

## PHILOLOGY

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### **Slang, language diversity and language ecology**

It has been considered the essence of slang as an important factor of language diversity and language ecology. Language diversity is viewed not only as the existence of various world languages that differ from each other, but also as properties characteristic of one language which imply co-existence of stylistically and pragmatically different units and constructions. An important constructive role of slang is noted. Slang is interpreted as one of the factors ensuring linguistic diversity. The destructive role of slang is revealed in the aspect of language ecology. The significance of such kind of study is determined by the urgent necessity of theoretical reflection on language diversity and language ecology.

Key words: language diversity, language ecology, English, slang, communication, style.

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