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## THE EVOLUTION OF MEDIA SLANG IN PUBLIC SPEECH: A STUDY OF LINGUISTIC TRENDS AND CULTURAL SHIFTS

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***Abstract:** This article examines the evolution of media slang in public speech, analyzing how linguistic expressions derived from mass media have permeated everyday language over the years. Focusing on the progression of slang terms from the early 20th century to the present, it outlines the cultural, social, and technological factors contributing to this linguistic transformation. The study employs an interdisciplinary approach, drawing from linguistic theory, media studies, and cultural history, to understand the role of media in shaping public speech and its impact on communication norms.*

***Key words:** mass media, language, culture, history, public, evolution, social media.*

## ЭВОЛЮЦИЯ МЕДИЙНОГО СЛЕНГА В ПУБЛИЧНОЙ РЕЧИ: ИССЛЕДОВАНИЕ ЯЗЫКОВЫХ ТЕНДЕНЦИЙ И КУЛЬТУРНЫХ ИЗМЕНЕНИЙ

***Аннотация:** В этой статье рассматривается эволюция медийного сленга в публичной речи, анализируется, как лексические выражения, происходящие из массовых медиа, проникли в повседневный язык на протяжении многих лет. Основное внимание уделяется прогрессу сленговых выражений с начала 20-го века до настоящего времени, а также культурным, социальным и технологическим факторам, способствующим этой языковой трансформации. Исследование использует междисциплинарный подход, основываясь на лингвистической теории, медиа-исследованиях и культурной истории, чтобы понять роль медиа в формировании публичной речи и его влияние на нормы коммуникации.*

***Ключевые слова:** массовые медиа, язык, культура, история, публичная речь, эволюция, социальные медиа.*

## OMMAVIY AXBOROT VOSITALARIDAGI SLANGNING JAMOAT NUTQIDAGI EVOLYUTSIYASI: TIL TENDENSIYALARI VA MADANIY O'ZGARISHLAR BO'YICHA TADQIQOT

*Annotatsiya:* Ushbu maqolada ommaviy axborot vositalaridagi slengning jamoat nutqidagi evolyutsiyasi ko'rib chiqiladi, yillardan beri ommaviy axborot vositalaridan kelib chiqqan leksik ifodalar kundalik tilga qanday singib borgani tahlil qilinadi. Maqola 20-asr boshidan hozirgi kungacha sleng iboralarining rivojlanishiga va bu lingvistik transformatsiyaga ta'sir ko'rsatgan madaniy, ijtimoiy va texnologik omillarga alohida e'tibor qaratadi. Tadqiqot lingvistika nazariyasi, media tadqiqotlari va madaniy tarixga asoslangan interdisipliner yondashuvni qo'llaydi, ommaviy axborot vositalarining jamoat nutqini shakllantirishdagi roli va uning kommunikatsiya me'yorlariga ta'sirini tushunishga qaratilgan.

*Kalit so'zlar:* ommaviy axborot vositalari, til, madaniyat, tarix, jamoat nutqi, evolyutsiya, ijtimoiy tarmoqlar.

### Introduction

Language is a dynamic and evolving entity, continuously shaped by cultural and technological influences. In the 20th and 21st centuries, the rise of mass media—especially radio, television, the internet, and social media—has significantly influenced how people communicate. One of the most notable changes in modern language is the rise of "media slang," informal and often colloquial language influenced by media content. Over time, terms and phrases from popular culture, movies, advertisements, and online platforms have become integral to everyday speech. This article explores the evolution of media slang in public speech, focusing on its emergence, adoption, and cultural impact.

### Literature Review

The study of slang has been foundational in sociolinguistics, with early studies emphasizing its role in reflecting social identity and group dynamics. Scholars such as Green and Trudgill have examined how slang provides insights into social interaction and subcultural identity. However, with the emergence of mass media, the scope of slang's influence expanded, as the power of radio, television, and later the internet brought certain terms into the mainstream. Media's increasing role in shaping linguistic norms has been discussed in works by linguists like David Crystal and linguists specializing in the digital era, such as Leppänen and colleagues. Media, particularly social platforms, has become an essential channel through which slang spreads rapidly and globally.

While much research has focused on the impact of media on language, much of the existing work is limited by focusing on particular media types or eras. This study aims to fill that gap by providing a comprehensive view of how media slang has evolved and influenced public speech over time.

## Methods

This study takes a qualitative approach, analyzing the evolution of media slang through the collection of linguistic data from a variety of media sources. These sources include films, television shows, radio programs, advertisements, and social media platforms from the 1920s to the present day. The analysis identifies key slang terms that emerged in popular media and were subsequently adopted into everyday conversation. Additionally, scholarly articles, media archives, and linguistic databases were reviewed to contextualize the influence of media on public speech.

Three main variables guided this research:

1. **Emergence of new slang terms:** How slang originated from media and made its way into public discourse?
2. **Diffusion of slang:** The spread and adoption of slang across different demographic groups?
3. **Technological advances:** How the development of digital media platforms has accelerated the spread of slang?

## Results

The study reveals a clear pattern in the evolution of media slang, shaped by technological and cultural shifts. The early 20th century saw the rise of media forms like radio and cinema, which began influencing public speech. For instance, terms like "hot dog" (initially popularized by early Hollywood film stars) and "the real McCoy" (a term used in advertising that spread widely after being featured in mass media) became part of everyday language. During this time, media slang often remained regional, with terms adopted in specific locations or social groups.

The post-World War II era marked a new stage in media slang development with the rise of television. As television became a dominant medium, iconic TV shows and personalities popularized new slang terms. For example, the expression "cool" emerged in jazz culture but was quickly adopted by TV shows and films, becoming a hallmark of 1950s and 1960s counterculture. "Groovy," another example, reflected the cultural zeitgeist of the 1960s, both in media and society. This period demonstrated the power of television to make slang more widely accessible to the general public.

The late 20th century brought about another significant transformation with the advent of the internet. Online forums, chatrooms, and early social media platforms like MySpace and LiveJournal were key in spreading new slang. Terms like "LOL" (laughing out loud) and "BRB" (be right back) began as internet shorthand but soon spread into everyday conversations, even in face-to-face interactions. This marked a shift where slang could no longer be contained to one medium or platform but became part of global communication.

Entering the 21st century, social media platforms such as Twitter, Instagram, and TikTok have played a crucial role in propagating new slang. Terms like "lit" (used to describe something exciting or fun), "savage" (indicating something impressive or bold), and "stan" (to be a devoted fan of something or someone) were born in online spaces but quickly crossed over into everyday language. What makes these terms distinct is how rapidly they become mainstream and, often, globally recognized, as social media's speed and reach enable these terms to travel across geographic and cultural boundaries almost instantaneously.

## Discussion

The evolution of media slang reflects the profound influence of mass media on language. As television and later the internet transformed how people consumed information, they also shaped how language was used in public speech. Media slang became an increasingly effective tool for conveying cultural and social identity, often reflecting the values, attitudes, and trends of the time.

One of the key factors in the rapid spread of media slang is the democratization of media production. In the past, media companies were the primary creators of content, with limited control over how slang spread. Today, social media platforms enable anyone to create and share content, allowing slang to emerge and spread from the ground up. This shift has blurred the line between content creators and consumers, making slang evolution more organic and fluid. Moreover, media slang is not only a linguistic phenomenon but a cultural one. For example, terms like "YOLO" (you only live once) and "FOMO" (fear of missing out) reflect societal attitudes toward risk, social media culture, and the digital age's emphasis on living in the moment. The adoption of these terms into everyday language highlights how media shapes both the way we speak and how we think about the world around us.

As digital media continues to evolve, so too will media slang. The next phase of slang could involve even more niche terms emerging from new platforms like virtual reality or other immersive digital spaces. Additionally, the rise of artificial intelligence

and chatbots may introduce new forms of communication that influence how slang develops in the future.

## Conclusion

The evolution of media slang in public speech is a fascinating reflection of the dynamic relationship between language, culture, and technology. From the early days of radio and cinema to the present digital age of social media, media slang has played a significant role in shaping the way people communicate. As technology continues to advance, new forms of media will undoubtedly introduce new slang terms that will further transform public discourse. The rapid spread and adoption of these terms demonstrate the ongoing evolution of language in response to cultural, social, and technological changes.

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