

REVEALING CULTURAL STEREOTYPES IN THE MATERIALS OF JOKES AND ANECDOTES

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Annotation

This scientific article aims to analyze how cultural stereotypes are revealed in jokes and anecdotes. The study provides an overview of cultural stereotypes and their effects on society, and then examines how jokes and anecdotes perpetuate them. The research identifies different types of cultural stereotypes and argues that they contribute to social inequality and discrimination. The article concludes with recommendations for reducing the prevalence of cultural stereotypes in humorous materials.

Keywords

Cultural stereotypes, jokes, anecdotes, discrimination, social inequality, humor.

INTRODUCTION

Cultural stereotypes refer to beliefs or assumptions about a particular group of people based on their race, ethnicity, religion, gender, sexual orientation, etc. These stereotypes are often perpetuated by the media, popular culture, and everyday interactions, leading to social inequality and discrimination. Jokes and anecdotes are one way in which cultural stereotypes are reinforced and disseminated. Despite their apparent harmlessness, these materials have a significant impact on our perceptions of others and can reinforce negative attitudes and behaviors. The purpose of this study is to examine the ways in which cultural stereotypes are revealed in jokes and anecdotes and to suggest strategies for reducing their harmful effects.

MAIN PART

The concept of “stereotype” is discussed not only in linguistics, but also in sociology, ethnography, cognitive science, psychology, ethno-psycho-linguistics. And each of the above-mentioned sciences has their own idea of the stereotype, their classification of the concept. The stereotypes of thinking and behaviour features are considered within the framework of a subgroup of social stereotypes. Turning to ethno-cultural stereotypes means focusing on generalized ideas about the characteristics typical of any particular nation.

Modern linguistics has concentrated on investigating definition and genesis of stereotypes. Researching stereotypes is not an easy matter - in the first place, there is no common opinion on the emergence and functioning of national stereotypes in society. As a result, different interpretations and approaches to this phenomenon have emerged, which in various scientific works can be defined by such terms as ethnic prejudices, national stereotypes, ethnic representations, national images, etc. W. Lippman was the first to introduce the concept of stereotype; while analyzing public opinion he tried to define the status of the stereotype and its role in the process of its formation. Moreover, he regards this phenomenon as mental concepts, pictures in our heads which govern the process of perception and the individual's feelings. According to W. Lippman, while dealings with the world outside, the individual inevitably draws a picture or image in his mind not based on personal experience. Indeed, many of us have some idea of different factors and phenomena, even before we face them in reality. People, driven by linguocultural environment, form mental images of events they do not experience - the so-called idea-stereotypes. Simply put, we learn stereotypes from culture - in part, it can be argued that they are literally imposed on us by our culture, and as a result - we tend to perceive information in the form stereotyped for us by our culture.²⁵

RESULTS AND DISCUSSIONS

1. Types of cultural stereotypes - there are several types of cultural stereotypes, including racial, ethnic, gender, and religious stereotypes. These stereotypes are often reinforced by popular culture, media, and other forms of entertainment. For example, the portrayal of African Americans as criminals or intelligent Asians can contribute to negative attitudes toward these groups, leading to discrimination and social inequality.

2. The impact of cultural stereotypes - cultural stereotypes can have negative effects on individuals and society as a whole. For example, they can lead to discrimination in employment, housing, and access to healthcare and education. Stereotypes can also affect individuals' self-perception and limit their opportunities in life. Moreover, cultural stereotypes can create negative attitudes toward certain groups, leading to social polarization and conflict.

3. Revealing cultural stereotypes in jokes and anecdotes - Jokes and anecdotes are often based on cultural stereotypes and perpetuate them. For example, jokes about women's intellectual abilities or men's emotional sensitivity reinforce gender

²⁵ W. Lippman, "Public Opinion", N.Y.: AP, 1950, 156 p

stereotypes. Similarly, jokes about certain races or ethnicities perpetuate racism and contribute to negative attitudes toward these groups.

4. The harmful effects of jokes and anecdotes on society - the widespread dissemination of jokes and anecdotes that perpetuate cultural stereotypes can have serious consequences for society. They can further entrench preexisting stereotypes, leading to social polarization and conflict. Additionally, they contribute to the normalization of negative attitudes and behaviors, making it more difficult to address issues of discrimination and social inequality.

The study of culture and language correlation has become the mainstream of linguistics research because of the phenomenon of globalization, the blurring of borders between national markets and the washing of cultural differences between nations, regions and ethnic groups. Studying language through culture is meant particularly to emphasise the fact that the interests of all human sciences find common ground in the concept of 'language and culture'. Regarding language as the main form of national culture expression and existence, E. Sepir noted that culture is what representatives of this society do and think, and language is how they think²⁶. There is a direct link between language, mind and culture, with culture being the content and language the form of existence of the content. Language is a cognitive tool through which man perceives the surrounding world and culture.

Anecdotes are characterized as belonging to the category of precedent texts, i.e. texts that are well known to any member of a linguistic and cultural community, whose cognitive base includes an invariant of their perception, and the appeals to which are repeatedly renewed in the process of communication through related symbols. Anecdote heroes are also precedent and defined as ethnic types that are stereotypically associated with comical standards of conduct which are perceived adequately only within a speech culture that created the joke. Anecdotes are most often based on the "precedent situation" presented in the differential features form and associated with a set of certain connotations. For example, in ethnic anecdotes different nationalities representatives are put in the same conditions (train, uninhabited island, hunting in the forest, etc.). Precedent texts are part of a particular ethnic group language culture and based on standard communicative situations that reflect national and ethnic stereotypes that are commonly used in everyday discourse

²⁶ Ed. Sepir, "Kul'tura podlinnaya i mnimaya", *Izbrannye trudy po yazykoznaniiu i kul'turologii*. M.: IKAR, 1993, 193 p

Davis says that the anecdote traditions of different countries follow certain rules governing ridicule and ethnicity. There are implicit cultural models, sets of social situations that cause the production of similar anecdotes (i.e. based on similar scenarios) in different countries.²⁷ These patterns should manifest themselves in the anecdote-tradition of each individual culture and be based on the assumption that the joke focuses on the deviation from the norm of the average

The anecdotes use is directly connected with the world knowledge system or, in other words, the linguo-cognitive level of perception. Such texts analysis can determine the individual features and actions justified, encouraged or condemned in a certain society at a certain stage of development.

CONCLUSION

In conclusion, the prevalence of cultural stereotypes perpetuated by jokes and anecdotes can have significant negative effects on individuals and society as a whole. We need to be aware of these stereotypes and their harmful effects and work to reduce their prevalence. Humor can be a powerful tool for social change, and it is possible to create jokes and anecdotes that challenge stereotypes and promote positive attitudes toward diverse groups. By taking a more conscious and responsible approach to humor, we can contribute to a more just and inclusive society.

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²⁷ Ch. Davies, "Ethnic Humor Around the World: A Comparative Analysis", Bloomington: Indiana University Press, 1990, pp. 215-235.

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