

## THE DYNAMICS OF WORDS IN THE YOUTH MAGAZINE

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**Abstract:** In this scientific article, the dynamics of words in modern speech, the dynamics of speech use, that is, the dynamic processes of words in the youth magazine, which are the cause of wide discussions in linguistics today, are revealed on the example of English and Uzbek languages. The main focus is on the language of young people. It focuses on the words and phrases used and its impact on society. It also provides information about the researches conducted in this field by various scientists.

**Key words:** *Youth language, dynamics, communicative, linguistic, media language, youth magazine.*

### **Introduction:**

One of the central issues of modern linguistics is linguistic change. At the end of the 20th century, change is happening not only in the language itself, but also in its use. Good and quality use of speech in the process of communication is one of the most important qualities of following the norms. That is, we know that an important part of a good speech during communication is knowing how to use words in their place, linguistic, it is necessary to pay attention to syntactic aspects.

The scientific novelty of this study is in the dynamic comprehensive analysis of the youth magazine language. The formation of youth magazine as a type of periodical publication is considered and its characteristic typological features are shown. The characteristics of the youth magazine as a hypertext and creolized text are studied, the dynamics of using paralinguistic tools are revealed.

### **Analysis of literature on the topic:**

The in-depth study of the language of mass media has been going on for several years. A number of studies in this field are mostly covered in the scientific works of Russian scientists. For example: E.I. Beglova, N.I. Klushina, N.E. Petrova, G.Ya. conducted a number of scientific researches devoted to various problems. But it was the Russian philologist M.E. Yelaterina who dynamically analyzed the language of the youth magazine in a comprehensive manner. That is, this study tried to shed light on the problem of language changes in the media texts of youth magazines, first of all, the blurring of boundaries between the language of live conversation, internet communication and mass media.

### **Analysis and results:**

Today, the language of mass media is one of the main forms of linguistic existence, and the analysis of mass communication texts allows to draw conclusions about the journalist's linguistic competence and trends in the development of literary languages. Today, the use of various slangs and non-literary dialects used in youth

magazines by journalists leads to a decrease in the dynamics of speech. Russian linguist Ekaterina Evgenievna Matyushenkio also mentioned this in her scientific research:

"In youth publications, under the influence of colloquial speech, simple and incomplete sentences are often found. Cases of using parcellation as a natural phenomenon of colloquial speech are also characteristic. It is very difficult to observe the dynamics at the syntactic level, because the use of certain syntactic constructions mainly depends on the communicative intention and perlocutionary effect that the author is striving for. and serves to systematically illuminate the problem of the loss of boundaries between the language of the mass media. In addition, the expansion of colloquial speech in the mass media texts of the youth magazine occurs at all language levels: phonetic (identification of vowel shortening in writing and simplification of the group of consonants) lexical (so operation of units of speech) morphological (methods of word formation) syntactic. And these determine the dynamics of the words in the magazine by themselves.

For example: using the phrase "How do you do" instead of "How are you" in English, using the abbreviation IMO instead of "in my opinion" can be a clear example of our above statement.

As a result of the research, we can say that the Internet and the speech of young people have had a significant impact on the style of publications. The use of words in youth magazine publications is fast and varied. , also uses methods of increasing vowels. Namely:

***We are going to be late instead of being more comfortable***

Use of we gonna to be late

In fact, "gonna" in the second sentence is typical of oral speech. But we can see this form in today's youth publications.

Conclusion: During the writing of this study, we relied on many sources. And based on these sources, we found out that the language changes in the last 10 years in its stylistics (colloquial speech and the expansion of Internet communication), as well as non-codified vocabularies ( jargonisms, occasionalisms) and barbarisms were observed and their dynamics were determined.

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