

THE LANGUAGE YOUTUBE BLOGGERS SPEAK

We live in the technologically advanced society with a fast pace of life. We are all aware that we have to keep abreast of the latest developments in all facets of life. Foreign languages are not an exception as they are regarded as ever changing systems. It is a well-known fact that our consciousness is reflected in different aspects of language. Given that the Internet has become indispensable to members of society the language is greatly influenced by everything we read in online magazines or hear from the videos on such platforms like YouTube. According to a recent study on the resources mostly exploited by English learners within the age range of 15 to 30 the overwhelming majority of young adults have expressed their preferences in favor of media blogs. The respondents have claimed that they would rather be exposed to listening than reading. As a rule, media bloggers, who are gaining or have already enjoyed enormous popularity, attract their target audience with their cool English replete of modern idiomatic expressions, slang expressions and collocations which could embellish the speech. Since each blogger makes a great effort to engage as many viewers as possible their videos are becoming more and more appealing to people due to their content. “A large majority of those who have passed through the primary and secondary school system can "read" but not READ” [4, 59]. According to Michael Willie and his research on the mass media and language development, “The "lazy reader" reads fluently, but not with the degree of involvement and concentration for full comprehension” [3, 62].

One of the reasons why young adults revel in watching blogs is they have innumerable opportunities to travel abroad –they can participate either in University exchange programs, or embark on the path of globe –trotting

opportunities carved by themselves. In any cases, a good knowledge of English is pre-requisite. Moreover, they would like to get their messages across during interaction with native speakers and perform their functions without hitches. When watching videos, travelers-to-be can pick up a great variety of language items necessary for their survival. This language is bound to be handy in different situations for example when socializing with their peers, having interviews with superiors, forging a relationship with locals. “The Internet or the new media is the world’s largest interconnected environment. It is the most recent communication tool where a user can transcend borders and have access to encyclopedias, newspapers, bulletin boards, video arcades, hyper malls, broadcast stations, the movies, grapevine, travel agency, and mail order all at one stop, in a global village” [2, 72].

We would like to illustrate our point with the widely popular series of videos entitled “The secret diary of Lizzy Bennet” seen on YouTube. Bernie Su, who is a successful American blogger, writes brilliant scripts for each episode. She has received international acclaim of her 2 million subscribers. This series embraces the life of a group of youths including their social, private, academic life, their relationship with their family. Their language is quite diverse from formal one to slang expressions mostly used only by uneducated people.

The most-known expressions for Russian learners concerning everyday life are not used frequently in the series. For example: instead of “How are you?” and “What are you doing now?” the characters say: “How is it going?” and “What are you up to?”; a second example - “I am tied up” and “I am in the middle of something” have a higher frequency than the quite popular expression “I am busy “ considering that all of the above-mentioned expressions have the same meaning. Another two examples which are worthy of our attention are “Touch base with something” and “Fancy doing something”. They have become part and parcel of small talk. As far as parting is concerned, “Catch you later”,

“Cheers” and “Take care” have become increasingly popular and are used in every series.

“The language is increasingly growing in strengths, pushing other world languages backward in the global space, opening new frontiers” [1, 35], however, in some cases these expressions used in such blogs are an impediment for our understanding. The widely spread ones, which are in frequent use, but are quite unfamiliar to Russian learners are “Take a rain check”, “Perish the thought”, “Make amends to somebody”, “Pick up the slack”, “Cut me some slack”. Moreover, such phrases as “Put a sock in it”, “Buzz off”, “back off”, “Zip it” could bewilder even learners with a good grasp of the language.

The most popular expression of gratitude employed in the series is “I owe you” or “I owe you big time”. We were surprised to find out that these phrases are not only used in the informal setting but also in the formal one. Some of the scenes are set in the business environment where the dialogues between the characters, who are in different professional capacities, replete with idioms (Call the shots, throw your weight, pull your weight, lay down the law, put somebody on the spot, twist somebody arm, pull your socks up, water under the bridge, pull a sickie).

The internet has become a part of modern life; nowadays it is impossible to imagine life without checking mails, watching movies and reading books online. One of the most beneficial aspects of the Internet is the opportunity to get a piece of new information, for example, learning and improving languages. What people can use for learning is such platform like YouTube and watch videos uploaded by native speakers. Hopefully, one day even students at universities in different countries will be allowed to learn new vocabulary using online blogs and YouTube series.

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