

Unsuccessful calquing occurs through the mechanical transfer of source language structures. For instance, the metaphor «a cross between greased lightning and the place where it hits», translated as «помесь смазанной молнии и места, где она ударяется», becomes a semantically flawed and awkward construction when translated literally. This approach fails to recreate the original's vivid imagery, puzzling the reader and marking the text as a clumsy translation.

Violation of lexical collocation manifests in incorrect word combinations based on source language patterns. Translating «broncho-busting girl» as «девушка, украшающая диких коней» with a verb, meaning «украшать», breaches target language norms and fundamentally misrepresents the original concept of taming. Such violations immediately signal the text's translated nature, disrupting reader engagement.

Verbal redundancy, particularly pleonasm, often stems from unjustified literalism. Calquing phrases like «future prospects» as «будущие перспективы» creates tautology, reducing informational density and elegance. This redundancy forces the reader to navigate unnecessary verbiage, hindering clear comprehension.

To effectively address the problem of «language clutter» – caused by insensitivity to the target language, excessive literalness, and ingrained bad habits – translators must adopt a linguo-ecological approach. This begins by prioritizing idiomaticity and natural expression over rigid, word-for-word accuracy, seeking functional equivalents that reproduce the intended effect on the reader. This process is then solidified through systematic post-editing to identify and eliminate residual «clutter», ensuring an ecologically sound and authentic final text.

In conclusion, combating «language clutter» transcends technical correction, evolving into a matter of professional ethics. The modern translator must embrace the role of a linguistic ecologist – a custodian responsible for the careful «transplantation» of meaning into a new cultural soil. This mindful approach ensures genuine cross-linguistic communication, protects the target language's integrity, and safeguards the health of our shared linguistic environments.

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BRITISH AND AMERICAN SLANG IN THE FORMATION OF MODERN LINGUOCULTURAL ENVIRONMENT

Британский и американский сленг в формировании современной лингвистической среды

This article deals with the issue of the influence of British and American slang on the formation of the modern linguocultural environment. Slang, as one of the most flexible

and dynamic layers of language, reflects the values, creativity, and identity of its speakers. British and American varieties of English have introduced numerous slang expressions that have spread globally through media, music, and especially social networks. By studying such expressions, we can better understand how language evolves in response to social and cultural changes.

Slang serves as a mirror of social interaction and creativity. It makes communication more expressive and relatable, often highlighting cultural values and generational attitudes. In the digital age, slang spreads quickly through social media platforms, connecting young people worldwide and forming a shared global culture.

British slang is marked by its wit, irony, and connection to everyday life. It often reflects regional speech patterns and humor. Common examples include: «Cheers» – means «thank you» or «goodbye». «Mate» – a friendly way to say «friend». «Knackered» – extremely tired or exhausted. «Chuffed» – pleased or happy about something.

A word used on both sides of the Atlantic is «broke», meaning to have little or no money. For example: «I can't buy that jacket, I'm broke». The term illustrates how slang captures real-life struggles in a humorous, relatable way – a feature typical of both British and American speech.

American slang is known for its simplicity, directness, and connection to popular culture. It often reflects confidence and positivity. Common examples include: «Cool» – stylish or impressive. «Dude» – informal term for a person or friend. «Hang out» – to spend time together casually. «Awesome» – great or exciting.

Two modern examples, widely used on social media, are «pick me» and «slay».

The phrase «pick me» is used to describe someone – often a girl – who seeks validation by trying to appear different or superior to others, e.g., «She's acting like a pick me». This expression reveals social discussions about self-image, gender roles, and authenticity in the digital age.

The verb «slay», originally meaning «to kill», now carries a positive connotation: «to do something extremely well» or «to look amazing». For example: «You slayed that presentation!» or «Her outfit absolutely slays». The word reflects empowerment and self-confidence – key values of modern youth culture.

British slang tends to emphasize humor, subtlety, and cultural tradition, while American slang is more expressive, confident, and shaped by entertainment media. However, globalization and social media have blurred these boundaries. Words like «broke», «pick me» and «slay» now circulate internationally, symbolizing the unification of youth language and values across cultures.

To conclude, British and American slang are integral to the formation of the modern linguocultural environment. Through expressions such as «broke», «pick me» and «slay», slang not only enlivens language but also reflects deeper social themes – from identity and empowerment to humor and self-expression. As communication continues to globalise, these slang terms show how language evolves to connect people and mirror contemporary culture.