

майстерність перекладача, характер тексту, який перекладають, особливості мов, час написання та перекладу та ін. [6].

Отже, для того, щоб перекласти неологізм, слід детально вивчити його структуру та підібрати спосіб перекладу, який зміг би найкраще передати зміст слова.

ЛІТЕРАТУРА

1. Білоус О. М. Неологізми: способи утворення та перекладу (на матеріалі концепту «Вибори» німецькою мовою). URL: <http://tractatus.sumdu.edu.ua/Arhiv/2006-11/25.pdf> (дата звернення: 11.04.2021)
2. Зацний Ю. А. Поповнення словникового складу англійської мови / Вісник Сумського державного університету. 2002. № 4. С. 75-79.
3. Карабан В. І. Переклад англійської наукової та технічної літератури. Лексичні, термінологічні та жанрово-стилістичні труднощі. Вінниця : Нова книга, 2001. С. 59.
4. Касаткіна-Кубишкіна О. В. До проблеми перекладу англійських неологізмів українською мовою / О. В. Касаткіна-Кубишкіна, Ю. В. Курята / Наукові записки. Серія «Філологічна». Острогор : Видавництво Національного університету «Острозька Академія». – Вип. 25. 2012. С. 49-51.
5. Устінова В. О. Лінгвістичні фактори появи неологізмів у сучасній німецькій мові / Науковий вісник Міжнародного гуманітарного університету. Серія : Філологія. 2015. Вип. 15(2). С. 154-156
6. Федоров, А. В. Основы общей теории перевода : для ин-тов и фак. иностр. яз: учебное пособие. 5-е изд. Санкт-Петербург : Филол. фак. СПбГУ. Москва : Филология ТРИ, 2002. 416 с.

Крива Юлія

Науковий керівник – доц. Шонь Олена

PUN AS A LINGUOSTYLISTIC MEANS OF CREATING THE HUMOROUS EFFECT IN ENGLISH JOKES

The study of the «pun» phenomenon has a long history. The first mention of a similar phenomenon of «funny verbal phrases» as a means of joking or deceiving the audience can be found in the Rhetoric by Aristotle [2, p. 41].

The topicality of this article is defined by lack of a unified theory of English joke and exhaustive knowledge of the mechanics of English humor, which is created by various means of language, the difficulty of translating an English joke into Ukrainian without losing the comic effect.

Pun is a multifaceted phenomenon that has a stylistic, psycholinguistic, pragmatic and aesthetic nature at the same time [1, p. 12]. Due to the multifaceted nature of this phenomenon, it is quite difficult to give a precise definition of a pun.

Discoveries made by participants in a communicative situation push the limits of imagination, encourage creative search, cultivate the ability to listen and hear, develop a speed of reaction to the word. The effect of surprise created by pun, enhances their impact on the recipient, and humorous and emotional coloring make it more understandable.

The aim of the article is to find out the most productive types of pun and identify its specific features.

Pun develops language instinct, the ability to think logically, listen and hear, ease and joy of communication. The term has several meanings. This is due to the multifaceted nature of this phenomenon. There are many definitions of a pun. One of them was put forward by the Austrian philosopher Ludwig Wittgenstein in the middle of the twentieth century. According to his definition, all human speech activity and even non-speech activity is a set of puns [2, p. 124].

Pun is an anomaly – «a phenomenon that violates any formulated rules or intuitively felt patterns» [11, p. 119]; programmed by a pun, deviation from the stereotype of perception, formation and use of language units [3, p. 9].

To understand a joke hidden by the means of pun, one needs to be able to compare, analyze and reason. A pun assumes a mandatory reliance on a communicative situation with an informal status. It serves as a marker of colloquialism, as the listed features «belong to the components of the communicative act that form colloquial speech. In other words, colloquial speech creates the optimal preconditions for the emergence of a pun, but a pun itself becomes ... a sign of a colloquial speech» [8, p. 683].

Often the understanding of a pun is limited by the function of the expression of the comic. Thus, I. N. Gorelov and K. F. Sedov define a pun as a phenomenon of speech communication, the content of

which is the attitude to the form of speech, the desire to achieve in the expression of effects similar to the effects of fiction, and which can affect almost all levels of language structure, indicating that a pun has an attitude to comic effect [5, p. 245].

Thus, considering the above notions of a pun as a linguistic phenomenon, a more appropriate definition can be given: a pun is a certain type of speech behaviour of speakers, based on deliberate violation of systemic language relations, in order to create unusual language forms and structures that acquire expressive, humorous meaning [6, p. 219].

There are many types of a pun, but here it will be relevant to describe the following:

Paronomasia (Greek paronomasia, from *pará* - near and *onomázo* - I call) is a stylistic device consisting of a comic or figurative convergence of words, which due to the similarity of sound and partial coincidence of morpheme composition can sometimes be mistaken. Since two words are involved at once, the method is sometimes also called a binary stylistic device [9, p. 1134].

This joke is an example of a paronomasia of two words:

1. «Three tomatoes are walking down the street, a poppa tomato, a momma tomato, and a little baby tomato. The baby tomato is lagging behind the poppa and momma tomato. The poppa tomato gets mad, goes over to the momma tomato and stamps on him (STAMPS on the ground) and says: «Catch up» [12, p. 5].

The verb «catch up» is translated as «get up» and sounds similar to the word «ketchup» [10, p.489]. The humour is that when Dad crushed the baby tomato, it turned out to be ketchup. At the same time, he seems to be telling him, «Get up».

2. «I was arrested at the airport. Just because I was greeting my cousin Jack! All that I said was «Hi Jack», but very loud» [12, p. 7].

In this joke there is also a paronomasia. The phrase «Hi, Jack» i.e. «Hello, Jack» sounds similar to the English word «hijacking» [10, p. 255], which means «theft of an airplane» [7, p. 420]. It turns out that the protagonist of the joke shouted «stealing the plane», although he meant something completely different.

In this joke there's also a paronomasia of two words.

3. – Did you hear about the man with a broken left arm and broken left leg?

– Don't worry he's «ALRIGHT» now! [12, p. 10].

So, the word «alright» is translated as «everything is good». It sounds similar to the phrase «all right» which means «the right side» – [ɔ̃ □ l □ ra t] [7, p. 21]. That is, although someone has a broken arm and leg, everything is fine with him.

Anagram is a word or phrase formed by rearranging the letters of another word [9, p. 96]. Despite the fact that great attention to the anagram in poetry falls on a relatively recent time, this technique is apparently among the oldest: from the lectures of Ferdinand de Saussure comes the idea of the wide use of anagrams in the most ancient epics: Mahabharata and Ramayana, Iliad and Odyssey, as well as in the Bible. The progenitor of the anagram, however, is believed to be the poet and grammarian Lycophron, who lived in Ancient Greece in the 3rd century BC.

– Where is Paul now?

– He`s in a dirty room.

– Oh, is he probably tidying it up?

– Of course he is not! He should tidy up at home! It`s the dormitory [12, p. 4].

In this case we see the pun as the anagram. The word «dormitory» has the same set of letters as «dirty room». It is understood that the student hostel is rather dirty, but the hero is not going to clean up there, because he does not live there.

Polysemy is a phenomenon that is characterized by the presence of two or more meanings of a word, which are historically conditioned or interrelated in meaning and origin [9, p. 1186]. Lexical polysemy is the ability of one word to serve to designate different objects and phenomena of reality, associatively related to each other and forming a complex semantic unity. It is the presence of a common semantic feature that distinguishes polysemy from homonymy and homophony: for example, the word «pupil» a) part of the eye: Simon has very large pupils; b) student in a school: Jessica is the star pupil in her drama class [7, p. 501]. They are semantically unrelated and are homographs.

1.– Why was the picture sent to jail?

– Because it was framed» [12, p. 12].

– Why would a pelican make a good economist?

– Because it knows, how to stretch its bill [12, p. 15].

In examples 1 and 2, the game is based on the ambiguity of words. In example 1, the verb «frame» has several meanings: 1) to fix a border around a picture, etc. and often glass in front of it; 2) to make a person seem to be guilty of a crime when they are not, by producing facts or information that are not true [1, p. 17]. Comic is the different meaning of the word. In example 2, the word «bill» also has several meanings 1) a request for payment of money owed, or the piece of paper on which it is written; 2) the beak of a bird [4, p. 85]. It is the same as in example 1.

3. «I never wanted to believe that my Dad was stealing from his job as a road worker. But when I got home, all the signs were there» [12, p. 21].

In this joke we are faced with the ambiguity of the word «sign» - a sign (information) and a road sign. It turns out that when the narrator comes home, he sees signs that his father is stealing road signs from work. And these signs (which the narrator sees) are the same road signs stolen from work.

Homophone is a word that sounds the same as another word but has a different meaning, whether it's spelled the same or not. Homophony also includes cases of phonetic coincidence of a word and a word combination or two word combinations.

In English homophones arose as a result of the historically developed different designations in writing of the same consonant or vowel sound, for example: whole - hole, knew - new; dear - deer, bear - bare.

1. – Why was six scared of seven?

– Because seven «ate» nine [12, p. 1].

Here again we see a case of homophony. The fact is that the word «ate» - [eɪ t] sounds similar to the numeral «eight» - [eɪ t] [7, p. 224]. It turns out when we count: «seven, eight, nine», in English it is sounds like «seven ate nine». Now the meaning of the joke becomes clear.

2. «A man got hit in the head with a can of Coke, but he was alright because it was a soft drink» [12, p. 14].

In this case we observe homonymy. Soft drink is translated as soda, but you can literally understand this phrase as «soft (mild, gentle) drink».

In the process of translation of puns into Ukrainian, the entire humorous effect may disappear. This is due to various language features:

- 1) Different structure of languages (Ukrainian is synthetic, and English is analytical);
- 2) Mentality, cultural traditions (the difference between what you can laugh at in Ukraine and English-speaking countries).

Thus, having considered the most productive types of a pun in English jokes, defined the main features of this concept and investigated examples of puns in jokes and stylistic devices, which create the humorous effect, we come to the conclusion that most English jokes are based on paronomasia, anagram, polysemy, homophony.

REFERENCES

1. Болдирева А. С. Переклад каламбурів як засобу створення гумористичного ефекту: до постановки проблеми. Записки з романо-германської філології. 2017. № 2. С. 11-19.
2. Витгенштейн Л. Философские исследования. М.: Астрель, 2011. 321 с.
3. Гридина Т. А. Языковая игра: стереотип и творчество. Екатеринбург: Изд-во Уральского гос. педагог. ун-та, 1996. 225 с.
4. Николина Н. А., Агеева Е. А. Языковая игра в современной русской прозе. Русский язык сегодня. №1. М.: Флинта, 2000. 208 с.
5. Руднев В. П. Словарь культуры XX века. М.: Аграф, 1997. 380 с.
6. Сковородникова А. П. Энциклопедический словарь-справочник. Выразительные средства русского языка, речевые ошибки и недочёты. М.: Флинта, 2011. 480 с.
7. Jones D. Cambridge English pronouncing dictionary 18th edition / ed. D. Jones. Cambridge, 2010. 895 p.
8. MacDonald Maryellen C. Lexical Nature of Syntactic Ambiguity Resolution. Psychological Review. 1994. Volume 101, Issue 4. P. 676-703.
9. Macmillan English Dictionary for Advanced Learners. Macmillan ELT; 2nd ed. Edition, 2007. 1872 p.
10. Oxford Advanced Learner's Dictionary 8th Edition. Oxford University Press, 2010. 1796 p.
11. Simpson P. Stylistics: A Resource Book for Students. London: Routledge, 2004. 262 p.
12. The laugh factory comedy network. URL: <http://www.laughfactory.com/jokes/word-play-jokes> (дата звернення: 26.11.2020).