

## SECTION 14.

### PHILOLOGY AND JOURNALISM

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## ANGLICISMS AS A REFLECTION OF INTERCULTURAL INTERACTION IN THE MODERN YOUTH ENVIRONMENT

The contemporary era of globalized interaction significantly affects people's cultural behavior, including their use of language. Some words become obsolete and are replaced by new ones, while others are added to existing synonymic series. Certain terms may undergo a shift in meaning. The constant improvement of computer-mediated communication has radically expanded the scope of modern international contacts. This process, boosted by the development of online computer games, has had a significant impact on youth communication [1].

The lexical stratum constitutes a distinct group related to slang as a variant of live spoken communication. It is typically an emotionally charged communication system used mainly by young people in informal settings. The study of slang has always been an important aspect of linguistic research, since this special way of communication reflects not only the cultural features of a society, but also its dynamics and trends. This type of communication is often associated with related concepts such as jargon, vulgarisms, and dialectisms.

Great Britain and the USA hold a prominent position on the international arena. English serves as the lingua franca and the primary means of international communication, with the leading media outlets being published in English. The Ukrainian language is experiencing an increase in the number of borrowings from English. Young people actively use them to create a modern and stylish speech patterns, express current and fashionable ideas, as well as to describe their online activity and social media communication. This trend contributes to the development of a specific youth slang, characterized by a significant number of anglicisms.

Anglicisms in slang often occur due to a lack of equivalent vocabulary in Ukrainian or when a direct translation appears stylistically poor or unnatural, or when the translation would appear unacceptable or artificial. In some cases, anglicisms provide a more concise way to name objects or phenomena.

English loanwords can be classified into different subgroups. For instance, one of the most frequently used slang words is the word is «крінж» (to cringe — to be embarrassed). It refers to the feeling of slight shame and discomfort for one's own or someone else's actions. In Ukrainian, it can be expressed as «*spanish shame*». The term has been widely used in English since the 1980s. In a 1978 article in *The Times*, a reporter explained why she preferred the company of her dog to that of people. She stated that her dog did not become shy when seen with her in front of her friends, nor did he cringe when she talked too loudly at a party [2].

Words such as «*хеїт*», «*хеїтер*», «*хеїтуми*» are derived from the English verb «*to hate*». These terms are used to describe individuals who express hostility and negativity online. In Ukrainian, the equivalent terms are «*злоріка*» or «*ненависник*». The expression «*хеїтснїч*» (Eng. *hate speech*) refers to aggressive statements that aim to humiliate or discredit a person based on certain characteristics. «*Хеїтснїч*» is also the name of a Ukrainian rock band from Odessa, formed in 2022. The band's music has faced censorship on social media platforms, particularly on YouTube, due to the use of language that has been considered derogatory.

Some English loanwords in Ukrainian youth slang may carry distinct connotations in comparison to their English equivalents. For instance, the word «*слей*». «In English slang «*slay*» refers to anything good: having done something quickly and effectively, you «заслейли» (*slayed*) it, having dressed well, you also «*слеїте*» (*slay*), because you are wearing «*слейовий*» «*slay*» clothes» [3]. «Suspilne movlennyа» has created a YouTube project called "Slay Show" under the slogan «Slay All Day». However, the original meaning of the word differs from this interpretation. As it comes from the heroic epic, it means «*to kill someone in battle*». In the popular computer game «League of Legends», the phrase «*An enemy has been slain*» is heard when an opposing player character is killed.

The term «*треш*» is a borrowed youth slang word originating from the English word «*trash*». However, its meaning in both English and Ukrainian extends beyond the trash can and refers to what is considered worthless, spoiled, or disgusting, both literally and figuratively.

There are a number of acronyms as a special form of abbreviation, pronounced as a whole word, which have also become part of Ukrainian youth slang. For example, the acronym «рофл», derived from the English abbreviation «rolling on the floor laughing» [4]. It is used to denote «*prank*» or «*joke*». The verb «*рофлїти*» means «*to mock someone*».

«*Імба*» (the full version is "imbalance" - "unbalanced"). Initially, it was used in computer games to define an unbalanced process or a strong character. Later, «*imba*» was also used to refer to a person with high skills in a certain area, or a quality item with good characteristics.

Anglicisms in Ukrainian youth slang may appear for various reasons, such as the absence of an accurate Ukrainian translation or synonymic expansion, as well as the influence of fashion, internet culture, technological advances and the international community. These words and expressions add modernity, style and expressiveness to the language, which enriches it and creates new means of expression. The use of anglicisms in youth slang is a modern phenomenon that reflects globalization and cultural exchange. It is important to consider the impact of excessive or aggressive use of foreign words, as it may affect the Ukrainian national linguistic identity.

## References:

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