

LATIN LANGUAGE IN THE LIFE OF MODERN YOUTH

Do Zui Hung, Volobuyeva E.A.

National University of Pharmacy, Kharkiv, Ukraine

mrshadow405@gmail.com

The work was aimed to identify areas of Latin language use in modern youth culture. The material of the research is the expressions in Latin that are present in the name brands that are popular with young people, in electronic and online resources, and in the symbolic system of subcultures. Objective of the study is to identify the areas of the Latin language in the life of today's youth.

Latin is among the most ancient Indo-European languages. In modern life, people actively use Latin. This ancient language is often used in naming (a design of company, brands, and services names). For example, in Kharkiv there are the following stores with Latin names: «Porta» (doors), «In vino» (in wine), «Littera Nova» (a new letter), «Amnesia» (unconsciousness), etc. Latin is also used in the names of brands. Name of the company «Sony» comes from the word «sonus» (sound), «Volvo» (I drive), «Audi» (listen). In the Internet there are many sites dedicated to the Latin language and ancient culture and history. There are websites both in modern European languages and in Latin, for example, www.la.wikipedia.org, www.latinpro.info, etc.

Latin also entered the Internet sector. Classical language is widely used for creating names of computer games and so-called nicknames. Among the youth such games as «Lost: Via Domus» (the way back), «Deus Ex» (god from), «Sublustrum» (twilight), «Arx fatalis» (last stronghold) etc. are popular. There is a competition for the accelerated development of PC games called «Ludum dare» (to play). Team competition for online games took on the Latin name «Natus vincere» (born to win).

Winged Latin expressions in the original language are actively used as status on social networks. Statuses are used in programs like ICQ QIP, VKontakte, Facebook. For example, «Carpe Diem!» (seize the day!), «Fuga Temporum» (running time), «Surge et age!» (get up and do it!), «Frue vita, dum vivis» (Enjoy while living). Latin aphorisms are often used as inscriptions in tattoos: «Veni vidi vici» (I came, I saw, I conquered), «Memento mori» (remember of death), «Carpe diem» (Seize the day), etc.

Besides, there are musical groups (often rock bands) who name themselves in Latin: «Dimicandum» (we have to fight), «Omnium Gatherum» (hash, all sorts and everything).

Thus, our analysis suggests that the Latin language, which is called a dead language, is alive and is widely used by the younger generation because the true values are eternal.