

## SOCIAL DIALECTS OF PEOPLE WHO USE ENGLISH AS THEIR SECOND LANGUAGE IN POLY CULTURAL SOCIETY

*The object of the study is socially marked vocabulary of people who use English as their second language in polycultural society. The article sets a problem of efficient use of English as a second language in particular spheres of public life.*

*The main aim of the article is to highlight the ways in which the English language is used as a second language by people in polycultural society. The concept of polycultural society is clarified in the article. The role of English as a second language in polycultural society is emphasized. The main spheres of its use are identified.*

*The article highlights specific features of social dialects usage in polycultural society reflected in media discourse and in business discourse. The main types of social dialects particular for media discourse and business discourse are defined. It is pointed out that professional jargon and slang terms are often used as socially marked vocabulary in media and business discourse. The meaning of slang and professional jargon are specified on the basis of linguistic sources analysis. The author analyses the factors predetermining their usage by certain social groups in these kinds of discourse.*

*There search is based on the analysis of studies by English-speaking scientists, business and media sources.*

**Key words:** social dialects, polycultural society, media discourse, business discourse, social groups.

A language exists in a form of a system but there also exist variations among its users. Though we think only one language system to be in use, namely the British or American variant of the English language, it is widely known that a language usage depends on the geographical region, a social group using it or even on the topic of discussion.

The most significant variations take place on the level of vocabulary, on phonological level, on the level of grammar (both on the level of morphology and on the level of syntax), and on the level of practical usage of language. These variations may be qualitative (when two different dialects use two different features for the same object or phenomenon) and quantitative (when one dialect uses one feature more often than the other does). It mainly refers to phonological and grammatical features having social or stylistic meaning. Social variations may be regional, social or stylistic by their origin, which requires different methods for their research in each case. Differences between social groups may be presented in age groups, namely in speech of teenagers and young adults.

Social variations in language usage are reflected in social dialects. Social dialects are in focus of sociolinguistics that is 'the study of the social uses of language' [6, p. 3]. The issues of social dialects are highlighted in works by J. K. Chambers, D. DeCamp, J. L. Dillard, B. Evans, J. A. Fishman, J. J. Gumperz, R. A. Hall, J. Holmes, D. H. Hymes, W. Labov, A. Pennycook, J. R. Rickford, P. Trudgill, and other scientists. Social dialects are language differences observed in social groups of people who use them. These may be representatives of the upper middle class comparing to representatives of working class, men comparing to women, young people comparing to older people, representatives of different ethnic groups as well as representatives of a particular network in academic environment or location.

As any person usually belongs to more than one group at a time the language he or she uses reflects simultaneous involvement of social categories and experience developed by these groups. Though in practice one's belonging to more than one group is viewed as a whole by sociolinguists. The geographic factor does not have such great influence except in the case of vocabulary as one's belonging to a social class, his age, gender, and a social network he belongs to.

According to J. Holmes 'the sociolinguist's aim is to move towards a theory which provides a motivated account of the way language is used in a community, and of the choices people make when they use language' [9, p. 16]. The aim of this article is to highlight the ways in which the English language is used as a second language by people in polycultural society. As the current year is declared the year of English in Ukraine it is essential to define the types of discourse that may be influenced by influx of terms, professional words or other socially marked words in our society. Apparently, these are

mainly media discourse and business discourse as the two types of discourse influencing public life in polycultural society. One more type of discourse that influences all spheres of modern society is the Internet discourse. But its influence is so vast in all spheres of the global society that it deserves to be an object of a separate research.

The term «polycultural» has different definitions in scientific literature, its main idea being existence of various cultures connected with historically developed forms of community in a society. It is usually a society consisting of various ethnic groups and national minorities. As the Ukrainian society consists of more than 18 ethnic groups it's definitely a polycultural society influenced by all processes of the global society that follows its major trends, one of which is the English language as a language of communication used in all spheres of public life. Some scientists define the term «polycultural» as «integrative/synergetic quality characterized by a number of personal features, abilities and skills reflected in multifold relations between people of different nationalities with diverging traditions; it is oriented towards a dialogue of cultures and a person's adaptation to different values in situations of cultural variety as well as to process of getting knowledge about cultural variety of the surrounding world and interrelations between cultures, which presupposes forming a constructive approach to different situations» [2, c. 237]. As a matter of fact, English as a second language is widely used by different social groups in Ukrainian society. People involved in business, computer users, viewers of TV programs, newspaper readers, teenagers form the social groups mainly influenced by English.

Media discourse is a leading type of discourse penetrating all kinds of institutional and everyday communication characterized by such features as group correlation (an addressee shares the views of a group he belong to), publicity (catering for a mass addressee), ambiguous setting (creation of ambiguity with further discussion), adaptation for mass media as well as addressing to several groups simultaneously [4, c. 310]. Thus, media discourse is directed towards certain groups of people in society. It is regulated by its own rules and means of transferring information to these groups of people. Catering for certain social groups in the society presupposes choosing certain language means, namely speech units.

Besides, «the choice of a speech unit, grammatical form or structure does not only prove one's taste in language, speech likes and habits of some people. It signifies speech habits of certain classes and social groups belonging to a society of a certain historic period» [3, c. 220]. Authors often choose professional jargon and slang terms referring to certain social groups via mass media. These terms are widely used to heighten the feeling of identity in members of a social group as well as their belonging to that group.

There may be different reasons for authors to use slang terms in media discourse. They are mainly used to refer certain emotional or psychological attitude, though these terms may have absolutely different meanings when they are used by different social groups. They also serve as means of identification of certain classes or social groups. Some slang terms are important because they have no terms with absolutely corresponding meaning in the standard language. For example such words as «geek», «nerd», «soap opera» appear in media discourse in headlines of newspaper articles or columns: «Thewarnerd», «Bestnerdyarticles», «RainnWilsonongrowingupgeeky», «Geeksquad'sguidetoGooglecardboard», «Howsoapoperaschangedtheworld», «Soapopera' loveisn'ttruelove, popesays».

The criteria put forward by some researchers for identifying a word or phrase as slang can be also applied for explanation why they are used in media discourse, namely: 1) its presence will markedly lower, at least for the moment, the dignity of formal or serious speech or writing; 2) its use implies the user's familiarity either with the referent or less responsible class of people who have such familiarity and use the term; 3) it is a tabooed term in ordinary discourse with persons of higher social rank or greater responsibility; 4) it is used in place of the well-known conventional synonym in order (a) to protect the user from the discomfort caused by the conventional item or (b) to protect the user from the discomfort or annoyance of further elaboration» [11, p. 5–17].

Business discourse is the other aspect of communication in polycultural society characterized by its own social vocabulary. This vocabulary develops according to needs and pragmatic goals of its users in the process of business discourse. «Users» in this case are people who use the English language for professional purpose – those who are involved in economic, legal, and business matters in business discourse.

On the basis of the concepts of business discourse by T. A. van Dijk, N. Fairclough and R. Wodak and P. Clinton researchers define it as the «verbalization of business mentality, realized in the form of an open multitude of thematically correlated texts on a wide range of business issues, considered in combination with their extra-linguistic contexts» encompassing some «thematic subspecies», such as «economic discourse», «corporate discourse», «discourse of negotiations», etc. [7, p. 244]. The same researcher offers the functional sub-classification of business discourse types, namely 1) training and academic business discourse (in textbooks, manuals, research of various aspects of business, economics, management and entrepreneurship); 2) ritual-public business discourse (meetings, reports and speeches of corporate executives to the shareholders and staff, presentations, discourses of PR and advertising, etc.); 3) document business discourse (business correspondence, corporate documents, regulations and charters of companies and organizations, articles of incorporation); 4) the discourse of business media; 5) the discourse of professional business communication (in negotiations, communication with clients, colleagues, including production/ manufacturing and technical discourses, as well as business slang and argot) [7, p. 244].

The last point of the above classification deals with socially marked vocabulary that takes the form of professional jargon or specialized slang. Professional jargon presents a layer of specialized lexicon that some scientists define as «vernacular microsystems with professionally limited vocabulary and playfully ironic expression that have the main communicative function and are used by different socio-professional groups in the sphere of professional communication» [1, p. 47]. According to L. Andersson and P. Trudgill for an outsider jargon is «technical, in-group language» [5, c. 17].

The Polish linguist M. Grygiel treats Business English as a professional jargon falling into a number of subcategories such as corporate jargon (used in large corporations, bureaucracies, and similar workplaces and implying the use of long, complicated or obscure words, abbreviations, euphemisms, and acronyms) and marketing speak (used in marketing press releases, advertising copy, and prepared statements read by executives and politicians and characterized by use of buzzwords, neologisms, and terms appropriated from specialized technical fields) [8, p. 7].

Such words and expressions as ‘arbitration’, ‘benchmarking’, ‘break clause’, ‘capital expenditure’, ‘charges’, ‘daily allowance’, ‘ethics’, ‘expenses’, ‘intellectual property’, ‘license’, ‘personnel’, ‘treaty’, ‘value’, ‘upgrade’, ‘warranty’ are referred to the common procurement words and expressions and explained by New Zealand ministry of Business, Innovation and Employment [10]. Other words and expressions such as ‘cluster’, ‘consortium’, ‘corruption’, ‘discrimination’, ‘e-auction’, ‘e-commerce’, ‘infrastructure’, ‘monopoly’, ‘risk’, ‘tender’ included to the same list are widely used by Ukrainian users of English involved in business. As for marketing speak the examples of buzzwords are ‘alignment’, ‘clear goal’, ‘diversity’, ‘exit strategy’, ‘organic growth’, ‘spin-up’, ‘bandwidth’, ‘client-centric’, ‘core competency’, ‘enterprise’, ‘leverage’, ‘knowledge process outsourcing’, ‘social currency’, ‘synergy’. Such buzzwords as ‘globalization’, ‘paradigm’, ‘innovation’, ‘logistics’, ‘strategy’ are also popular with Ukrainian users.

Thus, media discourse and business discourse are the two types of discourse having major influence on all spheres of public life in polycultural society. They follow their rules and have their characteristic features. One of these features is the English language progressive use in these types of discourse, which is reflected in social dialects on the level of vocabulary, namely in professional jargon and slang. Further research on social dialects in polycultural society is intended to specify the sectors of media and business discourse and characterize social dialects used in them.

#### Список використаної літератури

1. Никольская Е. С. Англоязычный профессиональный жаргон ювелирной отрасли / Е. С. Никольская // Вопросы прикладной лингвистики : образовательный журнал. – М., 2013. – Вып. 4 (12). – С. 46–49.
2. Новолодская С. Л. Дефиниция понятий «поликультурный» и «мультикультурный» / С. Л. Новолодская // Вектор науки ТГУ. – 2012. – № 1 (8). – С. 234–237.
3. Суська О. О. Розвиток інформаційно-комунікативних теорій мас-медіа та вивчення впливу інформаційного простору на особистість людини / О. О. Суська // Слово. Символ. Текст. – К., 2006. – С. 211–226.
4. Черниш О. А. Сутнісні характеристики понять «медіадискурс» та «медіатекст» у сучасній медіалінгвістиці / О. А. Черниш // Наукові записки. Серія : Філологічні науки (мовознавство). – Кіровоград, 2013. – Вип. 118. – С. 309–313.
5. Andersson L. Bad Language / L. Andersson, P. Trudgill. – London : Penguin. 1990. – 208 p.
6. Chambers J. K. The Handbook of Language Variation and Change / J. K. Chambers, P. Trudgill, N. Schilling-Estes. – Malden : Blackwell Publishing, 2002. – 807 p.
7. Daniushina Y. Business linguistics and business discourse / Y. Daniushina // Caliodoscopy. – Unisinos, 2010. – Vol. 8, n. 3. – P. 241–247.
8. Grygiel M. Business English from a linguistic perspective / M. Grygiel // English for specific purposes. – World, 2015. – Special Issue № 1, Vol. 16. – P. 1–12.
9. Holmes J. An Introduction to Sociolinguistics / J. Holmes. – London : Longman, 1992. – 482 p.
10. Jargon Buster: Common procurement words & expressions explained. – Wellington, New Zealand, 2013. – 34 p.
11. Lighter J. Is Slang a Word for Linguists? / J. Lighter, B. K. Dumas // American Speech. – 1978. – № 53 – P. 5–17.

**Мищинська І. В., кандидат педагогічних наук, доцент, старший викладач кафедри перекладу Національної академії Державної прикордонної служби України імені Богдана Хмельницького. E-mail: [mischynska@mail.ru](mailto:mischynska@mail.ru)**

**Соціальні діалекти користувачів англійської мови як другої мови в полікультурному суспільстві.**

#### **Анотація**

*У статті схарактеризовано особливості застосування соціальних діалектів у полікультурному суспільстві, які відображені в медіа-дискурсі та в бізнес-дискурсі; розглянуті типи соціальних діалектів, притаманні цим видам дискурсу; проаналізовано чинники, які зумовлюють використання їх певними соціальними групами.*

**Ключові слова:** соціальні діалекти, полікультурне суспільство, медіа-дискурс, бізнес-дискурс, соціальні групи.

**Мищинская И. В. Социальные диалекты пользователей английского языка как второго языка в поликультурном обществе**

#### **Аннотация**

*В статье раскрыты особенности применения социальных диалектов в поликультурном обществе, отобразённые в медиа-дискурсе и в бизнес-дискурсе. Рассмотрены типы социальных диалектов, присущие этим видам дискурса. Проанализированы факторы, которые обуславливают их использование определёнными социальными группами.*

**Ключевые слова:** социальные диалекты, поликультурное общество, медиа-дискурс, бизнес-дискурс, социальные группы.