

УДК 331.53

Alexandr Slastnikov<sup>1</sup>, Svitlana Voitenko<sup>2</sup>

<sup>1</sup>student of group CST–817 National University “Zaporizhzhia Polytechnic”

<sup>2</sup>senior teacher National University “Zaporizhzhia Polytechnic”

## **THE EMERGENCE OF NEW ENGLISH WORDS AND EXPRESSIONS ON YOU TUBE AND TWITTER**

At the end of 2019, YouTube and Twitter became very popular among Internet users. About 500 million tweets are published on Twitter daily and approximately 5 billion videos are watched on YouTube. Social networks have changed not only the Internet, but our whole life. Every day, users come across new words and try to figure out what a word means. A lot of these words are also available in the specialty language "System Analysis" The most commonly used expressions are: **ASMR, Unboxing, Vlogmas, Wadsworth Constant, Twitterstorm.**, etc.

For example, **ASMR** - Autonomous Sensory Meridian Response. This pleasant tingling occurs in our head and spreads over the spine, arms, and legs in response to stimulation, often auditory. In addition to music, different people have different audio stimuli that trigger ASMR. The most common ones are whispers,

white noise, combing or hair cutting, creaking pen or paper pen, chewing, tapping, scratching, and the sound of crumpled paper. ASMR videos on YouTube are huge. Vloggers who create ASMR content call themselves the term ASMRtist, created by ASMR+artist. **Vlogmas** are Christmas videos where vloggers talk about preparation, celebration, greetings and gifts. Or a series of commercials that run from early December until Christmas. A mix of the words Vlog and Christmas. I also attach a channel to a girl who loves to decorate and buy gifts for Christmas. **Wadsworth Constant** is one of the unofficial but well-known YouTube rules. It's the idea that by skipping the first third of any YouTube video, you won't miss anything important. And most often it is. The next one is **Twitterstorm** a sudden heated discussion of the topic, most often in a negative way regarding brands, politicians and celebrities. Twitter storms start when one user writes an angry tweet about a controversial post from a known person or company. Other users are equally angry, retweeting and quoting.

New words and expressions most often are acronyms, slang expressions, phrase verbs. Slang means a set of words or new meanings of existing words used in various groups of people. At first glance, it is quite possible to do without slang words and expressions. And this is true, but only partially. For exams in English and business communication at work, you will probably have enough classical English. Although it all depends on the format of communication adopted by the company. Now more and more companies are switching to an informal style of communication, and here they may already need some slang.

In spoken English, it is almost impossible to do without slang. So if you want to get closer to the speaker level in spoken English, remember these popular words and phrases in British slang faster! For a better understanding of the phrase, it is highlighted some commonly used slangs, such as: **ACE** – cool, incredible, idyllic, used when word for word, the words below indicate the result; **Blimey** means extremely pleasant surprise or shock; **Chuffed** means proud; **Gobsmacked** - this purely British expression means being shocked and surprised to the limit. Some believe that the phrase comes from "gob" and "shock" when someone hits it: **Kerfuffle** - conflict, scandal, dispute; **Pork pies** - lies, lies, a typical phrase for the rhyming slang of the Cockney language, which originated in Old East London amongst traders, to communicate in a disguised manner.”

Acronym is a type of abbreviation. Acronyms are formed by the initial sounds. In fact, the acronym is a word that is an abbreviation that can be pronounced together. Almost every day we use acronyms in business correspondence and messaging when communicating in English. There are the selection of the 7 most popular acronyms that you often find in emails from colleagues and partners. They are: **FYI** (for your information), **OOO** (out of office), **EOD**(end of day), **NRN**(no reply necessary), **YTD**(year to date), **Ms.**, **FWD**(forward).

Some additional information about these acronyms: **OOO** is most commonly used in auto-reply emails when an employee is on vacation or sick. Use it to let colleagues know that you shouldn't expect a quick answer. **NRN** is used when the purpose of your letter is to convey information and you do not expect answers. It is ideal for ridding yourself and colleagues of “OK” or “Thanks” answers. **YTD** is used to indicate the results of the work from the beginning of this year. **Ms.** is used in addressing women before last name instead of Mrs. (Miss) or Miss (Miss). If Mrs. means that the woman is married and Miss is not, then Ms. is a neutral appeal in this sense. Ms. pronounced the same as Miss. The use of this acronym is becoming more commonplace and is displacing Mrs. and Miss, because in professional communication, our personal life is irrelevant.