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О.С.Пузикова (4 курс, каф. PR), О.Г.Ветрова, к.ф.н., проф.

## НУ И ЧТО ТУТ СМЕШНОГО? КАК ПОНИМАТЬ ЮМОР В МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

Представляется важным исследование характера шутки как феномена речи с лингвистической точки зрения. Межкультурная коммуникация изобилует примерами, когда шутку понимают неправильно или не понимают вовсе, что отрицательно сказывается на общем результате коммуникации. Объяснение этому можно найти в лингвистическом анализе данного речевого явления.

Z.Freud, the psychologist, said, "It is a fact that if we try to examine and to explain the techniques of a joke, the joke will disappear". Nevertheless, it is useful and important to examine some of the characteristics of humour from the linguistic point of view.

In this report demonstrated are grammatical irregularities, polisemy and homonymy of words, misuse of words change of the meaning of sentences. It causes ambiguity and thus creates a humorous effect.

Humour surely has an underlying fundamental principle. It consists in the absence of exact and explicit correspondence between form and meaning. That is the main source of ambiguity underlying the majority of linguistically based jokes.

The ambiguity of a sentence allows one to interpret it in a sense different from that which was originally meant thus creating a humorous effect.

At the level of a word, we should understand all its meanings. It can be exemplified by anecdotes, cases from advertising and cases from the so-called hospitality English.

We should take into account that there is a connotative meaning of words besides a lexical meaning. It may be a source of ambiguity too. For example, in advertisement outside a dress shop is said, "Dresses for street walking". In this case the combination of words 'street walking' has a connotative meaning because 'street walker' is prostitute.

Misuse (casual or deliberate) of words may create a humorous effect, too.

The humorous effect is also created by the change of word order. The wrong word order is often the source of ambiguity. Consider the following advertisement in a bar, "Special cocktails for ladies with nuts". It should be "Special cocktails with nuts for ladies". Otherwise ladies appear to be with nuts.

Important is not only the meaning of separate words or expressions but also the situational meaning, i.e. the meaning in the context

The research shows us the importance of linguistic characteristics of humour. We should pay attention to them in order to avoid misunderstandings. It is especially important in the cross-cultural business communication when humour may result in the success or the failure of a business deal.

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