



Студенттер мен жас ғалымдардың
«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2018»
XIII Халықаралық ғылыми конференциясы

СБОРНИК МАТЕРИАЛОВ

XIII Международная научная конференция
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ - 2018»

The XIII International Scientific Conference
for Students and Young Scientists
«SCIENCE AND EDUCATION - 2018»



12th April 2018, Astana

**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

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БАЯНДАМАЛАР ЖИНАҒЫ**

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The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

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Rapid computerization processes all over the world entail the emergence of a new format of communication – Internet communication, which largely has replaced live communication. Internet language undoubtedly differs from the real one moreover it influences and changes the standard language and language of everyday live communication. Slang is one of the bright lexical units that makes the Internet speech recognizable. The slang of virtual communication is distinguished by communicative diversity, polyfunctionality, dynamism and has no equals in terms of its influence on other spheres of communication.

A human being is a social creature, that is why creating a social network around oneself is the foundation of communication. And maybe this is the reason for creating social network services (SNS) on the internet. The most popular Anglophone SNS is Facebook, created by Mark Zuckerberg for his Harvard University classmates. Today Facebook is used around the world, but despite this there are a lot of other sites such as Google +, MySpace, Twitter, Instagram, Tumblr etc [1, p. 37].

In his work David Crystal defines slang as colloquial version of standard words. They are often imaginative, vague and fairly original in interpretation. [2, p. 40].

Slang is the defining characteristic of the social and/or age group of participants in communication and their style of communication [3].

I.R Galperin suggested that slang can not be called a specific linguistic category, and the word “slang” should be used as a synonym for the word “jargon” [4, p. 85-91].

A similar attitude to slang we can see in Webster’s dictionary:

1. Special language for certain groups:

a. Special and usually secret dictionary used by a certain group of people (thieves, scammers) and usually is considered vulgar or inferior language.

V.A. Homyakov defines slang as stable for a certain period of time, widely used and stylistically significant lexical part of language, common for colloquial speech and being a part of literary language [5].

E. Partridge defines slang as unstable and non codified, often random group of lexemes which reflect the public consciousness of people belonging to a particular social or professional environment [6, p.270].

In our research slang acquires an additional element to all the definitions above - it is used to separate groups of people depending on the Internet community and social groups to which they belong in virtual communication.

During our research we divided internet slang according to its usage into two main groups: common Internet slang and Internet slang of socio-cultural groups. Within social groups slang the terminology also divides into different types as bookish slang, gamers slang, bloggers slang and etc. These slang terminology usually does not coincide with common Internet slang wherethrough it is more specific and closeted. Members of such social groups invent their own terms to separate themselves from other groups, to also specify distinct definitions that are common for certain group of people. Socio-cultural slang gives a sense and illusion of being a part of such group access to which can not get every other person.

The usage of SNS allows us to create messages and share them with people in certain communities, in hopes that this message will help start a conversation with those who will receive this message. Such interaction differs from face to face communication, where it is possible to use non-verbal means of communication among participants of communication, such as eye contact,

facial expressions, body language. The main purpose of using the unique Internet slang is in its alleviation of communication. Such terms are created to store characters in the message and reduce the number of keystrokes [7, p.347-356].

Term	Meaning
lol	laughing out loud
lmao	laughing my ass off
brb	be right back
rofl	rolling on (the) floor laughing
wtf	what the f*ck?!
Ftw	for the win
imho	in my (humble) opinion
ffs	for f*ck's sake
cya	see ya (see you later)
wb	welcome back
iirc	if I recall correctly
omg	Oh my god!
Idk	I don't know
ofc	Of course
ty/thx	thank you/thanks

Table1. Common slang terms and their meaning

To compare the use of common slang and of socio-cultural group, we researched and examined book bloggers slang terms and their usage on youtube, blogs and social media among members of bookreaders community. Mutual purpose of saving keystrokes and time stays the same as in common slang, but main purpose as was said above is to divide themselves from other groups. bookish slang is used to discuss a book, to deliver ones feelings about particular work understandably. It is used to simplify communication among bookbloggers and their followers on different reading topics, such as describing characters, plot, or readers emotions. Within bookish slang can be divided into slang describing relationships in a book, gender and age ranges, book conferences and other boor related things

Term	Meaning
Social Media Blitz	A tour that is organized just to be featured on social media (just spotlights).
BookTube	Bookish vlogs (video blogs) posted to YouTube
BEA/BookCon	Book Expo is the main conference, which is only open to industry professionals (including bloggers, though that's being limited a bit more than it was in the past). BookCon takes place immediately after BEA and is open to the public.
Shelfie	A picture of bloggers' bookshelf

PB	Paperback
YA	Young Adult (typically geared toward high school aged readers—or features main characters in that age range)
Manic Pixie Dream Girl	A type of female character depicted as vivacious and appealingly quirky, whose main purpose within the narrative is to inspire a greater appreciation for life in a male protagonist.
Info-Dump	When the author gives you lots of background information all at once via narration or dialogue
TSTL	(Too stupid to live) A hero or heroine who keeps making really bad decisions, almost gets killed, and doesn't learn from their mistakes
DNF	Did not finish. (A book you started to read but couldn't get through.)
Reading Slump/Blogging Slump	Feeling uninspired to read and/or blog.
HEA	Happily Ever After
BROTP/Bromance	A friendship (between guys) that you adore!
Ship	If you ship a couple, it means that you want them to get together (comes from the word "relationship")
PNR	Paranormal romance

Table 2. Slang terms of Overwatch gaming community [8]

In our research slang acquires an additional element to all definitions above – it is used by separate groups of people depending on Internet community, to which they belong as part of virtual communication. One of the tasks is to substantiate the existence of Internet-slang as a specific lexical layer separate from common understanding of the word “slang”. Internet slang does not belong to homogeneous variant of languages. It differs by user type and usage in various Internet situations. Based on the language of communication, slang is an opportunity to shorten or change words by their phonetic equivalents contained in one symbol or letter. Internet slang creates a channel that promotes and constrains our communication abilities, which are differ from those, used in other semiotic situations. The Internet is an ideal place for the emergence of new slang because of the mass media resources and availability of information [9, p. 22-26].

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