

ENGLISH SLANG IN THE UKRAINIAN LANGUAGE

The aim of this study was to investigate an influence of English slang in the Ukrainian language.

The words *viagrate*, *headdesk*, *technolust* and *attention spam* may sound incomprehensible for some people, mainly for those, who don't speak English much. But why do we hear them all around nowadays, especially from young generation? And where did these concepts come from?

To begin with, we should say, that in last decades West European and American impact has added lots of fresh ideas to our culture space. English has become the language called "Lingua Franca". It means that people all around the world use it in their daily life. Using Anglicisms has become a kind of a fashionable trend that is widely spread among young people.

Scientists distinguish several factors that have an influence on a growth of slang. Consequently, we have got a few slang groups.

First of all, development of computer sciences, IT technologies and computer games. The most common words you can hear out of this group are: *user*, *login*, *copypaste*, *noob*.

The second group is connected with modern music flows and "club kids" culture. Here we can name such words as: *release*, *remake*, *showbiz*, *face-control*.

The names of popular and sometimes new for our people kinds of sport are in the third group: *shaping*, *bodybuilding*, *fitness*, *footbag* and *cheerleading*. Also it is necessary to add the words connected with current rising popularity of diets and healthy food, such as: *lowcarb*, *vegan*, *smoothie* and *cordyceps*.

The fourth and the most interesting section of modern English slang is Internet and Chat slang. For example, have you ever wondered what *Friendscaping*, *Crosstext* or *hashtag* mean? Nowadays Web space is full of these novelties. And this is only to start with. Furthermore, there are lots of abbreviations and shortenings such as: *LOL*, *IDK*, *BTW*, *jailbait*, *pal*, *Gee*, *ASAP*, *BRB*, etc.

In conclusion, it must be said that the process of using English slang in the Ukrainian language is growing very fast. It is spread almost in every sphere of our daily life. The most influential factors are Internet culture with its innovations and young people, who catch these introductions.