

PHILOLOGY

Sergey A. Titarenko

(Volgograd state university, Volgograd, Russian Federation)

Multifunctionality of substandard vocabulary in the process of communication (in the English language)

It is considered various approaches to the determination of the substandard lexical unit functions, provided a comparative analysis of existing classifications and substantiated the impossibility of identifying the dominant communicative function of slang. The close relationship of communicative functions and the absence of clear demarcation boundaries make this process impossible and dictate the need to consider substandard vocabulary from the position of functional pluralism. The aim of the research is to concretize the communicative functions of modern slang, taking into account its linguo-pragmatic features. The scientific originality of the research lies in the integrated approach to the study of the functional potential of substandard vocabulary; for the first time, slang is considered as a tool of manipulative influence on the addressee from the point of view of his communicative functions.

Key words: implementation, communicative function, linguo-pragmatic policy, slang, substandard vocabulary, functional pluralism.

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