

PHILOSOPHY

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The role of language as the main means of communication in society

To date, lives of many young people in Russia are influenced by mass culture, globalization, and multiculturalism. Young people follow certain stereotypes that impose on them through television, films and music. The speech of youth is a sure indicator of the sociocultural situation in the society. The influence of youth on the general literary language is as higher, as the lower the level of social stability in the country. The relevance of studying the speech behavior of young people is that slang occupies a necessary niche in all languages, it is a middle ground between standard and informal words accepted by the general public, and special words and expressions known only to relatively small social groups and subcultures. Sociocultural factors are determined that determine such a form of communication that would correspond to the nature of each person in society.

Key words: culture, language, slang, youth, society, subculture.

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