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Neurolinguistic Features of the Use of Anglo-American Loanwords in Ukrainian Youth Slang

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Abstract: *In the context of the study, the essence of the psycholinguistic features of the use of Anglo-American words in youth slang was clarified. The definition of the concept of slang and psycholinguistics is revealed. A theoretical and methodological analysis of the work of researchers as a basis for the formation of trends in postmodern society has been carried out. In the course of the study, a linguistic analysis of concepts and terms characterising Ukrainian youth slang was carried out. The research problem is determined by close integration and globalisation processes. The theoretical significance of the research lies in the development of a neurolinguistic approach to the analysis of Anglo-American loanwords in slang; in expanding the idea of the psychologically real meaning of slangisms; when systematising data on the functioning of borrowings in slang, a technique is used that involves a comprehensive consideration of the research object. The work contributes to the study of the ethno-cultural specificity of the linguistic consciousness of speakers of the American variant of the English language and slang as its meaningful form. The article defines the trends of the neuropsychological aspect in the context of rethinking values and determining priority bases for the formation of neurolinguistic analysis of lexical units. In order to realise the research goal, the method of synthesis and analysis, integration, as well as research, descriptive and scientific methods were applied. The method of generalisation formed an idea of the neurolinguistic essence of English slang in speech and communication interpretations.*

Keywords: *scientific dimension; neurolinguistic features; speech and communication competences; new dimension of society; linguistic and didactic technologies.*

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1. Introduction

The modern era is determined by the digitisation of various spheres of human life, which requires the development of competence in assessing development prospects and identifying the main trends of communication in the process of informatisation. Accordingly, an important aspect of the formation of communication ties is the development of speech skills and ideas.

Language is a manifestation of the totality of cultural, folklore, historical, and scientific heritage during the previous historical development. Each nation forms its key trends of linguistic expression throughout history. Language defines a nation and characterises the essential components of a worldview within the framework of national creation.

Modern social and political processes taking place in the world and Ukraine have caused radical changes in people's worldviews about the world, which is vividly reflected in cultural manifestations of human activity, particularly when it comes to interpreting speech and reflecting on interpersonal communication. Corresponding changes are marked by close communication between people around the world, due to the spread of the Internet resource and globalisation.

Social changes reflect the lexical and stylistic trends in linguistics, which determine the resources for linguistic research and arouse interest in the topic on the part of writers, scientists, and philologists. The changes illustrate the speech-communicative transformation in the context of determining the peculiarities of the formation of speech abilities and skills as an aspect of neurolinguistics.

The dynamism of processes in the field of vocabulary and stylistics provides linguists with inexhaustible resources for linguistic research and also attracts the attention of writers, journalists, and ordinary speakers with different levels of linguistic and communicative competence. Such significant changes in language occur precisely during the period of global transformations in social life. In general, changes in the level of language functioning have a significant impact on the speech function but do not destroy its foundations. Transformations at the level of language functioning necessitate the identification and systematisation of language transformations caused by the emergence of new social realities and a thorough study of the specifics of lexical processes.

Thus, the psycholinguistic factor of the use of youth slang is important for the formation of speech communication and the lexical dimensions of social communication in the postmodern period.

This article's purpose is to examine the neurolinguistic features of discourse in the context of determining the essence of Anglo-American borrowings in Ukrainian youth slang.

2. Theoretical and Methodological Foundations of Neurolinguistic Analysis of English Words in Ukrainian Youth Slang

In modern society, the Ukrainian literary language is undergoing development and transformation, influenced by the dissemination of information and the proliferation through social networks. Therefore, the current trends are changes in the perception of speech communication from the formation of factual knowledge about the traditional linguistic system to the acquired "living" language, which is widely used in social networks and reflects worldviews of the life process. The evolution of the language for each nation is manifested in the constant improvement and addition of new lexical units, supplemented by the appearance of new words within the native language, as well as due to the borrowing of foreign words, especially often-used words of Anglo-American origin. Therefore, there is a linguistic imperative to analyse, compile, and codify new lexemes. In the context of the use of loanwords of foreign origin, a language is formed that is actively supported by young speakers. Therefore, a separate type of speech appears in society, which we call youth slang. Young people use "trendy words" of foreign origin, mainly anglicisms, especially in the process of communication in social networks, online games, reality shows, etc. in the process of forming a worldview about the world, which does not lose the value of previous eras, but instead improves and is in search of new ideals based on the principles of tradition, which characterises postmodernism.

Youth slang is quite popular. A positive aspect of such slang is the expansion of communication with representatives of other states, which, accordingly, enriches the worldview and vocabulary. However, the negative manifestation is more impressive, as youth slang litters the native language, leading to the replacement of the lexical context of one's language with foreign words. This tendency also lowers the level of communication culture. The main desire of young people when expressing themselves is to be in the "trend", which can also reduce the level of cultural behaviour.

Therefore, the study of youth slang as a lexical manifestation of the Ukrainian language is quite relevant both from a psycholinguistic perspective, that is, as the relationship between language and thinking, the influence of language on human psychology, and from the point of view of linguistics, that is, the peculiarities of translation and the use of words of foreign origin, as the assimilation of youth slang is a rather complex process (Dykan et al., 2021). Youth slang is complemented by computer, SMS, professional, the language of subcultures, and other lexemes, which leads to the active spread of informal youth communication and misunderstandings with other groups of society.

Scientists study the neurolinguistic and lexical meaning of words that make up youth slang, so they select the most effective methods of translation: transliteration, abbreviation, and other types of abbreviations, direct inclusion or tracing, and descriptive translation, which is based on deciphering the contextual meaning (Kornosenko et al., 2021). Researchers consider youth slang to be "a sociolect of people aged 12-22, which expresses opposition of self-perception against the older generation, and especially against the official language. The popularity of youth slang is given by mass culture, which influences young people" (Kovtun, 2015). Thus, there is a certain biased attitude of scholars towards youth slang, as its use threatens the Ukrainian language, as slang is opposed to the official language (Kondratyuk, 2005).

Thus, based on the conclusions of scientists regarding the process of language formation through the use of youth slang, it can be argued that the psycholinguistic features of slang creation, the lexical context of words that have difficulties in translation, and the cultural meaning of youth slang are ambiguous for Ukrainian society.

3. Historical Peculiarities of Foreign Language Borrowings in the Context of Neurolinguistic Formation of Youth Slang

Therefore, the modern era is associated with postmodern ideological principles that combine the style of the era and the individual perception of the world (Gray, 2008). Linguistic science has results in the study of the interaction of the Ukrainian language with other borrowed languages (Lynnyk, 2004). Borrowed words expanded the lexical structures of the Ukrainian language and lost their meaning.

A new progressive direction in psychology that examines the structure of a person's subjective experience, their mental and behavioural strategies, models, and teaches successful strategies, described as the conceptually intricate model of NLP (neuro-linguistic programming).

The name itself - neuro-linguistic programming is deciphered quite simply. Neuro - refers to the attitude towards thinking or sensory perception - to the processes that take place in the nervous system and play an important role in the formation of human behaviour, as well as to neurological processes in the field of perception - sight, hearing, tactile sensations, taste, and smell. Linguistic - refers to language models that play an important role in achieving mutual understanding between people, on which all communication processes are based.

Programming refers to how we organise our thinking, including our feelings and beliefs, to ultimately achieve our goals, just as we use a computer to solve any particular problem with the help of appropriate software.

At its core, NLP represents a multidisciplinary study of cognitive, behavioural, and communicative competencies, with the help of which we can build a set of effective strategies. These strategies can help us make decisions, build relationships, start our businesses, manage

groups of people, and create balance in our lives. Illiteracy has always been considered not a misfortune, but a human fault; it causes not pity, but contempt, especially since education has become universally accessible.

In modern society, the prevalence of functional illiteracy, which does not involve thinking about the correct spelling of words, punctuation marks, and competent expression of their thoughts, has increased. But it is quite important because language is one of the three main subjects in the learning process for a reason. Unfortunately, there has been an increase in tolerance towards the prevalence of linguistic errors. even in printed texts (books, newspapers, magazines), which remain despite the spelling check built into computer programs. In recent decades, a widespread desensitisation has taken place, reassuring themselves with references to the complexity of the language. Literacy is instilled from childhood. The child perceives the speech of the parents. Children are primarily influenced by their parents' language behaviour. The future literacy of children depends on how well adults express themselves (Kosovych, 2018).

Most words of foreign origin are borrowed from the Russian language, which historically dominated the Ukrainian language (Tkachova et al., 2021). The study analysed the experience of creating a neurolinguistic database of youth slangisms based on psycholinguistic and neurocognitive research. Based on the findings of scientists, it can be argued that the lexical units of youth slang are associated with destructive behaviour (dangerous and criminal behaviour, drug addiction, game addiction, etc.), as well as household youth slang associated with oral and online discourse.

Within the framework of this study, youth slang is considered as vocabulary with the phonetic-grammatical basis of the national language, which is distinguished by colloquial and often rough-familiar coloring. Slang terms are used to refer to the special slang of closed reference groups.

Youth slang is common among student youth and certain closed reference groups, including groups of destructive behaviour. Forms of destructive behaviour are well studied in psychological literature.

To achieve the goal of the study, one should follow the classification of forms of such behaviour, which distinguishes intrapersonal, interpersonal, and metapersonal contexts of the manifestation of destructive behaviour. So, in addition to aggressive behaviour, for example, in the intrapersonal aspect, destructive forms of a person's attitude to their own body due to self-harm and self-changes are considered. In other words, destructive behaviour can be directed both "at others" and "at oneself", which, in turn, entails many socially significant problems (crime, addictions, depression, and suicide) (Gardner, 1983). Without developing a discussion about the etiology and various forms of manifestation of destructive behaviour, one should focus on the psycholinguistic aspect of the perception of youth slang, which is penetrated by various jargonisms of other social groups (Gygli et al., 2019). Slang reflects actions and processes occurring in people's lives, their cultural level, and moral qualities (Giddens, 1991). Of course, it is important to avoid excessive reliance on slang.. If slang replaces completely correct language, then this indicates negative manifestations of language. However, the older generation should positively influence the younger generation by being aware of the distinctions between vulgar and standard language.

4. Study of Neurolinguistic Features of the Use of Anglo-American Loanwords in Ukrainian Youth Slang

Neurolinguistic features determine speech manifestations of personality within interdisciplinary domains of psychology and linguistics. Neurolinguistics explains speech from the point of view of signs as a part of an individual's neurocognitive function. The main task of neurolinguistics is to explain the peculiarities of speech functioning as a manifestation of the mental aspect in the interaction of speech in the context of cultural definition. The main character in neurolinguistics is the individual in the speech and communication environment (Dewey, 1938). Spelling is the process of decomposing words into letters (from the word spell - to pronounce or

write) (Struhanets, 2017). In different neurolinguistic approaches, there is a spelling technique that allows you to develop competent writing.

Spelling is an important skill, and many people struggle with it. Analysing the strategies used to learn spelling rules presents a convincing argument for empirical investigation, in part because literate people tend to follow similar strategies. Linguistic interest in neurolinguistic programming is dictated by the anthropocentric paradigm shift in linguistics, in which the sphere of interests of linguists has moved from the field of structural linguistics to the field of human manifestation in language. A special field of activity for modern linguistic research is communication. One of the interesting phenomena, little studied from the standpoint of linguistics, is NLP, by which we understand a set of techniques, tactics, and methods that allow us to modulate affective states, behavioural responses, and cognitive frameworks.

NLP sees the grounds for its emergence, existence, and development in the works of V.I. Bekhterev, I.P. Pavlov, I.M. Sechenov, N. Bor, V.L. Durov, L.S. Vygotsky, A. Korzhysky, N. Chomsky, V. von Humboldt, E.G. Sapir, B. Whorf, L. Wittgenstein, and many other scientists. Having drawn fruitful ideas, the authors of NLP technologies originally reworked them into a form convenient for practical application. Among the authors, developers, and popularisers of NLP ideas, it is necessary to name R. Bandler, D. Grinder, G. Bateson, R. Dilts, M. Erickson, F. P'uselik, Ege Robbins, M. Hall, T. James, and others.

There are several approaches to understanding NLP. First, NLP is perceived as an empirical epistemology since it is based on personal observations and experience, and the focus of attention is on factors "that work". Second, NLP is outlined as a set of productive technologies. Third, NLP is outlined as an effective method of psychotherapy.

Despite the fact that the academic community (P. Druckman, M. Corballis, the works of the National Research Council of Canada, etc.) emphasises that NLP does not have the status of a science, theoretical and terminological development and consistency, the German scientist Professor of Psychology W. Volker in his monograph "The NLP Project: The Source Code" claims that the most severe criticism of NLP comes from circles and individuals who are little familiar with this discipline, and the critics' accusations of "inefficiency" and "inhumane use" contradict each other. NLP is criticised for offering only a disorderly set of therapeutic tools, the distribution of which is uncontrolled and unethical, and also "does not take into account people's needs". Professor W. Volkner insists that a balanced assessment of this discipline is necessary, that now the substantive and critical work on NLP is becoming relevant, confirmation of its rational content, that it is necessary to discuss the main views of the creators of NLP through interdisciplinary scholarly collaboration.

The opinion of Professor V. Volker seems to us the most appropriate, since the ethics of using any effective tool or method is determined by the intention of the person who adopted it: a knife can take a person's life or, in the hands of an experienced surgeon, give it life, so there is no point in blaming the method itself.

NLP has demonstrated practical efficacy in applied settings, is widely used in various spheres of society, and has the right to be studied.

A priori, the goal of any communication, up to a simple, meaningless conversation, is to influence another person or group of people and cause certain feelings, experiences, and actions.

One of the oldest conscious applications of NLP methods can be considered the use of universal suggestive texts - conspiracies, prayers, mantras, spells, affirmations, hypnosis formulas. Currently, NLP is widely used and covers, without exaggeration, all aspects of human life.

Based on linguistic and communicative phenomena, NLP is most effectively used in medicine (impact on health, pain control, post-trauma rehabilitation), psychotherapy and psychology (phobias, aggressive states, cognitive decline associated with aging, changing stereotypes of behavioural reactions, criteria and values of modeling effective personalities based on identifying oneself with successful personalities with a formal image representation (this effective method is unconsciously used by children in role-playing games, trying on the image of an

astronaut, scout, shop assistant, Cossack or robber, daughter or mother)), in everyday communicative situations (father-child dynamics, manager, negotiations, situations of persuasion), in the implementation of unconscious phenomena (immersion in a trance, communication at the level of subcognitive processes), the study of spiritual states and experiences (enlightenment, meditation, extrasensory perception), use in business (creation of effective relationships with partners, colleagues, clients, within the team, negotiations, sales), creating behavioural strategies to manipulate public consciousness and public opinion, including through the media (in the situation of choosing representatives of power, for the purpose of trade, etc.).

Here are brief definitions of NLP techniques identified in the reviewed literature.

Matching - copying the details of another person's behaviour, their posture and facial expressions, rhythm and depth of breathing, and aesthetic presentation. Since everyone first gets acquainted with the language by pronouncing words and sounds, it would seem that people of the auditory type should achieve the greatest success in spelling. In reality, this is not the case since the acquisition of spelling skills is based mainly on visual techniques. The worst thing about spelling is those who rely on the sound of the word.

Literate people almost always use the same strategy, and you can test it if you're a literate writer. When writing a word, a literate person looks up or directly in front of them: at this time, they visualise the word, and then look down to check their feelings.

People who write illiterately are honestly trying to do the same, relying on sound. This approach is generally limited. Spelling involves writing a word with its visual image on paper. An essential step is the initial internal visual representation. Literate people say that the inner image of a word is connected with the feeling that this word is familiar to them. Proofreaders, whose profession requires them to be literate, look at a page of text and say that words with errors catch their eye.

Today's youth use a special kind of language register known as slang. Linguists interpret this concept in different ways. According to the definition given in the Oxford dictionary, it is below the level of speech of educated people and consists of either neologisms or ordinary words used in special meanings, as well as a set of special lexemes that are used by a group of people belonging to the lower strata of society.

Slang is constantly updated. One of the ways to replenish it is to borrow words, mainly from the English language. These types of borrowings are called anglicisms. New borrowings of words appeared in connection with the development of international trade, tourism, and cultural ties. Youth is an integral part of any society. This is a socio-demographic group united by certain characteristics: age, social status, and socio-psychological properties. Youth culture is one of the most complex phenomena. Modern youth culture is one of the consequences of the process of cultural socialisation. Its emergence is connected with the desire of young people to assert themselves, to express themselves, and to realise their potential, but these aspirations do not always receive the necessary support. The main aspiration of the youth subculture is to consolidate the most important worldview concepts in a vivid and expressive form, which often remains incomprehensible to mainstream society.

Unchanging emotionality, expressiveness, evaluation, and imagery of speech are characteristic features of youth slang. They contribute to the overall dynamics of the development of the Ukrainian literary language. According to young people, the use of slang in teenage speech makes it expressive and emotional.

Anglicisms are, as a rule, unambiguous words of the English language that have a semantic correlation in the Ukrainian language. In the case of polysemous words, their meaning in youth slang corresponds to at least one of their meanings in the original language:

- Bullying - bullying, including on the Internet. School bullying can lower a teenager's self-esteem.
- Fake (fake) - something unreal, untrue, or false.
- Fail (failure) - failure, oversight.

- Vibe - atmosphere, mood; feelings from a person, place, or event.
- Easy (easy) - easy, without difficulties.
- Merch (merch or merchandise) - goods that are produced with the symbols (logo) of a certain brand, musical group, film, computer game, famous person, etc.
- Challenge (challenge) - a challenge, a task that must be completed and filmed.
- Hype - hype around the event. The derived words are the verb agiotage (to create a stir around something, to attract attention) and the adjective agiotage (fashionable, trendy).

Today, in the Ukrainian language, you can find many examples of borrowed words. Such adaptation takes place in the following ways: adding suffixes, shortening, word play, declension, etc. This method does not make new words more understandable but helps to "domesticate" them and make them sound more native.

With the help of Ukrainian grammar, they are easily integrated into the system of the Ukrainian language:

- To angry - angry, irritated.
- Dill (scary) - scary, scary.
- Krynzhovy (grim) - causes a feeling of embarrassment, "Spanish shame".
- To like - to be liked.
- Light (light) - easy, pleasant.
- Haytyt (to hate) - to hate, scold.
- Wait (check) - check, study.

Anglicisms that have been incorporated into Ukrainian youth slang over the past twenty years are still in the process of assimilation. The meanings of many slang expressions are undefined, and their grammatical and orthographic norms have not yet been established. The conjectured semantic correlation of Anglicisms in the source language and Ukrainian youth slang can lead to their incorrect use and, therefore, cause misunderstandings, so you need to be very careful with Anglicisms that function in the system of youth slang. The use of Anglicisms has become a kind of fashion, it is connected with stereotypes and ideals that have formed in the youth society. Anglicisms used by young people help to establish themselves in certain circles and emphasise the level of awareness and superiority over others. Young people often use foreign words in their speech as a kind of quotation: a term related to any special field can be put in quotation marks, deliberately distorted, and outwitted. Anglicisms of this group, as a rule, have a Ukrainian pronunciation. So, the origin of these words is connected with the distortion of the sound in the process of assimilation of these borrowings; that is, there is a kind of play of sounds. Summing up, we can say that Ukrainian youth slang exhibits the influence of the English language.

5. Conclusions

The research work was carried out in order to determine the psycholinguistic features of the use of English words in youth slang. The researchers' conclusions became the basis for determining the aspect of the postmodern manifestation of the use of youth slang with the use of words of foreign origin.

An important aspect of the work was the determination of the postmodern idea of the function of youth slang in the context of the worldview interpretation of postmodern views.

The historical features of the use of foreign-origin words in the Ukrainian language are analysed. In particular, the origin of Anglo-American words used in youth speech is determined. It was determined that foreign words of Anglo-American origin are used in the Ukrainian language in a different context than in the native language.

Postmodernism reflects the essential characteristics of the lexical diversity of speech in Ukrainian youth slang. Youth slang has become an integral part of the postmodern interpretation of people's perception of reality.

Psycholinguistic research became the basis for determining the influence of youth slang with foreign words on a person, their behaviour and thinking, and their psychological and emotional state.

Based on the indicators, it can be argued that the postmodern perception of youth slang is a manifestation of innovation, creativity, and the beginning of the idea of reformatting Ukrainian spelling.

Thus, the study provides strong grounds for asserting that youth slang is a reflection of the postmodern worldview and not "insufficient cultural development."

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Oksana Kalashnyk studied the scientific works that became the basis for determining the features of the formation of youth slang based on the borrowing of Anglicisms and singled out the most common words.

Halyna Stupnytska systematised the educational material in accordance with the peculiarities of psycholinguistic research and formed a categorical-conceptual apparatus for determining the basics of research.

Olha Sopina critically determined the main content of the research, established the key concepts, and revealed their content according to the requirements of the research work.

Liliya Sobol made a significant contribution to the concept of research in the postmodern worldview, selected the most effective research methods, and prepared the article for publication.

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