

# GENDER SPECIFICS OF YOUTH SLANG: HISTORY OF THE STUDY AND CURRENT TRENDS

Sheralieva M.Sh

Teacher at Kokand State University

## Abstract

The article examines the phenomenon of youth slang through the prism of gender linguistics. The key differences in the speech behavior of boys and girls, their communicative preferences, the subject matter of statements and the features of slang lexemes are analyzed. Special attention is paid to the history of the study of gender aspects of language, starting from foreign studies of the second half of the 20th century to modern domestic works. The article substantiates the conclusion that gender differences in youth slang not only reflect social roles, but also form new models of linguistic identity.

**Keywords:** gender linguistics, youth slang, speech strategies, digital communication, gender stereotypes, linguistic identity, jargon, Internet speech.

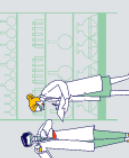
## Introduction

Youth slang is not just a means of informal communication, but also an important indicator of social, age and gender differences in society. The language of youth is rapidly developing, absorbing cultural, technological and ideological changes. In this context, the gender aspect of youth slang is of particular interest: it helps to identify how gender differences affect word choice, communication pragmatics, and ways of self-expression.

The emergence of gender linguistics as a scientific discipline at the end of the 20th century gave an impetus to research on linguistic differences between men and women. These differences are particularly evident in informal speech, including slang. Modern youth jargon makes it possible to trace how boys and girls create and use language in accordance with social norms and expectations, and sometimes contrary to them[1].

The first serious research on gender linguistics appeared in the English-speaking scientific space. The fundamental work was R. Lakoff's "Language and Woman's Place" (1975), which described the features of women's speech: high emotionality, uncertainty, frequent use of questions and polite forms[2]. Later, these theses were developed in the works of D. Tannen, D. Spender, and others.

In Russian linguistics, interest in gender issues has been actively developing since the 1990s. The works of N. D. Arutyunova, O. A. Isaeva, and T. V. Gudkova played a special role. Scientists analyzed how gender influences communicative behavior, speech style, vocabulary choice, speech strategies, and speech roles[3].



Nevertheless, the gender aspect in youth colloquial speech — especially in the field of slang — has long remained out of focus. Only in recent decades has it become the subject of a separate study.

The analysis of the speech practice of young people makes it possible to identify stable differences in the slang preferences of boys and girls. These differences manifest themselves in several aspects:

#### a) Subject matter

- Men's slang vocabulary is more often focused on strength, status, competition, sports and gaming topics.

Examples: *имба, затащил, нагибать, тащер, рандом, апнуть*.

- Female slang is more often associated with emotions, appearance, relationships, and self-expression.

Examples: *краш, тревожка, милота, вайб, эстетик, залипнуть*.

#### b) Emotional coloring

Women's slang speech is usually more emotional, expressive, and aestheticized. Girls often use diminutive forms (*лапуська, пушистик*), as well as emotionally saturated words (*токсик, эмошка*).

#### c) Intensity and frequency

Young men use slang more often in situations of competitive communication, aggressive humor, and group dominance. Girls, on the contrary, integrate slang more actively into friendly communication[4].

#### 3. Communication strategies and speech roles

Men's and women's slang speech are characterized by different communication strategies:

Men's speech more often implements a strategy of dominance, demonstration of confidence, and "alpha status." Slang serves as a means of irony, rude humor, and categoricity.

- Women's speech tends to be a strategy of rapprochement, empathy, and emotional support. Girls use slang to express their mood, fashionable hobbies, and self-irony[5].

It is important to note that slang is becoming a form of expression of personal identity. Through language, young people construct their gender self, demonstrating belonging to a particular culture or distancing themselves from traditional roles.

#### 4. The impact of the Internet and digital media

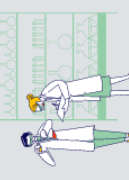
Online communication has reinforced and transformed gender differences in slang. In social networks, girls are more likely to use visual and emotional constructions (emojis, capslocks, hearts, deliberately "cute" vocabulary), while boys tend to be laconic, ironic, and digital argot.

**Women's digital speech:** «Омг, это такой кринж 🤔❤️», «Он мой краш уже сто лет...»

**Men's digital speech:** «Затащил катку», «Лютый чел», «Бустить рейтинг»

However, popular culture (YouTube, TikTok, Twitch) is increasingly blurring the boundaries between "male" and "female" speech. Phenomena such as universal Internet slang are becoming a platform for mutual influence, rethinking gender roles.

#### 5. Hybridization and gender neutrality



Modern youth are increasingly rejecting traditional gender stereotypes. This is reflected in slang: there is a vocabulary that is not tied to gender, with a focus on personal individuality. Example: *чекать, флексить, буллить, олд, новый вайб, муд* — these words are actively used by both boys and girls. Thus, a new speech norm is being formed, focused on equality and creativity[6].

The table below shows the main differences in subject matter, style, and usage examples of youth slang among boys and girls. Examples recorded on social networks (Tik Tok, Instagram, Telegram) are used as illustrations.

The comparison aspect	Male slang	Female slang
Subject matter	Gaming, sports, competition, technology	Emotions, relationships, appearance, fashion
Examples of words	затащил, имба, нагибать, лютый, апнуть	краш, вайб, тревожка, эстетка, милота
Function	Showing dominance, humor, and irony	Expression of feelings, support, aestheticization
Network examples	«Затащил катку, чисто как тащер» «Имба герой, апнул ранг»	«Он мой краш, вайбим вместе весь день 😊» «Эта фотка — чисто эстетка 📸!»
The style of speech	Laconic, aggressively ironic	Emotional, expressive, imaginative

The gender specificity of youth slang is not just a reflection of social roles, but an active mechanism for their formation and transformation. Differences in themes, stylistics, and speech strategies remain among boys and girls, but with the development of digital culture, there is a tendency for them to converge. The history of the study of gender in language shows how linguistics is gradually moving from describing stereotypes to identifying new forms of identity, including gender-neutral and hybrid models.

## References

1. Arutyunova N. D. Logic and language: the structure of utterance. Moscow: Nauka, 1976.
2. Gudkova T. V. Gender and language: research approaches and methods. Russian Russian Language, 2002.
3. Isaeva O. A. Female and male discourse in the linguistic and cultural aspect. Moscow: Moscow State University, 2003.
4. Krysin L. P. Modern Russian language and mass communication. Moscow: Russian language, 2004.
5. Leykoff R. Language and Woman's Place. — New York: Harper & Row, 1975.
6. Sternin I. A. Communicative behavior: a gender aspect. Voronezh: Istoki Publ., 2005.
7. Trutnev Yu. D. General Linguistics, Moscow: Vysshaya shkola Publ., 2003.
8. Шмелёв А. Д. *Русский язык и гендер: стереотипы и реальность*. — М.: Языки славянской культуры, 2006.