



" [3, . 14].

Окрім ядерної частини цінностей, існує ще один зовнішній шар, який в цій концепції іменується денотативним. До нього належать зовнішні цінності моди.

" , " - " [5, . 24].

*AB treat* "

70/30"

21-

"AA treat".

*AB treat,*

(70%), (30 %). *The dinner party last night was on an AB treat, so the ladies didn't spend much on that [8].*  
*tree hole post "*

*: I am living in hell with this secret in my mind, maybe I should try to put it into a tree hole post and give myself a break [8].*  
*meal pal*

*: That Thailand restaurant is great, it's my meal pals' favorite [8].*

*: doomed single "*  
*": I didn't expect to turn up at the party. We all thought she was a doomed single.*

[5, c.25].

" [6, .8].

[5, . 187]

*King Kong*

" [7] *vitamin N* " [7],

" [4, c. 87], : I may not know baseball scores, but as an avid **indoorsman**, I've been highly regarded for my skill at video games and computer programming. – **Indoorsman** " [8].  
: I am trying to convince an **indoorswoman** to attend a local high school football game with me [8].

?  
" [1, c. 35].  
, **beast**  
"An affectionate or pejorative nickname for a cheap beer called Milwaukee's Best" [7]; **F.O.B.** – Fresh Off the Boat – "Insulting name for students from overseas" [7].

;  
: –  
, **food coma** – "The fatigue and sleepiness that sets in after a large meal"; **frisbee** – "Any uneaten pizza left on the floor of a dorm room" [7].

, **Frodo Dojo** – "a house, apartment or dorm which is entirely populated by Tools, Zeroes, etc"; **commando** – "Not wearing any underwear". – I haven't done laundry in so long, today I had to go **commando**. **smoke nazi** – "That loser who needs to tell everyone that smoking is bad for you. Usually found at the bar" [7].

(  
), –  
," [5, c. 151, 2, c. 145-146].

(  
– CollegeStories.com [7]): **exit strategy** – "the plan to get out of relationship; usually developed after the second date. (Some people believe that this is only a guy thing.); **Drunkenese** – "the language commonly used by incoherent drunks unable to continue speaking English"; **dead soldier** – "empty beer can/bottle"; **crack the spine** – "opening a book for the first time, often doesn't take place until the night before the finals. Commonly used during bragging sessions when someone is selling back a book claiming never to have opened it"; **beeracle** – "a miracle that is caused by almighty beer. For example someone making ten straight cups in Beirut game".

: *budget* – "an adjective used to describe things that are overrated or trashy"; *radioactive* – "the towel that sits in the corner and is used to clean up spilled drinks (It can never be washed and must smell)"; *sniper* – "a person who looks good from far away, but up-close is a nasty shock" [7].

## LANGUAGE FASHION PARAMETERS OF AMERICAN STUDENTS

**Dorda V. O.**

*The paper presents an analysis of the language fashion parameters of American students. The paper substantiates the relevance of Hoffmann fashion model in the study of American college slang.*

**Key words:** *fashion, language fashion, fashion standards, slang.*

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