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ON THE ISSUE OF DIGITAL DISCOURSE. STRUCTURAL-SEMANTIC AND PRAGMATIC FEATURES OF SOCIAL NETWORK SLANG

Summary. The relevance of the article is due to the fact that the communicative function of slang in social networks is closely related to its lexical and semantic features. Slang conveys information and creates the effect of presence, bringing digital communication closer to oral speech. Social media slang reflects social stratification and group identity. Users create lexical units that mark their belonging to a certain community. Social media slang has a pragmatic function that affects its semantics. It not only conveys information, but also creates social capital, allowing users to demonstrate their awareness of trends. Social media slang is also characterized by rapid variability, which affects its semantic stability. Words that are popular today can disappear in a few months, giving way to new forms. Social media slang affects the perception of language norms. For young users, it is a natural part of communication, while for older generations it can be perceived as a violation of standards. The commercial potential of slang as it affects its lexical and semantic features. Brands use slang to attract a youth audience, but their attempts often face challenges. Translating social media slang is one of the most difficult tasks of modern translation studies, as this linguistic phenomenon combines dynamism, contextual dependence and cultural specificity, which makes it difficult to achieve adequacy and equivalence. Slang, as a product of fast-paced digital communication, reflects not only lexical innovations, but also socio-cultural realities, emotional nuances and group identity, which makes its transmission in another language a multifaceted challenge. Adequacy in translation involves preserving the functional effect of the original, while equivalence requires correspondence at the semantic, stylistic and pragmatic levels. In the context of social networks, these aspects become particularly complex due to the rapid evolution of slang, its ambiguity, and its close connection with digital platforms that form a unique communicative space.

Key words: digital discourse, digital communication, social networks, slang, neologisms, semantic structure, equivalent.

Statement of the problem. Slang as a linguistic phenomenon is a product of the social and cultural evolution of language. It arises from the need of speakers to create expressive, informal means of communication that would correspond to their social roles, identity or group affiliation. Slang is characterized as a set of non-literary lexical units that have a pronounced emotional coloring and are mainly used in colloquial speech. This characteristic emphasizes its difference from standard literary language, which is regulated by clear norms, and at the same time emphasizes its flexibility and adaptability to changes in society. For example, slang often includes neologisms that can quickly lose relevance or, conversely, integrate into commonly used vocabulary, influencing its semantic and stylistic development.

One of the defining features of slang is its social conditioning. Slang is formed within certain social groups, such as youth subcultures, professional communities or marginal environments, and reflects their values, way of thinking and cultural priorities. In this context, slang acts not only as a lexical phenomenon, but also as a cultural marker that emphasizes group identity. For example, vocabulary originating from the youth environment often becomes more widely used, losing its original meaning or acquiring new semantic shades. Such semantic variability is a key characteristic of slang, which complicates its systematization, but at the same time makes it an important source for the study of linguistic creativity.

Analysis of recent research and publications. A number of current studies are devoted to the problem of digital discourse. Scientists distinguish the following features of digital discourse: electronic signal as a communication channel; distance – separation

in space and time and simultaneous synchronicity; virtuality, which is understood by the author as communication with an indefinite collective, with unknown interlocutors; high degree of permeability (any person can be a participant in computer communication); indirectness; creolization (genre mixing) of computer texts, hypertextuality; status equality of communication participants; combination of different types of discourse; use of smileys and the like to convey emotions, facial expressions, feelings; specific computer ethics [1], [2], [3], [4].

Modern linguistics does not have a single approach to the definition of slang, which is due to its multifaceted nature and its relationship with other forms of informal vocabulary, such as jargon, argot, or colloquialisms. Researchers consider slang as a broader category that includes both commonly used informal vocabulary and specialized jargons, while others emphasize the need for a clear distinction between these concepts. This position emphasizes the creative potential of slang, which allows speakers to experiment with language forms, creating new meanings and stylistic effects [5, p.118]. The typology of slang is a complex issue, since its lexical composition is heterogeneous and is formed from various sources. In the studies of Ukrainian linguists, several lexical layers of slang are distinguished, which reflect its diversity. These include words with a pronounced familiar coloring, borrowings from various jargons (for example, student or sports), vernacular vocabulary, vulgarisms, as well as dialectisms and elements associated with marginal social groups. Such a classification emphasizes that slang is only a lexical and sociocultural phenomenon that reflects the attitude of speakers to certain social realities [6].

Another approach to the typology of slang suggests a division into general and specialized slang. General slang is understandable to a wide range of speakers and is often used in everyday communication, while specialized slang is limited to certain social or professional groups. Such a division allows us to better understand the functional boundaries of slang and its role in various communicative contexts, in particular in digital platforms, where slang acquires new forms and meanings [5, p. 119].

Thus, slang in modern linguistics is a multifaceted phenomenon that combines lexical, semantic, social and cultural aspects. Its typology is based on various criteria, including sources of origin, functional features, social conditioning and ways of word formation. Slang is not only a reflection of linguistic creativity, but also an important tool of social interaction, which acquires particular importance in the digital age. Understanding the concept and typology of slang creates a theoretical basis for further analysis of its functioning in social networks and the specifics of the translation of slang units.

The purpose of the research is to identify the lexical and semantic features of social media slang and to substantiate effective translation strategies and tactics for the adequate transmission of slang units.

The main findings. Methodologically, the analysis of lexical-semantic features of slang requires a comprehensive approach. Lexical-semantic analysis allows us to identify the semantic structure of words, their polysemy and connections with other lexical units. For example, “binge-watch” analysis shows how metaphorical transfer forms new meanings, and comparison with synonyms (“marathon watching”) reveals semantic nuances. Ethnographic methods, such as observation of communication in TikTok or Pinterest [7], [8], help to understand the context of slang use, while corpus analysis

allows us to track the frequency and evolution of words in real time. Contextual analysis allows us to identify semantic and pragmatic nuances of slang, while ethnographic methods, such as observation of communication in social networks, help us to understand its sociocultural meaning. Corpus analysis, based on the processing of large amounts of data from social networks, allows us to track the evolution of slang and its variability. For example, analyzing hashtags with “tea” can show how its meanings vary depending on the platform or region. Such methods provide a deep understanding of slang, but their application is complicated by the rapid variability of digital discourse. Such approaches provide a deep understanding of slang as a dynamic phenomenon. Let us consider some examples.

The use of “yeet” in the right context signals belonging to youth culture, while its incorrect use can provoke ridicule. This pragmatic role emphasizes how slang forms hierarchies in digital communities, where knowledge of linguistic codes is a sign of status.

The semantic structure of social media slang is often based on metaphorical and metonymic transfers. For example, the expression “binge-watch” (watching TV series without stopping) uses the metaphor “binge” (excessive consumption), transferring it from the context of food or alcohol to the consumption of media content. Such transfer allows for the creation of imaginative, memorable expressions that resonate with the user’s experience. Similarly, the Indonesian “baper” (over-sensitivity) is a metonymic shortening of “bawa perasaan”, which reflects an emotional state through association with behavior. These mechanisms demonstrate how slang adapts language to new realities, creating expressions that are both intuitive and culturally relevant. Another important aspect is the impact of globalization on the lexical-semantic features of slang. Social networks, being cross-border platforms, facilitate borrowing and hybridization. For example, the Korean “aegyo” (cute behavior) has become part of global slang thanks to the popularity of K-pop on TikTok, but in different contexts it can acquire shades of irony or sarcasm. Such borrowings enrich slang, but at the same time complicate its semantic interpretation, since the meaning depends on the cultural background of the user. This process highlights how social media creates a hybrid linguistic space where global and local elements coexist and interact. For example, the English word “fleeck” (perfect) was viral in the 2010s, but is rarely used today, giving way to the term “slay” (to do something with confidence). This variability is due to the algorithms of platforms that promote trending content, as well as the desire of users for novelty. Such dynamics make slang a sensitive indicator of sociocultural change, but make it difficult to study systematically, since the semantic boundaries of words are constantly shifting. The term “stan”, derived from the title of an Eminem song, in TikTok means a passionate admiration for someone or something, but at the same time identifies the user as part of a fan culture. Such words become a kind of password that allows you to distinguish “yours” from “strangers”. This function of slang emphasizes its sociolinguistic role, as it not only facilitates communication, but also shapes the boundaries of group solidarity [7], [8].

The exclamation “Meh!” on Instagram expresses indifference or dissatisfaction, imitating the intonation of spoken language. Such expressions allow users to create the illusion of direct interaction, which is especially important in text formats, where emotional expressiveness is limited. This function emphasizes the pragmatic role of slang, which adapts language to the needs of rapid, emotionally rich communication.

Social networks also influence the semantic evolution of slang through memes and viral content. Memes, as cultural artifacts, often become a source of new slang units or reinterpretations of old ones. For example, the phrase “yeet”, which originally meant an energetic throw, has acquired a broader meaning on TikTok as an exclamation of joy or agreement. Such transformations demonstrate how social media slang is shaped through collective creativity, where meanings emerge from the interaction of users and content. This process highlights the role of social media as a laboratory for linguistic innovation, where semantic changes are the result of the collaborative work of the community.

While platforms facilitate globalization, slang often retains local features that reflect cultural specificity. For example, Indonesian “alay” (an overly emotional style of speech) ування) reflects a youth subculture, but is incomprehensible to other language communities. Similarly, the Ukrainian “чикувати” (to wait in a colloquial style) retains a regional flavor, but can be adapted to a wider context. These examples illustrate how slang balances between universality and locality, creating a multidimensional linguistic space. For example, the use of “OMG” (Oh My God) in a formal context may provoke criticism, but on Instagram it is the norm. This tension between the informality of slang and standardized language reflects broader public discussions about the evolution of language in the digital age. Slang, penetrating everyday speech, changes the idea of what is “correct” or “acceptable”, contributing to the democratization of language practices. For example, the use of “slay” in advertising can be effective if it organically fits into the context, but artificial use provokes irony or criticism. This highlights the importance of authenticity in the semantics of slang, as its meaning is closely linked to the cultural and social experiences of users.

Slang reflects gender, age, and ethnic differences in communication. For example, terms like “slay” are more commonly used in female or queer communities, which emphasizes their association with confidence and self-expression. Similarly, the Indonesian “alay” is associated with a teenage subculture that seeks eccentricity. These differences show how slang reflects the social structure of digital communities, where language becomes a tool for self-presentation.

Social media slang influences cross-cultural communication. Due to the global reach of platforms, words like “stan” or “tea” have become part of the international lexicon, but their meaning may vary depending on the region. For example, “tea” in a British context may be associated with a drink, while in an American TikTok it may be associated with gossip. This variability creates challenges for cross-cultural understanding, but at the same time enriches the language, making it more inclusive.

One of the key issues of adequacy is the semantic variability of slang, which is due to its dependence on cultural and platform context. Words that appear in social networks often acquire meanings that reflect specific trends, memes or subcultures. For example, the English “tea” in TikTok can mean gossip or truth depending on the context, which requires the translator not only to understand the lexical meaning, but also to be able to reproduce the associative background. In Ukrainian translation, the choice between “glіtky” or “pravda” depends on the tone of the message and its pragmatic purpose, but neither option guarantees full correspondence, since the Ukrainian language does not have a direct equivalent with a similar ambiguity. Such polysemy makes it difficult to convey

subtle nuances, as a translation that focuses on one meaning may lose others, which is critical for maintaining the communicative effect [7], [8].

Slang units are often carriers of local realities that may be incomprehensible or irrelevant to the target audience. For example, the Indonesian “julid”, which denotes envious or spiteful behavior, reflects the youth culture of Indonesia, but has no direct analogue in the Ukrainian language. The translator can choose a descriptive option, such as “malicious commentator”, but this loses the compactness and emotional expressiveness of the original. An alternative is adaptation, for example, using the Ukrainian colloquial “тролити”, but this shifts the cultural context, since “троліть” is associated with other behavioral models. This choice between preserving cultural authenticity and adapting to the target culture presents the translator with a dilemma where full equivalence becomes unattainable.

The emotional coloring of slang is a challenge for adequate translation. In social networks, slang often compensates for the limitations of text communication, adding expressiveness and imitating the intonation of oral speech. For example, the exclamation “yeet” in TikTok conveys joy, energy, or agreement, but its semantics are closely related to the visual context of memes or dance videos. In Ukrainian translation, it is difficult to find an exclamation with similar emotional power and versatility. Variants like “йо!” or “клас!” may partially convey the mood, but lose the specific cultural resonance associated with “yeet” in the English-speaking digital space. This problem highlights that the adequacy of slang translation depends not only on semantic accuracy, but also on the ability to reproduce the emotional impact that is central to social media communication.

The rapid evolution of slang makes it difficult to capture and translate it, as terms can lose relevance in a matter of months. For example, the English “fleece”, which in the 2010s meant ideality, is rarely used today, giving way to new expressions such as “slay”. A translator working with social media texts must constantly monitor these changes to avoid using outdated forms that may seem unnatural to the target audience. In Ukrainian In a foreign context, this is particularly difficult, as local slang also evolves, but often with less synchronicity to global trends. For example, an attempt to translate “slay” as “destroy” may be perceived as unsuccessful due to literalism, while an adaptation such as “ignite” risks losing touch with the original context. Such dynamics require the translator not only linguistic flexibility, but also cultural awareness that goes beyond traditional translation strategies. The problem of equivalence is also related to the lack of direct analogues in the target language. Social media slang is often based on metaphorical transfers or memes that are unique to the source culture. For example, the expression “no cap,” meaning “no lies” or “honest,” comes from African-American slang and gained popularity thanks to TikTok. Finding an equivalent in Ukrainian that would preserve compactness, conversational tone, and cultural connotations is extremely difficult. Variants like “no lies” or “honestly” sound too formal, while the colloquial “don’t chase” loses semantic precision. This discrepancy illustrates that static equivalence, which assumes a direct correspondence between units, is unattainable in the translation of slang, forcing translators to resort to dynamic equivalence focused on effect.

Social networks facilitate borrowing and hybridization, creating terms that combine universal and local elements. For example, the Korean “aegyo”, which means cute behavior, has become part

of global slang thanks to K-pop, but in different cultures it can acquire shades of irony or sarcasm. In the Ukrainian translation, “aegyo” can be translated as “шарм”, but these terms do not reproduce the associations with Korean pop culture that are key to understanding the term in TikTok. On the other hand, preserving the original form of “aegyo” may be effective for an audience familiar with K-pop but incomprehensible to others, creating a tension between accessibility and authenticity. This duality highlights that translating slang requires a balance between global context and local linguistic norms. Slang often reflects social values or humor that may be foreign to the target audience. For example, the English “stan,” which means passionate admiration, comes from an Eminem song and is associated with fan culture. In Ukrainian, an analogue like “fan” loses cultural depth, while an adaptation like “megafan” sounds artificial. The translator must decide whether to retain the reference to the source culture or create a new expression that resonates with Ukrainian realities. This choice is complicated by the fact that slang on social media often functions as a marker of identity, and its incorrect transmission can disrupt the sense of community it creates in the original.

The technical limitations of digital platforms affect the translation of slang. For example, on Twitter (X), the character limit forces users to use concise forms such as “PAP” (Post a Picture). In the Ukrainian translation, the option “уклади фото” is accurate, but takes up more space, which can be problematic in subtitles or chats. An alternative, such as “сфоткай”, is more compact, but loses the neutrality of the original. Such limitations require the translator to be creative in order to preserve the functionality of slang in the face of technological realities. This emphasizes that the adequacy of slang translation depends not only on linguistic, but also on pragmatic factors related to the format of communication [9].

Slang on social media often reflects gender, age, or ethnic characteristics that may not have analogues in the target culture. For example, the term “slay,” popular in women’s and queer communities, carries a connotation of empowerment and confidence. In Ukrainian translation, “to destroy” is literal, but loses its positive connotation, while “to fill” or “to impress” sound less natural. The translator must take these nuances into account in order to preserve the social marking of the term, which is important for its perception by the target audience. This problem illustrates that equivalence in the translation of slang requires not only lexical but also sociocultural correspondence.

A youth audience that actively uses social media may be more open to borrowing or transliteration, while older generations perceive slang as a violation of linguistic norms. For example, keeping “lit” in a translation as is may be effective for younger users but confusing for others. Adaptations like “cool” or “hot” make the translation more accessible, but lose the specific digital context. This tension between universality and authenticity requires the translator to take into account the demographics of the audience, which adds complexity to the search for equivalence. Another aspect is the influence of social media algorithms on the semantics of slang. Algorithms that promote viral content facilitate the rapid spread of new terms, but also complicate their stability. For example, the term “vibe” on TikTok is associated with aesthetics and emotional atmosphere, but its meaning can change depending on trends. In Ukrainian translation, “vibe” can be translated as “atmosphere” or “mood”, but these words lose the dynamism and youthful flavor

of the original. The translator must anticipate how such terms will be perceived at the time of translation, taking into account their potential ephemerality. This instability emphasizes that translating slang is not only a linguistic but also a temporal challenge, where time frames play a key role.

The commercial context of using slang in social networks also creates translation challenges. Brands often use slang, such as “slay” or “vibe”, to attract an audience, but their unsuccessful use can cause criticism for inauthenticity. In translating such texts, the translator must preserve the marketing effect, but avoid artificiality. For example, translating “slay” in an advertising slogan as “be cool” may be effective, but it loses its subcultural connotation. This problem highlights that the adequacy of slang translation depends on understanding its pragmatic function, which can range from entertainment to commercial.

Results. In conclusion, the lexical and semantic features of social media slang reflect their dynamic nature. Semantic plasticity, contextual dependence, emotional richness, and social marking make slang not only a tool of communication, but also a cultural phenomenon that shapes the modern language landscape. Its rapid variability and hybridity create challenges for linguistic analysis, but at the same time open up new opportunities for studying language in the digital age. Social media slang is not only a product of technological progress, but also a mirror of sociocultural changes, which makes it a key object for understanding modern communication. The problems of adequacy and equivalence in the translation of social media slang are multifaceted, covering semantic variability, cultural specificity, emotional coloring, and technical limitations. Slang, as a mirror of the digital age, requires from the translator not only linguistic skill, but also cultural sensitivity, the ability to think creatively and an understanding of the dynamics of social networks. Achieving complete equivalence is unattainable due to the uniqueness of slang, but dynamic equivalence, focused on effect, allows us to get closer to adequate transmission. These challenges open up new perspectives for translation studies, emphasizing the need for innovative approaches to the analysis and translation of language in the digital world.

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Сизенко А., Павленко О., Жорняк Н. До питання про цифровий дискурс. Структурно-семантичні та прагматичні особливості сленгу соціальних мереж

Анотація. Актуальність статті зумовлена тим, що комунікативна функція сленгу в соціальних мережах тісно пов'язана з його лексичними та семантичними особливостями. Сленг передає інформацію та створює ефект присутності, наближаючи цифрову комунікацію до усного мовлення. Сленг соціальних мереж відображає соціальну стратифікацію та групову ідентичність. Користувачі створюють лексичні одиниці, які позначають їхню приналежність до певної спільноти. Сленг соціальних мереж має прагматичну функцію, яка впливає на його семантику. Він не тільки передає інформацію, але й створює соціальний капітал, дозволяючи користувачам демонструвати свою обізнаність у тенденціях. Сленг соціальних мереж також характеризується швидкою мінливістю, що впливає на його семантичну стабільність. Слова, які є популярними сьогодні, можуть зникнути за кілька місяців, поступаючись місцем новим формам. Сленг соціальних мереж впливає на сприйняття мовних норм. Для молодих користувачів він є природною частиною спілкування, тоді як для старших поколінь він може сприйматися як порушення стандартів. Комерційний потенціал сленгу впливає на його лексичні та семантичні особливості. Бренди використовують сленг для залучення молодіжної аудиторії, але їхні спроби часто стикаються з труднощами. Переклад сленгу

соціальних мереж є одним із найскладніших завдань сучасного перекладознавства, оскільки це лінгвістичне явище поєднує динамізм, контекстуальну залежність та культурну специфіку, що ускладнює досягнення адекватності та еквівалентності. Сленг, як продукт швидкоплинної цифрової комунікації, відображає не лише лексичні інновації, а й соціально-культурні реалії, емоційні нюанси та групову ідентичність, що робить його передачу іншою мовою багатограним викликом. Адекватність перекладу передбачає збереження функціонального ефекту оригіналу, тоді як еквівалентність вимагає відповідності на семантичному, стилістичному та прагматичному рівнях. У контексті соціальних мереж ці аспекти стають особливо складними через швидку еволюцію сленгу, його багатозначність та тісний зв'язок з цифровими платформами, що формують унікальний комунікативний простір.

Ключові слова: цифровий дискурс, цифрова комунікація, соціальні мережі, сленг, неологізми, семантична структура, еквівалент.

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