

LINGUISTICS

E. Redkozubova (Southern federal university. Rostov-on-Don, Russia)

The phenomenon of the secondary coding in modern English slang

It is considered the essence of modern English slang as an encoded communicative system. The aim of the article is to research the basic models and ways of forming such slang items which can be characterized as belonging to the secondary encoded communication. Such phenomena as slang and effective communication skills are analyzed. Main thematic slang groups and subgroups are established. Special attention is paid to rhyming slang. The relevance of such kind of research is determined by the urgent necessity of theoretical reflection on basic communicative problems. Effective communication requires very good knowledge of such areas as ethnolinguistics (anthropological linguistics, or linguistic anthropology) and sociolinguistics related to this ethnic group or ethnic groups, to this society or social group. In other words, a person who wants to communicate successfully with foreign speakers is expected to know Standard as well as Sub-Standard (or Non-Standard), to get used to the mentality of other people (ethnic group) or subethnos, to the mentality of its particular social (caste, class, professional, gender) group. Language is not just a self-contained system of signs; it is a system of rules determining the human communicative behavior in a particular culture and society.

Key words: communication, English, encoding, decoding, linguistics, slang.

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