

LINGUISTICS
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The present article deals with the study of different types of discourse, filled with slang, their contemporary characteristics which are determined by modern linguistic and extralinguistic factors. Such discourse types as modern fiction, scientific, political and advertisement discourses are analyzed. The importance of slang vocabulary in texts which are viewed as value-orientated is stressed. Functions of slang in different types of discourse are studied. The author underlines the fact that nowadays slang has become quite common in political and scientific discourse.

Key words: slang, discourse, advertisement, political, glamour, mass media.

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