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## EMOTIONAL AND EXPRESSIVE FUNCTIONS OF ENGLISH SUBSTANDARD VOCABULARY

**Abstract.** This article deals with the English substandard vocabulary as a linguistically and socially significant phenomenon, focusing on its emotional and expressive functions in contemporary discourse. The aim of the study is to analyse how slang, jargon, argot, colloquialisms and vulgarisms encode, intensify and pragmatically deploy emotional meanings in modern English communication. The research is grounded in an integrative methodological framework that combines discourse analysis, contextual analysis, semantic-pragmatic analysis and descriptive-classificatory methods. Authentic examples are drawn from media discourse, digital communication and spoken interaction to illustrate the emotional potential of reduced lexical units.

The findings demonstrate that emotionality in substandard vocabulary is not peripheral but constitutive: such lexemes function primarily as evaluative and affective markers rather than neutral nominative units. The study reveals that substandard vocabulary encodes a wide range of emotional meanings - positive, negative and ambivalent, through mechanisms such as semantic shift, metaphorical exaggeration, evaluative reversal and taboo transgression. These mechanisms significantly enhance expressivity and pragmatic impact, enabling speakers to convey attitudes such as admiration, frustration, irony, humor and aggression with high emotional density.

The value of the research lies in its contribution to the understanding of the interaction between language, emotion and social context, challenging prescriptive views of non-standard lexis. The results may be applied in Stylistics, Sociolinguistics, Discourse analysis and Language teaching, particularly in analysing media texts and informal communication. The study concludes that substandard vocabulary represents a key resource for emotional expression and identity construction in contemporary English.

**Key words.** Substandard vocabulary, emotionality, expressivity, slang, vulgarisms, evaluative semantics, pragmatics function, discourse analysis, contemporary English.

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## АҒЫЛШЫН ТІЛІНДЕГІ СУБСТАНДАРТТЫ ЛЕКСИКАНЫҢ ЭМОЦИЈАЛЫҚ-ЭКСПРЕССИВТІ ҚЫЗМЕТТЕРІ

**Аңдатпа.** Мақала қазіргі ағылшын тіліндегі субстандартты лексиканы (сленг, жаргон, арго, коллоквиализмдер, вульгаризмдер) лингвистикалық әрі әлеуметтік маңызы бар құбылыс ретінде қарастырып, оның эмоционалды және экспрессивті қызметтерін талдауға арналған. Зерттеудің мақсаты – субстандартты лексикалық бірліктердің қазіргі ағылшын коммуникациясында эмоцияны кодтау, күшейту және прагматикалық тұрғыда қалай жүзеге асатынын анықтау. Зерттеудің әдістемелік негізін дискурстық талдау,

контекстуалды талдау, семантикалық-прагматикалық талдау, сондай-ақ дескриптивті және классификациялау әдістер құрайды. Эмпирикалық материал ретінде медиа-дискурс, цифрлық коммуникация және ауызекі сөйлеу үлгілерінен алынған түпнұсқа мысалдар қолданылады.

Зерттеу нәтижелері субстандартты лексикадағы эмоционалдылық қосалқы емес, құрылымдық сипатқа ие екенін көрсетеді: бірліктер бейтарап атаушы қызметке қарағанда бағалаушы және аффективті маркерлер ретінде қызмет атқарады. Талдау барысында субстандартты лексиканың жағымды, жағымсыз және амбивалентті эмоцияларды семантикалық ығысу, метафоралық әсірелеу, бағалау инверсиясы сияқты тәсілдер арқылы жеткізілетіні анықталды. Аталған механизмдер экспрессивтілікті арттырып, сөйлеушінің таңданысын, наразылығын, ирония, юмор немесе агрессиясын ықшам әрі әсерлі білдіруге мүмкіндік туғызады.

Зерттеудің құндылығы тіл, эмоция және әлеуметтік контекст арасындағы өзара байланысты терең түсіндіруінде және стандартты емес лексикаға қатысты прескриптивті көзқарстарды қайта қарастыруында. Алынған нәтижелерді стилистика, әлеуметтік лингвистика, дискурстық талдау және тілді оқыту тәжірибесінде қолдануға болады. Мақала субстандартты лексиканың қазіргі ағылшын тілінде эмоцияны білдіру және әлеуметтік идентификацияны құрудағы негізгі ресурстардың бірі екенін баса назарға көрсете отырып тұжырымдайды.

**Кілт сөздер.** Субстандартты лексика, эмоционалдылық, экспрессивтілік, сленг, вульгаризмдер, бағалаушы семантика, прагматикалық функция, дискурстық талдау, қазіргі ағылшын тілі.

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## ЭМОЦИОНАЛЬНО-ЭКСПРЕССИВНЫЕ ФУНКЦИИ СТИЛИСТИЧЕСКИ СНИЖЕННОЙ ЛЕКСИКИ АНГЛИЙСКОГО ЯЗЫКА

**Аннотация.** В статье рассматривается стилистически сниженная лексика английского языка, как лингвистически и социально значимое явление с акцентом на ее эмоциональные и экспрессивные функции в современном дискурсе. Цель исследования заключается в анализе того, каким образом сленг, жаргон, арго, коллоквиализмы и вульгаризмы кодируют, усиливают и прагматически реализуют эмоциональные значения в современной английской коммуникации. Методологическую основу исследования составляет интегративный подход, включающий дискурсивный анализ, контекстуальный анализ, семантико-прагматический анализ, а также дескриптивно-классификационные методы. Эмпирический материал представлен аутентичными примерами из медиадискурса, цифровой коммуникации и устной речи.

Результаты исследования показывают, что эмоциональность в стилистически сниженной лексике носит не периферийный, а конститутивный характер: данные лексеммы функционируют преимущественно как оценочно-аффективные маркеры, а не как нейтральные номинативные единицы. Установлено, что субстандартная лексика передает широкий спектр эмоциональных значений: положительных, отрицательных и амбивалентных, посредством таких механизмов, как семантический сдвиг, метафорическая гипербола и нарушение табу. Эти механизмы существенно усиливают

экспрессивность и прагматическое воздействие высказывания, позволяя эффективно выражать восхищение, фрустрацию, иронию, юмор и агрессию.

Научная ценность работы заключается в углублении представлений о взаимодействии языка, эмоции и социального контекста, а также в пересмотре прескриптивных взглядов на нестандартную лексику. Практическая значимость исследования связана с возможностью его применения в стилистике, социолингвистике, дискурс-анализе и преподавании языка. Полученные результаты демонстрируют, что сниженная лексика выполняет не только экспрессивную, но и важную социально-прагматическую функцию, участвуя в конструировании идентичности, выражении солидарности и усилении коммуникативного воздействия. Стилистически сниженная лексика рассматривается как динамичный и продуктивный компонент современного английского языка.

**Ключевые слова.** Стилистически сниженная лексика, эмоциональность, экспрессивность, сленг, вульгаризмы, оценочная семантика, прагматические функции, дискурс-анализ, современный английский язык.

**Introduction.** The rapid evolution of contemporary communication practices has led to profound changes in the lexical and stylistic organization of modern English. Processes such as digitalization, the expansion of social media, dominance of informal online discourse, and the increasing permeability between spoken and written modes of communication have significantly intensified the use of non-standard linguistic forms. Within this context, substandard vocabulary – including slang, jargon, argot, colloquialisms and vulgarisms has emerged as one of the most dynamic and expressive layers of the English lexicon. Once viewed as marginal or peripheral, this lexical stratum now plays a central role in everyday interaction, media discourse, advertising, youth communication and professional communities.

A distinctive feature of substandard vocabulary is its close association with emotionality and expressivity. Unlike neutral or standard lexical items, substandard units are rarely used solely for nominative purposes. Instead, they function as powerful tools for encoding subjective evaluation, affective stance and speaker attitude. Emotional meaning in such lexemes is not an optional stylistic overlay but an intrinsic semantic component, activated through context, pragmatic intention and shared sociocultural knowledge. As a result, substandard vocabulary offers a particularly revealing perspectives on how language mediates emotions, social relations and identity construction.

The study of emotionality in language has long occupied an important place in linguistics, stylistics and pragmatics. Scholars have emphasized that emotions are not merely psychological states reflected in language, but communicative resources strategically employed to achieve specific goals, such as persuasion, solidarity, humor, confrontation or self-presentation. In this respect, substandard vocabulary represents a privileged domain for linguistic analysis, as it foregrounds emotional evaluation, intensification and expressive impact more overtly than standard lexis. Through mechanisms such as semantic shift, metaphorical exaggeration and taboo transgression non-standard lexical units condense complex emotional meanings into compact and highly salient forms.

Despite a growing body of research on slang and non-standard language, the systematic analysis of emotional semantics and expressive mechanisms in substandard vocabulary remains an actual and theoretically significant task. Contemporary discourse environments particularly social media, advertising and mass media demonstrate that emotionally charged substandard expressions increasingly shape public communication, influence audience perception and redefine norms of linguistic appropriateness. This tendency underscores the need to reconsider

traditional prescriptive attitudes toward non-standard lexis and to explore its functional potential within modern English discourse.

The present study is therefore aimed at examining substandard vocabulary as a linguistically and socially meaning phenomenon with particular emphasis on its emotional and expressive dimensions. By integrating insights from Stylistics, Sociolinguistics, Pragmatics and Cognitive Linguistics the research seeks to demonstrate that emotionality in substandard lexis is not incidental but structural, constitutive and pragmatically motivated. Such an approach allows for a deeper understanding of how language users exploit reduced lexical forms to construct meaning, negotiate identity and manage interpersonal relations in contemporary English.

In addressing these issues, the article contributes to ongoing discussions on the interaction between language, emotion and society, highlighting substandard vocabulary as a key where linguistic creativity, emotional experience and social practice intersect.

**Materials and methods of research.** The present study is grounded in a qualitative linguistic framework aimed at revealing the emotional, expressive and pragmatic properties of substandard vocabulary in contemporary English. Given the socially and contextually marked nature of reduced lexical units, the research adopts an integrative methodological approach that combines tools from stylistics, sociolinguistics, pragmatics and discourse analysis.

The methodological framework is informed by classical and modern works in Stylistics and Sociolinguistics, including Galperin's theory of stylistically marked vocabulary, Bally's concept of affective meaning, Shakhovskiy's linguistic theory of emotions, as well as contemporary studies of slang and taboo language by Mattiello, Allan and Burridge, Eble.

The empirical material of the study consists of authentic examples of substandard lexical units (slang, jargon, argot, vulgarisms) extracted from a range of contemporary English language sources. These sources were selected to ensure genre diversity and to reflect the most productive environments of substandard vocabulary usage in modern English.

Following research methods were employed to achieve research objectives.

Discourse analysis used to examine how substandard lexical units function within broader communicative contexts and to identify their pragmatic roles. This method makes it possible to analyse not isolated words, but their interaction with discourse strategies and speaker intentions.

Contextual analysis applied to interpret emotional and expressive meanings of substandard lexemes in specific linguistic and situational contexts. Since emotional semantics is highly context-dependent, this method allows for the identification of evaluative shifts, irony and pragmatic re-interpretation.

Semantic-pragmatic analysis aimed at uncovering the affective, evaluative and expressive components of meaning inherent in substandard vocabulary. Particular attention is paid to semantic shift, metaphorical extension, intensification and taboo transgression as mechanisms of emotional meaning construction.

Descriptive and classificatory methods used to systematize types of substandard vocabulary in accordance with established typologies and to describe their functional characteristics.

Elements of comparative analysis, where relevant, to contrast substandard lexical units with their neutral or standard equivalents in order to demonstrate differences in emotional charge, stylistic value and pragmatic impact.

By combining these methods, the study ensures a comprehensive and systematic analysis of substandard vocabulary as an emotionally and expressively charged component of modern English, allowing for reliable interpretation of its semantic, pragmatic and social functions.

**Results and Discussion.** Substandard vocabulary is a broad linguistic category that encompasses lexical units deviating from the norms of Standard English in terms of formality,

stylistic register and social acceptability. This term is widely used in Stylistics, Sociolinguistics and Lexicography to refer to lexical items, which function outside the codified literary standards and often carry strong expressive, emotive or evaluative connotations. As I. Galperin notes, substandard vocabulary "serves to denote non-standard forms of communication used in certain social groups, situations or registers" [1, p.85].

The term substandard vocabulary has been classified and interpreted differently across linguistic traditions, yet most scholars converge on the idea that it comprises lexemes marked by lowered stylistic status, social specificity and expressive colouring. A widely cited typology is offered by Mattiello, who conceptualises substandard lexicon as a "non-standard, informal and often socially restricted set of lexical items" [2, p.13].

Mattiello distinguishes several layers within substandard vocabulary: *slang*, associated with playful creativity and group identity; *jargon*, linked to technical or professional in-group communication; *colloquialisms*, representing everyday informal speech; *vulgarisms*, which are socially stigmatized due to taboo or offensive content [2, pp.14-20].

To this classification we may add argot (also spelled argo), a term traditionally used in Lexicography and Sociolinguistics to denote "a secret or semi-secret vocabulary employed by socially or professionally closed groups to ensure in-group exclusivity and obscure meaning from outsiders". As Allan and Burridge define it, argot consists of "specialised, often covert lexical items developed within marginal or stigmatised communities to prevent outsiders from their communication" [3, pp.71-73].

Eble likewise emphasises that argot is "a vocabulary of restricted access", typically associated with groups such as criminals, underground subcultures and tightly knit occupational communities [4, pp.20-21]. This layer of substandard lexicon is thus marked not only by informality but by intentional opacity, functioning as a linguistic tool of secrecy, identity protection and resistance against mainstream linguistic norms.

Taken together these classifications underscore that substandard vocabulary is not a homogeneous phenomenon but a multi-layered system of socially and stylistically marked lexical forms. Each subtype - slang, jargon, argot, colloquialisms, vulgarisms fulfils distinct communicative and sociocultural roles, reflecting both linguistic creativity of speakers and the stratified nature of modern English-speaking communities. Thus, substandard vocabulary represents a productive area for examining how language encodes social meaning, emotional expressivity and identity negotiation.

Emotionality constitutes a fundamental dimension of language, reflecting the speaker's affective states, attitudes and subjective evaluation of reality. In linguistics, emotionality is commonly understood as the capacity of language units to convey emotions, feelings and emotional relations, either explicitly or implicitly. As Shakhovsky argues, emotionality is not merely an optional stylistic layer but an integral component of meaning, forming a "semantic-emotive continuum" within language structure [5, pp.21-24].

Unlike purely denotative meaning, emotional meaning is evaluative and subjective. It reflects the speaker's emotional stance toward an object, action or interlocutor and is often context-dependent. Bally was among the first to emphasize that emotionality permeates everyday speech and finds its most vivid expression in non-neutral lexical layers, where affective meaning dominates over referential precision [6, pp.38-42].

In modern linguistics, emotionality is closely linked to pragmatics and discourse analysis, as emotions are not only encoded linguistically but also strategically deployed to achieve communicative goals such as persuasion, solidarity, aggression or humor.

e.g.: *This phone is freaking awesome* (from media discourse).

The slang intensifier *freaking* functions as an emotionally charged modifier that amplifies positive evaluation. Unlike neutral intensifiers (*very*, *extremely*), it conveys *subjective*

*excitement* and *authentic enthusiasm*, aligning the speaker with informal, youth-oriented discourse.

*I'm dead - this exam absolutely murdered me* (social media/ meme discourse).

The metaphorical slang usage (*I'm dead, murdered me*) expresses emotional exhaustion and stress, but in humorous, hyperbolic mode. The emotionality is mitigated by irony, transforming negative affect into shared amusement. This aligns with Attardo's view that humor operates through "controlled emotional incongruity" [7, p.83]. Thus, substandard vocabulary enables speakers to reframe emotional experiences in socially acceptable and entertaining ways.

In the case of substandard vocabulary, emotional semantics is not peripheral but constitutive. Slang, jargon, vulgarisms, colloquialisms and argot units are inherently loaded with affective meaning and rarely function as emotionally neutral designators. As Galperin notes, stylistically reduced lexical units "are primarily evaluative and expressive rather than nominative" [1, p.88].

Substandard lexemes often encode:

- positive emotions
- negative emotions
- ambivalent or ironic emotions.

Substandard vocabulary is particularly rich in emotional semantics, as many of its units are explicitly designed to express evaluation, affect and speaker's attitude. Unlike neutral lexical items, substandard lexemes often function as emotionally loaded signals, whose interpretation depends on context, intonation and shared cultural knowledge.

**Positive emotional semantics** signifies *approval, admiration, excitement, enthusiasm*. Lexemes such as *awesome, sick, dope, lit, fire* illustrate how substandard vocabulary resemanticizes originally neutral or even words with negative shape to convey strong positive affect.

*awesome*. Originally meaning "awe-inspiring" (often with religious connotations), *awesome* in colloquial English expresses strong approval or admiration. *Example: That concert was awesome!* The word encodes enthusiasm and emotional intensity rather than objective evaluation. Its substandard status lies in its informal register and hyperbolic semantics.

*sick*. Traditionally associated with illness (negative), *sick* undergoes semantic inversion in youth slang. *Example: That trick was sick!* The positive emotional meaning ("impressive". "exciting") emerges through pragmatic recontextualization. The emotional effect relies on shared in-group norms; outside the group, the meaning may be misinterpreted.

*dope*. Originally referring to drugs, *dope* has become a marker of approval. *Example: She's got a dope style.* the lexeme conveys admiration while simultaneously indexing youth culture and informality, reinforcing social identity alongside emotional expression.

These examples demonstrate that positive emotionality in substandard lexis is often achieved through semantic shift, metaphor and exaggeration, amplifying emotional impact.

**Negative emotional semantics expresses anger, contempt, frustration, moral judgment.**

Substandard vocabulary is equally productive in expressing negative emotions, often in a more direct and affectively charged way than standard lexis.

*jerk*. *Example: He's such a jerk for doing that.* The lexeme encodes contempt and moral disapproval without requiring explicit explanation. It functions as a concise emotional judgment rather than a descriptive label.

*bastard*. *Example: That bastard lied to everyone.* This vulgarism intensifies anger and hostility. Its emotional force stems from taboo associations and social offensiveness, making it pragmatically powerful but socially risky.

*crap*. Example: *This software is total crap*. Used as a mitigated vulgarism, *crap* expresses frustration and dissatisfaction while remaining less offensive than stronger taboo terms. It occupies an intermediate position between colloquialism and vulgarism.

Negative substandard lexemes thus function as emotionally compressed evaluations allowing speakers to externalize affect rapidly and emphatically.

Ambivalent and context-dependent emotional semantics denotes irony, sarcasm, mixed evaluation. Words such as *crazy*, *insane*, *mad*, *wild* illustrate the context-sensitive emotionality of substandard vocabulary.

*crazy*. In contemporary English slang *crazy* functions as a highly context-sensitive evaluative lexeme. In a positive expressive use, *That startup idea is crazy ambitious!* conveys admiration and emotional intensity, where *crazy* operates as an intensifier of creativity and boldness. In contrast, *It's crazy to trust him after what he did.* encodes negative evaluation, signaling irrationality and poor judgment. Thus, *crazy* as a slang unit demonstrates semantic ambivalence, with emotional polarity determined pragmatically by context, collocation and speaker intention rather than by lexical meaning alone.

*insane*. In tech-industry jargon, *insane* is frequently used as an informal evaluative intensifier to describe extreme complexity or performance: *The latency on this system is insane*. In this context, the lexeme conveys a mixed emotional response: simultaneous admiration for technical power and frustration with its consequences. The word *insane* encodes ambivalent emotionality, oscillating between positive appraisal (impressive scale) and negative evaluation (excess, lack of control) depending on discourse goal and speaker stance.

*mad*. In contemporary colloquial English, slang *mad* frequently functions as an intensifier expressing strong positive evaluation: *She's mad talented for someone so young!* where the lexeme conveys admiration and emotional emphasis rather than mental instability. In contrast, in a critical or ironic context: *He's mad if he thinks that plan will succeed - mad!* activates its negative evaluative component, signaling irrationality or poor judgment. The emotional polarity of *mad* is thus pragmatically determined by discourse context and speaker intention, illustrating how slang units flexibly encode mixed or shifting emotional evaluations. Such lexemes demonstrate that emotional meaning in substandard vocabulary is not fixed, but dynamically constructed through discourse shared cultural norms and pragmatic intention.

Emotionality in substandard vocabulary is closely intertwined with expressivity, understood as the ability of linguistic units to intensify meaning and increase emotional impact. Expressive substandard forms often rely on: metaphorical exaggeration; semantic shift, taboo transgression.

**Metaphorical exaggeration** involves the use of figurative language to amplify emotional states beyond their literal meaning. Substandard expressions often rely on hyperbolic metaphors, which create vivid emotional imagery and immediate affective resonance. Example: *I'm dead tired*. Here, the adjective *dead* does not denote literal death but functions as an intensifying metaphor, expressing extreme physical or mental exhaustion. The emotional semantics of the expression lies in its dramatic overstatement, which transforms a neutral state (tired) into an emotionally charged experience. Such metaphors are typical of colloquial and substandard speech, where emotional immediacy outweighs logical precision.

Example: *That exam killed me!* The verb *kill* undergoes metaphorical resemanticization, expressing psychological pressure or emotional stress. This construction foregrounds the speaker's emotional suffering and creates empathy or solidarity with the listener.

**Semantic shift and evaluation reversal.** A characteristic feature of substandard vocabulary is semantic shift, whereby words acquire meanings that diverge sharply from their original denotation often resulting in evaluative reversal. Example: *Killer performance!* The lexeme *killer*, traditionally associated with violence and death, undergoes a positive semantic

shift, functioning as an intensifier of excellence. The emotional effect arises from the contrast between the negative literal meaning and strongly positive evaluative function. This reversal enhances expressivity and reflects the dynamic, playful creativity of slang.

*Example: The party was insane!* In this context *insane, no longer* denotes mental pathology but expresses emotional intensity, excitement or admiration. the term encodes ambivalent emotionality which is resolved pragmatically through context. Such shifts demonstrate how substandard lexis compress emotional evaluations into compact, expressive forms.

**Taboo transgression as expressive strategy.** One of the most powerful mechanisms in substandard vocabulary is taboo transgression. Swear words and vulgarisms derive their emotional force from violating social and cultural norms, thereby producing heightened affective impact. *Example: Bloody hell! That was damn good!* The adjective *bloody* and *damn* function as emotional intensifiers rather than literal references to violence or religion. Their expressive strength lies in their historical taboo status which lends the utterance emotional urgency and speaker involvement. Allan and Burridge argue that taboo words "derive their pragmatic power from emotional shock value rather than semantic content".

*Example: This is a crap idea.* The vulgar noun *crap* expresses frustration or contempt more forcefully than its neutral equivalent (*bad* or *poor*). the emotional semantics here is confrontational, signaling the speaker's strong negative evaluation and lowering the level of formality.

Across the mechanisms, expressivity in substandard vocabulary performs several key functions:

- intensification of emotional states;
- condensation of evaluation and attitude into compact forms;
- strengthening of pragmatic impact (solidarity, criticism, humor);
- reduction of social distance between interlocutors.

Thus, expressive substandard forms operate at the intersection of semantics, pragmatics and emotion, confirming that emotionality in reduced lexis is not incidental but structural and functional.

Importantly expressivity does not always imply negative evaluation. Many slang expressions function as emotional amplifiers, strengthening positive assessment *e.g.: That movie was fire!*, while vulgarisms can be pragmatically reinterpreted as markers of intimacy or camaraderie in informal discourse.

**Conclusion.** The conducted research demonstrates that substandard vocabulary constitutes one of the most dynamic and expressive layers of contemporary English, playing a crucial role in the verbalization of emotional experience and speaker attitude. Far from being a marginal or purely deviant phenomenon, substandard lexis emerges as a productive linguistic resource that reflects broader processes of informalization, digitalization and identity negotiation in modern communication.

The analysis confirms that emotionality in substandard vocabulary is not peripheral but constitutive. Slang, jargon, colloquialisms, argot units and vulgarisms are inherently evaluative and affect-laden, functioning primarily as carriers of emotional meaning rather than neutral nominative designators. their semantics is characterized by intensified subjectivity, contextual flexibility and pragmatic orientation toward interpersonal impact.

The study reveals that substandard lexemes encode a wide spectrum of emotional meanings - positive, negative and ambivalent, through mechanisms such as semantic shift, metaphorical exaggeration, evaluative reversal and taboo transgression. These mechanisms significantly enhance expressivity, allowing speakers to compress complex attitudes into

concise and stylistically marked forms. As a result, substandard vocabulary proves especially effective in conveying enthusiasm, admiration, anger, irony, frustration and humor.

From a pragmatic perspective, substandard lexis fulfills essential communicative functions, including the construction of social identity, reinforcement of group solidarity, reduction of social distance and strategic emotional manipulation. In media, advertising and digital discourse, emotionally charged substandard units increase persuasive force and authenticity, while spoken interaction they facilitate immediacy and emotional alignment between interlocutors.

The findings support the views of I.R.Galperin, E.Matiello, K.Allan and K.Burridge and C.C.Eble confirming that substandard vocabulary is inseparable from social context and emotional intent. Its expressive potentials lies precisely in its stylistic markedness and semantic volatility, which enable speakers to creatively adapt language to changing communicative needs.

In conclusion, the emotional and expressive power of substandard vocabulary underscores its significance as an object of linguistic research. Further studies may expand this analysis through large-scale corpus investigation, cross-cultural comparison or diachronic perspective, thereby deepening our understanding of how language encodes emotion and social meaning in contemporary discourse.

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