

## Slang of the 20th Century: From Flappers to Rappers

### Slide 1

#### A. Slang changes quickly

- 10% retention rate every ten years.
- Words like cool and nerd are timeless.

#### B. Every generation slangs what is important to them.

#### C) Traditionally, slang is transmitted orally and quickly forgotten.

- It is rarely in dictionaries.

#### D) Created and spread almost exclusively by the young.

### Slide 2

#### A. Slang has multiple and layered meanings just like oral vocabulary.

- Take the word "dog" for example.
  - My "dogs" are barking. (Pet)
  - This is my "dog". (Friend)
  - He "dogged" me. (Stood me up)

### Slide 3

#### B. Why is slang used?

- Slang is more than simply a toy, it's a tool.
  - It conceals meaning from parents, acting as a code.
  - It identifies you as part of the tribe.
  - It defies authority (talking like a rebel). You're giving the middle finger to society.
  - It makes us feel special and important.
  - It excludes other peer groups.

## Slide 4

### History of Slang

A. Before the end of World War 1 (1919), there was little use of slang.

- Why? Because mass media wasn't a national phenomenon. Terms couldn't be shared or spread by youth culture.
- College students use slang "locally".
  - At UK: HO, POT, the 90, Willie T.

B. 1920's to 1930's

- The 1920's were captured by F. Scott Fitzgerald
  - Times were good and decadent

Sample