

Зохраб-Меджид Месма Якуб кызы

кандидат филологических наук

г. Баку, Азербайджан

Азербайджанский

Университет Языков

e-mail: z.mesma@yahoo.com

Mesma Yakub Zohrab-Majid

PhD in Philology

Baku, Azerbaijan

Azerbaijan

University of Languages

e-mail: z.mesma@yahoo.com

ВУЛЬГАРНАЯ ЛЕКСИКА КАК ЛИНГВИСТИЧЕСКИЙ И КУЛЬТУРНЫЙ ФЕНОМЕН

Основное внимание данного исследования сосредоточено на роли вульгарной лексики в языке и обществе. Язык является фундаментальным инструментом для выживания и развития общества, обеспечивая взаимопонимание и коммуникацию между людьми. Лексические единицы обогащают язык и придают ему выразительную силу в различных контекстах. В то же время вульгарная лексика представляет собой совокупность нормативно отклоняющихся и непристойных выражений в лексическом слое языка. Несмотря на присутствие в разговорной речи, она не соответствует нормам литературного языка и преимущественно используется в неформальном общении.

В ходе исследования **выявлено**, что вульгарная лексика выполняет важные социальные и культурологические функции, отражая табуированные темы, классовые различия и особенности идентичности.

Определено, что вульгаризмы используются в различных коммуникативных контекстах – в литературе, повседневной речи и цифровой коммуникации.

Установлено, что вульгарная лексика играет двойственную роль – усиливает эмоциональную выразительность, но одновременно нарушает эстетические и нормативные языковые стандарты.

Описано, что вульгарная лексика способствует формированию социальной идентичности и отражает изменения в общественных нормах, особенно в современных цифровых средах, таких как социальные сети.

Кроме того, исследование показывает, что вульгарная лексика отражает не только индивидуальные эмоции, но и более широкие социальные трансформации. Она играет важную роль в развитии неформальных регистров языка и способствует демократизации языкового выражения.

Ключевые слова: вульгарные слова; стилистические функции; контекст; бранная лексика; номинативная функция.

VULGAR LEXICON AS A LINGUISTIC AND CULTURAL PHENOMENON

The main focus of this research is the role of vulgar lexicon in language and society. Language is a fundamental tool for the survival and development of society, enabling mutual understanding and communication among people. Lexical units enrich the language and provide expressive power in different contexts. Vulgar lexicon, however, includes non-normative and obscene expressions within the lexical layer of language. Although present in spoken language, it does not conform to literary language norms and is mainly used in informal speech.

This study has **revealed** that vulgar lexicon functions not only as a means of expressing emotions and attitudes but also as a significant cultural phenomenon reflecting societal taboos, class distinctions, and identity. The cultural and social functions of vulgarisms have been **defined** in various

communicative contexts, including literature, everyday speech, and digital communication. It has been **established** that vulgar lexicon holds a dual role: enriching emotional expressiveness while simultaneously challenging aesthetic and normative language standards. The research also **describes** how vulgarisms contribute to social identity formation and reflect shifting societal norms, especially in contemporary digital environments such as social networks. Furthermore, the study demonstrates that vulgar lexicon acts as a mirror reflecting not only individual emotional states, but also broader societal transformations. It plays an instrumental role in the evolution of informal language registers and contributes to the democratization of linguistic expression.

Key words: vulgar words; stylistic intentions; context; invective lexicon; nominative function.

Relevance of the Topic: Vulgar lexicon is widely employed to convey specific meanings in various contexts, to express emotions and attitudes, and to facilitate the organization of social relationships. The relevance of non-normative lexical units underscores their functional role in human communication and social interaction. Moreover, vulgar lexicon highlights the importance of recognizing linguistic diversity within language use, while maintaining respect for social norms and values.

The objective of the research: The primary objective of this research is to precisely identify the functional role of vulgar lexicon in human communication and social interactions. Additionally, the effects of vulgarisms on the speech process will be analyzed within the context of contemporary social and cultural realities.

Methods used in the research: The research was conducted based on a qualitative approach. Various electronic information sources and literature were reviewed, and methods such as surveys and textual analysis were employed. To identify examples and topics related to the use and functions of non-standard lexical units in different contexts and discourses, the collected data were analyzed thematically.

Language holds immense significance for the survival and development of society. Through language, individuals comprehend one another and enter the sphere of mutual understanding. Without such mutual understanding, the evolution and advancement of humanity would not be possible. Language is considered a fundamental aspect of communication and continuously evolves to adapt to different contexts. Moreover, as a social phenomenon, language is subject to ongoing investigation, which uncovers new insights.

One of the most intriguing domains attracting scholarly attention within language is its lexical units. Lexical units of language can be categorized into two main groups:

1. Common (standard) lexical units
2. Invectives or non-standard lexical units.

Within the lexical layer of language, the most extensive segment is occupied by common vocabulary. Based on their usage range, it is easily established that common vocabulary constitutes the largest stylistic stratum. These words primarily stem from the core lexicon and are universally understood and utilized by all speakers. Such lexical units typically exhibit relatively low expressiveness and are employed primarily in a nominative sense.

However, this by no means implies that common vocabulary does not participate in poetry and prose. To claim so would be erroneous. In reality, all conceptual

frameworks are formed on the basis of such words. Poetic devices and other stylistic layer units actualize the poetic, literary-scientific, vulgar, and other stylistic intentions of the utterance.

The next category of lexical units in language encompasses vulgar lexicon. Vulgar lexicon refers to a group of lexical units that express rudeness and impoliteness. *Vulgarisms are more than just socially unacceptable words; they represent a cultural phenomenon that reflects the values, emotions, and social dynamics of a community. These expressions often convey strong feelings, such as anger or frustration, that formal language cannot fully capture. Over time, some vulgarisms become normalized in everyday speech, showing how language evolves alongside culture. They also serve as a way for individuals to express identity, solidarity, or rebellion within certain social groups. In media like movies, music, and social networks, vulgar language can create authenticity or emphasize emotional intensity. Studying vulgarisms helps us understand cultural taboos and the boundaries of polite speech. They reveal how language functions not only as a communication but also as a social and cultural tool.*

Therefore, vulgarisms hold significant value in linguistic and cultural studies. For instance “*He was so mad, he yelled, ‘Get out of my face, you idiot’*”, another example “*After the game, she muttered, ‘That was a damn good shot!’*”

Vulgar lexicon is also classified as invective lexicon. The term "vulgarism" originates from the Latin word *vulgaris*, meaning "common," "coarse," or "base" [1, 34]. Historically, this term was associated with the language and behavior of lower social strata and uneducated masses; however, over time and within a certain temporal frame, the term began to apply to all social layers of society regardless of their social status or educational background.

As is well known, the colloquial style is characterized by informality. This style does not rely on scientific evidence or factual proof. Discussions on any topic within this style tend to be conditional in content, with presented ideas often subjective rather than objective, and typically favor concise and brief responses.

Simultaneously, communication also occurs in formal and serious environments – for example, in meetings, scientific discussions, webinars, and the like. In such contexts, the participants in communication are not friends or family members such as father and son, but rather, academics and students, or rectors and ordinary employees. Thus, it is natural that the aforementioned principles are often violated in interactions involving intellectuals. In such scientific settings, ideas expressed are usually more logical, persuasive, clear, objective, and grounded in real facts than in informal communication.

Since the inception of language, the use of vulgar lexicon has been an integral part of human communication. In certain cultures, the use of specific groups of words was considered prohibited because they were associated with bodily functions, religious or cultural taboos. These words were regarded as indecent and therefore excluded from formal speech, being classified as taboo language. However, it is incorrect to equate taboos directly with vulgar words. The distinction lies in the fact that taboos pertain to forbidden topics such as bodily functions, religion, and culture, and encompass word groups deemed inappropriate or offensive in these contexts. Such

words and expressions are not used in formal discourse. In contrast, vulgar words are those considered rude and offensive in any context. Vulgarisms can be divided into two categories:



Although vulgar words are used in everyday speech, they do not exist within the lexicon of the standard literary language and remain outside the domain of formal spoken language. Typically, vulgar words are characteristic of artistic or colloquial style and do not conform to the norms of the literary language. The vulgar lexicon encompasses indecent words, which sometimes include curses and invectives. Vulgarisms, constituting the lowest stylistic layer of language, degrade speech by rendering it meaningless and cluttered.

In literary language, some vulgar words, when semantically acceptable, are employed not as part of the author's own language but as tools to reveal the internal world of a literary image. Additionally, vulgarisms help to emphasize the negative traits of a character and to define their cultural or moral qualities. For example, in the sentence, “Take this letter, you rotten devil,” Sam shouted.

It should be noted that vulgar words have a stronger impact than poetic words (poetisms). This is because offensive or indecent language tends to affect a person more powerfully than praise. Vulgarisms survive through oral transmission and are typically absent from dictionaries. Thus, vulgar lexicon varies according to its functions and stylistic nuances.

The non-compliance of vulgar lexicon with the norms of the literary language can be explained by its free usage in everyday speech. The natural use of vulgarisms in language arises from the development of the literary language under specific social conditions. It should be noted that it is impossible for all individuals in society to communicate exclusively in cultured speech; that is, manifestations of uncultured or non-normative speech are inevitable. Therefore, uncultured speech, which belongs to non-normative lexicon, constitutes an integral part of the language system. Rather than eliminating it, it is more beneficial to study and analyze it.

This approach is justified by the fact that in studying a nation's history, lifestyle, and culture, not only the common lexicon but also the vulgar lexicon plays a significant role. This underscores the relevance and importance of the subject matter.

In the world we live in, there are many people with whom our interactions are unpleasant. Sometimes, a person's character, temperament, a certain stance, or reaction to an event or situation is disagreeable to us. Additionally, some individuals' inappropriate words, expressions, or attitudes toward a situation may be unpleasant to us. Unfortunately, we are compelled to coexist in the same world with people possessing these traits.

In such circumstances, heightened emotions and feelings often lead to the use of profanity and insults. People sometimes curse one another either intentionally or un-

intentionally. At times, without conscious intent, we may utter vulgar or harsh words to someone. In such instances, we are using vulgarisms, which form a branch of invective lexicon. For instance, in Dostoevsky's work by name "*Crime and Punishment*", the character Svidrigailov often uses harsh and vulgar language to disclose his morally ambiguous and crude nature. He exclaims: *Damn all those cursed people!*" This phrase includes the vulgar intensifier "damn", which emphasizes his frustration and bitterness, making the character more vivid and realistic.

Vulgarisms, which belong to the colloquial style, represent a form of uncultured speech. Vulgar words do not conform to the norms of the literary language. Nevertheless, vulgarisms are frequently employed in artistic literature. Writers deliberately use vulgarisms to highlight the distinctive characteristics of characters and draw the reader's attention to them. Vulgarisms disrupt the order and aesthetic harmony of language. If human speech is conceptualized as an organism, vulgarisms can be regarded as parasites that damage this organism. While language becomes refined and pleasing when it adheres to rules and norms, the use of vulgarisms pollutes the language and renders it distorted.

Vulgarisms often appear in literary works to portray characters realistically, express strong emotions, or reflect the social environment. Writers use such language to add depth and authenticity to dialogues and narratives, showing how people speak in everyday life or under stress. This makes the cultural and emotional context of the story more vivid. Vulgar expressions in literature can also highlight social tensions or individual rebellion. Their use is a cultural phenomenon that reveals the intersection of language, society and art. By studying these expressions in literature, we better understand how language evolves and influences culture. In Ernest Hemingway's "The Sun Also Rises", the character Jake Barnes says, "*Goddamn it, Brett, why can't you be like other girls?*" This expression shows his frustration and adds realism to the dialogue.

It is important to emphasize that vulgar words are widely used on social networks. This phenomenon can be explained by the fact that virtual spaces fulfill and maintain the function of anonymity. People using social networks easily conceal their identities and thereby insult, offend, and degrade others. Undoubtedly, with the aid of technical means, it is possible to identify users and investigate anonymous communications; however, such investigations fall within the exclusive jurisdiction of specialized state authorities.

The ease with which people use vulgar lexicon on social networks has transformed the virtual world into a breeding ground for invective lexicon.

It is well known that aggressive behavior is frequently observed on social networks. For example, behaviors and actions considered ordinary and normal in everyday life are often met with vulgar language on social media platforms. Such posts may be viewed simultaneously by thousands of people. Individuals possess diverse ways of thinking and different psychological states. Social networks also serve as spaces where people share their problems and sorrows, and vent their anger. Thus, any type of activity, news, or even the death of a person may be met with insults or unpleasant comments.

In short, people freely express themselves in writing on social networks. Spoken language and spontaneous, relaxed speech are manifested through written communication online. This freedom is reflected in their writing. Nonetheless, people use various punctuation marks and emojis to convey their thoughts and intentions. Deviant social groups and uncultured elements employ non-ethical words and expressions that violate social ethics. For instance, *“What are you even talking about? It is like your brain is made of stone!”* (The Bombay Times and Journal of Commerce).

However, it is not accurate to classify every harshly expressed word as a vulgarity. Sometimes, incorrect grammar, improper pronunciation, or the misuse of words and phrases are the underlying causes of perceived rudeness. In such cases, the issue should be regarded not as vulgar lexicon but as impoliteness or coarseness in human speech. The use of such words disrupts the elegance and fluency of discourse.

Both phonetic and grammatical methods play a fundamental role in the emergence of emotionality and expressiveness. The lexical stock and grammatical structure of a language form a dialectical unity, interacting and influencing each other reciprocally.

It should be noted that grammatical, morphological, and semantic tools also play a significant role in generating emotional and expressive nuances within the lexical layer of language. These are manifested through the following methods:

1. Repetition of adjectives; *“You are the devil of a business. The devil of a business.”* (Agatha Christie)

2. Repetition of exclamations; *“He is no damned silly boy! Not silly.”* [2,64]
Substitution with synonyms; *“You are the son of the bitch here, silly, idiot, fool.”*
Since these types of words in the examples carry expressive connotations within specific situational and syntactic contexts, it is more appropriate to consider them as lexical-syntactic means [3].

The study shows that vulgar lexicon enriches the emotional and expressive nuances of speech, conveyed through both phonetic and grammatical means. Nevertheless, the use of vulgar words reduces the politeness and refinement of speech, lowering the cultural level of communication. Despite this, vulgar lexicon should be studied as part of language and plays an important role in reflecting the socio-cultural conditions of society.

This subject is important for the study of both language and culture. Research on vulgar lexicon reveals the connection between language and social realities and opens new perspectives in linguistics. It highlights the complex and dynamic nature of language and emphasizes the complementary role of its various stylistic layers.

Conclusion: This study has revealed the multifaceted and dynamic nature of language, highlighting its complex role in the construction and negotiation of social norms and values. It underscores that exploring vulgar and non-standard lexical items is essential for gaining a comprehensive understanding of how language is used and varies across different communicative settings.

As society continues to evolve, the analysis of such linguistic phenomena will remain vital for understanding the ever-shifting norms that shape human expression.

At the same time, it is necessary to recognize that such lexical elements may provoke controversy or raise ethical concerns. Their interpretation often depends on

subjective perception and contextual factors, and in some instances, they may be perceived as offensive or marginalizing. Therefore, analyzing these expressions requires a careful and empathetic approach, taking into account their possible implications for diverse speech communities.

As language continues to evolve in response to ongoing social and technological transformations, the role of non-standard lexis in shaping and reflecting societal norms is expected to persist. Accordingly, further academic inquiry is needed to deepen our understanding of the intricate relationship between language and social identity, and to develop inclusive linguistic strategies that respect diversity.

In summary, this thesis has contributed to a more nuanced appreciation of language as a socially and structurally complex system, and of the pivotal role non-standard lexical items play in the ongoing negotiation of collective values and norms.

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