



USE OF SLANG IN THE POSTS OF SOCIAL MEDIA

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Research purpose. The purpose of the research to find out how slang is used in the posts of social media.

Keywords: slang, social media, tweets, *Twitter*.

Research Methodology. In order to achieve the aim of the research it was necessary to theoretically define slang as linguistic phenomena and find out its types, ways of formation and possible reasons for its application in the posts of social media. The descriptive linguistic analysis applied in the current research helped to identify the specific cases of slang used in the posts of contemporary social media – *Twitter*.

Results / Findings. 56 analysed posts (tweets) on *Twitter* platform revealed the most common types of slang due to the way of their formation. The research revealed that the most popular type of slang found on this platform is the abbreviation, which was frequently used by different age groups. Abbreviations are created to make words shorter and faster to type, thus making them as a perfect tool for limited space and character number platforms.

Originality / Practical implications. The research is relevant to current and future language practitioners who want to better understand the phenomenon of slang, the reasons for its use and effect on the target audience in order to make the message more attractive and appealing.