

messages, appeal to spiritual, traditional and historical values: *Карпаратыўнае падарожжа ў часе. Прасочылі жыццёвы шлях караля Міндоўга з часу яго выхаду на палітычную арэну да моманту гібелі ад рук змоўшчыкаў. Экскурсія-анімацыя пра заснавальніка Вялікага Княства Літоўскага, першага і апошняга караля Літвы – Міндоўга; (Corporate travel back in time. Followed the life path of the king Mindaugas since he entered the political arena until death by the conspirators hands. Animated tour about the founder of the Grand Duchy of Lithuania, the first and the last king of Lithuania – Mindaugas).*

Conclusion. Switching from English to Russian, or Belarussian in corporate texts, published on “Facebook”, largely depends on topics and content of these publications. Texts in the Russian language are dedicated to the description of the corporate internal life in a friendly and informal manner. The choice of the language and special linguistic means is aimed at minimizing communicative distance and establishing closer relations between a company and its audience. The Belarussian language is used to appeal to national identity, cultural values and build common ground between a company and its audience.

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WAYS OF ENGLISH SLANG FORMATION (ON THE DATA OF SOCIAL NETWORKS)

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The development of computer technologies and the advent of the Internet have made communication more available and intense. Nowadays, slang plays a major role in daily interaction between people, especially in social networks. Therefore, the phenomenon of slang is a relevant field of study for linguistics.

The purpose of the research is to reveal types of English slang according to ways of formation on the data of social networks.

Material and methods. The material for the study is slang gathered from Twitter, Facebook and Instagram. The following research methods have been applied: quantitative, descriptive, method of component analysis of the word. Classification of the data is based on the types of slang proposed by Coleman theory.

Findings and their discussion. Slang is non-standard use of words in a language [1, p. 12]. Such words and expressions are characterized by a high degree of informality, familiarity, vocabulary richness. They are used by a specific group of people whose members are connected with some particular link, such as territory, age, subculture, and mainly occur in colloquial speech. The reasons for using slang are closely related to its characteristics such as informality, secrecy, innovativeness and expressiveness of vocabulary.

Slang can be subdivided into specific and general slang. Specific slang is language that speakers use to show their belonging to a group and establish solidarity with the other group members. It's often used to create one's identity, including such aspects as social status, geographical belongings, age, education, occupation, lifestyle and special interests (e.g. British slang, teenage slang, military slang, medical slang, music slang, college slang, etc.). General slang is language that's neither group- nor subject-restricted.

There are seven types of English slang according to word-formation, which can be: changing in meaning, conversion, changing in form, changing in spelling, abbreviation, borrowing, imitating sound [1, p. 31–43]. This classification was used to analyze the slang found in social networks. Here are the findings of the research:

1. English slang created by changes in meaning.

Slang can be derived from Standard English words by changing their meaning. For example, the following slang words found in social networks mean: *burn* – ‘to insult someone, usually in a comedic sort of way’ [2], *salty* – ‘being upset, angry, or bitter as a result of being made fun of or embarrassed’ [2], *extra* – ‘excessive, dramatic behavior’ [2], *snatched* – ‘anything that looks great’ [3], *lurker* – ‘someone who browses social media, social media profiles, and forums, but without interacting or posting anything themselves’ [2], *savage* – ‘a person who does not care about the consequences of his or her actions’ [3], *tea* – ‘gossip’ [2], *fierce* – ‘powerful, fashionable and beautiful’ [2], *flex* – ‘bragging about something’ [2], *viral* – ‘popular on the Internet’ [3], *wild* – ‘hilarious or weird’ [3].

2. English slang created by conversion.

Standard English words can shift in grammatical function (by changing part of speech, or conversion) without undergoing an alternative in form and become slang. These are the examples of the research: the adjective *easy* has shifted to a verb that means ‘asking someone to calm down’ [2]. In a slang phrase *my bad* the adjective *bad* has become a noun, meaning ‘fault’ [3]. Slang word *fly* represents an adjective with the meaning of ‘amazing and awesome’ [2]. The next examples illustrate how conversion may be accompanied by

changing in meaning in the formation of slang. The word *lit* (the past participle form of the verb *to light*) has become an adjective with the meaning ‘cool, fun, exciting’ [2]; *woke* (the past simple of the verb *to wake*) has shifted to adjective, which means ‘being aware of issues concerning social justice’ [2]. The following examples indicate the shift from proper noun to adjective and verb: in social networks context *Gucci* means ‘good, great and fresh’ [2], *Bible* – ‘to tell the truth’ [2].

3. English slang created by changes in form.

Standard English words can also be combined in peculiar and humorous ways to create slang by putting aside word as unity. For example, slang word *facepalm* (‘a gesture in which the palm of one's hand is brought to one's face as an expression of disappointment, dismay or embarrassment’ [2]) is formed by a combination of the nouns *face* and *palm*. Other examples: *Instaworthy* (‘moments and pictures that are worth sharing on social media, specifically Instagram’ [2]), *Twitter egg* (‘Internet troll’ [2]).

4. English slang created by abbreviation.

Several types of abbreviations can form slang: omitting the beginning or the end of the word such as *sup* for ‘what's up’ [2] and *bro* for ‘brother’ [2]; combining word such as *vlog* for ‘a video log’ [3]; initialism (initial letters pronounced separately) such as *HIFW* (‘How I Feel When’ [2]) and *JSYK* (‘Just So You Know’ [2]) and the acronym (initial letters pronounced as a word) such as *LOL* (‘Laughing Out Loud’ [2]) and *BAE* (‘Before Anyone Else’ [2]).

5. English slang created by changes in spelling.

English Slangs could be derived from a wide range of Standard English by manipulating sound in a word. At least, there are two forms of such changing: first, by inserting the symbol which represents a sound, such as *L8er* for ‘later’, *m8* – ‘mate’, *10x* – ‘thanks’, *CU* – ‘see you’ [2]; and second, respelling word such as *tha* – respelling of ‘the’, *pwetty*– ‘pretty’, *nigh* – ‘night’, *gurl* – ‘girl’, *gawjuss* – ‘gorgeous’, *thru* – ‘through’ [2].

As far as the formation of slang by borrowing and imitating sound is concerned, such examples haven't been found at this stage of the research, thus indicating that these ways of forming slang are less productive in the field of social networks.

Conclusion. Slang is non-standard use of words and expressions that are used by a specific group of people in order to establish solidarity, maintain secrecy and enrich the language. There are seven types of English slang according to word-formation that can be based on: changing in meaning, conversion, changing in form, changing in spelling, abbreviation, borrowing, imitating sound. The ongoing research has shown that the most productive ways of slang formation are changing in meaning, abbreviation and changing in sound. Less productive ways of slang formation include borrowing from other languages and imitating sound.

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THE FORMATION OF A SECONDARY LINGUISTIC PERSONALITY AS AN EFFECTIVE MEANS OF MASTERING A FOREIGN LANGUAGE

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Human life requires constant development and improvement. Knowledge of at least one foreign language has become a necessity. Nowadays people are starting to learn or are already learning different languages because it gives them a chance to get a better job, be promoted or chosen for a prestigious post. To communicate with native speakers people must know not only grammatical and lexical aspects of the language but also apply this material in live communication. In order to achieve this goal a person must delve the depths of the language, its traditions and culture.

The purpose of our article is to analyze characteristics of forming secondary linguistic personality.

Material and methods. The study was conducted in Orsha College. We used methods of analysis and generalization.

Findings and their discussion. Linguistic personality is a subject of communication, a person who creates a language text, comprehends it, uses it orally or in writing [1, p. 54].

The formation of “secondary language personality” is described by I.I. Khaleeva as a process of accumulation of a set of abilities (competences) and personal qualities which prepare a person for foreign language communication in a multi-cultural field. It consists of mastering the verbal-semantic code of the studied language, that is ,the "language picture of the world" of native speakers and the "global" (conceptual) picture of the world allowing a person to understand a new social reality for him [2, p. 68]. The principal goal of teaching a foreign language is to develop student's secondary language personality traits making him an effective participant in intercultural communication.

A secondary language personality is based on the primary language personality formed by the native language of the person. The formation of a secondary language personality helps to use a foreign language effectively in various fields of activity and develop yourself in the language, educational and socio-cultural environment.