

## ТЕОРІЯ І ПРАКТИКА ПЕРЕКЛАДУ

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### **SLANG AS A SPECIFIC YOUTH LANGUAGE. WAYS OF FORMATION OF SLANGISMS**

A language is developing with a great speed. Every generation changes it a lot. One word can be understood in different ways and can change its meaning so much that it could not even be recognized. For example, in the 1950s' Beat Generation all good things were called «*cool*», but in the early 1960s, the word «*ace*» began to be used, then in hippy vocabulary it transformed into «*groovy*» and now anything from «*sick*» to «*amaze*» can be used to define that. The complication of understanding teenagers is arising with a greater intensity.

Deborah Tannen, University Professor and Professor of Linguistics at Georgetown University and an author of many books and articles about how the language of everyday conversation affects relationships has said: «Technology creates greater opportunities for coming up with new words» [1]. And she is absolutely right as slang is very vital and dynamical formation, used in different spheres of social life. With the appearing of such great technology as Internet, the possibility of fixing the slang words also greatly increased but in the same time it opened new grounds for slangisms formation.

The timeliness of our research is that the English language as any other language contains a huge amount of slang words. Scientists regard them as an inexhaustible source of language that requires accurate attention of linguists. The investigation of this language phenomenon gives an opportunity to define slangisms as a part of human information thesaurus and to explain possible difficulties of their understanding.

The difficulties in understanding of slang words lead to the difficulties in translation. Slang is a continually changing and, to translate it correctly, it would be better to try to find out how slangy words are created and in what situations the one particular word is used. This specific language has to be studied very carefully as new words appear every day and become a part of a linguistic environment very quickly.

The objectives of our research are to investigate the methods of slang formation, to investigate getting a new meaning of some words due to the sphere of their usage (in youth environment) and to find out their translation difficulties and possible ways of avoiding different misunderstandings.

Various aspects of youth slang have been studied by Burke D. [13], Bradley H. [12], Allen I. L. [11], Light R. J. [6], Kondratiuk T. M. [10], Kazachkova E. M. [9], Dorda V. O. [8], Khomiakov V. A. [7] and others.

Slang is the continual and changing phenomenon and meanings of such words can be understood if to find out the likeness between words. Slang can be created from any number of situations or ideas.

Human language has been created for centuries, and slang is one of the means of transforming and improving it, mainly, by poets and writers, but now this function transfers to youth.

Understanding the language right has perhaps never been so important or more difficult as it is today. Tony Thorne, editor of the Dictionary of Contemporary Slang, says that teen and street talk is something new never-known before; their language is pronounced in the ways, never used before. And it's not just a collection of words anymore. He says that they created their own language and are proud to use it. Students and pupils are the most creative and innovative language users as they have some knowledge about official literary language, young and old slang (if interested), family and workplace slang, local and global and different kinds of street slangs [5].

Slang expressions are coined by the same processes as words of the language known now as standard and literary. Expressions may be formed as metaphors and other figures of speech (*dead as a doornail*). Generalization (*fink*, originally a strikebreaker, later a betrayer or disappointer) or vice-versa (*heap*, a run-down car) can be used. Words may be clipped, or abbreviated (*mike*, microphone), and acronyms are possible (*TDI*, *awol*, *snafu*). Foreign words can be also borrowed (*baloney*, from Bologna). Some of slang words are created based on other words, or other slang words [2]. There are several possible ways: 1) Change in meanings – a shifting of meaning from one thing to another, for example: *ride* – initially used to mean a car, now refers to sneakers; *frenemy* – (a combination of words ‘friend’ and ‘enemy’) – a person who appears to be a friend but, at the same time does not like you; 2) Combinations of meanings – combinations of thoughts that create a new word, for example: *greycation* – having grandparents join your vacation; *iceman* – a friend with steel nerves; *flamed* – to have taken everything too seriously; *awesomity* – the highest level of awesome; 3) New words for new activities – periodically there appears a need to describe new innovational or Internet activities, an example is a usage of words in social networking: *to friend and to unfriend* – to add or remove someone from the friends list who can see your profile on FaceBook or other social media networks; *follow and unfollow* – to add or remove someone to the list of people’ posts viewing on Twitter [3].

There are also such interesting ways of creating new words (once thought as slang) as: creating from scratch (Many new words added to the growing lexicon of the English language have little or no etymological pedigree. Words like *gadget*, *scam*, *zit*, *clobber*, *gimmick*, *jazz* and *googol* appeared in the last century with no apparent etymology.); errors (According to the «Oxford English Dictionary», there are at least 350 words in English dictionaries created purely by typographical errors) [4].

Many more words which are often in quite common use, have arisen over time because [of [mishearingsp (e.g., *shamefaced* from *shamefast*, *penthouse* from *pentice*, *sweetheart* from *sweetard* etc.); by imitation of sound (*tweet*, *click*, etc.) and by transfer of proper nouns (A surprising amount of words have been created by the transfer of the proper names of people, places and things into words known as eponyms. In the 20th century, specific brand names have become generalized descriptions (e.g. *hoover*, *kleenex*, *xerox*, *aspirin*, *google*, etc.).

There are many difficulties of translating slang because some words cannot be found in the dictionaries, because of short duration of their existence and the tendency to disappearance. To select the right meaning, it is needed to look at a word in the context. The chosen variant has not only to include meaningful shades of the word, but also it has to represent its expressively stylistics coloration. For example: *I was there when they busted her.* – «*busted*» means «*to catch*» and in *This one looks like a busted piece of Halloween pottery*, «*busted*» means «*something ugly*». This word changed its meaning. For grandparents of youth «*busted*» means something «*broken*». Then there was a meaning «*to catch*». And after that it transformed into «*something ugly*».

The most effective way of translation of slang words is seeking for functional analogs, if they exist in the target language. If the translator cannot find such analogs, he can use the text's style to give it all necessary characteristics.

If the analogs are not presented in the target language, the translator can resort to the method of compensation to create a new pattern with needed stylistic direction in the target text. The translation of slang is impossible without understanding the style of the text. This specific language of youth is one of the most effective creators of a language. Thanks to it a literary language is developing, improving and expanding.

The potential future directions of research can be found from the necessity of studying slang as a continually changing youth language. Youth distance themselves from other authority with the help of a secret code that become a plentiful source of language. And as the greatest number of new slangisms constantly appearing and begin to be used by adolescents and children, it's important to search their meaning and to study slang as a specific youth language.

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## **LINGUISTIC MANIPULATION AND WAYS OF ITS RENDERING IN TRANSLATION OF NEWSPAPER DISCOURSE TEXTS**

Most scholars would agree that language is not value-free. Attached to the words are conceptions, which we are more or less conscious of. These conceptions affect the way of interpreting what we read or hear. How we use them may also disclose our own attitudes and values towards people or events. According to Beard [1, p. 18]: «Language is a means of communication, a means of presenting and shaping series of beliefs. Language is not something somehow separate from the ideas it contains, but the way language is used says a great deal about how the ideas have been shaped» There are always different ways of saying the same thing and differences in expression may therefore carry ideological distinctions. So, language is a powerful tool, which can be used in a manipulative way to influence other people.

It is generally accepted that the strategy that one group of people takes to make the other group of people do what it intends to be done is known as a linguistic strategy. It involves manipulative application of the language. Therefore, ‘linguistic manipulation is the conscious use of language in a devious way to control the others’ [1, p. 6]. Pragmatically speaking, linguistic manipulation is based on the use of indirect speech acts, which are focused on perlocutionary effects of what is said. There are a number of institutional domains and social situations in which linguistic manipulation can be systematically observed, e.g. in cross-examination of witnesses in a court of law.