

THE ROLE OF FUNCTIONING MODERN SLANGS IN MEDIA LINGUISTICS

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Abstract The article covers the unique features involved in translating modern English slang words in media. By analyzing the challenges and strategies in conveying slang effectively across languages, it sheds light on the importance of cultural context, creativity in language, and the need to maintain authenticity in translating contemporary English slang for media content.

Key words: slangs, colloquial words, expressions, factors, movies, cartoons, songs, podcasts.

Introduction. Slang terms from the English language have become established in the mass media in previously uncommon ways, influencing conversation and reproducing social trends. Slang is now frequently used in media output, from social media platforms to television shows and movies, to effectively engage viewers and convey the vitality of modern language.

The aim of this article analyzes the meaning and development of English slang terms across a variety of media.

During the translation process, what counts is the functional and communicative compatibility of the linguistic units in the text, not the translational and lexical harmony. If the translator just gives the original unit's dictionary definition without taking seriously its functionality and communicativeness, the stylistic and communicative meaning of the word in the translated language will be broken. Russian philologist A. V. Fedorov defines the translation through comparing the language of fiction to the language of everyday speech and finding an alternate equivalent in

translation⁴. A piece of art must have the language's vocabulary in order to be translated, such as slangs. According to scientific definitions, artistic translation involves matching meaning to meaning, image to image, and comedy to humor instead of words with words.

The majority of linguists and lexicographers agree that the word "slang" has a "uncertain" or "unknown" origin. Walter William Skeet is a lexicographer who made a noteworthy exception when he claimed that slang, often known as "vulgar language," originated in Scandinavia and was derived from the Icelandic verb *slyngva*, which means "to throw"⁵. This verb is similar to the Norwegian verb *slengja*, which means "to bind." Jaw») and the Norwegian term for derogatory phrases, *slengjeord* («slang word»). The Oxford English Dictionary (OED) first published the term "slang" in 1756, stating that the original source was "not obvious"⁶. As a result, the term "slang" first existed in English before it did in Scandinavian languages.

Compared to modern slang, old English slang was stronger and more reliant on overt vulgarity. The term "flash" language was commonly used to describe the slang of those days, which was a combination of slang and hypocrisy. It should be emphasized that Francis Grose coined the term "slang" in 1785⁷. The eighteenth century banned slang because it was seen as an improper use of the English language. Rapid changes in slang mean that terms that are novel and fascinating to one generation may not be to the next. Words that are outdated frequently become antiquated or accepted as the norm. A single hue dissolving into the text.

Methods. We used data collection, comparison and statistical data methods during our research.

⁴ Fedorov, A.V. Language and style of a work of art. Moscow. 1963. -114 p.

⁵ <https://time.com/5445581/slang-dictionary-oed-lowkey-highkey/>

⁶ https://www.oxfordlearnersdictionaries.com/definition/american_english/slang

<https://www.peterharrington.co.uk/blog/the-original-slang-dictionary-francis-groses-own-copy-of-his-classical-dictionary-of-the-vulgar-tongue/>

Results and discussions. Slang is a vital part of the English language. Modern English is incredibly diverse because it actively breaks linguistic boundaries and expands. Slang is for anyone who wants to follow the news, converse more socially with others, and speak one of the languages that is most widely spoken worldwide. Slang has been around for a very long time, although the earliest recorded uses date to the 16th century. Slang has evolved with time and is now used in many different countries and cultures. Slang is sometimes shorter and more direct than formal language, and as such, it is used to express thoughts, feelings, and opinions. Slang has also been used to show cohesion and a feeling of acceptance within a certain group or culture.

Modern technology and social media have made it possible for the entire generation to actively employ colloquial language across borders in the twenty-first century. Even those who disagree with slang can't dispute its presence because it's utilized in discourse these days.

Due to the following causes, new slang words have appeared:

1. contemporary music and films of many genres;
2. a fascination with other cultures and languages;
3. social media and video games;
4. the necessity for youth to possess a "special" language to convey oneself vividly and emotionally;
5. the family's poor degree of upbringing and culture;

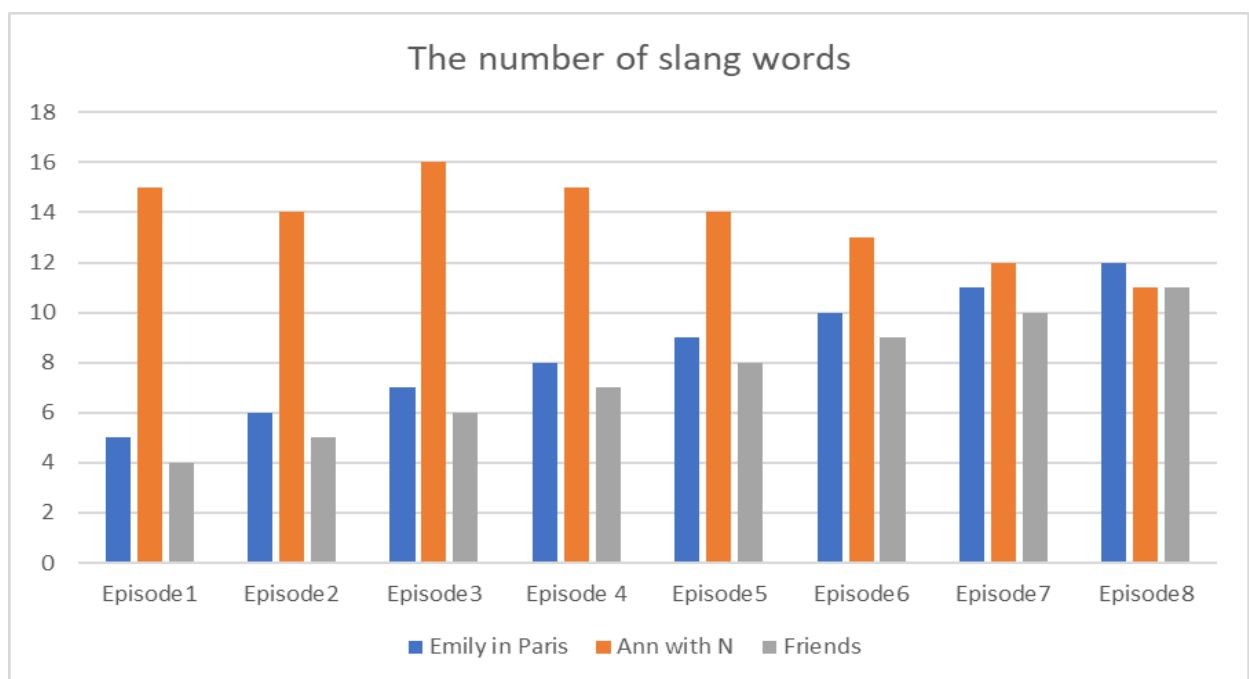
Slang is occasionally used in movies and other settings that we find difficult to translate. For example, dialogue in movies moves fast, sometimes making it hard to understand what someone said. Slang can be used here to communicate ideas clearly and quickly, which is useful. To name a few, there are video games, books, cartoons, numerous stories, articles, and the like. There are countless times where we call the modern.

Measuring the number of people that pick up English slang words from various media requires looking at a number of variables, including audience demographics, media popularity, and linguistic content. Even though it could be difficult to get exact statistical data, we can nevertheless offer a qualitative analysis based on regular trends and observations. One example of them is TV and online video services. English slang is employed in conversation, screenplays, and subtitles for millions of viewers worldwide thanks to the popularity of television series, sitcoms, dramas, and streaming services like Netflix, Hulu, and Amazon Prime Video. Furthermore, different genres target different audiences; period plays or documentaries could use historical or regional lingo, while youth-oriented programming frequently uses modern slang. Another example is music that slang terms, colloquialisms, and cultural allusions are frequently used in music genres including hip-hop, rap, pop, and R&B, which makes them important resources for language learning. Through song lyrics, music videos, and artist interviews, people from a variety of linguistic backgrounds can access and learn slang terminology thanks to the global popularity of English-language music. The most essential example is social media. Social media platforms like Facebook, Instagram, Tik Tok, Twitter, and Telegram allow users to share information quickly, which in turn spreads lingo through memes, hashtags, and viral challenges. Younger people are quite active on social media, where they come across and pick up slang terminology from celebrities, influencers, and online communities. There is also one example for whom wants to learn foreign language through online videos and podcasts. Educational YouTube channels, podcasts, and language learning platforms produce content specifically aimed at teaching English slang and informal language usage to learners of all proficiency levels and Comedy sketches, vlogs, interviews, and storytelling formats on platforms like YouTube and podcasts introduce learners to current slang trends and cultural phenomena in an entertaining manner.

The most crucial things to remember are to define slang, clarify its meaning, and show how to put together a complete translation. There are, nevertheless, a few slang

phrases that translate exactly as they sound. Thanks to professional translation, we have the chance to show how to correctly work with slang, translate it, and apply it in speech—especially in informal conversation. If the speech is spoken fast, it will undoubtedly be more difficult to grasp the slang and the way it is written and translated, but it will be easier if it makes sense.

We have also made quantitative data through observing three movies which is given below;



According to findings, we have analyzed that as the bar graph shows, "Anna with an N" has the highest overall frequency of slang usage, with an average of 11.9 slang words per episode in the first 8 episodes. "Emily in Paris" has the second highest frequency, with an average of 10.5 slang words per episode, and "Friends" has the lowest frequency, with an average of 9.5 slang words per episode.

- Emily in Paris: The graph shows a steady increase in slang usage throughout the first 20 episodes, with a peak of 14 instances per ten episodes.

- Friends: In contrast, "Friends" exhibits a more gradual increase, reaching a peak of 12 slang words per ten episodes after 50 episodes.

- Ann with an N: "Ann with an N" displays the highest overall frequency of slang usage, with 15 slang words per ten episodes in the first 20 episodes.

These differences in slang usage reflect the distinct tone and target audience of each show. "Anna with an N" is a dramedy that explores themes of race, identity, and friendship, and it uses slang to create a sense of authenticity and realism. "Emily in Paris" is a high-fashion dramedy, and it uses less slang, likely because the show is aimed at a more international audience. "Friends" is a sitcom, and it uses some slang, but not as much as the other two shows.

Conclusion In conclusion, young people nowadays have begun to learn English through music, podcasts, and movies since it is in great demand and is getting more and more popular. Due to the fact that almost all native speakers use slang words often in everyday conversation, they come across many slang terms during the learning process and are ready to understand their meanings as well as how to understand and use them appropriately in speech. Additionally, although it can be difficult to get exact statistical evidence on how different media types influence slang learning, qualitative observations indicate that podcasts, online videos, music, film, television, and social media all have a big impact on exposing students to slang in English. Improved slang proficiency among learners can be achieved through content production and language instruction methodologies that take into account the varied effects of each type of media.

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