

Golovnia A. V.,
PhD, Associate Professor at the Department of English for Engineering 2
Faculty of Linguistics
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"
<https://orcid.org/0000-0002-0478-264X>

INTERNET SLANG IN CONTEMPORARY ENGLISH: SOURCES, FUNCTIONS, AND LEXICO-SEMANTIC CHARACTERISTICS

Summary. Slang, as a dynamic and evolving part of language, has a rich history and multifaceted role in contemporary English. Emerging in printed sources in the 16th century, slang was initially associated with marginalized groups, such as criminals or beggars, and considered low-level vocabulary unsuitable for educated speakers. Over time, its use expanded across social classes and professional spheres, becoming a marker of identity, creativity, and group belonging. Scholars such as E. Partridge, J. Ayto, and I. L. Allen have traced the historical and semantic evolution of slang, noting its transition from specialized or subcultural jargon to widely recognized colloquial expressions. Slang functions as a flexible linguistic subsystem, bridging the gap between regional dialects, professional jargon, and literary language. It exhibits high emotional expressiveness, often carrying positive or negative connotations and providing a means for informal, playful, or evaluative communication.

In modern contexts, slang has penetrated mass media, literature, and digital communication, particularly in online spaces. Internet slang includes abbreviations, acronyms, and gaming terminology (e.g., LOL, BRB, HP, ragequit) that enable rapid, efficient, and emotionally nuanced communication. It also reflects broader sociocultural and technological changes, adapting to trends, social groups, and modes of interaction. Blog discourse, as a highly personalized and publicly accessible medium, has become a key environment for the creation, dissemination, and standardization of slang, offering freedom for linguistic experimentation.

Scholars differentiate between general slang, understood by a broad audience, and special slang, which includes professional or group-specific jargon. Slang interacts with argot, jargon, and colloquial speech, yet remains more open and fluid, allowing continuous lexical enrichment. Its study highlights not only linguistic innovation but also the social and cultural dynamics that shape communication. Overall, slang is a complex, multifunctional phenomenon that reflects human creativity, social identity, and the evolving nature of language in contemporary society.

Key words: slang, lexicon, internet slang, blog discourse, jargon, argot, emotive language, social identity, digital communication, linguistic innovation.

Problem Statement. The contemporary stage of the development of the English language is closely connected with global processes of the digitalization of communication, which give rise to new linguistic phenomena, in particular Internet slang. Social networks, blogs, video platforms, and other online spaces have become not

only sources of information but also arenas of active linguistic experimentation, within which slang units emerge, spread, and transform. The study of this phenomenon is extremely important for modern linguistics, as it reflects the dynamics of living language, its capacity for self-renewal, adaptation, and the representation of sociocultural processes.

Internet slang particularly that which functions in English-language blogs constitutes a unique linguistic phenomenon. It combines features of traditional colloquial slang, media discourse, and elements of written communication, creating a hybrid form that requires a new analytical approach. It is precisely in blogs – which represent a semi-official type of communication between the author and a broad audience – that the natural functioning of contemporary English is most fully manifested, with all its neologisms, abbreviations, language play, allusions, and stylistic experimentation.

The study of the sources and characteristics of slang usage in blogs is also relevant because this sphere demonstrates tendencies toward linguistic democratization. Under conditions of mass access to means of self-expression, Internet users actively influence language norms, altering the balance between formal and informal vocabulary. As a result, the boundaries of the literary language expand, and slang units gradually enter broader usage.

Moreover, interest in Internet slang has not only theoretical but also practical significance. For translators, journalists, teachers of English, and specialists in intercultural communication, knowledge of contemporary slang is an essential condition for effective comprehension of authentic texts, as slang units often carry culturally specific meanings. Without adequate interpretation of such elements, humor, emotional tone, or social subtext of a message may be lost.

Analysis of Recent Research and Publications. Scholarly interest in the study of slang in general and Internet slang in particular is reflected in the works of both Ukrainian and foreign linguists, including V. Balabin, K. Bondarenko, O. Kondratiuk, S. Martos, I. Shchur, I. Matviias, Yu. Mosenkis, V. Radchuk, L. Stavytska, O. Taranenko, O. Fursa, H. Mencken, M. Makovskiy, V. Khomiakov, E. Partridge, J. Hotten, R. Spears, K. Watts, K. Wentworth, S. Thurlow, and others. However, most studies focus either on the general characteristics of slang or on sociolinguistic aspects of online communication. In contrast, a comprehensive study of the sources of formation, structural-semantic, and functional features of slang in English-language blogs remains an insufficiently developed area of research.

The study of slang has attracted the attention of numerous scholars, each contributing to understanding its historical development, functions, and social significance. E. Partridge, a prominent lexicographer, laid the foundation with his *Dictionary of Slang and Unconventional English* (1937, latest edition 2015), emphasizing that slang is the language of all people at the everyday level and tracing its evolution from the 16th to the 20th century. He highlighted slang as a form of group communication and social identification.

O. Potyatynnyk and O. Selivanova focused on youth slang, emphasizing the prevalence of English-language insertions. They viewed slang as a dynamic and living lexical system capable of entering literary language through mass media, fiction, and everyday communication [1].

I. Palahuta classified slang within non-literary vocabulary, alongside technical terms, jargon, vulgarisms, and dialectal forms. He described slang as a practically open linguistic subsystem characterized by a high degree of emotional-expressive load, suitable for stylizing conversational texts and reflecting the personal traits of speakers [2].

J. Ayto and J. Simpson identified three main stages in the semantic development of slang: as the vocabulary of marginalized groups in the mid-18th century, as occupational or professional language in the late 18th century, and as conversational substandard language with new or specialized meanings in the early 19th century [3]. I. L. Allen highlighted slang as a manifestation of human creativity and the desire to deviate from standard norms, noting its expressive, social, and entertainment functions and its capacity to spread beyond subcultures into general usage [4].

D. Dubenko and I. Danyliuk considered slang as an urban social dialect originating from argot within closed groups, emphasizing its emotional coloring, social function, and constant renewal [5]. Ukrainian researcher I. Shchur systematized scientific approaches, defining slang as non-literary, primarily spoken vocabulary with emotional connotation, characteristic of particular professions, social groups, or regions, and serving important social functions, including identity expression and informal communication [6].

L. Stavtyska distinguished between general slang, which is widely understood and emotionally expressive, and special slang, which is professional or group-specific [7]. V. Balabin addressed the relationship between slang, jargon, and argot, proposing a sequence from argot to jargon to slang, noting that slang is more open and widespread [8]. M. Rudenko analyzed 20th-century jargon as a socially expressive linguistic code used by youth, which has evolved in the 21st century into a dynamic, mobile, and creative source of new lexical units [9].

Overall, these scholars emphasize that slang is a dynamic, multi-layered linguistic phenomenon that bridges subcultural and general communication, performs expressive and socio-identificational functions, and continuously evolves under the influence of social, cultural, and communicative factors.

Aim and Objectives of the Study. Thus, the relevance of the topic is determined by the need for a systematic study of Internet slang as an important component of contemporary English-language communication, particularly its sources, structural-semantic characteristics, and functions within blog discourse. This research will contribute to a deeper understanding of trends in the development of the English language in the digital era and will expand insights into the interaction between language,

culture, and technology. The aim of the qualification paper is to investigate the sources of formation and the peculiarities of the use of slang units in English-language Internet blogs. Achieving this aim involves fulfilling the following objectives:

1. To analyze scholarly literature on the study of slang as a linguistic phenomenon and to outline approaches to its classification.

2. To identify the main sources of formation of contemporary English slang, particularly those arising within digital communication.

3. To describe the specifics of the functioning of slang units in blog discourse, taking into account genre and social factors.

4. To identify the stylistic functions of slang in blogs and its role in creating a communicative effect.

5. To draw general conclusions regarding the influence of the blog environment on the development and dissemination of contemporary English slang.

Main Body of the Study. Slang is one of the most intriguing phenomena in contemporary linguistics, as it plays a significant role in the communicative space and is actively used by representatives of various age and professional groups [10]. To date, it is rather difficult to definitively determine the origin of the term “slang,” as this issue remains open and continues to provoke scholarly debate. Interest in this linguistic phenomenon is constantly growing, which stimulates its active study in both domestic and international linguistics. Scientific research has examined various aspects of slang, including its nature, functions, and place within the linguistic system.

Slang is a dynamic and historically evolving part of language, first appearing in printed sources in the 16th century, though its formal definition arose in the 19th century. Initially associated with marginalized groups, criminality, and low education, slang has gradually penetrated all social strata, appearing in everyday speech, media, literature, and even professional contexts.

Scholars define slang in multiple ways, emphasizing its emotional expressiveness, informality, and social functions. It is closely related to, yet distinct from, jargon and argot: argot is secretive and limited to small groups; jargon is professional or occupational, while slang is more open, widespread, and adaptable. Slang can be divided into general slang, widely understood across society, and special slang, restricted to professional or group-specific contexts.

Modern slang is influenced by youth culture, technology, and mass media, often incorporating foreign borrowings, neologisms, abbreviations, and humorous or metaphorical expressions. It functions as a social marker, a tool for group identity, and a medium for creative, expressive communication, while also serving as a testing ground for new vocabulary that may enter standard language.

Ultimately, slang is multi-layered, flexible, and continuously evolving, reflecting social, cultural, and communicative transformations. Despite numerous studies, no single universal definition exists due to its scope, variability, and intersection with colloquial, professional, and subcultural vocabularies.

Summarizing scientific approaches, it can be asserted that slang constitutes an open and mobile subsystem of the lexicon, capable of rapid renewal and transition into general language use. Its multifunctionality and close connection to the communicative needs of society make slang a full-fledged and promising object of linguistic analysis.

Focusing on the manifestation of linguistic features in the use of English slang on social media, it should be noted that

the second half of the 20th century and the early 21st century mark the era of rapid ICT development and the establishment of blogging as a youth subculture, comprising over 3.1 billion people worldwide. With the emergence of influencers (from English *influencer* – a person whose opinions on certain matters are important and influential for a larger audience), followers (from English *follower* – a user subscribed to someone’s account), haters (from English *hater* – a person who envies others’ success and expresses hostility through posts or private messages), TikTokers, YouTubers, and active social media users, the segment of consumers with a near-constant need for smartphone use has grown steadily. This, in turn, drives changes in communication methods, reflected in the preference for instant messaging, post publication, and comment writing. Consequently, under the influence of networked environments and contemporary social media trends, new English slang neologisms and methods of usage increasingly emerge in online communication.

During the development of human cognitive activity, the accumulation of knowledge about the surrounding world, and under the influence of sociocultural changes, the semantic structure of lexical units gradually transforms. This dynamic is associated with the fact that the concept forming the basis of lexical meaning has a heterogeneous structure: a clearly defined core ensuring stable understanding and simultaneously diffuse boundaries allowing for variable interpretation. Such flexibility enables words to acquire new meanings, adapting to new communicative needs, particularly in slang.

I. Shchur emphasizes that “the use of slang and expressions that do not conform to literary norms is connected with a deliberate distancing from official and standard language. Equally important is the role of group identification of words: in speakers’ consciousness, slang expressions are associated with a particular social group and carry nuances of a certain subculture. It is noted that the semantics of non-standard expressions primarily reflect spiritual or material values, making their use a means of demonstrating distinctions between communities”.

One of the main mechanisms of linguistic system renewal is the assignment of new meanings to existing words. This explains the widespread use in youth slang of lexical doublets that originate as neutral or colloquial terms but over time undergo semantic reinterpretation and acquire new emotional or stylistic connotations.

It is noteworthy that some slang units have preserved their meanings for several centuries. For example, *booze* – meaning “alcoholic beverages” – has been in use since the time of T. Dekker; *bones* – “dice” – appear in Chaucer; *beat it* – “to flee” – can be found in Shakespeare.

Considering the functions of slang and the motivation behind its use, it becomes clear that most of these units carry either positive or negative emotional connotations. However, negative connotations tend to dominate. Many slang expressions are highly expressive, manifesting as rudeness, irony, disdain, or mockery, which distinguishes them from standard vocabulary.

According to O. Vasilyeva and O. Rakhmatulina, evaluative meaning as a linguistic category is realized at various linguistic levels – phonetic, lexical, morphological, and syntactic. However, the lexical level plays the key role, as words most directly convey evaluation and the associated emotions [11].

Based on empirical research, the following lexico-semantic groups can be identified:

People: Slang synonyms for *girlfriend* include: *bae*; *boo*; *shorty*; *chick*; *GF*; *wifey*. For *boyfriend*: *hubby*; *BF*; *better half*. For *friend*: *bestie*; *dawg*; *fam*; *chum*; *homeboy/homegirl*; *homie*; *BFF*; *bro*; *sis*; *pal*; *buddy*; *bud*; *brother from another mother*; *sister from another mister*; *partner in crime*. For *friends*: *crew*; *squad*; *fellas*; *gang*; *peeps*; *posse*. For *parents*: *folks*; *old folks*; *elders*; *rents*. Slang synonyms for friends, partners, and family members reflect high intimacy and closeness among interlocutors. They often carry emotional coloring (e.g., *bae*, *boo*) indicating affection, or humorous tones (e.g., *bro*, *sis*). Some expressions (e.g., *partner in crime*, *better half*) emphasize special relationships or roles in a person’s life. These examples also illustrate the tendency of English slang toward abbreviations and creative collocations.

Body parts: Synonyms for *head*: *dome*; *noggin*; *brain box*; *block*; *thinker*; *nut*; *nob*; *mazzard*; *cabbage*; *loaf*. For *mouth*: *kisser*; *mug*; *piehole*; *trap*; *yap*; *chops*; *gob*; *laughing gear*. For *legs*: *stems*; *tree trunks*; *pins*; *chicken legs*; *stick legs*; *getaway sticks*. For *facial hair*: *five o’clock shadow*; *scruff*; *soul patch*; *goatee*; *flavour saver*; *stash*. This group features vivid metaphors and euphemisms (e.g., *dome*, *noggin* for “head”; *kisser*, *trap* for “mouth”). Many expressions are humorous or slightly coarse, reducing the formality of communication and adding color to everyday language.

Intelligence and character traits: For *intelligent*: *brains*; *Einstein*; *whiz*; *boffin*; *brainiac*; *sharp*; *smarty*; *book-smart*; *smart-cookie*. For *unintelligent*: *dumb-head*; *brain-dead*; *half-baked*; *sharp as a marble*; *dumb as a doorknob*; *not the sharpest tool in the shed*; *not the sharpest knife in the drawer*; *thick as a brick*; *doofus*; *mouth breather*; *bozo*; *birdbrained*; *peabrained*. For *lazy*: *good-for-nothing*; *loafer*; *slacker*; *slob*; *deadbeat*; *parasite*. Slang in this category ranges from positive to highly pejorative epithets. For example, *brainiac* and *whiz* emphasize high intelligence, whereas *dumb as a doorknob* and *birdbrained* denote low cognitive abilities. Metaphors such as *slacker* and *deadbeat* convey societal attitudes toward laziness.

Professions: For *policeman*: *cop*; *copper*; *pig*; *bacon*; *five-o*; *boy in blue*; *bull*; *fed*; *flatfoot*; *donut patrol*. For *doctor*: *doc*; *croaker*; *sawbones*. For *firefighter*: *ladderman*; *smoke jumper*. For *sailor*: *sea dog*; *swabby*; *salt*; *shellback*. For *lawyer*: *fixer*; *ambulance chaser*; *mouthpiece*; *legal eagle*; *shark*. Most slang terms for professions carry evaluative connotations: neutral (*cop*, *doc*) or negative (*pig*, *ambulance chaser*), reflecting ambivalent societal attitudes toward certain occupations, particularly law enforcement and legal professionals.

Appearance: Synonyms for *beautiful*: *hottie*; *cutie*; *babe*; *a perfect ten*; *looker*; *stunner*; *eye-candy*; *fine*; *queen*; *stud (male)*; *hunk (male)*; *dreamboat*; *a head turner*; *smoking hot*. For *ugly*: *face only a mother could love*; *butterface*; *yak*; *goon*; *freak*; *plug-ugly*; *ugly as sin*; *ugly duckling*. For *fit/muscular*: *buff*; *ripped*; *swole*; *beefy*; *beefcake*; *jacked*; *guns (“muscular arms”)*. This group emphasizes subjectivity and social evaluation. Words describing attractiveness (*stunner*, *dreamboat*) carry positive connotations, while *butterface* and *plug-ugly* are pejorative. Gender-specific terms are also notable (*stud*, *hunk* for males).

Clothing: Slang synonyms for *well-dressed/stylish* include: *dressed to kill*; *sharp*; *fly*; *snazzy*; *nifty*; *natty*; *trendy*; *hip*; *drip*; *voguish*; *dolled up*; *fresh*. For *poorly-dressed/unfashionable*: *down at heel*; *tacky*; *cheesy*; *unhip*; *square*. For *shoes*: *kicks*; *sneakers*; *runners*; *trainers*; *red bottoms (specifically for Christian Louboutin footwear)*; *beaters*; *biscuits*; *waffle stompers (“heavy shoes with*

ribbed soles”); creps; feet whips; flandals (from combining “flip-flops” and “sandals”). For *jewelry*: bling; ice; rocks; stones; tinsel (“cheap costume jewelry”). Fashion and style are expressed through vivid slang terms (drip, snazzy, kicks), which often emphasize modernity and social status. Negative terms (tacky, cheesy) reflect disdain for poor taste. The vocabulary is dynamic and strongly influenced by trends.

Housing: Slang terms include crib; pad; my place; digs. Shortened forms such as *crib* and *pad* reflect a preference for informality and simplicity in conversation while emphasizing personal space.

Automobiles: Slang terms include whip; ride; wheels; wagon; stretch, limo (“limousine”); lambo (Lamborghini cars); drop top, breezer (“convertible”). Car names (whip, ride, lambo) signify status and are associated with youth culture. Slang in this domain is often used for self-presentation.

Leisure: Slang synonyms for *party* include: get together; blow-out; bash; rager; dayger (a daytime party); kick back. For *food*: brunch (“breakfast + lunch”); chow; grub; dog (hotdog); grazing; rony (“pepperoni pizza”); munchies (“snacks”). For *drinks*: bevvy; sodi pop; sodi. Party and food terms (rager, bash, grub, rony) demonstrate linguistic creativity and playfulness. They reduce social distance between interlocutors and make communication more informal.

Harmful habits: For *alcohol*: hooch, juice, sauce, lush, booze, brewski, greenie. For *alcoholic*: drunkard, alkie, boozehound, boozier, juicehead, juicer. For *drunk*: blasted, hammered, blitzed, fried, juiced, wasted, wiped out, sloshed, tipsy, smashed, trashed, plastered, seeing pink elephants. For *drugs*: stuff; junk; weed, giggle weed, laughing grass, pot, tea, aunt Mary (“marijuana”); gold dust, icing, paradise white, snow white, white, sleigh ride, snow, stardust, nose candy, big C (“cocaine”). For *drug users*: junkies; stoners; dopeheads; dopers; to be high; O. D. (“overdose”). For *cigarettes*: cancer sticks; cigs; cancerettes; coffin nails; death sticks; smokes; squares. For *smoker*: chimney. Slang in this domain often euphemizes or veils negative phenomena (e.g., hooch for alcohol, weed for marijuana). This reflects both the desire to avoid direct language and a form of social protest or levity.

Money: Slang terms include: bread; bucks; cheddar; dough; bacon; stash; cabbage; green; long green; dead presidents; gold; moolah; mula; kale; bills; scratch; Benjamins; buckaroos; nickel (\$0.05); dime (\$0.10); quarter (\$0.25); ones (\$1); fiver (\$5); Hamilton, sawbuck (\$10); Jackson, dub, double sawbuck (\$20); c-note, Benjamin, benny (\$100); grand, K (\$1000). For *bankrupt/poor*: broke; bust; cleaned out; strapped for cash; short of cash; dirt-poor; flat broke; wiped out; gone bust; on the rocks; down on one’s luck. For *wealthy/rich*: loaded; in the money; flush; in the bucks; well-heeled; filthy rich; rolling in it; got money to burn; on Easy Street; stinking rich; made of money; balling. Money terms (bread, Benjamins, moolah) often draw on material imagery (food, colors), highlighting the importance of financial matters in people’s lives. Slang actively reflects social status and economic realities.

Slang for quality/attitude: dope (“cool”); lit (“fun/awesome”); salty (“offended, usually over minor issues”); sick (“amazing”); snatched (“looking good”); fire (“trendy”); sus (“suspicious”); extra (“over the top”); low-key (“keep secret/secretly”); on fleek/on point (“perfect/at a high level/fashionable”); basic (“boring, unoriginal”); dead (“very impressed”); shook (“shocked”); jelly (“envious”); GOAT (“greatest of all time” – often used about athletes). This group demonstrates the flexibility and context-dependence

of slang. Terms like dope, lit, fire have a clearly positive meaning and are used to evaluate something as “cool” or “impressive,” whereas salty, sus, basic express negative or critical attitudes. Many terms emerge from pop culture and spread rapidly via social media (GOAT, shook). These words can quickly lose popularity when transitioning from youth slang into the mainstream.

Interjections: Examples include for reals; IDBY (“I don’t believe you”); oh, please; as if; yeah right – expressing disbelief or surprise; aight (“alright”) – e.g., “Do you want to go see a movie?” Response: “Aight”; all righty; hells to the yes; hell yeah; okey dokey; damn straight; I’m down with that; word; in it; yep – expressing agreement; ain’t – e.g., “She ain’t going to school today”; forget it; hell no; na; nah; nope – expressing disagreement; I’m out, peace out, outta here; ta-ta, toodles, toudle-o – for farewells; jeez; man; omg – context-dependent; cool; cool out’; cool your jets; take a chill pill; chill; chill out – “calm down”; yo – to attract attention. Interjections are highly dynamic elements of slang: they are short, expressive, and convey the speaker’s emotional state immediately. For example, for reals, yeah right signal doubt, whereas hell yeah, word, aight indicate agreement or enthusiasm. Some interjections (peace out, ta-ta) function as markers of conversation closure, while others like yo serve as attention hooks. This vocabulary often relies on abbreviations and sound variations of standard words (ain’t, okey dokey), reflecting the desire for simplification and emotional expression.

Computer/technology slang: The widespread use of computers and Internet access has made “programmer language” as a subset of professional slang quite complex and multi-layered. As computer literacy is mandatory in educational institutions, young people actively adopt this terminology and transform it into a specific speech layer – computer slang – which includes both technical jargon and everyday computing expressions. Examples include: *pic* – “picture”; *proggy* – “program”; *convo* – “conversation”; *clickbait* – a video or link with an eye-catching or provocative headline that is unrelated to reality; *crash* – “system/program malfunction”.

This lexical layer forms at the intersection of professional and everyday language, making it flexible and accessible even to non-specialists. Abbreviations and neologisms (*pic*, *proggy*, *clickbait*) are common in daily youth speech. A characteristic feature is the widespread use of acronyms (LOL, IMHO, BRB) that save time and effort in online communication, reflecting the desire for conciseness and instant response.

For convenience in writing comments and messages, Internet users have invented numerous slang units formed through abbreviations. The most common include: LOL – “laughing out loud”; BBL – “be back later”; IMHO – “in my humble opinion”; BRB – “be right back”; ROFL – “rolling on the floor laughing”; TTYL – “talk to you later”; GG – “good game”; OMG – “oh my God”; BTW – “by the way”; AFK – “away from keyboard”; THX – “thanks”; U – “you”; NVM – “never mind”; G2G – “got to go”; K – “okay”; LYL – “love you lots”; B4 – “before”; CTS – “changing the subject”; CWOT – “complete waste of time”; FAQ – “frequently asked questions”; IRL – “in real life”; VLOG – “video blog”; ASAP – “as soon as possible”; DM – “direct message”; ILY – “I love you”; GM – “good morning”; GN – “good night”; L8 – “later”; LMK – “let me know”; PPL – “people”; POTD – “photo of the day”; SOL – “sooner or later”; TGIF – “thank God it’s Friday”; AFAIK – “as far as I know”.

In the era of digital technologies and instant messaging, users strive to convey the maximum meaning with minimal means. Hence, abbreviations such as LOL, BRB, and OMG have become not merely lexical units but cultural markers of a generation. These abbreviations are characterized by several features:

Conciseness – saving time and characters, particularly relevant for social networks and chats;

Universality – most are understood globally, contributing to a shared communicative space;

Emotionality – many abbreviations convey not only information but also emotions (e.g., ROFL, ILY);

Transformation – abbreviations often acquire new meanings or expand the contexts in which they are used.

Due to the popularity of video games and esports, gamer slang has become increasingly widespread. Even individuals with no direct connection to the gaming world are familiar with expressions such as: lvl – “level”; VR – “virtual reality”; epic fail – “major failure”; HP – “health points”; pts – “points”; RPG – “role-playing game”; d/c – “disconnected”; to ragequit – “to leave a game out of frustration”; easter egg – “hidden code or unexpected bonus feature”; toxic – “a player who behaves aggressively”; rookie, newbie – “beginner”; loot – “items obtained by the player during gameplay”.

Gamer vocabulary gradually ceases to be purely internal and enters everyday speech even among non-gamers. Terminology such as HP, lvl, RPG, and easter egg is specific but widely understood due to the popularization of esports. Many words (ragequit, toxic, rookie) carry clear emotional connotations and serve as markers of belonging to gamer culture. This slang illustrates how entertainment influences linguistic processes.

Conclusions. Thus, the semantic diversity of Internet slang is determined by its close connection with cultural contexts, technological changes, and social groups that produce new linguistic units. These features define the multifunctionality of slang items, their capacity for rapid adaptation, and their ability to change meaning depending on genre, topic, or blog audience. In subsequent sections of this study, the phonetic and morphological characteristics of Internet slang will be examined in detail, along with an analysis of its genre differentiation, providing a deeper understanding of the mechanisms of slang functioning in digital discourse.

In the English-language blogging environment, it is not merely a set of informal lexical units but a systemic element of contemporary English, which actively responds to sociocultural, technological, and communicative changes. Its functioning is determined by a number of factors: the characteristics of the digital space, the genre features of blogs, the individual-authorial approaches of bloggers, and the influence of global trends in online culture. For this reason, Internet slang emerges as a flexible, open, and highly productive lexical subsystem that is constantly updated and expanded.

Blog discourse is one of the most active environments of contemporary linguistic expansion. Unlike traditional oral genres or even general social networks, blogs combine personalization, publicity, and a high degree of freedom in linguistic creativity. This creates favorable conditions for the emergence of new slang units, their dissemination, and their gradual transition into broader language use.

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Головня А. Інтернет сленг у сучасній англійській мові: джерела, функції та лексико-семантичні характеристики

Анотація. Сленг, як динамічна та мінлива частина мови, має багату історію та багатофункціональну роль у сучасній англійській мові. Він з'явився в друкованих джерелах у XVI столітті й спочатку асоціювався з маргіналізованими групами, такими як злочинці чи жебраки, і вважався низькорівневою лексикою, непридатною для освічених мовців. З часом його вживання поширилося серед різних соціальних і професійних груп, ставши маркером ідентичності, творчості та приналежності до кола. Вчені, як-от Е. Партрідж, Дж. Айто та І. Л. Аллен, простежували історичну та семантичну еволюцію сленгу, відзначаючи його перехід від спеціалізованого чи субкультурного жаргону до загальноновживаних розмовних виразів. Сленг функціонує як гнучка підсистема мови, що поєднує регіональні діалекти, професійний жаргон та літературну мову, вирізняючись високою емоційною експресивністю, часто несучи позитивне або негативне забарвлення та забезпечуючи неформальну, ігрову або оцінну комунікацію.

У сучасному контексті сленг проник у мас-медіа, літературу та цифрове спілкування, особливо в онлайн-просторах. Інтернет-сленг включає аббревіатури, скорочення

та геймерську термінологію (наприклад, LOL, BRB, HP, ragequit), що дозволяє передавати інформацію швидко, ефективно та емоційно насичено. Він також відображає соціокультурні та технологічні зміни, адаптуючись до трендів, соціальних груп і форм комунікації. Блоговий дискурс, як персоналізоване та публічне середовище, став ключовим для створення, поширення та стандартизації сленгу, надаючи свободу мовної експериментації.

Дослідники розрізняють загальний сленг, зрозумілий широкому колу, і спеціальний сленг, що охоплює професійний або груповий жаргон. Сленг взаємодіє з арго, жаргоном та розмовною мовою, але залишається більш відкритим і гнучким, забезпечуючи постійне збагачення лексики. Його вивчення висвітлює не лише мовні інновації,

а й соціокультурні процеси, що формують комунікацію. Загалом, сленг є складним багатофункціональним явищем, що відображає людську творчість, соціальну ідентичність та еволюцію мови в сучасному суспільстві.

Ключові слова: сленг, лексика, інтернет-сленг, блоговий дискурс, жаргон, арго, емоційна мова, соціальна ідентичність, цифрове спілкування, мовна інновація.

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