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BORROWINGS AND GLOBALIZATION OF ENGLISH SLANG

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Abstract: *English slang has increasingly become a global linguistic phenomenon, spreading across different cultures and languages. This article explores the influence of globalization on English slang and how borrowings from English impact various languages. It also examines the role of media, the internet, and social networks in the proliferation of English slang worldwide. Furthermore, the paper discusses the sociolinguistic implications of slang adoption, including language hybridization and cultural identity shifts.*

Key words: *English slang, Globalization, Language borrowing, Media and communication, Sociolinguistics, Hybrid languages, Language identity, Digital communication, Cultural influence, Multilingualism.*

Introduction: Language is a dynamic entity that continuously evolves, influenced by social, cultural, and technological changes. English, as a dominant global language, has contributed significantly to the lexicon of many languages, especially through slang. The spread of English slang is largely driven by globalization, media, and digital communication. This paper discusses how English slang is borrowed by different languages and its implications for linguistic diversity. Additionally, it explores how individuals perceive and use slang in various contexts, including informal and professional settings.

The Influence of Globalization on English Slang

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Globalization has led to increased interaction among people from different linguistic backgrounds. Factors that contribute to the spread of English slang include:

| | |
|---|---|
| <i>Media and Entertainment</i> | Movies, TV shows, music, and online content contribute to the widespread use of English slang. Terms such as "cool," "lit," and "vibe" have been adopted globally. |
| <i>Social Media and Digital Communication</i> | Platforms like Twitter, Instagram, and TikTok accelerate the adoption of English slang in different cultures. Memes, viral videos, and online challenges facilitate slang usage across linguistic boundaries. |
| <i>Economic and Technological Development</i> | The dominance of English in business and technology encourages non-native speakers to incorporate English slang into their communication. The tech industry, in particular, has popularized jargon such as "hack," "stream," and "cloud" in non-English-speaking regions. |
| <i>Migration and Multicultural Societies</i> | People moving between countries for education, work, or residence contribute to the spread of English slang in their native communities. |

Borrowings of English Slang in Different Languages

Many languages have incorporated English slang, sometimes adapting it to their phonetics and grammar. Examples include:

| Language | Example | Meaning |
|-----------------|-----------------------|---|
| Spanish | "Selfie" "Chatear" | (from English) (from "chat" in English, meaning to message online) |
| Japanese | "ファイト" | ("faito" from "fight," used to encourage someone) |
| Russian | "Креш" | ("krash" from "crush," referring to a romantic interest) |
| French | "Hashtag" | (borrowed from English social media) |

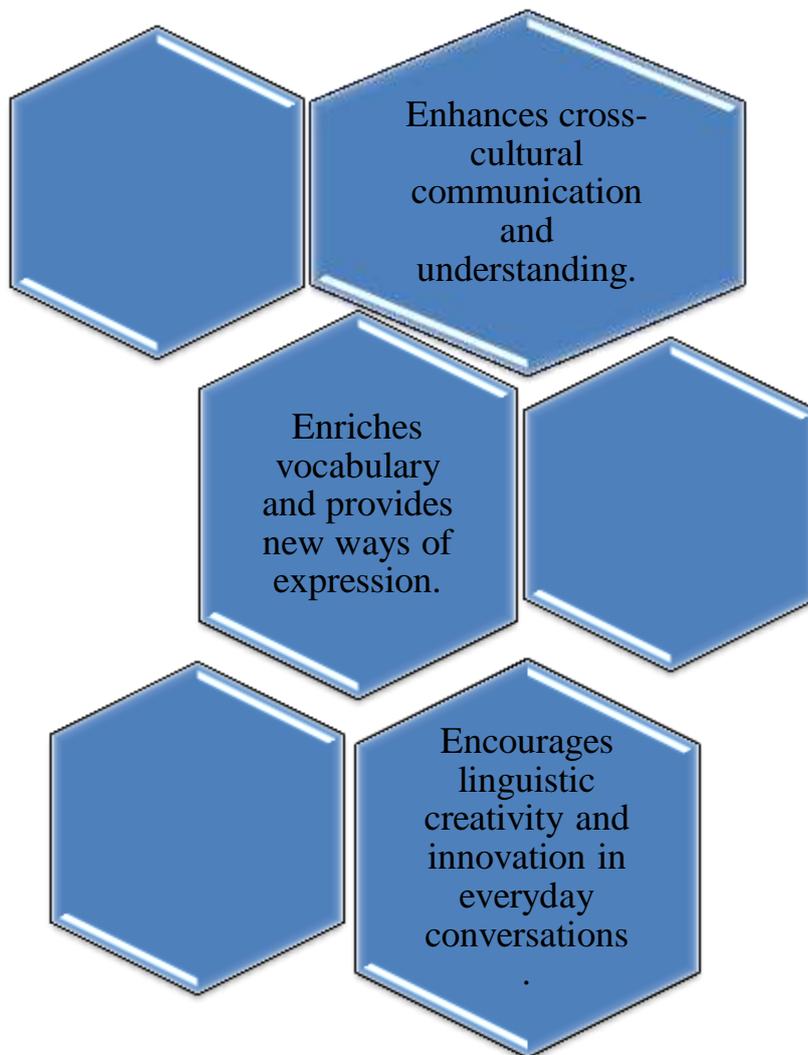
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| | | |
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| | | terminology), "Weekend" (widely used instead of "fin de semaine") |
| Chinese (Mandarin) | "网红" | (wǎng hóng, derived from "internet celebrity" in English, meaning an influencer) |

The Sociolinguistic Impact of English Slang Borrowings

The borrowing of English slang has both positive and negative effects on languages:

Positive Effects:



Negative Effects:

May contribute to the erosion of native linguistic identity and traditional expressions.

Creates linguistic gaps for those unfamiliar with English slang, leading to generational or educational divides.

Over-reliance on English slang might reduce the usage of indigenous words, potentially leading to language endangerment.

Case Studies of English Slang Integration

1. Korean Pop Culture and English Slang

The K-pop industry has played a significant role in incorporating English slang into Korean speech. Words like "swag," "flex," and "no jam" (from "no fun") are frequently used by Korean youth, reflecting global influence.

2. Indian English and Hinglish Slang

India's multilingual population has adapted English slang into Hinglish (a mix of Hindi and English). Words like "chill," "bro," and "LOL" have seamlessly integrated into daily speech.

3. African Urban Slang

In cities like Lagos and Johannesburg, English slang blends with local languages. For example, Nigerian Pidgin incorporates words like "gist" (meaning gossip) and "yarn" (meaning to talk) from English.

The Future of English Slang in a Globalized World

As digital communication continues to evolve, the use of English slang is likely to increase. However, languages will also develop localized variations, creating hybrid forms that retain cultural uniqueness. Efforts should be made to document and study these changes to understand how language adapts in the face of globalization.

Conclusion

The globalization of English slang is an inevitable consequence of cultural and technological interconnectedness. While it enriches global communication, it also raises concerns about linguistic preservation. Future research should focus on how languages balance the integration of English slang while maintaining their unique linguistic identities. Policymakers and educators

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must address the challenges of language change to promote linguistic diversity and multilingual competence.

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USE OF HEAT ACCUMULATORS IN GREENHOUSE TYPE PASSIVE SOLAR HEATING SYSTEMS

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Abstract. *In the research work, a mathematical model of heat processes in the passive solar heating system of the Sunspace type was developed, and on this basis, the annual indicators of the considered system were determined. As the results obtained show, heat losses through the southern wall of an ordinary residential building during the heating season are 16-17 kW·hr/(m²·year). The heat input through the southern wall in the heating season is about 125-130 kW·hr/(m²·year), and the accumulated energy is 107-114 kW·hr/(m²·year), in the presence of a heat accumulator.*

Key words: *solar energy; heat accumulators; passive solar heating systems; heat conduction; convection; radiation; heat balance.*