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SLANG AND ITS EMPLOYMENT IN E-MESSAGES

The usage of slang and its employment in E-messages have been defined. The essence of slang language has been identified. The examples of slang words and expressions in the colloquial language have been given.

Key words: *slang vocabulary; colloquial style; shortening; abbreviation; word-building types.*

The most obvious trend of style in present day English has been towards the informal and colloquial. At all levels from written prose to the advertisement, writing has become nearer to casual speech. Speech itself has become more colloquial and informal. It admits slang readily, and is little concerned with precision and correctness. What was once thought a slovenly usage, nowadays has appeared to be quite acceptable. The movement of written English towards colloquial speech is going faster and faster.

In the 20th century, mass media and rapid travel have speeded up both the circulation and the demise of slang terms. Television and novels had turned criminal cant into slang (e.g. five grand for \$5000). Changing social circumstances may stimulate the spread of slang.

Slang is a perpetual delight of language enthusiasts. By slang we mean words or phrases in common colloquial use in some or all of their senses hanging on the outskirts of the literary language, but continually forcing their way into it.

The Oxford English Dictionary defines slang as “language of a highly colloquial style, considered as below the level of standard educated speech, and consisting either of new words or of current words employed in some special sense”.

The Longman dictionary of English Language and culture gives definition of slang as “very informal language that includes new and sometimes not polite words and meanings often used among particular groups of people and is not used in serious speech or writing”.

Thus slang is language of highly colloquial style considered below the level of educated people standard. There are new words or current words employed in some specific sense. All slang is metaphor, e.g. mug – face; saucers, blinkers – eyes; trap – mouth; dogs – feet; nut, dome, upperstory – head; cabbage, bucks – money.

Each slang is rooted in a joke. Most slang words are jocular often with a coarse, mocking, cynical colouring, e.g. ladybag – woman; dim, thick – stupid.

Slang words and expressions are created by the same word – formation processes:

1. affixation: beatnik (Russian – nik)
2. composition: ladybag, babushkaphobia
3. shortening: loo (waterloo – WC), mike, bike
4. abbreviations: a) acronyms: AWOL (absent without leave)
b) graphic abbreviations: ac/dc – bisexual; g.f. – girl-friend
5. blend: shopperholic – (shopper and alcoholic)
6. phraseology: - it’s just what the doctor ordered;

Mobile phones, computers and internet opened a new page in slang vocabulary. Communication through computers and mobiles ousts face – to –face communication. A new type of chatting requires a new language. To quicken and simplify the text typing on the mobile, there appeared texts written in the language understandable for SMS – writers and “advanced” E – mail users.

Shortening and abbreviation have become dominant word – building types in this mobile language, e.g. howzit – how is it? Sup – what’s up? Bro – brother; Homie, mate – a good friend; ama – ask me anything.

To understand slangy SMS language one should compile a short dictionary of a mobile language: C – see; U – you; 4 – four, for; 2 – two, to.

With one letter you can express some words or even phrases, e.g.

2 young + 2 go = 4 boys, this is the title of the book by Linda Lewis, the book for teens and about teens, and it means:” Too young to go for boys”.

CUL8R – see you later

RUTLRIN2ME – “Are you talking to me?”

The mobile language enjoys popularity among teenagers. The advertising companies do not stay apart from this process. They use the elements of this language to promote their production, e.g. “Tell Your M8S that Fanta Tastes GR8”

M8S – mates; GR8 – great.

Slang is now socially acceptable, because it adds a new and exciting dimension to language. People use slang for it is picturesque and jocular. Using slang people want to arrest attention, to sound striking, to be different from others, what is more, they want to sound up – to –date.

Since slang is constantly changing and is not going to disappear, the linguists will always have space for investigation in this field.

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