concise form; general friendly type of correspondence, even between unfamiliar interlocutors; emoticons and interjections are prone to push the verbal methods of formulating feelings and expressions of emotions; the language is overcrowded with slang expressions, slang. Linguistic methods, which allow increasing the number of subscribers and stimulate their activity are the publication of interesting texts supplemented by non-standard publications; grammar and lexical mistakes, incorrect constructions, tautology and pleonasm, slang and colloquial vocabulary; effective headlines; using trigger words, including questions that might interest the audience; interaction with daily posts that will include Yes/No answers, open questions, etc.

In our research, we define sociolect as a language spoken by a certain social group, a social stratum, which prevails within a certain subculture. Although today there is no unanimity among linguists regarding the definition of the concept "sociolect", they all agree that the social differentiation of language, the emergence of its variations, is a natural and historically conditioned phenomenon. The concept of "slang" denotes words or expressions used by people of certain professions or class strata and is traditionally opposed to the official, generally accepted language. People use slang to appear witty, original; avoid similarity with others; colorfully tell something, give some assessment without "hackneyed" clichés; draw attention; briefly

and concisely express thoughts; have fun and enjoy communication; enrich vocabulary; make abstract thoughts and statements weighty, solid, concrete; enhance/reduce the effect of the situation; find an approach to work colleagues, establish easy contact with them; create a lighter atmosphere of communication, friendly meetings; develop deep long-term friendships; show the speaker's belonging to a certain direction, a team with a common occupation, profession; indicate the speaker's awareness of the affairs of the group or show the speaker's non-belonging to a particular group and ignorance of the affairs of this group; be misunderstood by other people who do not belong to this team, but are present during the conversation.

An important part of sociolect is youth slang, which has a relaxed, informal, playful tone of communication, and a high degree of emotionality. The youth sociolect consists of words and phrases that are used by different youth groups, in particular high school students and students. Youth sociolect always differs from the standard language and demonstrates its openness, freedom, and dynamism. Courage and frankness in expressing one's own thoughts, in our opinion, are an integral part of a young person's life in the modern world. Youth slang is common among young people who study, work, develop, create their own world, and share information with the help of social media.

2. LEXICAL FEATURES OF YOUTH SOCIOLECTS IN ENGLISH INTERNETBLOGS

2.1. Lexical features of youth slang in English blogs

Youth slang is proved to be a dynamic and emotional component of the English language. Evolving, it absorbed emotional and expressive vocabulary, which carries a pronounced stylistic assessment. A peculiar language for young people is a way to express their individuality and separate themselves from others. Youth sociolect represents a broad system of expressive language formations that reflect the specifics of the youth worldview and correspond to the grammatical features of the language. Of course, bloggers use youth slang to be understood and popular with young audiences. Bloggers want not only to be trendy but to prove that they are ordinary teenagers, who also have their problems and successes and can broadcast them using slang words that everyone knows how to perceive and explain properly. In our research, we have analyzed 20 common slang words in 80 blogs that were used by bloggers to convey an important or interesting opinion. Based on these slang words, we can conclude general lexical features of youth slang in English blogs. In our research, we will pay attention to the linguistic features of the most representative, from our point of view, Internet object – social media YouTube at the lexical level. So, the following examples were defined:

- ADIH – another day in hell [2] – occurs 20 times in the analyzed blogs.
- BAE – a term of affection for a romantic partner, thought to have come from "baby" or "babe – *I Let My Squad Pick My Bae: Hee Eun* [15] – ADIH – another day in hell [2] – occurs 10 times in the analyzed blogs.
- Bants – an abbreviation (shortened version) of “banter.” “Banter” means to joke or to exchange witty (quick and fun) remarks with others. “*I’m going to Nando’s for some bants with the lads*” [34] – occurs 20 times in the analyzed blogs.
- Bestie – someone's best friend. This term is commonly used by female bloggers – *I’m gonna for a drive with my bestie* [38]; *SNEAKING OUT WITH MY BESTIE AT 12AM* [27] – occurs 60 times in the analyzed blogs.

- Blimey – an expression of surprise – *Blimey, what a lot of food!* [31] – occurs 40 times in the analyzed blogs.
- Bomb – really good [13] – occurs 60 times in the analyzed blogs.
- Bummer – a disappointment – *That’s such a bummer. I’m sorry that happened* [14] – occurs 70 times in the analyzed blogs.
- Cap – a term that means “lie” or “false.” *He said we were a couple. Cap!* [7] – occurs 10 times in the analyzed blogs
- Cheesy – silly – *“The romantic comedy we watched was very cheesy”* [14] – occurs 88 times in the analyzed blogs.
- Chuffed – when someone is chuffed, they are very pleased or happy about something – *“I’m absolutely chuffed with my birthday present. Thanks!”* [20]; *Chuffed Live Chat!* [5] – occurs 20 times in the analyzed blogs.
- Getting hitched – getting married – *“My best friends are getting hitched”* [11] – occurs 25 times in the analyzed blogs.
- Hot – attractive – *“He is hot”* [2] – occurs 110 times in the analyzed blogs.
- Ripped – very physically fit – *“Tom is ripped!”* [12] – occurs 10 times in the analyzed blogs.
- Rizz – derived from “charisma.” Someone who has “game” when it comes to romantic pursuits – *“Taylor has that rizz, they’re so charming”* [32] – occurs 15 times in the analyzed blogs.
- Slay – “the best” – *“She’s Sofonda Cox and she’s here slay”* [26] – occurs 33 times in the analyzed blogs.
- Squad – close friend group – *“THE GOLD SQUAD DOES THE NOT MY ARMS CHALLENGE”* [37]; *“THE VLOG SQUAD IS RUINED”* [29] – occurs 8 times in the analyzed blogs.
- Teensy – very small – *I’ll just get a little teensy teensy nuggets”* [22] – occurs 28 times in the analyzed blogs.
- That’s spot on! Means “guess”, “to get a point”, “to be right” – *‘That’s spot on, huh?’* [33] – occurs 80 times in the analyzed blogs.

- Wasted – intoxicated – “*She was wasted last night*” [4] – occurs 13 times in the analyzed blogs.
- Woke – someone very aware of social justice issues – occurs 20 times in the analyzed blogs.

So, the most popular slang words in the 80 analyzed blogs are ‘Hot’ (used 110 times), ‘*That’s spot on!*’ (80 times), ‘*Cheesy*’ (88 times), ‘*Bummer*’ (70 times), ‘*Bestie*’ (60 times), ‘*Bomb*’ (60 times).

In general, we can talk that youth slang in English blogs on YouTube are presented by different parts of speech. Among them, the most popular are nouns (*bestie, cap, etc.*), adjectives (*slay, hot, cheesy, chuffed etc*) and verbs (*getting hitched*). Moreover, we find a lot of abbreviations, such as ‘*cya*’ — “*see you*”, *used as a goodbye*; ‘*FYI*’ — *for your information*; ‘*JOOC*’ – *just out of curiosity*; ‘*OMFG*’ – *Exclamation, "Oh my fucking God!!"* ‘*TBH*’ — *to be honest*; ‘*w8*’ — *shorthand spelling of "wait"*.

It is important to notice that interesting lexical features of youth slang in English blogs are represented on Twitter. We can claim that its users created their own virtual word, for which the use of special lexemes related to the word ‘Twitter’ is characteristic. The examples are the following:

- ‘*twitterverse*’ – a world parallel to the real world: ‘*A #FlashbackFriday video clip – & then I’ll bid the Twitterverse adieu*’; ‘*Morning Twitterverse*’; ‘*ATTENTION TWITTERVERSE*’;
- ‘*tweetland*’, ‘*stweetlanders*’, ‘*twittersphere*’, ‘*twitizens*’, ‘*tweeties*’, ‘*twitheads*’,
- ‘*tweeple*’ – a characteristic form of addressing other users of the service as the surrounding space, as an indivisible whole: ‘*G’mornafternooening twittersphere!*’; ‘*hi twittersphere*’; ‘*dear #trans twittersphere*’; ‘*flowers for you, Tweetlanders, to celebrate launch of my new website today*’; ‘*Hey tweeple!*’, ‘*Sweet Dreams Twitheads!*’ and so on. The slang words based on the fragment “tw” serve the function of creating a benevolent atmosphere, introducing some humorous connotation, most likely, since they sound a little comical and are, therefore, a manifestation of self-parody.

- ‘twittfam’, ‘tweeps’, ‘twiends’ – followers identify themselves with family and close friends while using these words: *‘Have a great Friday and weekend Twittfam’, ‘... goodnight twittfam’, ‘hey welcome to the Twittfam!!!!’, ‘Merry Christmas TwittFam’, ‘Hey Tweeps!’, ‘Have a lovely day, tweeps’, ‘Thanks Twriends!!’ and so on.*

Among others examples of youth slang word presented in tweets we define:

- ‘iHunch’ – a deformity of the spine, which all users of modern gadgets are at risk of getting, bending over their smartphones and tablets: *‘If you’re reading this on your iPhone, chances are you’re in the iHunch position’;*
- ‘egosurf’ – to search for your own name on the Internet: *‘Also, don’t worry, we’re always cheering for you, so don’t hesitate to read the egosurf comments! We have extra love to give’;*
- ‘crowdfunding’ – collective fundraising by a large number of people in order to support a project, especially through the use of a fundraising website: *‘5 million Eur. for Bayractor for @Ukraine. We did it in 3 days! Most donations of crowdfunding were small, between 10-500 €’.*

According to the field of use, we can divide slangisms into several thematic groups:

- 1) slangisms that denote people (especially women – *guys, gf, mom*);
- 2) labeling of human qualities (especially negative ones - *mummy’s boy*);
- 3) marking of places, objects or other objects (*Ebooks, ICQ, FAQ*);
- 4) performing any actions (*CUL8, to troll, I wanna ask u a qstn*);
- 5) assessment of the situation (*ASAP, I dunno, cool*);
- 6) expression of various emotions (*wow, woo, LOL, OMG*).

Analyzing the lexical level of youth English blogs, it is important to examine their classification according to the method of word formation. Thus, we define:

- abbreviation (name or mark consisting of the first letters of a phrase): *ASAP*, , *CYO*, *FAQ*, *Icq*;
- replacing words with similar symbols – *CUL8*, *B4*;
- shortening (using a shorter form of the word): *Bro*, *Eboks*;
- words formed using reduction – *I wanna ask*, *Wazzup*.

We can claim that the lexical level of youth slang in English blogs has exceptional qualities, such as the use of emotive interjections, repetitions, onomatopoeia, and omission of lexemes. Also, we can observe the use of emotionally-marked words. It is important to notice that the purpose of the formation of slangisms is communicative and pragmatic. Based on English-language blogs, we summarize the following functions of youth network slang:

- Emotional and expressive function. Slang can help people who speak freely, vividly and can express their feelings and emotions. This function is expressed using linguistic means:
 - 1) adjectives meaning "cool": *cool*, *sick*, *ace*, *savage*, *vibe*, *swag*, *insane*, *snatched*, *fleek*, *lame*;
 - 2) exclamations meaning "cool": *AF!* *yeet!* *holy*, *crap*, *the heck*;
 - 3) phrases that have lexical units with the meaning "to worry": *freak out*, *crack up*, *wreck*.

In this example, the expressive function of slang taken from Jacko Braizer's video blog is realized: "*We are going to Cody and Josh's house and meeting them, like for desserts and stuff, and hanging out there, so its gonna be LIT*". In this example, it is said that the friends should meet in Los Angeles because something very interesting and significant is waiting for them. The expression 'its lit' (doing very well, very enthusiastic) is used in cases when a person is very happy.

- The cognitive function is manifested in the fact that a slang unit expresses certain additional information that cannot be found in accepted standard notations, that is, slang units have additional knowledge about the surrounding world. For example, blogger Andrew Quo talks about going to the movies with his friends. They shared their impressions – *Luke – is probably the biggest Marvel buff that I know*. The word *buff* means connoisseur, or enthusiast. In this case, this lexeme has an additional meaning: the interlocutor notes that his friend is an expert in this field.
- Nominative function. With the help of this function, phenomena and objects from the surrounding life can receive new names, while coexisting in parallel with the standards of the literary language. This function is represented by the following language means:
 - 1) vulgarisms *pissed, fuck off screw around, piss off, screw up*;
 - 2) verbs and nouns that have analogues in the literary language, without having a rougher or more emotional meaning: *muck around, to freak out, mug, mutty*;
 - 3) phrases that have the meaning "how are you": *what is goodm how ya going*;
 - 4) Nouns to designate specific phenomena: *looker, julu, hangry*.
- Identification function. This function is also called the signal function, and it is interconnected with the esoteric function. It consists in knowing "one's own" among others by some certain signs (manner of conversation, gestures). The identification function acts as a password, which can facilitate the search for the right people, with the subsequent establishment and maintenance of a specific contact. The means of implementation of this function is an address with the meaning "friend, comrade": *mate*. Video blogger Jacko Braizer from Australia uses the phrase when he comes to America to visit his friend. Walking down the street, he addresses a passerby, calling him mate. A passer-by immediately asks if he is from Australia, because the specified word is used only in New Zealand: *Word describing a friend, recognisably Australiam though also used in New*

Zealand. Therefore, using this phrase in America, a video blogger can use it as an identifier word that allows people to know the location.

It is important to say that there a difference in the use of slang depending on the topic of the blogs. The tone, style, and language choice often depend on the target audience and the topic being discussed. Different topics may attract different demographics or interest groups, and bloggers may adapt their language to better connect with their intended readers. For example, a blog about technology or science may use technical jargon and industry-specific terms to cater to a knowledgeable audience. On the other hand, a blog about fashion or lifestyle may incorporate trendy and contemporary slang to appeal to a younger or more fashion-conscious readership. Additionally, blogs focused on specific subcultures or communities may employ slang and language particular to those groups to create a sense of belonging and familiarity among their readers. This can help establish a stronger connection and resonate with the intended audience. Ultimately, the use of slang in blogs is a stylistic choice made by individual bloggers to enhance engagement, convey a particular tone, or create a sense of authenticity. The decision to include slang and the extent to which it is used may vary depending on the blogger's goals, the target audience, and the nature of the topic being discussed.

Thus, we can conclude that as a result of studying the specifics of youth slang in English blogs on YouTube and Twitter at the lexical level, it was revealed that among its representatives, as well as within any other social group, a characteristic slang is formed over time, which performs an emotional and expressive function, the cognitive function, nominative function, identification function. Linguistic tools used by blog authors, on the one hand, perform an informative function, broadcasting the blogger's personal attitude to issues of a certain thematic focus. On the other hand, the choice of linguistic means demonstrates the author's intentions to create content for a wide target audience, to control their opinion, to appeal to the emotional and sensory perception of reality, as well as not only to initiate and maintain dialogic communication with the

addressee but also to motivate and stimulate them to perform certain commercial actions orientation.

2.2. Methods of slang word formation

Based on the examples of youth slang in English blogs, in particular examples analyzed previous chapter, we find the following popular methods of slang word formation:

- Abbreviation – ‘*ADIH*’, ‘*ICQ*’, ‘*FAQ*’, ‘*ASAP*’, ‘*OMG*’, ‘*LOL*’, etc. (Appendix 1). It is important to note that among abbreviations acronyms and initialisms are defined. Acronyms are a type of abbreviation formed when the initial letters of two or more words are combined in a way that produces consonant and vowel sequences found in words (*ADIH* – *another day in hell*). Initials are similar to acronyms but are pronounced as sets of letters, not as words (*OMG*).
- Suffixes – ‘*cheesy*’, ‘*looker*’;
- Compounding – ‘*tweetland*’, *stweetlanders*’, ‘*twittersphere*’, ‘*twitheads*’;
- Blending – ‘*twiends*’ (*twitter* + *friends*), ‘*chatversation*’ (*chat* + *conversation*), ‘*adorbs*’ (*adorable* + *abs*), etc.
- Backformation – involves creating a new word by removing an affix from an existing word. For example, ‘*televise*’ was formed from ‘*television*’.

Other examples can include:

- Repurposing words – youth slang can involve giving existing words new meanings or using them in unconventional ways. This can be seen in phrases like ‘*lit*’ (*exciting or amazing*), ‘*sick*’ (*cool*), or ‘*woke*’ (*socially aware*).
- Reduplication that repeats a word or a syllable to create a slang term. For instance, ‘*fancy schmancy*’, ‘*easy peasy*’, or ‘*hocus-pocus*’.
- Onomatopoeia – some youth slang words are formed by imitating sounds or using words that sound like what they represent. For example, ‘*nom-nom*’ (*used to describe eating*) or ‘*bling*’ (*sound associated with shiny jewelry*).

- Borrowing – many youth slang words from Internet can be borrowed from other languages or cultures. For example, ‘*sushi*’ from Japanese, ‘*faux*’ from French, or ‘*amigo*’ from Spanish.

2.3. Youth jargon and vulgarisms in English blogs

Common slangisms border on jargonisms. Jargonisms differ from general slangisms in that they are professionally correlated and therefore not commonly used. They are absolutely incomprehensible to those outside the social group which has invented them. So, professional correlation is the main feature of jargonisms. Unlike general slangisms, jargonisms are negatively expressive. We can claim that they make up a great amount of non-standard vocabulary of the English language. This is explained by numerous different professions, each of which uses its own jargon. It is important to remember that jargon is open-ended and usually occurs in relatively large groups of native speakers, united by a certain profession or social status. This category is also associated with common interests or preferences (music, sports, etc.), a long stay in a certain environment (study, accommodation, and trips to seasonal jobs, etc.).

Due to the fact that many young bloggers previously worked or currently work in some positions for a certain period of time, they try to reveal their experience related to this or that sphere of work with the help of the usage of different jargonisms. Often young people, trying to be authoritative in their videos, use criminal jargon. We can hear it from guys trying to be leaders in the company.

While analyzing English blogs, we found the following examples of youth jargonisms:

- ‘*AWOL*’ – "absent without leave" – a military jargon used to describe a person – ‘*IM SICK OF THE MILITARY!!! I WENT AWOL!!*’ [17] – occurs 43 times in the analyzed blogs.
- ‘*Holistic*’ – another word for "comprehensive" or "complete", which is often used by educational professionals in reference to curriculum that focuses on social and emotional learning in addition to traditional lessons – ‘*TIPS FOR*

HOLISTIC LIVING FOR BEGINNERS - How to begin living a holistic lifestyle'

[30] – occurs 50 times in the analyzed blogs.

- *'Magic bullet'* – the term is used among service workers to explain a simple idea that solves a complex problem – *'I don't think this plan you've come up with is a magic bullet'* [6] – occurs 10 times in the analyzed blogs.

It is important to note that vulgarism is a fairly frequent phenomenon among young bloggers. Vulgarisms should be understood as words and expressions, impolite and rude words, which, due to their obscene character, are on the border between the vocabulary that is included in the dictionary and that which, in order to maintain decency, should remain outside it. Vulgarisms are often used in conversation out of habit, without any thought of what they mean, or intimidation of those who use them, in order not to seem old-fashioned or prudish.

L. Stavytska singles out 2 groups of vulgarisms:

- Cursing – inappropriate cursing and expressions that appear with the appropriate cursing marker in dictionaries, messages, bad wishes, as well as words with the remark scorn, vulgar;
- Obscenities, sexualisms, and euphemisms, which include obscene words and phrases, but also curses, spells, and messages that have obscene vocabulary [31. p. 7].

Although vulgarisms are considered to be rude words with a strong emotional derogatory load, which are unacceptable for polite communication according to the laws of social ethics, they are quite actively used in society, in particular by young people. It is with the help of vulgarisms that bloggers seek to diversify the presentation of the material, influence the emotions of people who perceive the information, cause interest, convince in something, evoke sympathy or, on the contrary, anger, and contempt.

It is worth noting that modern English blogs are filled with a significant amount of vulgarisms. Among them, we trace:

- *Shit* – it's often used internally when something unexpected comes up in the life of a person – '*Shit! I totally forgot about my luggage*' [19] – occurs 90 times in the analyzed blogs.
- *Dickhead* – 'moron', 'softhead' – '*You dickhead - you dented the back of my car!*' [9] – occurs 40 times in the analyzed blogs.
- *Asshole* – this is one of those curse words that literally describes a part of our body (in the buttocks) – '*This asshole parked so I couldn't get out*' [23] – occurs 18 times in the analyzed blogs.
- *Bastard* – the literal translation for a bastard is an illegitimate child or mongrel. It's used as a noun to describe someone who gave you an unpleasant experience – '*He is a total bastard*' [18]; '*He lied to me, bastard!*' [1] – occurs 15 times in the analyzed blogs.
- *Slapper* – a stupid girl, often blonde – '*Dirty old town vs dirty slapper*' [8] – occurs 20 times in the analyzed blogs.
- *Bitch* – a common word that's not only used globally but by both males and females. According to this study, the word 'bitch' was used in 4.5 million interactions on Facebook, making it the top 5 most common swear word in the English language online – '*Don't Be Afraid To Be A Bitch*' [35] – occurs 93 times in the analyzed blogs.
- *Bugger* – one of the most common words used by the British, bugger means to sodomize someone. People use it to exclaim an unpleasant situation or annoyance – '*The stupid bugger's given me the wrong ticket!*' [24] – occurs 5 times in the analyzed blogs.
- *Minger* is an unattractive or ugly person (of either sex) – '*She's a minger!*' [36] – occurs 21 times in the analyzed blogs.
- *Wanker* means 'fool' – '*You're such a wanker*' [21] – occurs 8 times in the analyzed blogs.

- *Taking the piss* – if someone is being unproductive or just downright silly, people say ‘are you taking the piss?’ An example can be: ‘*My sister's taking the piss out of my youtube channel!!!!*’ [24] – occurs 15 times in the analyzed blogs.
- *Pissed* – someone who has drunk too much alcohol – ‘*I really was total pissed so many times, so decided to stop it*’ [36] – occurs 20 times in the analyzed blogs
- *Fuck* – a rude way of telling someone to go away – ‘*FUCK OFF MARK ZUCKERFUCK- Instagram Deleted my Mental Health Awareness Blog*’ [10] – occurs 70 times in the analyzed blogs
- BOBFOC – an abbreviation for Body Off Baywatch, Face Off Crimewatch, which is used to say that someone is in a good shape, but has unattractive face [16] – occurs 4 times in the analyzed blogs.

So, the most examples of youth vulgarisms are ‘*Bitch*’ (used 93 times), ‘*Shit*’ (90 times), ‘*Fuck*’ (70 times).

Among vulgarisms, a special group is formed by obscene words (*fuck, shit, cock, titties, boner, muff, pussy, asshole, cunt, ass, cockfoam, nigger*). They are sometimes called ‘dirty words’. On YouTube, we traced examples such as: ‘*bloody hell*’ (used to express anger, annoyance, or shock) – “*bloody hell!—what was that?*” or ‘*What a shit circus!*’

In general, vulgarisms which also can be classified as taboo words can relate to sexual references, profane or blasphemous words, scatological or disgusting objects, animal names mentioning, ethnic/racial/ gender slurs, ancestral allusions, substandard vulgar terms, offensive slang, etc.

Vulgarisms can also be in a form of auxiliary. In this case, these words are not addressed to other people or situations. Auxiliary vulgarisms is a way of speaking that is sometimes known as ‘lazy speaking’ and ‘often or always non-emphatic’. These words can be divided into 2 main groups:

- Strong swear words: *Holy shit! / Hell! / Son of a bitch! / Motherfucker!*
- Weak swear words: *Ouch! Stupid! Oh Gosh! Dummy!*

Thus, a characteristic feature of jargonisms is that they are used within certain social, professional, or other groups that are united by preferences. Since young people

raise different topics in their blogs, or additionally work in other positions, they sometimes use jargon. In turn, vulgarisms are a more frequent phenomenon, as they express sudden emotions, unexpected impressions, surprise, disappointment, etc. Currently, in blogs, vulgarisms perform various communicative functions, because they are used not only as images of words or are intended to convey negative emotions, but also describe features of reality that are considered positive. Among those found in blogs vulgarisms, we single out a common group of obscene words and auxiliary vulgarisms (strong and weak).

CONCLUSION TO CHAPTER II

As a result of studying the specifics of youth slang in English blogs on YouTube and Twitter at the lexical level, it was revealed that among its representatives, as well as within any other social group, a characteristic slang is formed over time, which performs an emotional and expressive function, the cognitive function, nominative function, identification function. Linguistic tools used by blog authors, on the one hand, perform an informative function, broadcasting the blogger's personal attitude to issues of a certain thematic focus. On the other hand, the choice of linguistic means demonstrates the author's intentions to create content for a wide target audience, to control their opinion, to appeal to the emotional and sensory perception of reality, as well as not only to initiate and maintain dialogic communication with the addressee but also to motivate and stimulate them to perform certain commercial actions orientation.

Bloggers use youth slang to be understood and popular with young audiences. They want not only to be trendy but to prove that they are ordinary teenagers, who also have their problems and successes and can broadcast them using slang words that everyone knows how to perceive and explain properly. In our research, 20 popular slang words that were used by bloggers to convey both an important and interesting opinion were investigated. English blogs on YouTube are presented by different parts of speech. Among them, the most popular are nouns, adjectives and verbs. According

to the field of use, we can divide slangisms into slangisms that denote people, labeling of human qualities, marking of places, objects or other objects, performing any actions, assessment of the situation, expression of various emotions. According to the method of word formation we define abbreviation, replacing words with similar symbols, shortening, words formed using reduction. The lexical level of youth slang in English blogs has exceptional qualities, such as the use of emotive interjections, repetitions, onomatopoeia, and omission of lexemes, emotionally-marked words. Based on English-language blogs, we summarize the emotional and expressive, cognitive, nominative, and identification functions of youth network slang.

The most popular slang words in the 80 analyzed blogs are 'Hot' (used 110 times), 'That's spot on!' (80 times), 'Cheesy' (88 times), 'Bummer' (70 times), 'Bestie' (60 times), 'Bomb' (60 times).

Due to the fact that many young bloggers previously worked or currently work in some positions for a certain period of time, they try to reveal their experience related to this or that sphere of work with the help of the usage of different jargonisms.

Vulgarism is a fairly frequent phenomenon among young bloggers. They should be understood as words and expressions, impolite and rude words, which, due to their obscene character, are on the border between the vocabulary that is included in the dictionary and that which, in order to maintain decency, should remain outside it. Among vulgarisms, a special group is formed by obscene words. Vulgarisms can be in a form of auxiliary. These words can be divided into strong swear words and weak swear words. In the analyzed youth blogs, the most examples of youth vulgarisms are 'Bitch' (used 93 times), 'Shit' (90 times), and 'Fuck' (70 times).

CONCLUSION

The peculiarities of Internet communication can be manifested as the exchange of information between various subjects of communication using voice, video, text messages, documents, files, etc. and communication between human communicators. Among the main lexical groups in the Internet discourse, we highlight commonly used technical terms (http, Java, JPEG, XML, etc.), lexemes, which are known to a wide audience of Internet users (home page, blog, avatar, etc.), tokens that exist among users of certain blogs (Gopher, mouse potato, punk, etc.), lexemes used by the majority of people who are in the know development of information technologies (website, surfing, delete, download, etc.). Among peculiarities of Internet communication, we can distinguish abbreviation, which involves shortening a word ('exam' – examination), blends ('twaffic' – Twitter + traffic;, 'twoops' – twitter + oops), neologisms ('twitterverse' – a world parallel to the real world; 'tweeple' – a characteristic form of addressing other users of the service as the surrounding space, as an indivisible whole; 'egosurf' – to search for your own name on the Internet), slang ('a buddy' means 'friend'), vulgarisms ('a slapper' is a stupid girl, often blonde).

In our research, we identify a blog as a periodically updated message feed, where notes (posts) are arranged in chronological order and can be commented on by the reader. Because the term blog is multifaceted, there is no one, well-defined classification. Blogs are characterized by a high degree of freedom, the absence of additional legal responsibility, openness to discussions, and readiness for criticism. Among the most popular linguistic properties of blogs, we can define combining the Internet language of spoken and written speech, enrichment of the written language with emoticons and other pictograms, ability to formulate an idea in a concise form, general friendly type of correspondence, even between unfamiliar interlocutors, emoticons and interjections are prone to push the verbal methods of formulating feelings and expressions of emotions; the language is overcrowded with slang expressions, slang, etc. Publication of interesting texts supplemented by non-standard publications, grammar, and lexical mistakes, incorrect constructions, inaccuracies in the use of the meaning of words, tautology and pleonasm, slang, and colloquial

vocabulary, effective headlines, using trigger words, including questions that might interest the audience, interaction with daily posts are the most interesting linguistic features of blogs, which are used with the aim of self-expression and breaking stereotypes of communication.

Sociolect is the language spoken by a certain social group, a social stratum, which prevails within a certain subculture. Sociolect includes slang, jargon, and vulgarisms. A very important concept of slang denotes words or expressions used by people of certain professions or class strata. Slang is defined as a key component of communicative behavior and an important component of language personality. People use slang in different cases, particularly when they want to appear witty, and original, avoid similarity with others; colorfully tell something, give some assessment without "hackneyed" clichés, draw attention, briefly and concisely express thoughts, make abstract thoughts and statements weighty, solid, concrete, enhance/reduce the effect of the situation, show the speaker's belonging to a certain direction, a team with a common occupation, or profession, be misunderstood by other people who do not belong to this team, but are present during the conversation, etc. Interesting examples of slang can be the peculiarities of the language of the military (soldier slang), prison slang, hippie slang, student slang, the slang of drug dealers, hippies, etc.

Youth sociolect serves as a kind of unifying link between the literary norm and non-normative linguistic phenomena, which contributes to the enrichment of a certain language. Courage and frankness in expressing one's own thoughts are an integral part of a young person's life in the modern world. Youth slang is common among young people who study, work, develop, create their own world, and share information with the help of social media. All these components of life cover a huge number of situations, excluding uninteresting moments for a young person.

Bloggers use youth slang to be understood and popular with young audiences. They want not only to be trendy but to prove that they are ordinary teenagers, who also have their problems and successes and can broadcast them using slang words that everyone knows how to perceive and explain properly. In our research, 20 popular slang words that were used by bloggers to convey both an important and interesting

opinion were investigated. We define ‘ADIH – another day in hell’, ‘BAE – a term of affection for a romantic partner, thought to have come from ‘baby’ or ‘babe’’, ‘Bants – an abbreviation (shortened version) of “banter”, ‘Bestie – someone's best friend’, ‘Blimey – an expression of surprise’, ‘Bomb – really good’, ‘Bummer – a disappointment’, ‘Cap – a term that means “lie” or “false”, ‘Cheesy – silly’, ‘Chuffed – when someone is chuffed, they are very pleased or happy about something’, ‘Getting hitched – getting married’, ‘Hot – attractive’, ‘Ripped – very physically fit’, ‘Rizz – derived from “charisma”’, ‘Slay – the best’, ‘Squad – close friend group’, ‘Teensy – very small’, ‘That’s spot on! – ‘guess’, ‘Wasted – intoxicated’, ‘Woke – someone very aware of social justice issues’. The most popular slang words in the 80 analyzed blogs are ‘Hot’ (used 110 times), ‘That’s spot on!’ (80 times), ‘Cheesy’ (88 times), ‘Bummer’ (70 times), ‘Bestie’ (60 times), ‘Bomb’ (60 times).

English blogs on YouTube are presented by different parts of speech. Among them, the most popular are nouns, adjectives and verbs. Interesting lexical features of youth slang in English blogs are represented on Twitter (‘twitterverse’ – a world parallel to the real world; ‘tweetland’, ‘stweetlanders’, ‘twittersphere’, ‘twitizens’, ‘tweeties’, ‘twitheads’). According to the field of use, we can divide slangisms into slangisms that denote people, labeling of human qualities, marking of places, objects or other objects, performing any actions, assessment of the situation, expression of various emotions. According to the method of word formation we define abbreviation, replacing words with similar symbols, shortening, words formed using reduction. The lexical level of youth slang in English blogs has exceptional qualities, such as the use of emotive interjections, repetitions, onomatopoeia, and omission of lexemes, emotionally-marked words. Based on English-language blogs, we summarize the emotional and expressive, cognitive, nominative, and identification functions of youth network slang.

Due to the fact that many young bloggers previously worked or currently work in some positions for a certain period of time, they try to reveal their experience related to this or that sphere of work with the help of the usage of different jargonisms. Among them we define ‘AWOL’ – absent without leave’, ‘Holistic’ – another word for

"comprehensive" or "complete", which is often used by educational professionals in reference to curriculum that focuses on social and emotional learning in addition to traditional lessons' and 'Magic bullet' – the term is used among service workers to explain a simple idea that solves a complex problem' gic bullet'.

Vulgarism is a fairly frequent phenomenon among young bloggers. They should be understood as words and expressions, impolite and rude words, which, due to their obscene character, are on the border between the vocabulary that is included in the dictionary and that which, in order to maintain decency, should remain outside it. In our research, we analyzed vulgarisms, such as 'Dickhead', 'Bastard', 'Slapper', etc. Among vulgarisms, a special group is formed by obscene words. Vulgarisms can be in a form of auxiliary. These words are divided into strong and weak swear words. In the analyzed youth blogs, the most examples of youth vulgarisms are 'Bitch' (used 93 times), 'Shit' (90 times), and 'Fuck' (70 times).

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APPENDIX

Abbreviation – the most popular method of slang word formation

Abbreviation	Meaning
ASAP	As Soon As Possible
Bants	banter – to joke or to exchange witty (quick and fun) remarks with others
ADIH	another day in hell
BAE	baby
CYO	see you online
CUL8	see you later
FAQ	frequently asked questions
LOL	laugh out loud
B4	before
ICQ	I seek you

SUMMARY

The bachelor paper focuses on the peculiarities of the youth sociolects in the language of English blogs. Sociolect is the language spoken by a certain social group, a social stratum, which prevails within a certain subculture. Considering different points of view, we observe when defining a sociolect, attempts are usually made in order to correlate this term with others denoting certain varieties of language.

Blogs are characterized by a high degree of freedom, the absence of additional legal responsibility, openness to discussions, and readiness for criticism. Thus, the blog is a linguistic and cultural phenomenon in which a certain tradition is established by communication conditioned by certain ethical rules and norms of behavior. Talking about the linguistic peculiarities of modern blogs, it should be mentioned that the information load in the text contains almost 90% of the photos that are available all over social networks. Usually, bloggers write in live conversational speech-language, emotionally, using emoticons, and not following syntactic and punctuation norms of writing.

The object of the research is youth sociolects in the English internet blogs.

The subject of the study is lexical features of youth slang functioning in English blogs as well as the usage of youth jargon and vulgarisms.

The material of the research comprises 70 analyzed blogs in the period from 2019 to 2023.

The novelty of the paper is in the complex approach of addressing and investigating the classification and usage of the youth sociolects.

The highly dynamic nature and widespread use of Internet visual information raises a number of challenging issues and determines the relevance of the research based on the language of English blogs.

The aim of the work is to research the phenomenon of Internet communication and blogging, to detect lexical features of youth sociolects in the English internet blogs, namely youth slang, jargon, and vulgarisms. The aim of the report has predetermined the following objectives of the investigation: lexical peculiarities of Internet

communication, especially blogs; analyzing the notion of sociolect; determination of the peculiarities of youth sociolect; finding out lexical features of youth slang, jargon, and vulgarisms in English blogs.

Research methods are observation which is the method of directed reflection characteristics of the subject, allowing to make a certain idea of the observed phenomenon. Another method is descriptive, which is aimed at the description of collected data. Also, the contextual analysis, which involves the study of language units in context, is used, as well as discourse analysis which is a dimension of a text taken as the complex of utterances (ie as a process and result of a communicative act), which presupposes syntagmatic and paradigmatic relations between formal elements.

The study has revealed that in blogs there are examples of all main types of youth sociolects - slang, jargon and vulgarisms. Slang was discovered to be the most dominant type of youth sociolects in this kind of media.

In our research, 20 popular slang words that were used by bloggers to convey both an important and interesting opinion were investigated. We define 'ADIH – another day in hell', 'BAE – a term of affection for a romantic partner, thought to have come from 'baby' or 'babe'', 'Bants – an abbreviation (shortened version) of "banter", 'Bestie – someone's best friend', 'Blimey – an expression of surprise', 'Bomb – really good', 'Bummer – a disappointment', 'Cap – a term that means "lie" or "false", 'Cheesy – silly', 'Chuffed – when someone is chuffed, they are very pleased or happy about something', 'Getting hitched – getting married', 'Hot – attractive', 'Ripped – very physically fit', 'Rizz – derived from "charisma"', 'Slay – the best', 'Squad – close friend group', 'Teensy – very small', 'That's spot on! – 'guess', 'Wasted – intoxicated', 'Woke – someone very aware of social justice issues'. The most popular slang words in the 80 analyzed blogs are 'Hot' (used 110 times), 'That's spot on!' (80 times), 'Cheesy' (88 times), 'Bummer' (70 times), 'Bestie' (60 times), 'Bomb' (60 times).

English blogs on YouTube are presented by different parts of speech. Among them, the most popular are nouns, adjectives and verbs.

The conducted study proves the potential for further analysis of youth sociolects in different types of virtual communication.