

## A STUDY OF THE PHENOMENON OF HUMOUR FROM A LINGUISTIC, COMMUNICATIVE AND SOCIOCULTURAL PERSPECTIVE

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**Annotation.** The given minor research reveals the linguistic, communicative and sociocultural aspects of the phenomenon of humour. Also, the research has shed light on the interrelation and dependence of those aspects of humour within each other.

**Key words:** humor, communication, social aspect, linguistic perspective, culture, meaning, comedy.

It is widely acknowledged that the sense of humour prevalent in a particular culture is shaped by its linguistic and cultural traits. As a result, the humour of various nations is distinguished not only by common elements but also by those that are specific to each country.

Humour is a type of discourse that is often used to convey humor or comedy. It is a condensed form of communication that can incorporate many different types of language and explore various aspects of language. While humour is limited in its scope, it can be effective in achieving a comic effect through the use of precise and concise language.

Humour is limited in its application and is aimed at achieving a comedic effect through a turning point or unexpected moment in the semantic structure. It may not be suitable for subjective evaluations unless clearly marked as such. However, it is attractive as an object of scientific research because, as a complete linguistic experiment, it allows for linguistically meaningful conclusions.

Humour is often representative of live speech communication processes. The text explains the stable narrative form of humour and their typical presentation in a dialogue format. It also distinguishes humour from other types of texts, citing Melnikova (2019) to support the argument. The text is well-written and adheres to a formal register, with technical terms explained upon first use and conventional structure and formatting features followed. Humour can be found in any speech culture and are often associated with informal communication.

To understand humour from a linguistic point of view, it is necessary to use the concept of 'communication key', introduced by D. Hymes. This refers to the manner in which the message is conveyed, and it is important to understand how the storyteller presents the anecdote [Bell 1980, p. 111]. This type of communication is characterized by the combination of the situation-topic with the situation of current communication [Gouldin, Sirotinina 1993, p. 15].

The effectiveness of communication is influenced by various factors such as the status and role of the participants, as well as their interpersonal relationships. There are several types of communication, including ordinary (neutral, everyday) communication, ceremonial communication, official-business communication, friendly communication, humorous communication, and others.

- ordinary (neutral, everyday) communication,

- solemn,
- official business,
- friendly,
- humorous communication, etc.

It is important to acknowledge that the list of communication options between communicants provided is not exhaustive. It should be noted that humour, like anecdotes, are dialogical in nature. According to research, in dialogues where there is an imbalance of power, the right to initiate jokes or teasing is significant [Linde 1988, p. 147]. In his book 'Principles of Pragmatics', Leech lists various postulates of communication and highlights 'the irony principle' and 'the principle of benevolent humor' as special conditions of 'interpersonal rhetoric' [Leech 1983, p. 149]. Leech also identifies relatively rigid forms of communication, which include types of business (institutional) communication, such as political, religious, therapeutic, and pedagogical communication, as well as types of interpersonal communication. In his book 'Principles of Pragmatics', Leech lists various postulates of communication and highlights 'the irony principle' and 'the principle of benevolent humor' as special conditions of 'interpersonal rhetoric' [Leech 1983, p. 149].

Institutional communication differs from interpersonal communication in that it involves individuals fulfilling societal roles, such as teacher, student, doctor, patient, etc. While emotional contact between communication partners is not the primary focus, it is still important to maintain a professional and respectful tone. It is worth noting that anecdotes can be used in any type of communication, including high-level meetings. However, it is important to ensure that any anecdotes shared are relevant to the communication situation at hand.

Human communication is often multifaceted. When communication is intended to convey information, it is typically neutral in tone. However, other forms of communication serve the dual purpose of transmitting information and maintaining social connections. It is worth noting that V.V. Dementyev's research on phatic communication includes humour (and anecdotes, which often contain jokes) as one of the genres of this type of communication [Dementyev 1995, p. 56]. Considering the linguistic features of the anecdote, it would be beneficial to further examine its communicative aspect.

Speaking about an anecdote from the point of view of a communicative approach, we note that an anecdote is considered a long-lived genre of urban oral folk art. The anecdote is unpretentious, does not require special attention, it is not preserved as works of classics, however, the anecdote performs a number of functions, and, above all, communicative, because in time, "on the topic", a narrated and successful anecdote allows communication partners to establish, optimize and consolidate communicative contact. An anecdote directly relates to the field of studying pragmalinguistics or linguistic pragmatics, since linguopragmatics deals with the study of language as a means of communication, and anecdote plays an important role in communication. In general, the problems of speech communication, and in particular, the study of anecdote as a humorous discourse, attracts many scientists dealing with linguistic pragmatics [Verzhbitskaya 1997; Norman 2009; Norman 2014; Susov 2006; Ernst 2002; Leech 1983; Levinson 1983; Meibauer 2005, etc.].

An anecdote has great communicative value. The whole point of an anecdote, its entire comic effect is manifested precisely in its oral reproduction, storytelling, to which the formal and meaningful stereotyping of the anecdote is adapted. The success or failure of an anecdote largely depends on the skill of the narrator (addressee), on his ability to convey funny dialogue in faces, comically depict the characters of the anecdote, maintain the necessary and appropriate pause and effectively present the ending. That is why it is pointless to tell an anecdote inexpressively, without using your artistic abilities.

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