

## SECTION 3. ROMANCE, GERMANIC, AND OTHER LANGUAGES

DOI <https://doi.org/10.30525/978-9934-26-624-9-11>

### THE GENERATION ALPHA ENGLISH LINGUO EVOLVEMENT THROUGH MASS MEDIA PLATFORMS

### РОЗВИТОК ПРОФЕСІЙНОГО ЖАРГОНУ ПОКОЛІННЯ АЛЬФА ЗА ДОПОМОГОЮ ПЛАТФОРМ МАСОВОЇ ІНФОРМАЦІЇ

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Slang has long been a feature of informal speech, serving as a vehicle for expressing social groups' identity. It has become an essential part of the educational subculture of the English language. The state-of-the art students' talk is deeply intertwined with the rise of internet culture, social media, and generational shifts in attitudes and values. Digital platforms such as *TikTok*, *Instagram*, and *Twitter* have accelerated the spread of slang, allowing

for viral terms to gain widespread popularity across the world in a matter of days. Despite the existence of a significant number of studies in this field of research, it remains an ambiguous phenomenon. There is no single approach in linguistics to defining the concept of “slang.” The views of linguists on the issue of “slang” can be summarized as follows: slang is non-literary inter-dialectal, semi-dialectal, informal, substandard, professional language; slang is a familiar style of language in a specific field; slang is a colloquial variant of professional speech; jargon; slang is a group dialect; slang is a lexical layer of colloquial speech; slang is a variant of lexical norms; slang is substandard emotionally colored vocabulary [1, p. 23]. In this study, student slang is understood as the non-standard, stylistically reduced, and functionally limited language of teenagers, which performs communicative and emotionally expressive speech functions and includes lexical and idiomatic units. It is characterized by the use of abbreviations, the formation of which is determined by a number of extralinguistic and intralinguistic factors. This linguistic phenomenon is driven mainly by the principle of economy and the search for expressive means of the language. Abbreviations are most common in substandard vocabulary of teens as they use codes and symbols to discuss sensitive topics discreetly within their peers' community. For instance: lexemes *awks* < awkward, *GOAT* < greatest of all time, *OMG* < “oh my gosh!”, *TBH* < to be honest, *BRB* < be right back, *V* < very, *YOLO* < “You only live once”. *BMS* – “Broke My Scale” < the highest possible rating of someone's attractiveness on a scale from 1-10 on *TikTok*, *OOTD* < “Outfit of the day”. This is a common style of video used by lifestyle and fashion *TikTokers* to show their daily outfits. *FYP* < “For You Page”. The tab on *TikTok* where the algorithm shows the users' videos based on their interests. *MFW* < “My face when”, used to indicate someone's reaction in a scenario, usually a video of someone's facial expression. *GRWM* < “Get ready with me”. This is a common acronym for fashion/lifestyle *TikToks*. This is a style of video where they bring their followers along as they get ready for their day. Normally include picking out clothing, doing morning routines, and having a coffee. *BFF* < “best friends forever” or *Bestie* < “Best friend”;; *LOL* < “laugh out loud”. Blending with first or second element clipped, *ship* < relationship, *sus* < suspect, not to be trusted. Blending with both elements clipped, the most usual pattern is to clip the end of the first element and the beginning of the second one: *chillaxin* < chillin' and relaxing, *crashy* < crazy and trashy, *hangry* < hungry and angry, *requestion* < request and a question, *tope* < tight and dope [2, 3, 4, 5]. The specific feature of substandard vocabulary and phraseology lies in the fact that psychological factors play a significant role in the process of naming, allowing speakers to find adequate verbal expressions for their emotions and making

their speech expressive and vivid. The concept of a *"vibe check"* is rooted in the growing importance of affect and emotional resonance in youth culture. The phrase is used to assess whether an event, environment, or individual matches a desired emotional or social tone. For example: *"This party's got a good vibe check."* *"That movie? Failed the vibe check."* *Vibe check* is an example of abstraction which captures an emotional or sensory state that is difficult to articulate using traditional language, demonstrating how slang can create new linguistic categories to describe modern social experiences. The phrase *"no cap"* is a particularly interesting example of semantic shift and cross-cultural borrowing. (meaning "no lie" or "I'm being serious") originates from African American Vernacular English (AAVE) and has been widely adopted in mainstream youth speech. Syntactically, it functions as both a clause-ending tag (e.g., *"That test was brutal, no cap"*) and as a stand-alone phrase to emphasize honesty [2]. Its use among non-Black youth highlights the transcultural nature of slang in the internet age. The noun *"brain rot"* can describe a state of being impacted by increased social media usage or content that has little to no substantive value, which may lead to the metaphorical degradation of the brain. When someone spends too much time consuming content online, especially *TikTok*, to the point where it affects their thinking. These days, "brain rot" is largely used to describe the latter and can serve as an umbrella term for the words and phrases below. The phrase "You stole my brain rot" is specifically in reference to a Roblox game called Steal Brainrot. In the fast paced, heist-style game, users are tasked with stealing other players' "brain rot," which appears as different silly characters. Use in a sentence: *"This year's back-to-school slang is full of brain rot"* [3, p. 5]. The term *"bet"* is one of the most flexible slang expressions in contemporary student culture. Originally rooted in gambling terminology, *"bet"* has evolved to signify agreement, affirmation, or even a challenge [3]. This term exemplifies semantic broadening, as it can be used in various contexts, such as: *"You wanna hang out later?" "Bet."* (Agreement) *"You think I can pull this off?" "Bet."* (Challenge accepted) Linguistically, *"bet"* is a pragmatic marker that softens interactions, signaling confidence or casualness in social exchanges. Its widespread use underscores the desire for simplicity and ease in communication among young people. As a rule, new lexemes or phraseologisms become synonyms of existing words or phrases, which leads to variability. The largest number of lexemes is concentrated around concepts related to human appearance, clothing, fashion, communication, and evaluative characteristics. Slang is motivated by images that give rise to metaphors, which make it possible to understand and explain many facts that are not obvious at first glance, creating various associations. Metaphors make it possible to transfer meaning by means of similarity or association,

as a result two objects that are different in origin and purpose are brought together on the basis of a certain feature. For example, the word **ghosting** which means ending a relationship by abruptly ceasing all communication. In substandard vocabulary, the specific form of expression of concepts complicates the understanding of the connections between the literal and figurative meanings of words. In each case, the transfer of meaning necessitates the deciphering of the association that led to the transfer of meaning and which logically justifies it. The components of the connotative component of slang semantics are evaluation, expressiveness, and emotiveness. Evaluation represents the speaker's attitude toward the designated object on an absolute scale of "good – neutral – bad." Characteristic types of evaluation are emotional, based on feelings (pleasant – unpleasant), and aesthetic (beautiful – ugly). According to their connotation, evaluative slangisms can be divided into: 1) negative (**cheugy** (uncool or off-trend), (**skibidi** (bad or evil), (**unalive** (dead or killed videos censored by TikTok), (**beta** (weak or soft), opposite of an "**alpha**" or "**sigma**" type of a person, **thirsty** (someone who tries to attract attention), **salty** (upset and annoyed); 2) positive (**ate that** (remarkably good job at something). (**Gucci** (beautiful, cool); **straight fire** (trendy, "straight fire" – a metaphor meaning something authentic, truly beautiful), **fierce** (usually used to describe people who are or appear strong, united, and beautiful); 3) neutral (**bet** (affirmation or agreement). (**squad** (a group of girls who regularly hang out together), **mid** (mediocre, or nothing special) **tight** (close, in a close relationship). Thus, changes in the evaluative component of word meaning can occur through 1) pejorative (adding a negative evaluation), 2) meliorative (adding a positive evaluation), 3) neutralization.

To conclude, contemporary student slang is a rich and evolving linguistic landscape that provides valuable insights into the social domain. The formation of teenage slang occurs mainly through abbreviation and metaphORIZATION. The emotional coloring of many words in adolescent slang has different shades (joking, ironic, mocking, derogatory). Student slang today is heavily influenced by internet culture, music (especially hip-hop), and digital platforms such as *YouTube*, *TikTok*, and *X* (formerly *Twitter*). Many terms gain rapid popularity through viral content and memes, spreading through social networks at unprecedented speeds.

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DOI <https://doi.org/10.30525/978-9934-26-624-9-12>

## PERFORMATIVE TECHNIQUES IN OLD ENGLISH CHARMS

### ПЕРФОРМАТИВНІ ТЕХНІКИ У ДАВНЬОАНГЛІЙСЬКИХ ЗАКЛИНАННЯХ

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This paper focuses on performative techniques employed in the Old English metrical charms of the tenth and eleventh centuries, with special consideration given to the structural characteristics of the texts under consideration. OE charms belong to the texts fixed in writing in order to be reused and read out eventually. The features which are typical of the texts aimed at being orally delivered include employment of alliteration, multiple repetitions, definite kinds of discourse markers, foregrounding of finite verbs in declarative sentences, etc. [1, 2023, p. 34–47].

Old English charms belong to the primary sources of Anglo-Saxon magic. It should be noted that the Old English word for a charm is OE *galdor*, related to the OE verb *galan* ‘to sing’, so at the heart of most charms is an incantation or the equivalent. Around the incantation are various