

Conclusion. Both games and art serve as translators of experience. What we have previously felt or seen in one situation suddenly becomes apparent to us in a new form of material [5]. It is clear that in a globalizing world, the differentiation between the concepts of “gamer language” and “video culture” is becoming more pronounced. The relationship between these concepts is revealed through the four main principles of video game design, which play a significant role and have a direct influence on a person’s behavior and worldview. After considering the development of gaming, it has become apparent that video game culture has had a massive impact in Russia. In order to manage local consumption of video products, it is necessary to take into account not only the content but also its influence on the formation of cultural values among users. The desire to consume local video game products and the preference to play in one’s native language can be seen as a form of empowerment.

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UDC 81.25

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FASHION FOR WORDS: THE DIACHRONIC ASPECT

Introduction. In today’s scientific world, Internet communication, is an important subject for study. As time goes, the World Wide Web as a communicative field is significantly changing, which reflects changes in different aspects, firstly in communication between naïve (who do not have a specialized philological education) and native speakers [1]. The evolution of language is traced through language lexical units that undergoes significant changes even in a short period, for example, in the third decade of the 21st century compared to the second one. In this regard, the particular urgency is given to the need for in-depth study of the Belarusian, Russian and English meta-communicative comments, which illustrate the notion of “buzzword” from the point of view of the members of the appropriate linguoculture in diachrony [2].

The scientific novelty is that the “fashionable words” of 2022 were firstly chosen and compared with the “buzzwords” of 2017 and the diachronic changes were revealed. On the basis of the conducted research was firstly created the author’s mobile application “Trendy Words”.

The object of the research is metacommunicative message with the lexical marker “buzzword” and its equivalents.

The subject of the research is represented by the changes of lexical units marked as “fashionable” by native speakers themselves during two last decades of the 21-st century.

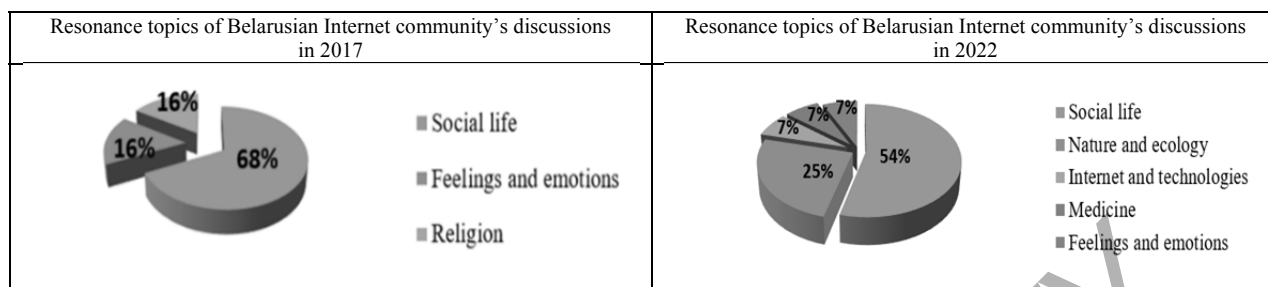
The aim of the research is to identify the vocabulary dynamics of metacommunicative comments with the evaluation of words as “fashionable” in the Belarusian, Russian and English Internet communication in 2017 and 2022.

The minor objectives: 1) to clarify the concepts of metacommunication and metamarkers on the basis of the works of national and foreign linguists; 2) to compile the selection of the English language material which illustrates the notion of “buzzword” in the perception of the members of communicative culture; 3) to analyse the Belarusian, Russian English contexts of the third decade of the 21-st century to identify the metamarkers of “buzzword”; 4) to compare the selection of buzzwords of 2017 and 2022 in diachrony; 5) to create a dictionary of fashionable words in the form of a mobile application “Trendy Words” based on the Android operation system.

Main part. During the research we have analyzed 374 microcontexts in 2017 and 292 in 2022 with the metamarker “fashionable word” taken from the Internet commentaries of Belarusian, English and Russian-speaking users discussing various topics via social networks for public exchange of messages using Web interface, Twitter, Instagram, Facebook and Tic-Tok. We have analyzed 6 Belarusian, 169 Russian and 199 English, microcontexts of Internet-discussion in 2017 and 13 Belarusian, 59 Russian and 220 English where the most frequent topics are social life, feelings and emotions, politics, business and Internet, etc.

As for the Belarusian language community, its representatives in the Internet-discourse use their native language quite seldom and almost never mark words as fashionable. Thus, we are speaking about only 6 Belarusian microcontexts of 2017 and 13 of 2022.

Table 1 — The thematic groups of Russian microcontexts



Зараз у Беларусі стала модна казаць «журбінка» ...І сапраўды, справы нядужа добрыя. In this context, the word «журбінка» denoted a depressed and bored state of a person with the meaning that the state itself is “fashionable”, not a word denoting it.

Паспрабуйце без банальчыны. Модныя беларускія словы, як кажучь капанка, шаршатка, гізаваць. Апошняя вельмі смешная, помню як мой бацька гізаваў ад матулінай бярозавай розгі. The fashionable word «гізаваць» came to the Belarusian language from the Yanka Kupala's stories and we use it nowadays when we would like to describe a strong desire and ability to avoid punishment by all available means [3].

The analysis of the Russian Internet-comments enabled 59 microcontexts in 2017 and 169 Russian in 2022 with a metamarker “fashionable word”. They were divided into the following thematic groups.

In 2017: social life — 33 (20 %), business and economics — 21 (12 %), feelings and emotions — 18 (11 %), Internet and technologies — 13 (9 %). In 2022: social life — 33 (46 %), Internet — 11 (15 %), feelings and emotions — 10 (14 %), psychology — 5 (7 %).

Дачники или — модное слово — даунишфтеры но все-таки я выбираю город. In the given example, the word «даунишфтер» denotes a man who has changed his way of life due to some circumstances and supports the philosophy “live for yourself”.

Moreover, we use archaisms as “fashionable” words: *Угараю с людей, которые везде пытаются впахнуть нынче модное слово «моветон» Профурсетка — новое молодежное модное слово.* These contexts suggest the usage of words «моветон» and «профурсетка» as “fashionable” words, although according to their origin they are archaisms.

As for 2022, the most exciting commentaries are: *киттен-хилс? Кюлоты? Капсульный гардероб? Это не просто новые модные инстаграмные словечки.* These lexical units are used by native speakers in the sense of a basic universal wardrobe, where things are combined in color, size and style [4].

Думскролинг, клай-фай, сэффишинг: почему все модные слова приходят в наш лексикон из английского. Клай-фай is very popular in literature and reflects an actual ecological situation.

It must be admitted that Russian native-speakers use metamarkers of “fashionable” word in discussion of a smaller range of topics than English Internet-users, and much more often than Belarusian ones. Primary analysis of English microcontexts revealed 12 discussion topics in 2017 and 16 in 2022 with the lexical metamarkers of “fashionable word”.

In 2017: social life — 64 (30 %), politics — 45 (22 %), words with direct meaning — 28 (13 %), feelings and emotions — 27 (12 %). In 2022: social life — 66 (32 %), Internet and technologies — 36 (16 %), feelings and emotions — 21 (10 %), politics — 19 (8 %).

Good to see that despite Westminster the word ‘chums’ is still in vogue! The meaning of this word — “friends”, but in the given example the “fashionable” word is used in politics to denote the inscriptions on the T-shirts.

However, the example of 2022 is *Cosplayer, impersonator, attention seeker are trendy words now.* The word “cosplayer” is associated with the fashion youth movement around the world, known as the “costume game”. People express themselves with the help of costumes, wooden swords, make-up.

Moreover, in 2017 we singled out a separate group for “fashionable words” in their direct metacommunicative meaning. *‘Chic’ is my least favourite fashion word.* The native-speaker, using the word in this context, characterizes not an object of reality denoted by a word, but a word itself, expressing their attitude to a language unit.

In the third decade of the 21st century we have distinguished the thematic group “arguments against”. The speakers express the idea not to annoy other people with the use of buzzwords. *Against it, I taught writing at the U of MO and my advice was to avoid trendy words* [5; 6].

Finally, the conducted analysis of Internet comments in the given language communities showed that native-speakers of communicative culture of all three languages discuss the notion of words but not the words themselves. Besides, in English comments the reflexivity is often aimed at the language. An English native-speaker filters the selection of lexical units, comments on the appearance of new words.

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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UDC 811

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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