

## **THE SPECIFICS OF HUMOR IN THE ANIMATED SERIES «BOJACK HORSEMAN»**

### **Специфика юмора в анимационном сериале «Конь Боджек»**

«BoJack Horseman» is an animated series released on Netflix on August 22, 2014. The plot centers on a character whose name is Bojack Horseman, an anthropomorphic horse. He is a former 1990s sitcom star who struggles with depression, alcoholism and a sense of emptiness after his lost fame. His story is a combination of black comedy, drama and reflections on the meaning of life, success and personal relationships. The series features a unique combination of deep drama and wittiness. While the show may seem simple at first glance due to its animated form and comical plot about the talking horse, in-depth analysis reveals that humor is one of the key elements that allows the series to explore serious topics such as depression, addiction, identity and existential crises.

*The main purpose* of this article is to explore the characteristics of humor based on just one key episode to illustrate how comic elements coexist with dramatic ones.

*Season 3, Episode 4: «Fish Out of Water».* This episode is known for its unique format. For the majority of the time there is no dialogue, as BoJack goes to a film festival in an underwater world, where he is unable to speak due to the language barrier and the peculiarities of his breathing apparatus necessary for living underwater. The use of humor in this episode provides the opportunity to create comical situations that also serve as a metaphor for the outside world he perceives. BoJack, lacking underwater communication skills, finds himself in a series of absurd situations that show his isolation and misunderstanding. Numerous comedic moments (from not being able to speak to awkward interactions with sea creatures) not only bring laughter, but also highlight the main theme of feeling lonely and not connected to others. It is also important to mention that the humor in this episode is primarily based on visual gags. For example, the scenes where Bojack tries to figure out a communication device, but constantly presses the wrong buttons, are funny in their foolishness and absurdity. The comical effect increases at the end of this episode, when Bojack finds the right button and realizes that all this time he could speak with one simple action. On the other hand, such moments as the smooth movement of fish or the rules of the underwater world that are unusual for the viewer (for example, an unusual serving of food or transport features) create comic situations based on the contrast with the «land» reality.

An important aspect of the humor in «BoJack Horseman» is the use of absurdity. The situations in which the characters find themselves often transcend reality – talking

animals, strange worlds and ridiculous events create an atmosphere in which the audience can laugh at the absurdity of what is happening. It not only attracts attention, but also makes us think about social norms and traditions that we take for granted.

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## **THE IMPACT OF DIGITAL COMMUNICATION TECHNOLOGIES ON LANGUAGE EVOLUTION AND CULTURAL IDENTITY IN THE 21ST CENTURY**

### **Влияние цифровых коммуникационных технологий на эволюцию языка и культурную идентичность в XXI веке**

In the 21st century, digital communication technologies have fundamentally changed how individuals connect and express themselves. The development of social media platforms, messaging applications, and online discussion boards has had a strong influence on language evolution and cultural identity. The impact of digital communication technologies on language development extends beyond mere vocabulary changes. This article explores the impact of digital platforms on contemporary communication and its consequences for cultural identity.

Instant messaging and social media have changed language evolution and cultural identity in every aspect of daily life. Social media sites like Facebook, Instagram, TikTok, and Twitter, have transformed the way people communicate beyond national boundaries.

The growth of digital platforms has significantly impacted traditional ways of communicating. While email and phone calls have seen a decline in usage, instant messaging has gained popularity in organizational settings. According to reports, 75 % of US workers believe that instant messaging is quicker and more engaging than email, and the use of instant messaging has resulted in a 50 % decrease in email communication among workers [1].

A distinctive linguistic landscape associated with younger generations has developed as a result of the rise of digital platforms. Internet slang and abbreviations have become widespread, allowing users to share messages rapidly and effectively. Text abbreviations like «ETA» (estimated time of arrival) and «BRB» (be right back), have integrated into the digital vernacular. The abbreviated words and phrases save time and character, particularly when used in text messages or social media posts. Emojis are now used in nearly half of all conversation on digital platforms, showing their growing popularity. These linguistic developments demonstrate how digital communication tools are changing