

## **SOCIO-PSYCHOLOGICAL CHARACTERISTICS OF THE SUBJECT USE OF SLANG AND ABBREVIATIONS IN ENGLISH-SPEAKING SOCIAL NETWORKS**

Ramil Ravilovich Khairutdinov<sup>1</sup>, Flera Gabdulbarovna Mukhametzyanova<sup>2</sup>, Alsu Rustemovna Gaysina<sup>3</sup>

<sup>1</sup>Kazan Federal University, Institute of International Relations, History and Oriental Studies, Kazan, Russian Federation.

<sup>2</sup>Kazan Federal University, Institute of International Relations, History and Oriental Studies, Kazan, Russian Federation, e-mail: florans955@mail.ru.

<sup>3</sup>Kazan Federal University, Institute of International Relations, History and Oriental Studies, Kazan, Russian Federation.

### **ABSTRACT**

Over the last decade, social networks has become very popular in modern society, and along with this new slang of users appeared: a new vocabulary, with reduced forms of words domination, abbreviations, "emoticons", spelling has changed punctuation and grammar. But not for every user of the Internet space can know such lexical structures. This article seeks to reveal socio-psychological characteristics of the subject use of slang and abbreviations in the English-speaking social networks as a kind of Internet communication. The leading method is a synthesis method for comparing the studied materials with practical research. This method allows us to consider this issue as a spontaneous process of change in the modern English language, not only in professional, but also in general cultural environment under the influence of the socio-psychological characteristics of users. The structure of the article under discussion involves identifying the features of modern English in English-speaking social networks, analysis of the features in comparison with standard English, revealing socio-psychological characteristics of the user of slang and abbreviations in the English-speaking social networks. The article may be useful for linguists, in a professional environment of social media marketing, in advertising and for specialists of public relations.

**Keywords:** education, language, communication, slang, subject, student, teacher, teaching

### **INTRODUCTION**

Modernity cannot be imagined without qualitative and quantitative growth of discoveries in various fields of human activity. There are wide opportunities for enriching the lexical systems of languages today. It gives a powerful impetus to describe and organize the large flow of neologisms, idioms, phrases and meanings contributing to the emergence of an independent field of study of lexicology, neology. Neology is understood as the science of neologisms, a layer of vocabulary that is characterized by "connotation of novelty" [1, 11, 12].

The social network is a source of news and a daily means of communication that provides opportunities of self-expression for users. Communication in social networks is carried out in the context of mass communication and, thus, has its own characteristics in comparison with the real communication in life [13]. The popularity and accessibility of the Internet - technologies contributed to the emergence of new opportunities and ways of communication, and formed a new sphere of information interaction that has led to the emergence of a new kind of youth slang in social networks. Thus, the process of development of this phenomenon also had an impact on the language component of modern society [3, 7].

Subjectivity is the independent use of human slang. Subjectivity manifests itself in a variety of settings and implemented through various forms of activity [9]. We believe that the subject of social networks

integrates all the main attributes of activity – action, freedom of choice, independent activity, and responsibility [10].

The subject in the social network is the man in the highest level of individualized activity. The subject is the creator of his own life. Subjectivity is a property of the subject to be the manager of his own activity and life. Personality – is the subject of all social relations. Personality manifests and forms itself in society. The subject manifests and develops itself in activity. Therefore, the subject is a functional characteristic of the person [6].

There are a huge number of publications that were made in the framework of linguistics, psycholinguistics, social psychology and marketing in social networks. These publications show the extent of the problem.

During the study we have researched the monographs and articles of F.G. Mukhametzyanova, O.L. Panchenko. They consider the issues of subject and subjectivity. In studies of E.A. Redkozubova were revealed the foundations of the social sphere of the media. However, the analysis of scientific works devoted to the problem of the modern English language in social networks, is extremely small and is only debatable.

## **MATERIALS AND METHODS**

During the study we analyzed communication in foreign social networks to identify abbreviations and slang. We analyzed modern English dictionary to decipher the abbreviations and define the meaning of the slang. We used content analysis to identify facts and trends in the use of slang and abbreviations. In every social network we collected information on the number of abbreviations and slang. To study abbreviations and slang in sentences was used the contextual analysis. In the conclusion we have used the hypothetical-deductive method and the method of comparison and generalization.

Experimental work was carried out in English-speaking social networks: Instagram, Facebook, Twitter, YouTube. For Instagram analysis we used the "Iconosqare" program. For Facebook and YouTube, we used the search engine inside the social network. For Twitter we used the "Twitter Snapshot Union Metrics" program.

The study was conducted in three stages. At the first stage, modern condition of the problem under study in social and linguistic theory and practice was analyzed; the program of the study methodology was developed.

At the second stage, comparative method was introduced in order to identify the current socio-psychological characteristics of use of slang and abbreviations in the English-speaking social networks and compare them with Standard English.

At the third stage, systematization and generalization of the research results were carried out, the theoretical insights were refined; the processing and clearance of received research results were carried out.

## **RESULTS**

In this study, we used method of comparing modern speech with a standard language in foreign social networks. Due to the fact, that social networks are very popular in the XXI century, and the language under their influence changing because of social progress [3, 4]. The future of written communication is the use of slang and abbreviations. The speed of writing significantly increases, when the form of information is reduced without changing the content of a text [5]. The result of the socio-psychological action can be called reducing the time of information transmission and increasing the productivity of the individual work, which is the main engine of human progress [2, 8].

The study included the following stages of the experimental work:

- analysis of the use of slang and abbreviations on social networks such as Facebook, Twitter, Snapchat, YouTube, Instagram was made. An analysis of communication and contextual analysis were conducted in foreign social networks. We used the method of comparison and generalization. At this stage, popular neologisms, which are used in the modern English language by users in social networks, were revealed;

- identification of factors that affect on the subject use of the slang and abbreviations in the English-speaking social networks was carried out. At this stage the formation of socio-psychological factors of users of English-language social networking while using neologisms was carried out.

On the summative stage, diagnosis of social networks such as Facebook, Twitter, Snapchat, Youtube, Instagram for the use of slang and abbreviations was made. In addition, we analyzed the communication in foreign social networks, and analysed these characteristics in comparison with Standard English.

The "stars" of foreign social networks and people who excelled in social media formed the basis of the analysis.

Fav ppl = Favorite people. Example: These guys are one of my **fav ppl**. This reduction was used 19 729 times.

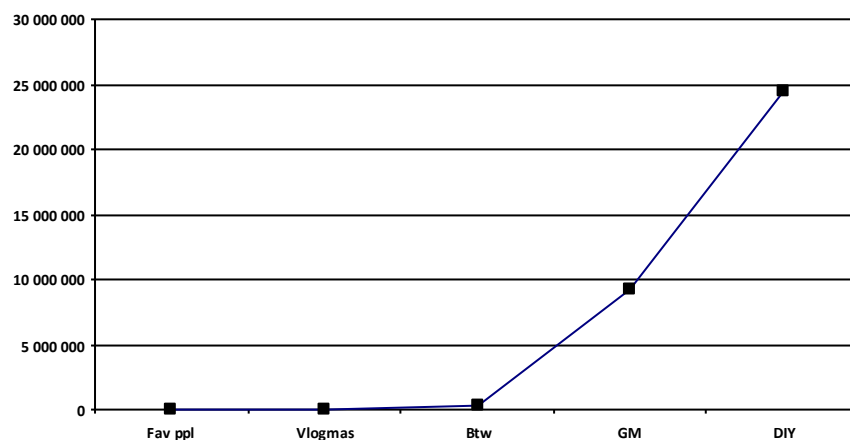
Vlogmas – a Christmas celebration that mainly Youtubers participate in by vlogging (or video blogging) everyday until Christmas. Supposedly started by thegridmonster and/or Luke. Example: This last **vlogmas** includes my what I got for Christmas haul. This reduction was used 50 912 times.

Btw = By the way. Example: **BTW**... I voted. This abbreviation was used 346 497 times.

GM = Good morning. Example: **GM** guys. This abbreviation was used 9 281 788 times.

DIY = Do it yourself. Example: Spend yesterday on a hunt for beautiful laces **#diy**. This abbreviation was used 24 502 301 times.

As can be seen from figure 1, a popular abbreviation in Instagram – DIY. This means that the subjects in Instagram exert their activity through the abbreviation. Some users apply abbreviations to get in the "Top users" and to gain popularity or to demonstrate their activities.



**Fig. 1.** Comparison of abbreviations and slang in Instagram social network

Further, we consider the examples from Facebook social network.

YAAASSSSS = Yes. Example: YOU LOOK BEAUTIFUL! **YAAAAAASSSSS!** This slang was used 86 431 times.

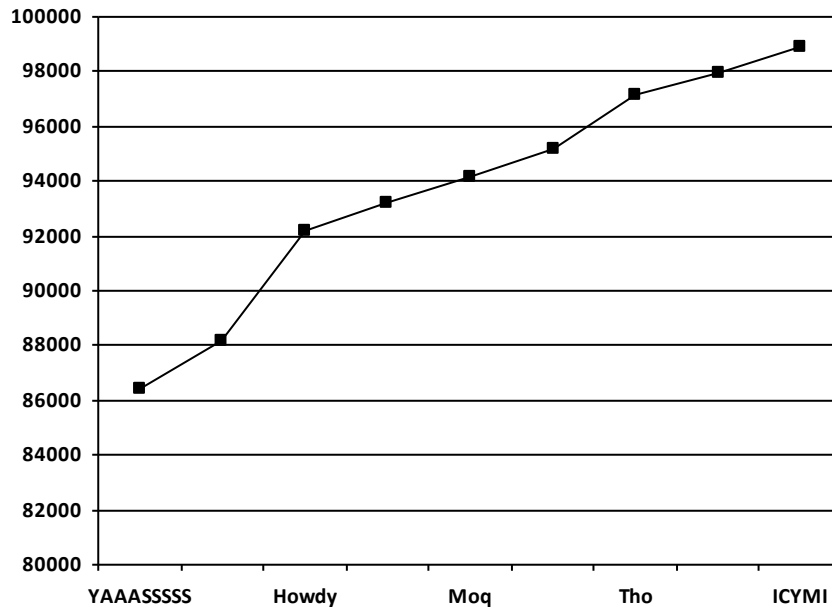
Howdy = How do you do. Example: **Howdy** y'all. This reduction was used 92 200 times.

Moq = My queen. Example: **Moq** just uploaded a new video entitled «Christmas haul». This slang was used 94 154 times.

Tho = Though. Example: Who doesn't love Rihanna tho? This reduction was used 97 171 times.

ICYMI = In case you missed it. Example: ICYMI: Heres an example of using a BO2 Prestige 2. This abbreviation was used 98 913 times.

As can be seen from figure 2, a popular abbreviation in Facebook – ICYMI. This means that the subjects in Facebook exert their activity through the acronym. The use of abbreviations and acronyms helps to replace longer words or phrases to speed up communication. Slang gives emotional coloring, which helps to express feelings and show its subjectivity. Thus people use abbreviations for communications in a social network.



**Fig. 2.** Comparison of abbreviations and slang in Facebook social network

Further, we consider the examples from Twitter social network.

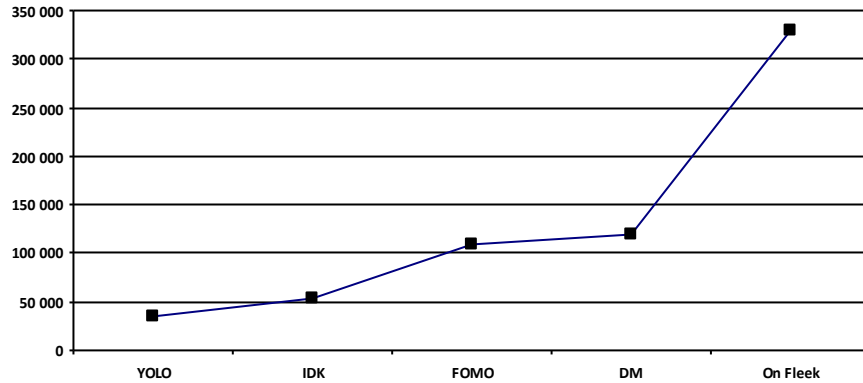
YOLO = You only live once. Example: I spent my entire paycheck in Las Vegas. **YOLO!** This abbreviation was used 35 364 times.

IDK = I don't know. Example: **Idk** you pick. This abbreviation was used 53 514 times.

FOMO = Fear Of Missing. Example: I've checked my Twitter account 9 times today. **#FOMO**. This abbreviation was used 108 605 times.

DM = Direct Message. Example: Did you see that dog photo I sent you to **DM** on Twitter? This abbreviation was used 120 078 times.

On fleek – used to described something that is particularly «on point», usually in a visually appealing sense. Example: Girl, your eyebrows **on fleek!** This slang was used 329 325 times.



**Fig. 3.** Comparison of abbreviations and slang in Twitter social network

As can be seen from figure 3, a popular slang on Twitter is "on fleek ", and an abbreviation – DM. Subjectivity is a property of the subject to be the manager of his own activity. A person, as a subject of social networks, reflects the world as a knowable object and manifests itself on the basis of freedom of choice. So microblogger use abbreviations and slang, which allow to show their identity as subjects of a social network.

Further, we consider the examples from YouTube social network.

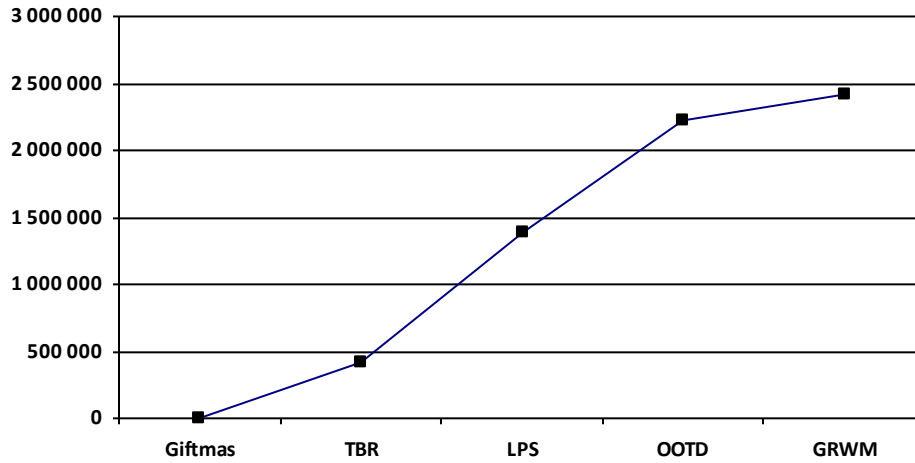
Giftmas (Gift + Christmas) – a commercial holiday, about buying gifts for people and making big corporations happen. Example: Vlogmas 2016 Day 13 - \$20 **Giftmas**. This slang was used 6 290 times.

TBR = To be read. Example: June **TBR**. This slang was used 420 000 times.

LPS = Let's play. Example: **LPS** Baking a vanilla cake. This abbreviation was used 1 390 000 times.

OOTD = Outfit of the day. Example: School **OOTD**. This abbreviation was used 1 390 000 times.

GRWM = Get ready with me. Example: **GRWM:** Lip update & New office. This abbreviation was used 2 420 000 times.



**Fig. 4.** Comparison of abbreviations and slang in YouTube social network

As can be seen from figure 4, the slang on YouTube is not so popular as abbreviations. Popular abbreviations on YouTube became GRWM and OOTD. Personality manifests its subjectivity through the degree of mastery of the different activities based on the action, initiative, creativity and independent activity. And these abbreviations are directed for creative activities.

The analysis and comparison led to the conclusion that slang and abbreviations are often used by people in social networks and are a popular form of communication between users. In Instagram and YouTube subjectivity manifests itself to a greater extent. A person can become popular and start making money on social media marketing by the manifestation of its activities. But, both in Facebook and Twitter these opportunities are limited.

According to the analysis and comparison results of social networks, we found that socio-psychological features of the subject use of the slang and abbreviations in the English-speaking social networks depend on the communication features and from social networks that offer those or other social media. For example, a feature of Twitter is 140 characters spaces included. The value of each "tweet" can be seen immediately. Many microbloggers can't get the full message that they would like to pass on to their "followers", so they are uses "hashtags" (#) with the abbreviations that are common and familiar to their subscribers. In this case, the subject can demonstrate their livelihoods and show the activity using slang or abbreviations.

We found that users apply the abbreviation with a hashtag in order that their post can be seen by other users in a particular social network. Some users apply abbreviations to get in the "Top users" and to gain popularity or more likes.

In the forming of slang and abbreviations, opinion leaders such as bloggers, celebrities, actors, musicians, singers, popular groups in social networks, a new wave of memoés, as well as TV shows, movies are primarily involved. Take for example the popular social network YouTube. It's not a secret to anybody that this platform is famous for its strange names for popular video. The videobloggers introduce their innovations in the modern English language, for example the same "challenge" - one blogger challenges the other. This means that they demonstrate subjectivity through activity. Thus there millions popular words in social networks appeared. Now users can instantly find video tutorials on any subject by typing only three letters.

The entertainment aspect is another feature. Users get access to the network in order to distract from problems, to relax and watch funny videos. Social network is a free platform where no one is limited of the rules or grammar. Anyone can write anything and whatever he wants. Thus, the subject has the right to activity and initiative in the implementation of life, self and individuality and the inalienable right of a subject of cognition on own choice and spontaneity of mental development.

## DISCUSSIONS

The previous researches, which were made by Shilina M.G. (2014), Prima A.M. (2012) are devoted to mentoring forming historical aspects study. Mentoring activities of socio-psychological bases are revealed in scientific works, made by Muhametzyanova (2015). Mentoring of social media sphere are revealed in research of Golikova T.A. (2013).

However, the analysis of scientific works devoted to the problem of the modern English language in social networks, is extremely small and only debatable.

## CONCLUSION AND RECOMMENDATIONS

The study confirmed that the modern form of English used for communication in social networks is a dynamic developing form of language that has semantic, and grammatical features. Modern and standard English languages were analyzed and compared, and also diagnostics of the English-language social networking for the use of slang and abbreviations was carried out. Also, a content analysis was conducted. We have identified socio-psychological characteristics of a subject that show why people use slang and abbreviations, instead of the Standard English language.

In practical terms, the article can be useful for linguists, who are studying changes in modern English, translators, interpreters, linguists, psycholinguistics, for professionals in the field of social media marketing, in advertising to operate customers' orders, to monitor current events, to search for potential customers, to become familiar with the target audience. Article will be useful for writing scientific papers about the subject and subjectivity, and online communication.

## ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

We express our gratitude to all researchers who deal with the problem of subjectivity.

## REFERENCES

- Alekseev Y.G., Sevastyanova E.I. (2011). The Scientific notes of Ulyanovsk State University. *The peculiarities in translation of neologisms in modern English press*, 1(15). P. 55 – 59.
- Baron N. (2008). Always on: language in an online and mobile world. – *Oxford University Press*. P. 46.
- Crystal D. (2006). Language and the Internet. *Cambridge University Press*.
- Golikova T.A. (2013). Internet Communication and Internet Text. *Russian new University*. P. 55-57.
- Goryavskii Y.A. (2001). Back to the future. *The World of Internet. № 10*. Moskow. P. 19-26.
- Ibatullova Y.T., Vasyukhno I.O., Frolova A.V., Mukhametzyanova F.G., Zelenkova E.V., Sadovaya V.V.(2015). Asian Social Science. *Interrelation of social and psychological adaptation and tendency to deviant behavior of students, Vol. 11, No. 2, 2015, e-Version First*. P. 290-295
- Khayrutdinov R.R. (2015). The system of the state village government of the Kazan governorate in the early 18<sup>th</sup> – the first third of the 19<sup>th</sup> centuries, *Journal of Sustainable Development. T. 8. № 5. P. 1-11*.
- McFedris, Paul. *The Word Spy – Netspeak*. [www.wordspy.com/words/Netspeak.asp](http://www.wordspy.com/words/Netspeak.asp)
- Muhametzyanova, F.G., Krasnenkova N.S., Chukmarova L.F., Kazakov A.N., Kryukov S. A., Obukhova L.K. (2015). The Formation of Social-Psychological Competence in Professional Activity of Subjects Two Different Groups of Bank Workers, *Asian Social Science. Vol. 11, No. 1; P. 359 - 363*.

Panchenko, O.L. Motivation as a criterion of subjectivity of students in the University: the interpretation of the research fields // Subjectivity of the individual in vocational educational space: materials of the International scientific-practical conference (14 June 2013. Kazan). Ed: Muhametzyanova, F.G., Fahrutdiniva R.R. - Kazan: CHOU VPO "Academy of social education", 2013. – P. 243-246.

Redkozubova, E.A. (2015). Male vs. Female: Gender in Modern English Slang. *The Humanities and social sciences. No6. P. 164-170.*

Redkozubova E.A. (2016). The realization of gender asymmetry in modern English slang. *The Humanities and social sciences. No 6. P. 136-142.*

Quinion, M. *World Wide Words*. [www.worldwidewords.com](http://www.worldwidewords.com)

Sakaeva L.R., Spirina T.S. (2015). Structural Models of Phraseological Units Characterizing Power in the English, German and Russian Languages. - *Asian Social Science; Vol. 11, No. 7; 2015 p. 145-151.*

Sigacheva N.A., Amosova A.D. (2016). The concept and translation of computer discourse from English into Russian. *Science and education: problems and prospects: Proceedings of the Annual Scientific-practical conference with international participation, dedicated to the 25th anniversary of the University of Management "TISBI"* (Kazan, December 2, 2016) / Ed. N.M. Pruss, c. 303-309.

Urban Dictionary <http://www.urbandictionary.com/>