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MAIN PATH OF DEVELOPMENT OF THE LINGUAL AND CULTURAL ENVIRONMENT OF MODERN SOCIETY

Основные пути развития лингвокультурной среды современного общества

The purpose of the research is to consider how and in what way the lingual and cultural environment of modern society is developing.

At the present stage of development of international relations in different countries, the question of the development of the lingual and cultural environment is the most important. Our country is acquiring more and more partners in the form of other countries, for example, for the purpose of exporting and importing goods. To build international relations, it is necessary to arouse interest among our society in learning the languages of different countries of the world and understanding their cultures. Many employers, when hiring employees, put forward requirements for a high level of knowledge of foreign languages. That is why in every school, starting from the elementary grades, schoolchildren study at least one foreign language, and at the end of the school program they have to do a mandatory exam to control the level of knowledge of this language.

At the next level of education, be it a higher educational institution or a secondary vocational school, they continue to study a foreign language, which indicates the government's high interest in the development of the linguistic environment. In addition to all this, there are many courses that offer language learning even with zero knowledge, upon completion of which you can receive a certificate with your level of proficiency in this language. Many companies that cooperate with foreign companies can hire a specialist with a good level of knowledge of the required areas and skills, but without knowledge of the required language, because they teach foreign languages right in their company, this also suggests that linguistic knowledge is required even if you are a good specialist in your field.

In addition to knowledge of the language itself, it is necessary to study the cultural characteristics of countries. If you happen to communicate directly with foreign partners, then you at least need knowledge of the rules of greeting, the usual and non-verbal communication of the culture of your interlocutor. For example, if in

one country they greet with a handshake, then in another with a hug, and if you mix it up, it can become an insult, which will not lead to good partnerships. The same applies to the rules of eating, ignorance of the peculiarities of a particular culture, which can become offensive to people of different cultures.

Based on the way the educational environment is structured in our country with the compulsory study of foreign languages, we can conclude that the government is trying to create a lingual and cultural environment for the development of a modern society with a high level of knowledge for the development of international relations.

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THE ANALYSIS OF THE HUMORISTIC QUOTATIONS FROM “RICK AND MORTY”

Анализ юмористических высказываний в мультсериале «Рик и Морти»

This work reviews the peculiarities of English-language humor in Rick and Morty cartoon series. Rick and Morty is an American comedy sci-fi cartoon series for adults created by Justin Roiland and Dan Harmon. Humor possesses various forms, categories beginning with a short joke, anecdote and so on unto the humoristic novel. English-language humor is quite specific. It is possible to hear both intellectual humor or “nasty” jokes, or both.

Authors tend to add low-register humor to the regular utterances, which make sentences funnier by a considerable degree:

Morty: -Why did all the drinks have to be extra-large? Oh, the Hulk. I just got that.

Summer: - Just pee your pants. I did it the minute we got stuck. Oh, oh, yeah, yeah, shame me. At least when I’m disgusting, it’s on purpose.

The joke here points to the connection between drinks and urination, which produces the double effect by both shocking the viewer/listener and urging him to recognize the connection.[1]

Another feature is jokes about the traditional gender roles and using the play of words or hints of sexual implications [2]:

Rick: -Where’s the sex robot, Morty?

Morty: -That is Gwendolyn...I mean, the robot! She started beeping, transformed and tried to fly away.

Rick: -Strange, that’s usually the man’s job.