



THE USE OF YOUTH SLANG IN ENGLISH AND AMERICAN MAGAZINES

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ABSTRACT

This article examines the use of youth slang in English and American magazines and analyzes its linguistic, stylistic, and communicative functions. Youth slang has become an important component of modern media discourse, especially in magazines targeting teenagers and young adults.

Introduction. Language constantly changes under the influence of social, cultural, and technological developments. One of the most dynamic layers of vocabulary is slang, particularly youth slang, which reflects the lifestyle, values, and communication patterns of younger generations. In modern mass media, especially magazines aimed at teenagers and young adults, slang expressions are widely used to attract readers and create a sense of informality and closeness. English and American magazines frequently employ youth slang in headlines, interviews, advertisements, entertainment articles, and social media sections. Slang helps journalists establish emotional contact with readers and present information in a more expressive and engaging way.

Literature Review. The study of slang has attracted the attention of many linguists, sociolinguists, and media researchers. Eric Partridge was one of the first scholars to systematically analyze slang vocabulary and its role in informal communication. He considered slang a living and constantly changing part of language.

Michael Adams emphasized that slang reflects group identity and social belonging. According to Adams, youth slang demonstrates the creativity and individuality of young speakers.

David Crystal studied the influence of media and digital communication on modern English vocabulary. He argued that magazines, social networks, and online communication accelerate the spread of slang expressions among young people.

Research on media discourse demonstrates that slang is frequently used in journalism to create informality, attract attention, and establish emotional connection with audiences. Modern magazines often combine standard language with colloquial expressions to appeal to younger readers.

Discussion and Results. Youth slang refers to informal lexical expressions commonly used by young people in everyday communication. It often differs from standard language in pronunciation, meaning, and stylistic effect. Youth slang possesses several characteristics: *informality; emotional expressiveness; creativity; brevity; rapid changeability.*

These words are frequently found in entertainment articles, celebrity interviews, fashion columns, and advertisements.

"This outfit is totally lit."

"Fans are hyped about the new movie."

"The singer shared chill vibes with followers."

Communicative Functions of Slang. Youth slang in magazines performs several important functions:

1. Attracting Attention. Slang expressions make headlines more dynamic and eye-catching.

"Celebs Spill the Tea"

This phrase creates curiosity and encourages readers to continue reading.

2. Creating Informality. Slang reduces communicative distance between journalists and readers.

"We're obsessed with this trend!"

The informal tone creates friendliness and emotional closeness.

3. Expressing Emotions. Slang vocabulary intensifies emotional meaning.

"The concert was epic!"

The word "epic" expresses strong admiration and excitement.

4. Reflecting Youth Identity. Slang demonstrates belonging to youth culture and modern social trends. Magazines use slang to appear fashionable and relevant to younger audiences.

Youth slang often demonstrates semantic transformation. Common words may acquire new meanings.

sick → excellent

bad → impressive

fire → amazing

Slang also includes abbreviations and internet expressions: *OMG, LOL, BTW, DM*.

Although British and American magazines share many slang expressions, certain differences remain.

British slang examples: *mate, cheeky, knackered*;

American slang examples: *dude, awesome, hang out*.

Modern technology and social media significantly influence the spread of slang. Platforms such as Instagram, TikTok, YouTube, and Twitter contribute to the rapid internationalization of youth vocabulary: *viral, influencer, cancel culture, trending*.

Youth slang reflects social identity, group solidarity, and generational differences. Young people use slang to distinguish themselves from older generations and create unique communication styles.

Conclusion. Youth slang occupies an important place in modern English and American magazine discourse. It functions as a dynamic linguistic tool that enhances emotionality, creativity, and reader engagement.

The research demonstrates that magazines actively use slang expressions to establish closer communication with young audiences and reflect contemporary cultural trends. Slang vocabulary helps create informal and expressive media language while simultaneously representing youth identity and social values.

In conclusion, the study of youth slang in magazines contributes to a deeper understanding of sociolinguistics, media discourse, and modern language development. Future research may focus on comparative studies of slang usage in different cultures and digital media environments.

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