

Е.В. Мальченко, Д.С. Гуга, 1 курс

Научный руководитель – **Л.А. Изотова**, преподаватель

Полесский государственный университет

Nowadays slang is a dynamic part of language that reflects identity, worldview, and the experience of certain social groups. It occurs as a means of informal communication allowing people to express their belonging to community and differentiate themselves from other groups and society in general. It should be mentioned that slang is gradually changing under the influence of cultural, social, and technological factors, becoming the crucial part of language's evolution [1].

Sociology and demography tend to divide society into generations, each of which is formed under the influence of certain historical, technological and cultural conditions. At the moment, the Alpha generation is growing up including people born since 2010 who have grown up with the rapid development of digital technology. Unlike previous generations, Alphas are fully integrated into the digital environment from an early age, where social media, online games and multimedia platforms are the main channels of their communication, which strongly affects their speech culture: this generation's slang is characterized by orientation on concise and easily reproducible language structures, borrowings from subculture, and emotional expressiveness.

Modern Gen Alpha's Slang is informed by the popular concept of "Brainrot", — term that is used to describe the state of constant consumption of internet-content, leading to lack of attention, absurd sense of humor and specific style of communication. It could be easily found in the use of senseless but expressive phrases, simplified word-form and similar constructions that become popular not because of logic, but because of virality.

Platforms associated with Gen Alpha and the phenomenon of "Brainrot" are, first of all, TikTok, YouTube Shorts, and Discord. TikTok and YouTube Shorts are shaping a culture of ultra-short-form content where information is presented in a dynamic, entertaining way, provoking clip-based thinking and fast-changing trends. Discord, being a platform for communication divided into communities dedicated to various thematics, is a source of local expressions, understandable only by their members. These microslang forms can spread beyond the servers, influencing broader youth slang and trends on other platforms such as TikTok.

Games, such as Roblox, Minecraft, and Fortnite, also play an important role in shaping slang. These games have a language of their own, including terms related to gameplay as well as player-specific memes and jokes. Gradually, this vocabulary spreads beyond the gaming community through the aforementioned platforms, becoming a part of the common slang.

After analyzing real examples of vocabulary usage in the speech of the modern young generation, it is necessary to note certain patterns that have manifested themselves in the linguistic structures subjected to our analysis.

First of all, *skibidi* is a word that does not have any certain semantic meaning, first appeared in a song by the Russian pop group Little Big and went viral thanks to the catchy melody and original dance moves introduced in the clip. The word *skibidi* was originally used in the context of post-irony and absurdity, as part of meme culture, associated with cheerful dancing and crazy videos.

Although *skibidi* was used only in an ironic way by older generations (particularly Gen Z, also immersed in the Internet environment), it is often used in completely serious contexts by the children of Gen Alpha. For young people, the word has become synonymous with something cool, creative or impressive. For example, "That's skibidi!" can mean something really cool or unusual. In games, on

social media, and in chats *skibidi* may be used as something phraseological or as a kind of shout-out — an extravagant response or comment that has no deep meaning but attracts attention [2].

Next, the term *sigma* has become popular on social media as a reference to an independent male archetype who prefers to live outside of conventional social norms. Unlike traditional image of “alpha-male” who often associates with leadership and dominance in the group, *sigma* represents more introspective and independent figure [2]. This person is usually focused on their personal goals, uninfluenced by external expectations and stereotypes. The concept of *sigma* is unironically discussed in the context of self-development and gender relations, although it is controversial because of its countercultural orientation and possible associations with loneliness and exclusion from society.

In alphas’ slang, this term, like many others, is superficial. The term *sigma* is mostly associated with the concept of “coolness”. This word has become a synonymous for independence, but not in philosophical or profound sense, but rather as fashion label.

Another term that is popular with the Alpha generation is *gyatt*, a word that was derived from African American colloquial English (AAVE) and is an abbreviation of the exclamation “goddamn” [2]. Originally used as an expression of intense surprise or admiration, in the 2020s the term underwent a change and acquired an additional meaning. On streaming platforms, a *gyatt* exclamation is a chat reaction on the appearance of an attractive person (particularly a girl) on the screen.

If *gyatt* is an instant admiration of appearance, *rizz* refers to the ability to gain attention and charm. *rizz* is a slang expression derived from charisma, it is also believed that *rizz* comes from African American Vernacular English (AAVE). The term first appeared on social media of content-creator Kai Cenat who used it as an inside joke.

In slang, *rizz* can be used both as a noun denoting a person's charm or attractiveness and as a verb - to rizz up, which means the process of attracting or seducing someone. For example, the phrases “W rizz” and “L rizz” are used to describe success or failure in trying to attract the attention of a person of interest.

In 2023, the word *rizz* was widely recognized as it was named word of the year by the Oxford English Dictionary [3].

The next term that deserves attention is *Ohio*. The term *Ohio* originated on the TikTok platform as a meme representing the American state of *Ohio* as a place where the usual laws of reality do not apply [2]. In such videos, *Ohio* is portrayed as a space where absurd and ridiculous events occur. The phrase “Only in Ohio” has come to refer to situations that seem strange or inexplicable.

For the Gen Alpha *Ohio* has become a universal term for anything strange, illogical, and absurd. The word is used when they want to describe something broken, glitchy, or simply incomprehensible. Unlike the original meme that mocked the state of *Ohio* itself, the term has now lost its geographical reference and has become synonymous with absurdity in general.

In alphas’ slang, you may hear phrases like “This is so Ohio” when something goes wrong or looks ridiculous. The word can also be used to describe strange people or situations, for example, if someone is acting inadequately, you can say “Bro is from Ohio”.

Thus, the modern slang of the Alpha generation is fundamentally different from the youth speech of previous generations. It is not formed in real life, but is born and spread on the Internet, especially through memes, trends and viral videos. Many expressions have no stable meaning and are often used simply for the sake of sounding funny or because of their popularity online.

This slang is almost devoid of deep meaning - most terms are either abbreviations or random words that have gained popularity due to the context in which they were originally used. In this way, it reflects the concept of “Brainrot”, a term that describes a digital culture where content is consumed quickly, superficially, and without the need for critical reflection. As a result, the speech of the Alpha generation has become largely memetic, situational and fluid. Words can lose relevance as quickly as they appear, and their meaning is sometimes so blurred that it depends solely on the context of use.

Список использованных источников

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