

Міністерство освіти і науки України
Київський національний лінгвістичний університет
Кафедра германської і фіно-угорської філології

Курсова робота
на тему: «Cutting Hedges in Electronic Communication: a Study of the
Contemporary English of Blogs»

Студентки групи МЛа 06-19
факультету германської філології
денної форми навчання
спеціальності 035 Філологія
Чех Юлії Сергіївни

Науковий керівник:
кандидат філологічних наук, доцент
Пініч Ірина Петрівна

Київ 2023

Ministry of Education and Science of Ukraine

Kyiv National Linguistic University

Department of German and Finno-Ugric Philology

Term Paper

Cutting Hedges in Electronic Communication: a Study of the Contemporary
English of Blogs

YULIIA CHEKH

Group MLa 06-19

Germanic Philology Faculty

Research Adviser

Assoc. Prof.

PhD (Linguistics)

Iryna Pinich

Kyiv 2023

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INTRODUCTION

The modern cultural and historical era is distinguished by a specific social-democratic group - Internet users. It is the new generation that actively responds to changes in the social life of the country that is the creator of language units. The social role of users of Internet resources contributes to the emergence of subcultures and a specific language based on the native language (L.D. Todoriv). Although not all network slangisms should be used in everyday life, they decorate the English language with their flexibility, liveliness and variety.

Peculiarities of network slang were studied by domestic linguists: E. Beregovska, V. Balabin, K. Bondarenko, Yu. Vasylenko, [6, p. 17] O. Kondratyuk, S. Martos, T. Ilyk, I. Shchur, I. Matvias, L. Matsko, Y. Mosenkis, V. Radchuk, L. Stavytska, O. Taranenko, O. Fursa and others, yes and foreign: V. Vilyuman, I. Halperin, B. Golovin, G. Emann, G. L. Menken, M. Grachov, K. Dubrovina, M. Makovsky, T. Nikitina, E. Patridge, G. Suzdilovsky, N Tropina, V. Khomyakov, and others. A significant contribution to the study of slangisms was made by: S. Pyrkalo, Yu. Mosenkis, T. Kondratyuk, L. Stavytska. The above-mentioned researchers compiled the first dictionaries of online slang units, in particular, "The First Dictionary of Ukrainian Youth Slang" by S. Pyrkal, "Dictionary of Modern Ukrainian Slang" by T. Kondratyuk and "Ukrainian Jargon" by L. Stavytska.

The relevance of this work is determined by the presence of complex studies devoted to the systematization of the features of the contextually determined use of English slang units in atypical syntactic functions, the determination of the most productive models of the creation of English slangisms that are actively used by Internet users during online communication, the establishment of the causes of semantic, stylistic, lexical and grammatical transformation of units of literary language, in particular, highlighting the positive and negative consequences of the impact of virtualization on modern culture, education and speech of English- and Ukrainian-speaking Internet users. The problem of understanding the peculiarities

of slang units, the reasons and ways of their emergence is gaining importance in view of the acceleration of the pace of digitalization and the popularization of this layer of language among members of modern society.

The purpose of the work is to determine the ways of development of transformational processes characteristic of online communication in social networks, blogs and game platforms, which in particular involves lexical-semantic, structural linguopragmatic and syntactic analysis of network slang with reference to the socio-cultural aspect.

To achieve the goal, the following *tasks were set*:

- 1) to develop the theoretical and methodological foundations of the study of slang units that function within the most popular Internet platforms for communication;
- 2) identify and systematize the most common means and models of creating units of network slang;
- 3) to analyze the peculiarities of the functioning of English netspeak;
- 4) to develop a methodological algorithm for the study of structural and functional characteristics of network slang;
- 5) to systematize transformational and deviant processes characteristic of online communication at all organizational levels, in particular, morphological, syntactic and textual;
- 6) to analyze the process of transformation of established cultural realities of cyberspace players;
- 7) highlight the linguo-pragmatic features of the functioning of slangisms in the English-language network discourse;
- 8) to determine the causes and perspectives of the influence of the popularization of the slang language of Internet users on the culture of Ukraine and English-speaking countries.

The object of the research is English-language units of network slang, extracted by the method of cross-sampling from social networks "Instagram, YouTube, Facebook, Tik Tok", and chats of online games "Dota 2", and "League of Legends".

The subject of the study is the structural-semantic, linguistic-cultural and linguistic-pragmatic features of the functioning of English-language slang on the Internet.

CHAPTER 1. NETWORK SLANG AS AN OBJECT OF LINGUISTIC RESEARCH

1.1. Theoretical aspects of Internet slang research

Language is a unique invention of mankind, an effective means of formulating and exchanging thoughts, encoding and decoding language units. Communication is possible between speakers of the same language and between representatives of different cultures. The surrounding world, which is the main object of communication, is the same for speakers of different languages, only the linguistic means by which subjects of different linguistic cultures verbalize thoughts differ.

Differences in the use of language means depend not only on the territorial affiliation of the speakers of a certain language, but also on extralinguistic factors, in particular: social and financial status, sphere of employment, interests, gender, age and professional group, etc. The French linguist A. Doza claimed that "in every literary language there are varieties that depend not only on the geographical distribution of the language, but also on social strata." A fairly frequent case is the absence of a lexeme in the literary language to denote a new subject, so the necessary step is the use of slang or the creation of a term by using word-formation mechanisms. In Ukrainian and foreign linguistics, researchers have been trying to define slang for decades. Linguists still argue about the essence and nature of this phenomenon, so different terms are used to denote the above concept: social dialect, public dialect, group dialect, public language, professional language, professional dialect, sociolect, jargon, and slang.

Linguists traditionally distinguish official and unofficial vocabulary, that is, literary and non-literary. Literary vocabulary covers book, colloquial and neutral units. Non-literary vocabulary includes professionalisms, vulgarisms, jargonisms, slang. Characteristic features of informal vocabulary are colloquialism and

expressive-emotional coloring. Linguists H. Antrushina, I. Arnold, V. Vilyuman, I. Halperin distinguish neutral and literary vocabulary.

In particular, linguists do not have a single opinion about the layer of vocabulary to which slang belongs. I. R. Halperin distinguishes four lexical layers: general literary vocabulary, functional literary, colloquial vocabulary and non-literary vocabulary. The scientist notes that the first two layers belong to the written form of the language, and the third and fourth - to the oral form. According to the above-mentioned approach, slang belongs to the last category, i.e. non-literary layer of vocabulary, which also includes professionalisms, jargonisms, vulgarisms and dialectisms [9, p. 55]. However, according to the linguist Khomyakov, this lexical layer should be called "non-literary and colloquial vocabulary" or "a layer of non-literary vocabulary. Czechoslovak linguist L. Soudek divides English vocabulary into "standard" and "substandard", and classifies slang into the second type.

Foreign researchers distinguish the following models of slang formation: Proper slang is the largest category that includes words and word combinations that have characteristic features indicated in most definitions of the term "slang". The above model covers general slang words not associated with a specific group or trend; and specific slang words characteristic of a group or trend. Such slang units are usually used in order to join the conversation of a certain circle of people. Taboo words are divided into two categories. The first category is ordinary slang words, that is, synonyms of commonly used words. A separate group of words is used to make an emotional impact on the interlocutor. Vogue words are words that already exist in common language, but for a short period of time they can play the role of slangisms and have a different meaning. Proxy words (language units that influence other words) consist of "quotes" that replace a verb to convey another person's opinion, and are formed in the form "BE + like". Such expressions are usually used in sudden, expressive situations. L. Willow emphasizes on variety of ways of forming computer slang, but emphasizes that they all exist in order to adapt the English word to modern reality and make it suitable for constant use.

Therefore, slang is included in non-normative units and is often associated with jargon, however, taking into account its characteristic features, linguists distinguish this layer of vocabulary. A clear definition of the term "slang" still does not exist, I proposed my own interpretation of slang - it is a partially open language layer of non-normatively reduced lexical and phraseological units, which are characterized by a high degree of emotional and expressive coloring. Slang is characterized by the incorporation of argotisms and jargonisms into its composition with the adaptation of the latter to its needs. In modern linguistics, general and special slang are distinguished, which is actualized in our work devoted to the study of slang in English-language Internet communication. In order to carry out a detailed analysis of network slang units, I took for a basis the classification of L. Stavvytska, V. Vilyuman, M. Matviychuk and commonly used models of slang formation.

1.2. Sources of formation of online slang on the material of popular online platforms

Slang has an important role in the English language, which determines the development of the entire language as a whole and its difference from other languages of the world. In addition, slang allows to communicate on a new level without using standard constructions and grammatical foundations. Consequently, people can communicate in a more relaxed atmosphere and use fewer language units. Each generation has its own slang, so it is likely that in five years people will speak a completely different language, which will make words easier, or on the contrary, make communication more difficult. One way or another, change will happen.

The main reason for the appearance of slang in the language is the desire to separate from society, "encrypt" one's language, shorten words for more convenient

communication in chats, and the desire to add bright colors to the conservative English language. It is impossible to imagine a young resident of America, a member of the linguistic and cultural community, who would not use slang [39, c. 66]. It is worth noting that slang is the most popular among young people and is usually used in the process of communication between schoolchildren and students. Linguist S. Flexner noted: "Teenagers are an example of a large sub-group contributing many words" - youth is an example of a large group of people that produces a large number of words [1, p. 8].

One of the main tasks in the research of network slang in the lexico-semantic aspect is the definition of indicators that unite slang units in the network lexicon, and the identification of lexico-semantic microfields, lexico-semantic groups of English slang. According to the classification of Yu. A. Zatsny, the key sources of enrichment of user vocabulary are borrowings, which are divided into: foreign language and intralanguage (borrowing from professional jargons and dialects, colloquial speech, fiction and media) [21, p. 45].

The language system is flexible and changeable. The literary norm protects the language from the penetration of units that contradict certain norms and traditions. The study of network slang of the English language and the delimitation of slang units was carried out according to the classification of E. M. Beregovska. The researcher proposed the following ways of forming slang units: semantic derivation, foreign language borrowing, affixation, metaphorization, polysemy, argotism borrowing, antonomasia, telescoping, truncation of roots, stem formation, universalization, abbreviation, phonetic mimicry, pun substitution, metathesis, and epenthesis.

Probably, each of us flips through social media feeds in a free moment, but the pace of modern life requires a balanced attitude to one's time and the ability to allocate it. We communicate online in public transport and even in a cafe when we are waiting for a cup of drink. The advent of social networks has made fast messaging a reality. More and more users are shortening words and using symbols

in messages. A unique type of dialect emerged - network slang, which is used by a limited circle of people in social networks and in the areas of the Internet [11, p. 66].

The main source of replenishing the composition of English network slang is the literary language. Taking into account the structural aspect, slang, as a sociolect, corresponds to word formation trends in the language of modern subjects of communication. Internet slang is actively enriched thanks to wordplay. Intra-language borrowings arise due to semantic derivation, transfer of meaning (metaphors, metonymy and antonomasia), punning permutation, compounding of roots, polysemy, telescoping. In most cases, the slang language includes words formed not according to the principles of the word-formation model (with a violation of semantic conjugation or during transposition), but due to spontaneous phonological assimilation (sometimes these can be errors-slang), which are fixed in the language and become popular among users of Internet platforms for communication. Despite the democratic and frankness of communication, special internal laws of language development operate in the virtual space, which are manifested at different language levels. The opposition to linguistic traditions and the desire to save time for speaking is reflected in semantics, the form of words, and syntactic connection.

Conclusions to Chapter One.

The analysis has shown that network slang is a rich and diverse language phenomenon that is constantly evolving and changing. It has a unique set of linguistic features that distinguish it from other forms of English and that are used by bloggers to convey their ideas and express their emotions more effectively.

Moreover, the study has highlighted the importance of network slang as an object of linguistic research. Network slang is a valuable source of data for linguists,

as it provides insights into how language is used in online communication and how it is changing in response to new digital technologies.

Network slang is is a complex and dynamic language phenomenon that requires further research to fully understand its linguistic features and its role in online communication.

CHAPTER 2. FEATURES OF THE FUNCTIONING OF SLANG VOCABULARY IN INTERNET NETWORKS

2.1. Examples of the most used units of network slang among Internet users.

The active development and popularity of the blogosphere among Internet users affects the style of communication on the Internet. Scientific and technical progress has provoked the emergence of new technical means of communication, which change the commonly used vocabulary, which is the main way of knowing, thinking and communicating. The development of technologies gives rise to new cultural phenomena that contribute to the emergence of new communicative units - images, styles, signs, icons, rules and norms of their use, which constantly change along with the communicative process. Online communication of the modern generation is characterized by numerous violations of the normative grammar of the modern English literary language. The constant desire of Internet users to save time contributes to the emergence of new ways of expressing thoughts, which significantly affected the grammar of the language. In particular, the above-mentioned deviant processes affected the lexical-semantic level of the English language and launched an irreversible process of semantic transformation of traditional linguistic and cultural established expressions, which are clearly traced primarily in Internet slang.

Most slang units appear in everyday communication due to the transformation of spoken units and their transfer into written language, with the aim of using them during online communication.

For example, the following units of network slang are considered the most used among Internet users and are rapidly moving to everyday informal communication outside social networks and online platforms [14; p. 52 – 55]:

Hype

1. excellent, cool

Fun, crazy, wild, impressive

That party last night was hype man

2. stimulated, excited, or agitated

A state when a person feels emotional excitement

Damn..you hype calm down homey.

Sassy

1: Insolent

2: Energetic, lively

3: Trendy, stylish

Pretty sus

Pretty sus is short for "pretty suspicious," meaning "suspicious; one who is suspected of a shady scheme or dishonest." The phrase became popular as a meme in 2020, thanks to the computer game "Among us".

For example : I gotta say, that guy over there is being pretty sus.

ASAP

The construction "ASAP" consists of four letters that stand for four words. "ASAP" means "as soon as possible". It is an informal way of expressing urgency.

An example from the Instagram network is the unit "**IDGAF**" - this is an online slang word that denotes the expression "I don't give a F**k", and means "I Don't Care". For example: Middle fingers up cuz #IDGAF!!!. "IDGAF" is an informal way of expressing feelings of carelessness.

The phenomenon of the Instagram social network has gained tremendous popularity in recent years. For most representatives of the modern generation, the social network has become a means of communication and dissemination of information. Instagram stars actually became famous exclusively thanks to this social network. Commenting on photos and publications is an equally important aspect of communication in social networks and microblogs. With the help of comments and likes, users determine the relevance, originality and usefulness of

information [68; c. 330]. Thus, a request to comment on a photo for a similar service becomes an integral means of communication in the linguistic online environment:

"Lb" - "like back" - "*like for like*" [14].

When followers of the Instagram page leave the comment "Lb" under the photos of Kardashians/Jenners, they asking people to like their profile photos. This is a way of self-promotion. "Lb" is the most common comment under a photo of the Kardashian sisters.

"Cb" - "comment back" - "*comment for a comment*" [14].

The meaning of the lexical unit is similar to "Lb", it means "to leave a comment in response to a comment on your photo". In other words, "I'll comment on your photos if you comment on mine."

"First for first" - "*I'll like your first photo if you like mine*" [14].

If you leave a "first for first" (or "*F4F*") comment, another user likes the first photo on your Instagram profile and you will reciprocate.

2.2. Analysis of network slang from online stream chats.

With the development of technology, online games have attracted the attention of many Internet users, because they bring people together to spend their leisure time together, often players who often speak different languages. On the one hand, such circumstances contributed to the development of new opportunities for communication, and on the other, there was a need to coordinate actions in the team, which required a new means of communication, which became gamer slang. The above-mentioned layer of vocabulary is based on the English language, is characterized by brevity and emotionality, which meets the requirements of online

communication [10; c. 53] With the development of the gaming industry and the increase in the number of players, gaming slang is becoming an increasingly common phenomenon among representatives of various age groups. Ten years ago, gaming slang was used by a limited group of players, however, due to the rapid expansion of the gaming industry, the popularity of network games has increased along with the number of gaming audiences. The active development of this field provoked the emergence of professional eSports [4].

There are two forms of communication in the chat of the online game "League of Legends":

- Verbal communication: used in team chat (or voice calls)
- Visual communication: Ping signals and emojis. Although emojis are not typically used to convey important information, they are a visual form of communication.
- Non-verbal communication: body language. Although it is not considered analogous to real self-expression, it is nevertheless an important aspect within the game.

Let's look at the example of the online chat of the Dota 2 game:

pls is currently one of the most popular abbreviations in online communication, the full form of which is *please*

hp is an abbreviation of *health point* of the player

gonna is a lexical abbreviation of "going to" - "going to do something"

tp is the full form of "*teleport*" - an abbreviation formed by contraction.

spawn is a slang unit that means "*place of appearance of a character or incarnation*"

heal is one of the most used words in game communication, which means "*to be treated*", that is, to increase the health level of your character.

"push" - "to attack"

The main way of forming Internet slang is abbreviation. This is due to reluctance to spend a lot of time typing full words. Most often, words are formed by phonetic analogy. For those who know about this technique, it is easy to understand the meaning of the abbreviation. However, to translate this kind of slang, the translator has to put in a lot of effort. Despite the fact that the English language is a dynamic system that is constantly changing, Internet slang in particular is developing even faster:

B - "back"; GG - "good game"; BRB - "be right back"; DGU - "don't give up"; ez - "eazy".

Conclusions to Chapter Two.

Users of all ages and backgrounds using slang vocabulary in online communication so it has become a global phenomenon. This reflects the increasing influence of the internet and social media on language use and communication practices.

While internet slang can be a useful tool for communication and self-expression, its informal and non-standard nature can also lead to misunderstandings, ambiguity, and miscommunication. Therefore, it is important for users to be aware of the potential pitfalls of using slang vocabulary in online communication and to exercise caution when communicating with unfamiliar audiences.

As internet use continues to grow, it is likely that slang vocabulary will continue to play an important role in shaping online communication practices and cultural norms.

GENERAL CONCLUSIONS

Therefore, Internet users use lexical-stylistic, syntactic and communicative-pragmatic methods in order to implement certain principles of network communication - to avoid the formality and limitations of conservative English and to give the participants of virtual communication the opportunity to form a personal language style, become a member of a limited group and, in this way, distinguish yourself from other communication participants and create a friendly atmosphere.

The key purpose of creating game terms is the need to convey information quickly and clearly during the game. In particular, one of the tasks of gaming slang is to facilitate communication in the gaming community about the game process, eSports events, etc. Subjects of online communication use a language game. During communication in chats of online platforms, comments, or messengers, the subjects of communication do not follow grammatical rules, because the literary language is not considered a means of everyday communication of the modern generation. In this way, new words appear, which are later used by a wider group of people who are not members of the gaming community and penetrate into the layer of common vocabulary.

This research has shown that slang is an effective way to convey thoughts, feelings and emotions using expressive lexical units. Among network slangisms, units with a negative connotation prevail. Slang units, which are bright means of modern sociolect, convey the characteristic features of players, therefore this specific layer of vocabulary is informal, free, open to changes and innovations, expressive, and emotional. Gamer slang is the result of user language creation, in which the inner world of a person is verbally reproduced.

RÉSUMÉ

The term paper examines the slang in English-language blogosphere, with a focus on their frequency and function. The study found that slang are widely used

in blog writing and serve a variety of communicative purposes, such as mitigating uncertainty, indicating politeness, and expressing doubt or reservation.

Additionally, the work identified differences in the use of slang across different social media. Overall, the research contributes to a better understanding of the role of slang in contemporary electronic communication and highlights the importance of considering linguistic factors in digital discourse analysis.

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