

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.

Table 1 — Active vocabulary for uncoded gamer language

Part of Speech	Expression/ word combination	Meaning	English equivalent	Russification
Noun	fight / fighting	marking of fights/battles on the field of play	fight	файт
	visibility	visible part of the map	vision	вижен
	invisibility	invisibility effect	invisibility	инвиз
	counter	obstacle to a character	contra	контра
	objective	is used in reference to some object, subject, construction	object	объектив
	team	group of players	team	тима
	achievement	accomplishment	achievement	ачивка
	donate	monetary to blogger, player, company for content development	donate	донат
	cheating	is used to accuse a player of foul play	cheat	читер
Verb	newbie	marking a beginner or poorly performing player	noob	нуб
	ability	hero power	ability	абилка
	shoot	kill a character with one punch	shoot	шотить
	to loot	marking an item from a chest, treasury, etc.	loot	лут
	to leave/leaving	quit the game, the lobby	to leave	ливать
	to back/go back	retreat, give up	to go back	бекнуть
	to do/make a dispel	dispel negative effects	to dispell	диспелить
	to resp/respawn	reincarnate, be reborn	to respawn	респавниться
	to spam	often use the hero's abilities, techniques	to spam	спамить
to spawn	appear in a certain place repeatedly	to spawn	спавниться	

The following table represents abbreviations. They cannot be russified by definition (Table 2).

Each player of a particular country decodes video game utterances through the prism of their culture, which inevitably leads to incomplete transmission — to the act of transmission on the border of several cultures. The meaning of an indirect or professional translation of a video game expression is consistent with the cultural context due to the interconnection and inseparability of language and culture. When translating video game lexical units, both mechanisms and tactics of meaning transfer are used, namely: domestication / foreignization, compensation, neutralization, transcription (in most cases), lexical transformation, lexico-semantic substitutions, grammatical and lexico-grammatical transformations.

Table 2 — Active vocabulary of abbreviations for uncoded gamer language

Abbreviation	Meaning in the game process	English equivalent	Russian equivalent
GL	At the start of the game	good luck	удачи
GG	At the end of the game	good game	хорошая игра
WP	Praise for a player (not always in a positive way)	well played	хорошо сыгранная
NT	Player's expression of reproach	nice try	хорошая попытка
BB	A farewell	bye-bye	пока-пока
PVP	Two-player duel (tournament mode)	player vs player	игрок против игрока
MVP	Best appreciated player (used in the pro scene in relation to players)	most valuable player	самый ценный игрок
FF	An expression of willingness to surrender	fast finish	быстрое завершение
AFK	Status of temporary absence of the player	away from keyboard	работа без использования клавиатуры
LP	Poor player priority (player impropriety)	low priority	с низким приоритетом

Video game developers usually use either the outsourcing method or translation on their own in connection with regularly changing content that moves and changes from country to country. It is quite difficult to predict where a particular video game will find its content change and continuation locally. The game can be developed initially in Japan, and due to the demand by certain participants to get their continuation and saturation, for example, in Russia, etc.

The importance of gamification was discussed by Jane McGonigal in her talk “Computer games can change the world for the better” in “Reality is broken” in 2011 [4, p. 308]. She noted that gamification positively affects people, changes them and the world for the better. It generates four important things:

1. Urgent Optimism.
2. Virtuoso Social Fabric.
3. Blissful Productivity.
4. Epic Meaning.

These four qualities boil down to one thing: gamers are Super-Empowered hopeful individuals. These individuals believe that they alone can change the world. The only problem is their belief that they can only change the virtual world, not the real world.

Conclusion. It should be noted that in order to avoid receiving accumulated contempt in the public Russian subculture, it is necessary to solve the problem of the “soft” and relatively correct entry of the game language as an inevitability and as a complex, but actively changing language phenomenon dictated by the modern virtual world. The video game language has become a reflection of the speech behavior of participants in Internet communications. Speech communication on the Internet has become large-scale thanks to the introduction and use of new means of communication, which has led to shifts in the structure and nature of communications in general. This study also allows us to use the results to build specialized strategies for translating video game lexical units. In the theory of intercultural communication, when translating from one language to another, there is a comparison of not only languages, but also cultures. But in this case, the video game language does not have a single cultural basis, because it consists of many cultures due to the fact that the video game process is multicultural.

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HISTORY AND DEFINITIONS OF FOREIGN LANGUAGE TEACHER'S MULTILITERACIES

Introduction. This article is devoted to the analysis of multiliteracies which is getting major significance due to the need to be flexible in the digital world, and to function as a professional educator in the foreign language classroom. Society needs educated and competent individuals who are able to independently make responsible decisions in a situation of choice, predicting their possible consequences, who are able to choose ways of cooperation. They should be distinguished by mobility, dynamism, constructiveness [1]. The role of foreign language teachers in today's educational “landscape” extends beyond traditional language instruction. With the increasing emphasis on global communication and cultural understanding, foreign language teachers are expected to possess a wide range of linguistic and cultural competencies. This has led to the emergence of the concept of multiliteracies in foreign language teaching. Therefore the aim of this article is to understand the nature and the content of foreign language teacher's multiliteracies.

Main part. At the present stage there is no precise definition of literacy. Collins dictionary defines literacy as “the ability to read and write” [2]. According to another dictionary literacy is “a certain degree of a person's proficiency in reading and writing skills and abilities in accordance with the norms of the native (target) language. It's one of the basic indicators of a person's socio-cultural development” [3]. Cauzen describes literacy as: “the process of understanding, using, reflecting on and engaging with written texts, in order to achieve one's goals, to develop one's knowledge and potential, and to participate in society” [4]. According to these definitions we can distinguish literacy as the ability to use knowledge and apply it.

A. Nauman identified four subordinate concepts of literacy that involve communication: (a) the dimensions of literacy (linguistic, cognitive, sociocultural); (b) the principles of literacy (interpretation, collaboration, problem solving, self-reflection, language use, conventions, cultural knowledge); (c) available designs; and (d) the components of multiliteracies pedagogy (i.e., the four knowledge processes) [5].

The term “multiliteracies” originated from the work of the New London Group, a group of scholars and educators who published the seminal paper “A Pedagogy of Multiliteracies: Designing Social Futures” in 1996. They argued that