

5. Tatars [Electronic resource]. – Mode of access: <https://www.everyculture.com/wc/Norway-to-Russia/Tatars.html>. – Date of access: 08.04.2021

STEREOTYPES OF INTERNET-MEMES IN THE INTERCULTURAL COMMUNICATION

М. В. Кузьмичева

*Российский государственный аграрный университет –
МСХА им. К. А. Тимирязева (Москва)*

Науч. рук. – И. В. Султанова, канд. пед. наук, доцент

Annotation. The article examines stereotypes hidden in Internet memes, the features and types of Internet memes, the influence of Internet memes on shaping popular culture. The relevance of this paper is that more and more Internet memes are being created, reflecting people's ideas, thoughts, emotions, and new stereotypes about cultures are formed as a result.

Keywords: stereotypes; Internet meme; culture.

«A time to cast away stones, and a time to gather stones together» is a wise biblical expression that has several explanations. In social terms, this means «separating» and «uniting», which is applicable to many areas of people's lives. This applies, firstly, to the relationships of people or certain groups of people, in particular, to the relationships between people of different cultures.

Each person has his own idea of culture, people, countries. So, for example, many Russians perceive Americans not only, free, punctual, patriotic, talkative, smiling, but also selfish, unintelligent, gregarious, lazy. Russians are perceived not only as hospitable, kind, hardy, joyful, but also unpredictable, dangerous, poor, uneducated. Although over time, such ideas change under the pressure of social and political situations, but they have their own name – stereotypes. This is nothing more than people's generalized information about other people, which they perceive as truthful. Every nation has its own social stereotypes.

In our century, people are actively using new means of communication. The Internet has become a source and repository of a lot of information where users actively create, transmit, receive and save memes. A meme, like a virus, spreads with great speed across the web, becoming more popular if people like it. The creators put their thoughts and emotions into memes, that is they express their ideas, while network users can put their own too, by transmitting memes to each other. In this way, the meme becomes a kind of cultural unit, containing information from Internet users, that is people.

Our memes reflect cultural stereotypes and phenomena of contemporary reality that are relevant and interesting to internet users. The Internet is an extremely important and necessary part of people's lives these days. Internet memes are part of the Internet culture.

A meme is a cultural phenomenon that spreads quickly through the Internet and carries cultural information. It is unclear who first coined the term 'meme'. However, the term became popular thanks to Richard Dawkins in 1976. When he first used the term meme, Dawkins meant copying or imitation of ideas that spread from person to person. Now memes are small units of culture that can be transmitted from one member of society to another.

Internet memes can be of different types:

- text meme (word or phrase);
- meme picture;
- video meme;
- creolized meme (consists of text and visual parts).

However, this classification is incomplete and does not include audio memes as well as a number of other interpretations. The characteristics of such memes are their accessibility and visibility. For example, picture memes are unfortunate photos of some stars.

The culture that emerges on the Internet expands beyond online resources. Memes contain ideas and stereotypes of our society. Memes are influenced by different fields of art, which can be sources of ideas for them. Art in memes changes and takes on a new look that users may like. Memes can also have a profound effect on a person, i.e. they can be a source of humor but also a source of imitation – the user can adopt certain traits in behavior. Memes become aphorisms and even fixed phrases. Some of them, while retaining their original meaning, become part of spoken and written speech. If you haven't used LOL and OMG in your speech, I don't even know how to express laughter and amazement even more succinctly.

Memes can be taken from other cultures. The same LOL is an English-language acronym that has become an Internet meme.

The sources of memes are diverse, and may contain different cultures. That is, in Internet memes we get stereotypes.

Let's analyze some Internet memes:



Figure 1– Example 1

Example 1: Russians be like: finally spring (Fig. 1).

The text «Russians be like: finally spring» in the picture with several people eating ice cream in the half-frozen river explains that if the temperature is around zero degrees Celsius in spring and autumn in Russia, foreigners will say that it is too cold. Russian Winter weather surprises them even more. The meme reflects foreigner’s perception of people living in such harsh conditions.

Example 2: Neighbors (Fig. 2).

The meme consists of two pictures. The upper one is a frame from the TV series «Friends» with the caption «other countries», the other one is a frame from a survival game with the text «in Russia».

The meme shows that neighbors in other countries are friendly and hospitable to people, while in Russia, since the weather is harsh, people seem to be quite reserved. A similar picture can be seen in the countryside, where people live behind a high fence.

Example 3: In Mother Russia the animals have fear of you (Fig. 3).

The meme represents two images. In the first one, you can see a hippopotamus running after a man, in the other – a man running after a bear.

The meme shows the toughness of Russian people and that they are not afraid of anything (Fig. 3).



Figure 2– Example 2



Figure 3 – Example 3



Figure 4 – Example 4

Example 4: Russia there anything is possible.

The picture shows a rock with the prow of a ship sticking out of it.



Figure 5– Example 5



Figure 6 – Example 6

The meme captures the essence of the statement «Russia is the land of opportunity» (Fig. 4).

Example 5: Breakfast the most important meal of the day.

In the picture, there is a bottle of vodka. According to foreigners, all Russians drink vodka and it is like water (Fig. 5).

Example 6:

- My government tricked me and tried to kill me.
- In Russia we call it Tuesday.

What is good for a Russian is unacceptable for an American (Fig. 6).

When your country is so rich
in resources that even its rivers
are made up of diesel fuel



Figure 7 – Example 7

Example 7: When your country is so rich in resources that even its rivers are made up of diesel fuel (Fig. 7).

The meme says that although the country is rich it doesn't treat ecological and climate problems responsibly, doesn't pay enough attention to increasing the percentage of renewable sources or improving government regulation of greenhouse gases emissions and so on. A meme about the misuse of resources and not knowing how to recycle products.

In conclusion, it can be said that the world of Internet memes is vast. The amount of memes created on daily basis is astonishing. The analysis of some memes allows us to assume that Internet memes in general are not just forms of entertainment, but rather used as a means of communication. Meme users convey their emotions, standpoints and opinions on national, international, political, and social reality. The examples given in the article illustrate the role of internet memes in intercultural discourse.

References

1. Федченко, А. В. Этнические автостереотипы русских и американцев в аспекте межкультурной коммуникации / А. В. Федченко // Вестник Российского университета дружбы народов. Серия Вопросы образования: языки и специальность. – 2006. – С. 82–86.

2. Зиновьева, Н. А. Воздействие мемов на Интернет-пользователей: типология интернет-мемов / Н. А. Зиновьева // Вестник экономики, права и социологии. – 2015. – № 1. – С. 195.

3. Щурина, Ю. В. Интернет-мемы: проблема типологии / Ю. В. Щурина // Вестник Череповецкого государственного университета. – 2014. – № 6 (59). – С. 27–29.

4. Савицкая, Т. Е. Интернет-мемы как феномен массовой культуры / Т. Е. Савицкая // Культура в современном мире. – 2013. – № 3. – С. 28–31.

ЭКВИВАЛЕНТНОСТЬ СЛОВ И ПОНЯТИЙ В РУССКОМ И АНГЛИЙСКОМ ЯЗЫКАХ

А. А. Лаврукович

Брестский государственный университет имени А. С. Пушкина (Брест)

Науч. рук. – Н. Н. Столярчук, ст. преподаватель

Аннотация. В статье представлен сравнительный анализ лексических единиц «дом» и «чай» и их эквивалентов в русском и английском языках. Установлено, что даже у эквивалентных слов может не совпадать объём значений в разных языках, а также лексическая сочетаемость может быть различной.

Ключевые слова: язык; культура; эквивалентность; лексическая сочетаемость; объём значения.

Сопоставление лексики русского и английского языков демонстрирует различия между тем, какие понятия обозначают эквивалентные лексические единицы, другими словами, между культурными представлениями о предметах и явлениях.

В данной статье рассматриваются лексические единицы «чай», «дом», которые обозначают предметы и явления, существующие у всех народов и во всех культурах.

Так, например, согласно определению «чай – культивируемое вечнозелёное растение, высушенные и особо обработанные листья которого при заварке дают ароматный тонизирующий напиток. Плантации чая. Сбор чая» [1].

«Чай – настой из заваренных сушёных листьев или плодов какого-нибудь растения, ягод. Липовый чай (настой на цветках липы). Малиновый чай (настой на сушёной малине). Морковный чай. Брусничный чай» [1].

Определения, которые даются в английских словарях:

Tea – a type of drink, made originally in India, consisting of tea made with spices and usually with milk and sugar added. Enjoy a tea latte - our blend of black tea with aromatic spices made with steamed milk and honey (Cambridge dictionary). Чай – разновидность напитка, изготовленного первоначально в Индии, состоящего из чая, приготовленного со специями и обычно с добавлением молока и сахара. Наслаждайтесь чайным латте – нашей смесью чёрного чая с ароматными специями, приготовленным на пару с молоком и мёдом [2].

Tea – an aromatic beverage commonly prepared by pouring hot or boiling water over cured leaves of the tea plant, Camellia sinensis. Чай – это ароматический