

## **THE ROLE OF YOUTH SLANG IN MODERN COMMUNICATION**

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### **Abstract**

This article examines how youth slang is used in modern communication. It explores how slang reflects social changes and influences the way young people interact, particularly online. The study is based on survey responses from 17 students. The results show that slang is frequently used in informal communication and that social media significantly influences the slang students adopt. The findings highlight the importance of slang in expressing identity and facilitating interaction.

**Keywords:** youth slang, modern communication, social media, identity, informal language.

### **Introduction**

The way people communicate is changing rapidly due to new digital technologies and social media. People no longer interact only in person, but also through messaging applications and social networks. These changes have a significant impact on how language is used in everyday life. Young people are among the most active users of these platforms and are constantly creating and sharing new slang words and expressions. This is why youth slang has become such an important part of modern communication.

Youth slang is not a new phenomenon; however, it spreads much faster today because of the internet. A slang word can gain worldwide popularity in a very short time thanks to platforms such as TikTok and Instagram. This study examines how students use slang in their daily interactions and why understanding this trend is important for analyzing how language continues to evolve.

### **Literature Review**

Previous studies have shown that youth slang is a constantly evolving aspect of language, closely tied to identity, group membership, and social positioning [1]. Young people use youth slang to signal belonging to a particular group or community.

Youth slang also helps people express emotions in a casual way, conveying feelings such as humor, surprise, or excitement in a manner that feels more natural [2]. Researchers have also noted that the internet and social media have made it significantly easier for slang to spread across different countries and languages [3, p. 34].

Many slang words originate in English and are quickly adopted into other languages through online communication. Although some argue that youth slang may have a negative effect on language, most studies indicate that students are capable of distinguishing between formal and informal registers [4].

### **Methodology**

This study employs a quantitative research design to examine how students use youth slang. The aim is to describe how frequently students use slang and in what contexts. Data were collected through a survey distributed to students.

A total of 17 students completed the survey. It included both multiple-choice and open-ended questions addressing how often students use youth slang, in what situations they use it, and their reasons for doing so. The data were analyzed by calculating percentages in order to identify patterns and trends.

### **Results**

The results indicate that youth slang is very common among students. Almost all of the respondents (94.1%) reported using youth slang in their daily communication, confirming that it is a well-established part of how they interact.

More than half of the students (52.9%) use youth slang frequently, and 29.4% use it all the time. This suggests that youth slang is used on a regular, rather than occasional, basis.

Most students (88.2%) use youth slang when communicating with friends, and 94.1% reported using it exclusively in informal situations. Very few students use youth slang in formal contexts.

The most common slang words reported include “cringe,” “lol,” “chill,” “red flag,” “hype,” and “trash,” reflecting the strong influence of online culture on students’ language use.

The primary reason students gave for using youth slang was to facilitate communication (58.8%), followed by the fact that it is enjoyable (29.4%). In addition, 94.1% of students confirmed that social media influences the slang they use.

### **Discussion**

The findings demonstrate that youth slang plays a significant role in how students communicate with one another. It is used predominantly in informal settings, especially when talking with friends. This confirms that youth slang has become an integral part of informal communication.

Students also demonstrate awareness of when to avoid youth slang in formal situations, such as when speaking with teachers or in academic contexts. This shows that they are capable of code-switching - shifting between informal and formal language depending on the situation.

Another important finding concerns the extent to which social media influences youth slang. Platforms such as TikTok and Instagram facilitate the rapid spread of slang expressions, which explains why many students use similar terms.

Overall, youth slang enables students to communicate more easily and to express their identities in a way that feels authentic and relatable.

### **Conclusion**

In conclusion, youth slang is a significant component of modern communication. It is used extensively in informal contexts and helps students interact in a more natural and expressive way.

This study shows that students primarily use youth slang with their friends and avoid it in formal situations. Social media plays a central role in the spread of youth slang. Importantly, youth slang does not replace standard language; rather, it is used alongside it as part of everyday communication.

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