

STUDENT SLANG: TRENDS AND MEMES

(using the example of students of Mamun University)

Vapayeva Anakhon Nasurillayevna
Lecturer at Mamun University Khiva, Uzbekistan

Abstract: Youth slang is not just a set of buzzwords, it is a special language that reflects the values, interests and lifestyle of the younger generation. This is a code that allows young people to communicate with each other, feel like part of the same team and contrast themselves with the older generation. In this article, we will try to decipher this code, understand its logic, and trace its evolution.

Keywords: youth slang, language, communication, social networks, student, semantics.

INTRODUCTION

Language is a living organism that is constantly evolving and adapting to new realities. Youth slang is changing especially dynamically, especially among university students. Understanding this phenomenon is important not only for linguists, but also for sociologists, educators, and all those who interact with the younger generation. The purpose of this work is to systematize and analyze modern student slang, identify its main characteristics, sources and functions. The research will allow not only to decipher the meanings of incomprehensible words and expressions, but also to better understand the values, interests and ways of communication of modern youth.

MATERIALS AND METHODS

Student slang is a dynamic and constantly updating phenomenon of language, reflecting the peculiarities of youth culture and social changes. Its origin and development are determined by many factors, including social, cultural and linguistic [1. pp. 140-145.].

The sources of borrowing youth slang are the Internet and social networks, different subcultures to which students belong, and of course foreign languages. Modern students actively use the Internet and social networks for communication. It is in this environment that many new words and expressions are born and spread. For example, the term "хайп" (from the English hype – шумиха) has become widespread thanks to social networks and bloggers. Each subculture has its own specific jargon. Student subcultures (for example, геймеры, анимешники, хипстеры) actively enrich the general student slang. So, terms like "фармить" (собирать игровые ресурсы) came from the gaming environment or a "баг" (ошибка в программе). English has a particularly strong influence on student slang. Many English words and expressions are adapting to the Russian language and acquiring new meanings. For example, the word "cool" (крутой) is widely used in youth speech.

RESULTS

Relevance of the study

The study of the role of language in the formation of youth identity, as well as the study of student slang as a mirror of social change, is becoming particularly relevant in the modern world, characterized by the rapid pace of globalization and digitalization. In the context of Mamun University, this topic becomes even more significant because it allows:

1. Identify the specific features of youth culture in the university environment and trace their dynamics over time.

2. To identify the influence of global trends on the formation of local youth identity.
3. Evaluate the role of the university in the preservation and development of national culture and language.
4. To develop effective methods of teaching Russian, taking into account the peculiarities of youth discourse.

The purpose of this study is to:

1. Describe the lexical, grammatical and stylistic features of Mamun University student slang.
2. Identify the sources and mechanisms of slang formation, such as:
 - the impact of social media and Internet communications
 - contact with other language communities
 - the influence of subcultures and social groups
3. Identify the functions of slang in student communication.

In this article, the following research methods were used to achieve these goals:

1. Data collection method. Text analysis in social networks. The analysis of students' messages, comments and other texts on social networks popular among young people was carried out. This method allowed us to identify relevant slang expressions and their use in natural communicative situations.

2. Methods of data analysis. Discourse analysis. The analysis of the linguistic features of slang in specific communication contexts (for example, in conversations with friends, in the classroom, in online games) was carried out. This allowed us to identify how slang is used to create certain social identities and achieve communicative goals.

The results of the discourse analysis showed that Mamun University students actively use slang in everyday communication. Most of the respondents noted that slang is an integral part of their speech, especially when communicating with friends and classmates.

Data analysis revealed the most frequently used slang expressions by students. These include:

Днюха – день рождения;
Шпора – шпаргалка;
Литра – литература;
ИРЛ – История русской литературы;
Стипуха, стёпа, стипа – стипендия;
Катать – списывать;
Окно – свободное время между занятиями;
Пара – одно занятие;
Чайник – непрофессиональный, недалекий человек;
Первак – первокурсник;
Домашка – домашняя работа;
Фри – свобода, воля;
Фейк – подделка;
Крч – короче;
Столовидзе – столовая;
Музон – музыка;
Наехать – предъявить претензии;
Чел – человек;
Жесть – грубость, жестокость;

Студак, студень – студенческий билет;
Контра, контроша – контрольная работа;
Хай, хаюшки – приветствие;
Хвост (завал) – предмет, который должен пересдать студент из-за неудовлетворительной оценки;
Шмот – одежда;
Академ – академический отпуск;
Зачетка – зачетная книжка;
Курсач (курсовик) – курсовая работа;
Препод – преподаватель;
Универ – общий термин для всех факультетов;
Бачок (магл) – бакалавр;
Ботанировать – изучать;
Бро (бро) – с английского, сокращенное написание со слова «brother», т.е. брат. Обычно так называют своих лучших друзей, кентов.
Залипнуть – значит постоянно находится в одном месте (в основном где-то в интернете). Также «залипнуть» – часто используется в стиле «Залипнуть на человека/фотку/предмет». Это означает долго.
Заруба – зарубежная литература;
Кафа – кафедра;
Кк – это самый модный и самый клевый, да и самый быстрый способ согласиться с чем-либо. Используется вместо долгого Окей, а также вместо Ок. Например: - Сейчас я быстро и приду – кк.
Отжигать – весело проводить время, показывать себя с хорошей стороны как тусовщик.
Палево, спалиться – если вы занимаетесь чем-то нехорошим и хотите это скрыть, то вы стараетесь делать это безпалево. Спалиться – значит раскрыться. Палево – что-то вроде предупреждения.
Комп – компьютер;
Симка – Сим-карта;
Флешка – USB-флеш-накопитель;
Мобила – Мобильный телефон;
Инфа – Информация.

DISCUSSION

It is noteworthy that a significant part of the slang is related to the educational process, student life and modern technology.

The analysis showed that the main sources of new words and expressions in student slang are:

The Internet and social media: Social platforms such as VKontakte, Instagram, and TikTok are a powerful source of new slang expressions that are spreading rapidly among young people. Here are some examples of the use of certain words and expressions in students' speech.:

«Вчера купил новую **флешку**»;

«Нет, я там и на час могу **залипнуть**, сейчас мне к подруге надо»;

«Может, у Азизки есть какая-то **инфа**?»;

«Купил новую **симку**, а номер дал только паре человек, которым полностью доверяю».

English: Borrowings from English occupy a significant place in student slang, especially in the field of information technology and youth culture:

«**Бро**, а не хочешь со мной поиграть?»;

«**Хаюшки**, уважаемые. Как дела у вас?»;

«Фейки хлебай, да не доверяй»;

Subcultures: Student subcultures (e.g. sports, music) also contribute to the formation of slang.

«Отправь **домашку** по **литре**, пожалуйста»;

«До какого срока нужно сдать **курсач**?»

«Поделись **шпорой** по ИРЛ, бро»

Abbreviation: Shortening of words and phrases (for example, "lab" instead of "laboratory work", "irl" instead of "history of Russian literature").

Affixation: Adding prefixes and suffixes to words (for example, "offset" from "offset").

Semantic reinterpretation: Giving new meanings to existing words (for example, "nerd" in the meaning of "diligent student"). "Semantic reinterpretation is a fascinating process in which words acquire new meanings, sometimes radically different from the original ones. This phenomenon plays a key role in the evolution of language, reflecting changes in culture, society, and people's thinking." "Cool" originally meant "cold," but now it means "great." [2].

"Virus" originally meant a biological agent, but is now used to describe the dissemination of information on the Internet. "Spam" originally referred to the unsolicited mailing of promotional messages by fax, and is now used to refer to any mass mailing of unsolicited messages.

Calculation: Translation from other languages (for example, "hype" from the English hype). "Calculus is the process of borrowing words or expressions from one language into another through literal translation." This phenomenon is widespread in the modern world, especially in connection with globalization and intensive cultural exchange. Tracing papers often appear as a result of the influence of fashion trends, new technologies or social phenomena.

Slang performs the following functions in student communication::

Social Identification: Slang allows students to identify themselves with a certain social group and emphasize their belonging to it. Slang allows you to determine whether a communicant belongs to a certain social group characterized by common age, gender, and professional characteristics. In addition, using the slang of a particular group associates a person with that group. For example, once in a new social group, a student identifies himself through the speech of representatives of the surrounding subgroups, including through slang. For example, using the slang "teacher" and "teacher" (to refer to a university teacher), students seek to raise their own social status in the eyes of the listener by lowering the social status of the teacher.

Simplification of communication: Slang allows you to reduce communication efforts and convey information faster. Slang is often used within certain social groups, which creates a sense of belonging and simplifies mutual understanding. Slang expressions allow you to express your thoughts and feelings more vividly and emotionally, which makes communication more lively and interesting. Using ready-made, frequently used slang expressions allows you to reduce the time spent searching for exact words and constructing complex sentences.

Emotional expression: Slang is used to enhance the emotional coloring of a statement and to express a subjective attitude towards phenomena and events.

Creating a closed code: Slang can serve as a code that is inaccessible to the uninitiated, which helps to unite the group and create a sense of exclusivity.

The analysis of the data showed that the following social factors influence the use of slang::

Faculty: Students of different faculties have their own specific slang words and expressions related to the specifics of their curricula and professional orientation.

Course: Undergraduates are more likely to use more general youth slang, while undergraduates and graduate students tend to use more specific, professional slang.

According to O.A. Anishchenko, "Student slang is a dynamic and constantly updating phenomenon of language, reflecting the peculiarities of youth culture and social changes. Its origin and development are determined by many factors, including social, cultural and linguistic."

The analysis of the data obtained made it possible to establish that student slang is an integral part of the daily communication of young people studying at Mamun University. The vast majority of respondents indicated the regular use of slang expressions, especially in an informal setting. Such a high frequency of usage indicates the deep integration of slang into youth discourse and its significant role in the process of socialization.

Slang performs several important functions in the student environment. First, "it serves as a means of social identification, allowing students to feel like they belong to a certain group." Secondly, "slang simplifies communication, reducing the time for transmitting information and making speech livelier and more expressive." [3]. Thirdly, "slang performs an emotional function, allowing you to express a wide range of feelings and assessments." Finally, slang can act as a kind of code, accessible only to initiates, which helps to unite the group and create a sense of exclusivity.

The analysis of the lexical composition of student slang revealed the predominance of expressions related to the educational process, student life and modern technologies. The most common words and expressions are those reflecting the specifics of the student environment and current social trends.

The sources of new words and expressions in student slang are, first of all, the Internet and social networks, which contribute to the rapid spread of linguistic innovations. In addition, borrowings from the English language have a significant impact, as well as word-formation mechanisms such as reduction, affixation, and semantic reinterpretation.

The study showed that the use of slang is influenced by various social factors. Faculty, course, gender, and membership in student organizations – all these variables have a significant impact on the lexical composition and stylistic features of students' speech. For example, students of technical specialties use professional vocabulary more often, while humanities students use more imaginative and emotional expressions.

The results obtained are in agreement with the conclusions of other studies on student slang. Most studies note the high dynamism and variability of student slang, its dependence on social factors and its important role in the process of socialization. However, each study reveals its own specific features related to a specific cultural and social environment.

The results of the study confirm the thesis that language is a social phenomenon closely related to culture and society. Student slang reflects the values, interests and worldview of the younger generation, as well as the processes taking place in modern society.

The results of the study can be useful for educators, sociologists and linguists. For teachers, they can serve as a basis for developing new teaching methods and interacting with students. Sociologists can use the data obtained to analyze social processes among young people. Linguists can use the results of the study to study the dynamics of language changes.

It should be noted that this study has a number of limitations. Firstly, the sample of study participants was limited to students of Mamun University, which does not allow the results to be distributed to all students. Secondly, mainly quantitative research methods were used, which did not allow us to fully reveal the depth and diversity of linguistic phenomena.

For a deeper understanding of the phenomenon of student slang, it is necessary to conduct additional research aimed at:

Comparative analysis of student slang in different universities and regions.

A study of diachronic changes in student slang.

Analysis of the impact of new technologies (for example, artificial intelligence) on the development of student slang.

The study of the relationship between student slang and other types of youth subculture.

Thus, the conducted research revealed a number of important features of student slang, its functions and role in communication. The results obtained can be used for further research in the field of sociolinguistics and psycholinguistics.

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