personalities. Even in the novel by Jojo Moyes, where the Frenchwoman is just an employee of the hotel and communicates only with guests in several episodes of the novel, her image appears as a perfect woman, properly fulfilling her own duties. This also forms the stereotypical image of the French woman presented in the novel.

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MEANS OF DENOTING MODALITY IN THE LANGUAGE WITHIN THE GAME SERIES «THE SIMS»

Способы выражения модальности в рамках языка серии игр "The Sims"

In this article, we will analyze the phenomenon of conlang, which should be understood as a specialized language that was specially designed to implement certain goals. Although the language that we are considering does not have the basic features of natural languages and is used only within one series of computer games, however, it has certain lexical and intonational properties of the language, which will be considered in this work.

The purpose of the study is to analyze the modal properties of the artificial language used in «The Sims» game series.

Results of the research. The language of the game series «The Sims» (we will use the official name «Simlish») was created as a creative experiment in the process of the development of the first game. The actors tried a huge number of speaking options – underwater conversation, ancient dialect, pronunciation backwards and so on. After some time, it was decided to use the "bizarre" language, taking into account the fact that when the actors say bizarrish phrases, they will try to interpret it. At the same time, the main meaning was transmitted through icons, and the pseudolanguage became secondary. This a pseudo-language called Simlish was created.

After studying the phonology of the language, we realized that the game language has common features with children's babble. Since the language allows for many combinations of consonants [w], which, as a rule, are associated with the initial attempts of children to pronounce words in which there are vowels. It also has a considerable number of words starting with a glide, which directly affects English-speaking listeners, perceiving it as infantile. Simlish consists of sound distorted by man. The alphabet, in turn, is represented by a distorted Latin. At the same time, the language does not have a full syntax or vocabulary. The goal of simlish is not to communicate with the player, but to create a game accessible to people from all over the world, regardless of their native language. This allows non-English-speaking

people to impose their own details on the conversations and outbursts of emotions of their characters, which makes the storyline more regulated than if the characters spoke a real language. Anyway, Simlish has a number of intonation patterns, which allows us to assert the modality of some meanings.

It should be noted that some Simlish nouns have received a certain range of meanings. A variant of the translation of the word «Nooboo», for example, is «a child», but this word can be used as a manifestation of tenderness or in relation to a child or a crib. «*Fliblia*» refers to concepts related to fire. «*Sul-sul*» resembles «Aloha» and is suitable as a greeting or farewell words, «*Urocka lalala kondo*» when a character refuses to do something.

At the same time, these words and expressions do not have specific meanings. Instead, they use a set of definitions that are similar in meaning and united by a common modality. Similar concepts can be used in a different context, unrelated to real events, which does not allow us to refer Simlish to a full-fledged artificial language. It is important to note that, having different moods, the characters of the game change their tone of speech. Thus, we can say that there is an expression of modality in the speech. So, when a character is angry, he says – «*Nockanova Bunadda*» with strong irritability. Or, when he is confused – «*Lickenarf*» will be pronounced with pity. These expressions have no translation, however, by analyzing their modality, the player can determine their meanings for himself.

Thus, the language of «The Sims» game series is a vivid example of the use of a random set of phonemes, which, mostly having no lexical nor grammatical meanings, nevertheless allow the observer to correlate them with certain meanings, which is realized exclusively through the intonation means of the language.

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INTERCULTURAL COMMUNICATION: HISTORICAL CONTEXT
Межкультурная коммуникация: исторический контекст

Intercultural communication refers to the exchange of information between individuals or groups from different cultural backgrounds. In today's globalized world, intercultural communication has become increasingly important, as people from diverse cultural backgrounds interact with each other in various settings, such as business, education, and social environments. However, the ethical implications of intercultural communication cannot be overlooked, as it involves navigating through different cultural norms, values, and beliefs.