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LINGUOCULTURAL FEATURES OF SLANG IN MEDIA SPACE

Лингвокультурологические особенности сленга в медиaprостранстве

The modern media space is no longer a passive channel for transmitting information. It has become an active environment where language is constantly being formed and transformed. In this highly interactive environment slang spreads with incredible speed, moving from niche online communities to mainstream news. This presents a significant challenge for translators and interpreters.

The translation of slang is not just a task of finding lexical equivalents. Slang is a cultural code. It carries a social, emotional, and contextual meaning which is often more important than its literal definition. A literal translation may destroy the meaning, while an overly adaptive one can distort the original. A key difficulty is the translation of slang terms for phenomena that are not (yet) named or widely recognized in the target culture. For example, the term *situationship* (when two people are talking «to each other» like they are in «a relationship» but they are not) is used to describe a relationship that is more than a friendship but not a committed romantic partnership. A translator is forced to use a lengthy, descriptive phrase, losing the concise, single-word irony of the original. Similarly, *a girl dinner* is an ironic term for «a minimalist, aestheticized meal» loses its specific cultural reference to a social media trend when translated.

Another challenge is the rapid speed of change and the high-context nature of slang. Many terms are tied to a specific group identity or digital platform. The word *rizz* (to have «lots of charisma») refers to a specific type of effortless charisma. Translating it as «charm» or ‘obsession’ is technically close but fails to capture the playful, TikTok-driven, and ironic context from which it emerged. The term *delulu* (from «delusional») is used as a half-ironic, half-serious self-descriptor for someone living in a state of optimistic self-deception. A direct translation like «delusional» is too clinical and loses the playful, in-group awareness of the original term.

But the most modern challenge is platform-driven slang. This is language created not by social groups, but in response to content-filtering algorithms. The widespread use of *unalive* as a euphemism for «dead» or «suicide» is a direct result of users trying to avoid algorithmic suppression on platforms like TikTok. This creates a dilemma, because translating it as «dead» is accurate in meaning but erases the crucial context of why the original word was chosen. It hides the fact that the speaker is navigating a censored digital space.

Globalization also has a significant impact on the linguistic landscape. Borrowed English expressions are increasingly entering our daily conversations and users are

adapting them to local cultural and grammatical norms, forming hybrid units such as *crush-* (*краиный*), *ship-* (*шипирить*), *cringe-* (*кринжовый*), and *flex-* (*флексить*). These transformations illustrate the interaction of global and local cultural forces and shape a multilayered linguistic and cultural reality.

Finally, many slang terms are built on metaphors that are not universal. The internet command *touch grass* indicates the state when someone is «delusional or acting unrealistic», like they don't know how the world works anymore, this is a way to tell them they need to get offline and experience the «real» world. A literal translation is meaningless, and functional equivalents like «calm down» or «go outside» fail to capture the specific online-versus-offline dichotomy. The adjective *mid* (used to insult or degrade an opposing opinion, labeling it as average or poor quality) is used as a short, powerful, and dismissive term for anything considered mediocre or «merely average». While equivalents like «so-so» exist, they may not carry the same weight of dismissiveness and finality as the English original.

As a result, the primary difficulty in translating slang is not linguistic but cultural. Slang operates as a marker of identity, emotion, and belonging. When a translation fails to reproduce this function, the resulting text becomes culturally «flat», losing the emotional resonance and sense of shared context that was essential to the original message.

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IMPLEMENTATION OF COMMUNICATIVE STRATEGIES IN ONLINE TUTORIALS ON BUSINESS COMMUNICATION

Реализация коммуникативных стратегий в ходе проведения онлайн-тutorиалов на тему делового общения

The research was conducted in the framework of the activities of Communicative student research Laboratory.

The modern stage of education is characterized by rapid digitalization and the expansion of the global online learning market. In this context, online tutorials acquire particular importance, as they aim not only to transmit knowledge but also to sustain audience engagement and exert persuasive influence. Their effectiveness largely depends on the tutor's communicative strategies, yet systematic linguistic analysis of such strategies remains limited.

The methodological framework of the study is based on a comparative analysis of online tutorials on business communication in Russian, English, and Spanish, selected according to strict comparability criteria: equal duration, similar topics, and comparable