The rapid development of human society has a great influence on the most important tool of the communication - language. The modern way of living goes faster and new trends are also reflected in the development of language in a form of various new words and expressions as well as the improvement and facilitation of grammar structure. Comparison of those two linguistic areas shows that vocabulary grows so rapidly that the communicative function of language claims more novel and concise expressions in the language terminology in order to keep pace with modern trends in human life.

Slang seems to be one of the most important language formation having a great influence on the development of language. Slang speech is characterized by various linguistic features reflecting the users` way of living and using the language with emphasis on belonging to a particular group of language users. Student slang ranks the unique position among those groups characterised by specific features distinguished within the student environment. Student speech might be seen as a reaction to formalism and social conventions of literary language. Therefore, it contains a great number of slang expressions restricted to concrete time, place or even subject.

In its notion slang is considered to be one of the language varieties of English language. Many commentators are of the view that it is a kind of vulgar language, which ought not to be accepted as a standard language. Nowadays, youth slang is used by people from all aspects of life. Statistics show that modern slang terms constitute approximately 10 percent of the vocabulary of English.[1] As the globalization and economic develop, there are more and more countries get involved in the progress of “language of new generation”. This article intends to discuss the slang from different points, such as the role of the slang today, its expansion and sociolinguistic aspects.

Of all social groups, the young are the most prone to the use and renovation of slang and unconventional language. They exhibit great social dynamism and are receptive to changes in fashion: in clothes, look, style, and also in speech. They have little political power but they may use slang as a counter-cultural tool, as an arm against established authority and conventions. In our modern and cultivated societies, students constitute one large subgroup within the young which deserves special study, for many a time they develop a special kind of vocabulary.[2]

It is the young who are particularly likely to pick up slang words through songs, films and TV. There is an opinion that English and culture provide a common channel of communication and point of reference for people all over the world.[3] An estimated 2 billion speak some form of English, and most of those have the new wave as their model.

Apart from this there appears a simple question: “Why People Use Slang?” Because most people are individuals who desire uniqueness, it stands to reason that slang has been in existence for as long as language has been in existence. Even so, the question of why slang develops within a language has been hotly debated. Most agree that the question is still unanswered, or perhaps it has many answers. Regardless, there is no doubt that we can better explain slang`s existence by analyzing how and why it exists.

Foreign words are a common resource for the development of slang, as are regional variations of standard words. Moreover slang may incorporate “elements of the jargons of
special-interest groups (professional, sport, regional, criminal, and drug subcultures). The Historical Dictionary of American Slang says that “Slang is lexical innovation within a particular cultural context”. Sometimes these foreign words and regional variations become part of the standard language. [4]

The Columbia Encyclopedia notes that slang is often “well developed in the speaking vocabularies of cultured, sophisticated, linguistically rich languages”. Whereas slang was once considered as the lowest form of communication, many now consider slang to be an intelligent and insightful variation to the blandness of the standard language. Gerald Parshall, in a 1994 article for U.S. News & World Report, describes this as “proletarian poetry”. The Oxford English Dictionary points out that George Eliot's character in Middlemarch, written in 1871, says that “Correct English is the slang of prigs who write history and essays”. For some, it is enough that Shakespeare often used slang.

Others, however, condemn the use of slang, believing that it undermines the standard language and reflects poorly upon its users. Parshall notes that Ambrose Bierce, in his dictionary, called slang “the grunt of the human hog”. Even The Oxford English Dictionary's 1989 edition defines slang as “the special vocabulary used by any set of persons of a low or disreputable character; language of a low and vulgar type”. In fact, both Crystal and The Historical Dictionary of American Slang point out that Samuel Johnson and Jonathan Swift produced the very first dictionaries partly out of great concern for the corruption of the standard English language.

Whatever the reasons, slang is here to stay, and its longevity demands attention and explication. Here the most prevalent causes which can explain the colossal spread of slang words among youth. So today humanity all over the world adds slang words in their speech:

1) In sheer high spirits, by the young in heart as well as by the young in years; just for the fun of the thing; in playfulness or waggingness.
2) As an exercise either in wit and ingenuity or in humour. (The motive behind this is usually self-display or snobbishness, emulation or responsiveness, delight in virtuosity).
3) To be “different”, to be novel.
4) To be picturesque (either positively or - as in the wish to avoid insipidity - negatively).
5) To be unmistakably arresting, even startling.
6) To escape from clichés, or to be brief and concise. (Actuated by impatience with existing terms.)
7) To enrich the language. (This deliberateness is rare save among the well-educated, Cockneys forming the most notable exception; it is literary rather than spontaneous.)
8) To lend an air of solidity, concreteness, to the abstract; of earthiness to the idealistic; of immediacy and appositeness to the remote. (In the cultured the effort is usually premeditated, while in the uncultured it is almost always unconscious when it is not rather subconscious.)
9) To lessen the sting of, or on the other hand to give additional point to, a refusal, a rejection, a recantation;
10) To reduce, perhaps also to disperse, the solemnity, the pomposity, the excessive seriousness of a conversation (or of a piece of writing);
11) To soften the tragedy, to lighten or to “prettify” the inevitability of death or madness, or to mask the ugliness or the pity of profound turpitude (e.g. treachery, ingratitude); and/or thus to enable the speaker or his auditor or both to endure, to “carry on”.
12) To speak or write down to an inferior, or to amuse a superior public; or merely to be on a colloquial level with either one's audience or one’s subject matter.
13) For ease of social intercourse. (Not to be confused or merged with the preceding.)
14) To induce either friendliness or intimacy of a deep or a durable kind. (Same remark.)
15) To show that one belongs to a certain school, trade, or profession, artistic or intellectual set, or social class; in brief, to be “in the swim” or to establish contact.
16) Hence, to show or prove that someone is not “in the swim”.
17) To be secret - not understood by those around one. (Children, students, lovers, members of political secret societies, and criminals in or out of prison, innocent persons in prison, are the chief exponents.[5]

To sum up it become clear that slang today is a part of social and personal life which express feelings and attitude better than literal and academic words. To illustrate, “nice”, as an adjective of all work, was once in slang use only; today no one would question “a nice day”, or “a nice time or “a nice hotel”. Awful seems to be going the same route. “Awful sweet” and “awfully dear” still seem slangy and school-girlish, but “awful children”, “awful weather” and “an awful job” have entirely sound support, and no one save a pedant would hesitate to use them.

Creativeness, innovativeness, freshness and imaginativeness, as well as vulgarity, obscenity, offensiveness and unconventionality, etc. are characteristic features referring to youth slang terminology. Today’s slang is created on the basis of students’ need to be cool at all points of their life, for example acting, clothing, thinking and speaking, as well. Slang is trendy and fashionable and it must be remembered that following the students speech means to be open to new terms existing in language and creating them.

Slang does not belong only to youth but it is closely related to all environments consisting of teachers, parents, school and out-of-school activities and expresses a specific form of students' perception of reality. Slang is usually restricted to a specific time, which means it is topical only for a short time period and replaced by other terms soon; however, it may cover some invariable expressions passing through time. Moreover it is restricted to a concrete place, which means it might be used and understood by particular school institution and people there. It is usually created by the idea of an individual adapted to people nearby, enriched by various semantic associations, synonyms or corrupted words. Therefore, instances are found in which one concept is represented by a great number of slang terms.

**Literature:**