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**STYLISTIC FEATURES
OF GERMAN SUBCULTURAL VOCABULARY**

**СТИЛІСТИЧНІ ОСОБЛИВОСТІ НІМЕЦЬКОГО
СУБКУЛЬТУРНОГО ВОКАБУЛЯРУ**

Pozdniakov O. V.

*Candidate of Philological Sciences,
Associate Professor,
Associate Professor at the Department
of Foreign Languages
and Country Studies
Vasyl Stefanyk Precarpathian
National University,
Ivano-Frankivsk, Ukraine*

Поздняков О. В.

*кандидат філологічних наук, доцент,
доцент кафедри іноземних мов
і країнознавства
Прикарпатський національний
університет імені Василя Стефаника
м. Івано-Франківськ, Україна*

The vocabulary of modern German is an inhomogeneous system, which includes elements of language subcodes inherent for representatives of different age, social, professional, regional, ethnic, subcultural groups. Nowadays, subcultural vocabulary is considered to be one of the productive sources to enrich standard and colloquial German. It is a unique lexical and phraseological subsystem, reflecting the worldview and feelings of its active users. At the same time, it is interconnected with other language subsystems.

The relevance of the study is determined by the growing influence of subcultural vocabulary on the development trends of standard German. A good example of this process is the spread of various subcultures. The latter ones encompass an increasing number of people belonging to different groups of the German-speaking community.

One of the stylistic features of the vocabulary under study is a relatively high percentage of vulgarisms compared to colloquial German, which could be interpreted as a negative trend in development of this language subcode (*verkacken – verderben, Misserfolg haben; die Arschkarte ziehen – Pech haben*).

The analysis of lexicographic sources [3; 6; 7] has shown that lexical and phraseological units to denote sexual relations and physiological processes also enjoy popularity. As a rule, this vocabulary is formed from words and phrases of standard German by means of metaphorical transfer of meaning (*ablaichen – Sex haben; einhandsegeln – masturbiere, onanieren*), and is mainly used for pragmatic purposes to emphasise subjectivity and expressiveness (*Pornobalken – Oberlippenbart; stummelbumsen – die*

Zigarette an der brennenden Zigarette einer anderen Person anzünden). However, the use of the above-mentioned vocabulary depends on social and gender characteristics of the members of subcultural groups [5, p. 22].

The results of the research have proven a high degree of frequency and productivity of semantic changes (*Bordsteinratte – sehr kleiner Hund; Schuh machen – davonlaufen*), which is determined by the wish to achieve the best pragmatic effect in the process of communication.

In our opinion, the need for language creativity and verbal self-identification through demonstrating irony and sense of humour belongs to the key functions of metaphorization in German subcultural vocabulary (*Kinderkoks – Zucker; Pulloverschwein – Schaf*).

The stylistic status of the vocabulary under study is also determined by the fact that a lot of representatives of subcultures see the language as a game material, and prefer breaking standard rules to fully release imagination [4, p. 13]. At the same time, such words and phrases are formed within certain lexico-semantic fields relevant for its users, such as “peers”, “adults”, “money”, “communication”, “music and other types of leisure activities”, “feelings” etc. (*Softie – sanfter Junge; Lift nehmen – mit dem Auto fahren; daddeln – Computerspiele spielen; fresh – sehr positiv*).

A significant part of the German-speaking community aims to show the subcultural affiliation by means of verbal self-identification. We consider this as the cause of creating a number of ironically coloured compound nouns with metaphorically changed root morphemes (*Eintagszwetschge – Zufallserfolg; Knallwasser – Bier*).

Compared to language subcodes of representatives of various age, social, ethnic or professional groups, subcultural vocabulary is more dynamic and changeable in terms of making new lexical and phraseological units (*moosen – schlafen; den Abpiff machen – weggehen*). This creates prerequisites for alternativeness when choosing means to express thoughts, feelings, and impressions. At the same time, the variability of communication patterns, caused by the creativity of the members of certain subcultural groups, makes it impossible for unification of the linguistic phenomenon under study, however, it can be argued that it has a common “lexical core” [1, p. 173].

Subcultural vocabulary is strongly influenced by mass media and social networks. It can be stated that subculture is inextricably associated with media culture [2, p. 82]. The results of this impact are words and phrases containing in their morphological structure the names of popular brands, media products, etc. (*Hackenporsche – Einkaufswagen; Blutgruppe Nutella haben – dick sein*). On the other hand, mass media and social networks actively use subcultural vocabulary in order to make their contacts with the target audience more efficient.

In view of the above, it can be concluded that subcultural vocabulary is an integral part of German language, influencing to a certain degree its current development.

The results of the research give reasons to claim that subcultural vocabulary shows a number of stylistically low characteristics, on the one hand, and formal originality, on the other hand. The combination of these features contributes to increasing the communicative value of the language subcode under study in terms of pragmatics.

Subcultural vocabulary is featured by expressiveness, subjectivity, and creativity. The analysis of lexicographic sources has proved the dominance of metaphorization processes over vulgarisation. That allows regarding a significant part of lexical and phraseological units as potential components of other German language subsystems, in particular, the colloquial and standard styles.

We consider the contextual use of the vocabulary under study in different types of online discourses to be a prospective issue for further research in this field.

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