THE SPECIFICS OF YOUTH COMMUNICATION IN MODERN ENGLISH POPDISCOURSE

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Abstract. The article deals with the features of modern youth communication in English pop discourse. The definition of "youth communication" is revealed. The article describes the influence of slang and jargon on the formation of the linguistic culture of the younger generation.

Key words: pop discourse, youth communication, jargon, slang.

Youth communication in modern English pop discourse is a unique phenomenon that is becoming increasingly important in the context of the rapidly changing world of modern technology and social practices. Youth is one of the key groups in society that influence the development of language and the ways it is used. The specifics of youth communication reflect the peculiarities of the culture, values and lifestyles of the new generation [Dubina, 2013, p. 179].

Youth communication is a complex and dynamic process of exchanging information, ideas, and emotions between young people, as well as between young people and older generations. It is characterized by its unique language, style and channels, which are constantly changing along with the development of technology and social trends. It includes various forms of interaction:

- Oral communication: This includes discussions, conversations, debates, etc.
- Written communication: Nowadays, written communication is most often associated with information technology. This can be the exchange of messages on social networks, discussions on online forums and blogs, the use of e-mail for communication, etc.
- Visual communication: This is the exchange of videos, photos, including Internet memes (which is common among the younger generation), etc.

Youth communication not only transmits information, but also forms identity, social connections, culture and values. It plays a key role in the processes of socialization, personality formation and social development. In addition, it is often used to express protest, share experiences, and create communities. That is why studying the specifics of youth communication is so important for understanding current trends and the needs of the younger generation.

Youth communication, a multifaceted concept, includes the use of not only standard language phrases, but also specific "languages" of youth communities. These "languages" can be based on slang, jargon, Internet memes, as well as on generally accepted designations among young people [Bergelson, 2013, p. 61].

The main feature of youth communication is the desire to create a special code that distinguishes their communication from the generally accepted normative language [Bizyulyova, 2011, p. 4].

The modern English-language pop discourse in the field of youth communication is characterized by the influence of rapid technological innovations and cultural transformations, which have an impact on the communication methods of the younger generation. An important feature is the widespread use of digital communication channels such as messengers, social networks and video hosting. Young people prefer online communication, which entails the formation of new standards and rules in communication [Lihopito, 2017, p. 185].

The youth English discourse is updated with a variety of linguistic innovations, including emojis, emoticons and abbreviations, designed to simplify and accelerate the exchange of information. Memes and emojis have become an integral part of modern English youth communication, significantly enriching and changing the ways in which emotions and ideas are expressed. They serve as an effective tool for reducing and speeding up communication, allowing you to convey complex emotions or concepts through visual and concise means. Memes tend to reflect current trends, humorous situations, and cultural phenomena, creating a common language and a sense of belonging to a particular group. They make it easy to express sarcasm, irony or humor, which is especially important in online communication, where intonation and body language are not always accurately conveyed. Emojis complement text messages by adding emotional context and clarifying the meaning of words. They help to avoid misunderstandings, especially when communicating with people from different cultural backgrounds, where the nuances of language may be unclear. The use of memes and emojis makes communication more dynamic, interesting and emotionally intense.

V. A. Khomyakov defines general slang as "a relatively stable for a certain period, widespread and generally understandable layer of non-literary vocabulary and phraseology in the environment of live colloquial speech, very heterogeneous in its genetic composition and degree of approximation to the literary language, having a pronounced emotionally expressive evaluative character, often representing a protest–mockery against social, ethical, aesthetic, linguistic and other conventions and authorities" [Khomyakov, 2009, p. 56].

Let's look at examples of the use of youth slang in modern English.

Common slang:

- Awesome/Amazing/Epic: These words mean something incredible and impressive. For example: "It was an amazing adventure!"
- Sweet/Nice: These words are used to describe something good, attractive. For example: "It was a nice walk in the park!"
- Cool/Rad: These words are used when a person says that he likes something, he approves of it. For example: "It's cool music!"
- Chill/Relaxed: They denote rest, emotional and physical relaxation. For example: "After work, I came home and spent the whole evening chilling."
- Hang out/Mingle: It means spending time with friends or loved ones, for example, at parties or events. Example of usage: "Today we were hanging out at a classmate's birthday party."
- No way!: Categorical denial or expression of surprise. For example: "I'm not wearing this dress. No way!"

- Totally/Definitely/For sure: These words may emphasize the resoluteness of the speaker's intentions. For example: "I will definitely finish all my work within a week."

- GOAT (Greatest Of All Time): It stands for a great, famous, successful person, a legend, so to speak. For example: "Lionel Messi is a GOAT in the world football."

- What's up?/Sup?: This is an informal greeting, for example, with friends or family.

The meaning of slang words often strongly depends on the context and tone. Let's look at some examples:

- "That's fire!" It means delight and the fact that a person definitely liked it.

- "Gucci": This word can express approval. However, this word can be used both in the direct meaning of "good" or "excellent", as well as in the form of sarcasm or irony.

In turn, jargon is a social type of speech, a special set of words characteristic of a particular community or group of people united by profession, age, or interests.

Such words and expressions can be used in personal conversations, personal correspondence, or social media posts. They are used by young people to denote their individuality, to show their belonging to a particular social group, to give their speech uniqueness.

It should be mentioned that new slang and slang words are very dynamic. They can appear quickly, transform quickly, or disappear altogether.

However, there are many disadvantages and negative consequences of using slang and jargon. Let's look at some of them:

- It may be difficult to communicate with older people. Since youth slang is understandable to a limited, narrow circle of young people, communication difficulties may arise between them and people of the older generation.

- Limited vocabulary. The use of predominantly slang and slang words and expressions can lead to a depletion of a young person's vocabulary.

- Difficulties with reading and interpreting read texts. Since the vocabulary is poor, young people simply may not understand the meaning of the literary text they have read.

- The development of a bad writing style. Slang and jargon rarely correspond to the norms of writing. Transferring the habit of using slang into letters, essays, and other academic papers can significantly reduce the quality of writing.

- Learning difficulties. If the teacher uses standard English and the student speaks only slang, this creates a serious barrier in the learning process [Kazakova, 2011, p. 86].

Social networks have been firmly integrated into modern youth communication, transforming the ways of interaction, information exchange and the formation of social connections. They have become not just a communication tool, but also a habitat that influences the self-identification, socialization and worldview of the younger generation. Facebook Instagram, TikTok, Snapchat, and others are used by young people to communicate with friends and family, maintain existing and create new connections, and form online communities of interest. Visual content, short videos, and instant messaging are key characteristics of modern youth communication on social media.

Despite the many advantages, there are also disadvantages to using social media. The most common and obvious problem is Internet addiction. For example, a person spends a lot of time chatting on social media, and may feel bad if they don't have access to it. On the Internet, we can see the "perfect picture" and compare it with ourselves. If it does not match the ideal, it can cause stress and mental disorder. In addition, there are currently many scammers and cyber hackers on the Internet. They can steal information, then blackmail other people, steal money from them. Also, there is such a thing as "cyberbullying". People can bully other people on the Internet, causing mental damage. Thus, social media can have a twofold effect on people. This should be taken into account in order to maintain a balance and not cause mental harm to yourself and other people.

Very often, young people use slang abbreviations when communicating on social networks. Let's look at some of them:

- NVM (never mind): It can mean "nothing" or "forget it".
- LOL (laughing out loud): When something made you laugh a lot
- BRB (be right back): When a person wants to say that he needs to leave, but he will return as soon as possible.
- OMG (oh my god): It can be used to express various emotions, from shock to joy or indignation.
- IMO (in my opinion): Used when expressing personal opinion.
- TBH (to be honest): Emphasizes sincerity, honesty of expression.

Also, there are other cases of using slang on social media, for example:

- Vibes: A synonym for the word "atmosphere", basically it says about a good, pleasant atmosphere, or a general feeling, a general mood.
- Salty: It is used in a negative sense, for example, irritated or offended. As a rule, this word is used in the language of gamers, after a defeat in an online game.
- Cringe: It is used to denote an embarrassing, shameful situation or is applicable to describing a person's actions.
- Flex: It means hanging out, dancing, having fun at some party, etc.
- Woke: This refers to the figurative meaning of this word. For example, in a social sense.

Thus, we reviewed youth communication in modern English pop discourse, and identified the characteristic, unique features inherent in it. It can be concluded that social media has a significant impact on the formation of the language and communication of young people in English.

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СПЕЦИФИКА МОЛОДЕЖНОЙ КОММУНИКАЦИИ В СОВРЕМЕННОМ АНГЛИЙСКОМ ПОПДИСКУРСЕ

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Аннотация. В статье рассматриваются особенности современной молодежной коммуникации в английском попдискурсе. Дается определение понятия «молодежная коммуникация». Описывается влияние сленга и жаргона на формирование лингвокультуры подрастающего поколения.

Ключевые слова: попдискурс, молодежная коммуникация, жаргон, сленг.

LINGUISTIC INSTRUMENTS OF INFLUENCE IN ENGLISH-LANGUAGE MEDIA

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Abstract. This article explores the use of various linguistic instruments in English-language media. Examples include articles from foreign magazines and newspapers, as well as news releases from well-known foreign channels. The purpose of this study is to analyze the implementation of the influencing function of mass media through the use of linguistic manipulative technologies.

Key words: mass media, linguistic instruments, manipulative technologies, politics, English-language media.

One of the main linguistic problems is the question of the relation between concepts and words. On the one hand, the concept is primary in its appearance, since a person first sees an object and only then comes up with a name. On the other hand, no matter how strange it may sound, a word can also generate a concept. This power