

Russian-speaking Internet-users react stronger on the events in social life, expression of feelings for them is more important. *'Branding' is a buzzword, people don't like to talk about, but it's important to landing that dream.* In the given example, the word *'branding'* denotes an activity, aimed at the selection of popular professions independent of abilities and possibilities of a person basing on their popularity.

One of the sources of fashionable words in the Russian Internet discourse is borrowing. The words *краш, кринж, рофл, гамать, зумеры, агриться* are more convenient to use, they are shorter than Russian lexical units, express the meaning more clearly and close certain communicative "holes" — lacunae.

The representatives of the Belarusian language community use their mother tongue at the reflexive level quite seldom. Even thinking over the life in general, Belarusians use the Russian language more often and that is why they don't feel the "fashion trends" in their own language.

Conclusion. The product of our research is a printed dictionary and a dictionary, which was created in the form of a mobile application "Trendy Words", based on the cross-platform game engine "Unity". They are divided into vocabulary entries of 2017 and 2022 with 3 language sections. Each section consists of the dictionary entries with the explanation of lexical meaning of separate 'fashionable' words, including the examples of Internet comments, which characterize the given word as "fashionable".

The practical value of the project is that people who have some difficulties with understanding a certain kind of vocabulary used by young people both in everyday life and on the Internet can get acquainted with these words using these dictionaries.

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ANECDOTES AS A MEANS OF STEREOTYPING ABOUT THE AMERICAN NATIONAL CHARACTER

Introduction. Stereotypes take an important place in the culture and conscience of English- and Russian-language societies. There are various linguistic means which help the transfer and retaining of stereotypes in the minds of American and Belarusian people. Among them are anecdotes, jokes, proverbs, nicknames, idioms, and set expressions. The use of these means provides the preservation of stereotypes in any language. The abundance of stereotypes in our everyday life and their huge effect on people explains our interest in them. Ethnknic stereotypes became an object of research in the works of S. Zhabaeva, O. Zhernovaya, K. Kurenko, I. Lindsay, A. Realo, A. Tomaszuk, and others. Still, ethnic stereotypes about the Americans on the basis of anecdotes in the two languages have not been widely studied.

The object of the research is the ethnic stereotype. *The subject of the research* are anecdotes as a means of stereotyping in English and Russian.

The aim of the research is the analysis of anecdotes as a means of stereotyping in English and Russian, and identification of stereotypes about the American national character. According to the aim of the research, we put the following *objectives*:

- 1) to study the notion of "stereotype", the reasons for stereotyping, the types of stereotypes;
- 2) to study the notion of "anecdote" as a means of stereotyping;
- 3) to identify ethnic stereotypes about the American national character on the basis of anecdotes in English and Russian.

The methods of the research are the study of literary sources, analysis, synthesis, generalization, and comparison. *The practical significance of the research* is connected with the identification of ethnic stereotypes (about the

American national character) which are used in English and Russian. Research materials and research results may be used in the lessons of English while studying such topics as “Socio-cultural portrait of a country”, “National character”. *The novelty of the research* is in identifying of ethnic stereotypes about the American national character in the two languages — English and Russian on the basis of a comparative analysis. The study material includes English- and Russian-language anecdotes (116 items in total).

The main part. Literature analysis has shown that stereotypes are rationally unsupported generalizations about the putative characteristics of all, or nearly all, members of a given social group [1]. Stereotypes can refer to groups, individuals or institutions. The functions of stereotypes may be cognitive, adaptive, social and emotional. Stereotypes arise as a result of the mindless adoption of opinions widespread in the environment. And they are widely used in various cultural media. Most people learn many stereotypes during childhood. Still, depending on their cultural level, they can be affected by stereotypes more / less. The reasons for stereotyping are various (the principle of economy, stating one’s own specificity, comparison, ethnocentrism, communicative transfer of labels, personal observation).

There are different types of stereotypes: age stereotypes, gender stereotypes, stereotypes about performing these or those social roles and about characteristics of such people; explicit and implicit stereotypes; heterostereotypes (stereotypes about a foreign nationality) and autostereotypes (stereotypes about your own nationality). An ethnic stereotype is a system of beliefs about typical characteristics of members of a given ethnic group or nationality, their status, society and cultural norms [2].

Our second objective was to study the notion of “anecdote” as a means of stereotyping. Literature analysis has shown that an anecdote is a short, interesting or amusing story about a real person or event; a personal account of an event [3]. A special kind of anecdotes is called “ethnic”. Their aim is mockery and insult of this or that ethnic group.

Our third objective was to identify ethnic stereotypes about the American national character on the basis of anecdotes in English and Russian. During our research work we collected various anecdotes in English and Russian. Then we selected 63 English-language and 53 Russian-language anecdotes by using 3 criteria:

- 1) the research materials must contain American characters;
- 2) anecdotes may contain ready-made characteristics of the Americans;
- 3) the characters in anecdotes take actions and this helps to identify a certain highlighted feature of their character.

The results of our analysis are as follows.

1. In English-language anecdotes the characters may be different. Some are common people (a native American, a rancher, a Mormon, etc.), while others are very important (Obama, a Senator, a congressman, etc.). They also illustrate various geographical locations around the US: the Rockies, Texas, New York, Louisiana, Florida, etc. They make the anecdotes more colourful and true to life. Meanwhile Russian-language anecdotes don’t provide such details.

2. English-language anecdotes often show Americans in a positive light. They appear to be quick-thinking, smart, business-like and adventurous. They know how to make money or to stay rich. E.g.: *A man goes to the lawyer: ‘What is your fee?’ Lawyer says: ‘1000 US dollars for 3 questions.’ Man: ‘Wow — so much! Isn’t it a bit expensive?’ Lawyer: ‘Yes, what is your third question?’*

3. Some anecdotes illustrate that all people are equal, no matter what job or social status they have. They are independent and are ready to stand for their rights. E.g.: *A thief stuck a pistol in a man’s ribs and said, ‘Give me your money.’ The gentleman, shocked by the sudden attack, said, ‘You cannot do this, I’m a congressman!’ The thief said, ‘In that case, give me my money!’*

4. In some cases the Americans are presented as very friendly and optimistic people in contrast to the people of other nationalities around them.

5. Some anecdotes illustrate how arrogant, impatient and domineering the Americans can be. They demonstrate their superiority and pride for everything American.

6. In a lot of cases, however, the Americans are reflected in a negative way. Most often they act or think in a *silly* way. It may show a lack of education or their country origin.

7. A lot of Russian-language anecdotes also show the Americans as uneducated, silly and foolish. They may be unaware of geography or history of the world. And they seem to be comfortable with this ignorance. E.g.: *Американец путешествует по Европе. — Где мы? — В Париже. Это Франция, сэр, — отвечает шофер. — Детали меня не интересуют. На каком мы континенте?*

8. Many Russian-language anecdotes about the Americans sound rude or impolite. It is often reflected verbally through the choice of emotionally-coloured words. In other cases it is just implied. Such anecdotes illustrate a deep-rooted feeling of superiority of the Russians in relation to the Americans.

9. Russian-language anecdotes may contain swear words which rather characterize the Russian style of communication and also demonstrate some negatively-coloured attitude towards the Americans.

10. A lot of Russian-language anecdotes have characters of several nationalities, e.g., the Americans, the Russians, the Indians, the French, the Germans, etc. In such anecdotes the Russians are shown as opponents of the Americans and other nations. While Americans are shown as rational, decisive and opportunistic, the Russians are

unpredictable in their actions, rude, impolite, but they are always shown as more quick-witted in comparison with the other nationalities.

11. Russian-language anecdotes can transmit negative feelings towards the Americans: superiority over them or hostility towards them. Meanwhile, the English-language anecdotes sound humorous. They seem to enjoy laughing at themselves in a mild way. E.g.: *Основное отличие русского патриота от американского состоит в том, что русский ненавидит Америку, а американцу на Россию глубоко плевать.*

Conclusion. As a result of our analysis we made the following main conclusions.

1. Anecdotes really serve as explicit means of stereotyping about the Americans since they repeatedly highlight certain traits of the American national character.

2. They draw attention to the following stereotypical traits of the American nation: optimism, adventurousness, opportunism, decisiveness, as well as arrogance, impatience, domineering and superiority over other nations. The Americans are mildly laughed at or mocked at in a bitter and angry way.

3. Putting labels on the representatives of other nationalities before actually coming in contact with them is an oversimplification. Therefore we should strive to avoid it. In order to do so, one has to be open to other cultures, eager to acquire factual knowledge about them. A person who manages to act in that way acquires intercultural competence.

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VIDEOGAME CULTURE AND LANGUAGE IN RUSSIA

Introduction. Games are fictional controlled situations, or extensions of group mind, that provide a respite from ordinary patterns. It is a kind of conversation between the whole society and itself [1, p. 24]. As in any other sphere, the games industry has its own terminology, which is used to define special events, concepts related to games in general [2, p. 154]. Game language began to attract researchers to the problems of uncodified speech as a result of the communicative component of the internationalization of the lexical level of the language, representing a typological language model. Conditioned by the introduction of the latest information technologies and digital tools into people's lives, game-language has received its instant development in the hands of generation Y. Due to its mobility, the gamer language allows us to identify the trends of its evolution and influence on the Russian language and culture as a whole.

To see the scale of impact of the new uncodified language on culture and the Russian language, it is necessary to make a lexical analysis of gamer linguistic patterns, to study the history of the emergence of game-language, sociolinguistic preconditions for its origin. "As any new phenomenon involving communication, this area of entertainment has entailed the formation of a large number of new lexical units, the systematic study of which at this stage has not been observed" [3, p. 44].

Main part. Let's consider English words from gamer language (slang), which are actively used in Russian among the gamers (Table 1). As a new uncodified language it is not possible to correct the lexical units themselves, taking into account the rules of the Russian language because the main base of gamer language is words and expressions of the English language. During the analytical work, the table presented below was created. It contains the most active vocabulary used in video games. The purpose of creating this table is to form a vocabulary for the uncodified gamer language, as well as to form a useful and understandable source of information for people who want to be able to understand this uncodified language.