

characters); express their opinion on the problem, acting as different characters. You can play a game: acquaintance with the characters of the work. The game is based on an earlier analysis of literary portraits and interpersonal relationships of the characters. The form of an interview with the characters of the work, prepared by a group of schoolchildren – “journalists”, is used. The characters talk about their appearance, clothes, habits, attitude to other characters of the work.

It is advisable to carry out control and correction in 2 stages [2]:

1. The primary analysis and evaluation of the acting troupe activity is carried out in the classroom after watching the direction of a play and is of a short-term nature. The communication of schoolchildren as a way of organizing joint educational activities is analyzed: the nature of contacts between participants, the peculiarities of their perception of each other, the presence of mutual understanding; the correct use of the activated grammatical topic.

2. Deferred analysis which involves a detailed analysis and correction of mistakes made during dramatization.

Conclusion. The use of dramatization develops critical and intuitive thinking, serves as a means of stimulating intellectual development, improves the quality of speech by increasing the length of sentences, using a variety of grammatical constructions and expanding vocabulary. The use of social forms of work in the classroom, in particular dramatization, fundamentally affects the dynamics of the development of psychological characteristics of students. Psychological discomfort, tension, stiffness decrease; fear as a communicative barrier disappears.

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MEMES AS A NEW WAY OF COMMUNICATION FOR YOUNG GENERATION

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Keywords: communication, online communication, meme, image, visual tool.

Modern society is a society of visual communication that mainly takes place on the Internet. Of the many forms of visual expression on the Internet among the most widespread and most expressive are the memes. Internet memes are the most common photo and video content on the Internet, which convey or send a specific (often humorous) message, whose codes and meanings are well-grounded in the global culture.

The aim of our study is to examine the features of the Internet memes as well as to detect which types of memes are most popular and what are their characteristics.

Material and methods. The scope of the present research covers a corpus of Internet memes, including about 30 units. Such methods as the descriptive method, the method of the analysis and classification were used.

Findings and their discussion. Many scientists have been studying the meme as a phenomenon since the 1970s. In 1976, the English scientist Richard Dawkins published the book «The Selfish Gene» [1], which marked the birth of memetics as a science. In memetics, the concept of Darwin's theory of evolution is transferred to human culture. In a broad sense, this is an approach that studies ideas as units of cultural information. The term «meme» appears in Dawkins's work as an analogy with «gene» in genetics.

According to R. Dawkins, meme indicates different types of information (ideas, habits, figures) that spread, multiply and change in the environment of human culture [1]. Carlos Diaz adds that memes behave similarly to viruses and that they fight to survive by «infecting» brain, moving from one to the other man and extending through human society [2].

A meme is a unit of cultural information. It can be any phrase, idea, symbol, image or sound that is passed from person to person on the basis of imitation. The last criterion is fundamental, because it is only on imitation (replication) that the whole mechanism of the emergence of a meme is built. As a unit of cultural information, a meme does not depend on a specific situation, but is a universal code. In practice, this manifests itself in cases where the same meme is used to explain a variety of situations. In other words, a meme becomes a meme only when it turns from a specific precedent event into a contextless unit of information.

Based on the definition and categorization of different authors [1; 2], it is possible to single out a few key features of Internet memes:

- imitation – memes represent a copy of the original that it imitates but also surpasses;
- cultural and social conditionality – the original is a part of the culture, it is well known, and the society serves as a transmitter and creator of the meaning of a meme;
- specificity and visibility – regardless of the original, memes themselves eventually start being recognized as a phenomenon;
- humor and satire – memes are parodies of the original, or with the original work served as the basis of his spirituality, changing the meanings;
- simplicity – wit and visibility are possible thanks to the simple structure of the memes that almost every member of society and culture can observe. Actually, it is simplicity, besides humor and visibility, which is one of the main reasons for the popularity of this form of social interaction;
- high compactness to the meanings – the simplicity of expression of the meme carries many different meanings, both denotative, and connotative;
- combination of visual and textual – the ambiguity of the memes consequence is often the fact that the memes are consist of the visual part and textual.

Memes have many classifications. They can be divided according to a variety of criteria. For example, according to the method of origin, scientists distinguish:

- intentionally created (the so-called «forced memes», which are created by marketers or users to promote the brand or themselves);
- co-opted (those that seem to arise spontaneously, but are instantly picked up by interested parties and untwisted for some purpose);

- self-generating (absolutely folk art, pure meme, viral).

According to semiotics, memes are usually divided into visual, auditory, textual and mixed types:

- visual – the most massive group of memes. These are pictures, macros, demotivators, advises, comics, phototoads, faces, etc;
- auditory – songs, slogans, mottos;
- text – any verbal expressions, neologisms, poems, slogans that exist in text form;
- mixed – video memes can be attributed to them, because they combine visual and auditory features. According to some sources, mixed (creolized) memes include pictures with text, because they combine both visual and verbal content.

One more way in which memes can be classified is according to their functions. Thus classified, they reflect the intentions of its creators:

- entertainment;
- informing;
- advertising.

The analysis of Internet memes has shown that they can act as a means of intercultural communication. This position is confirmed, firstly, by the fact that the main language used in Internet memes is English. The use of English in Internet memes, which is the language of interethnic communication, greatly simplifies the use of Internet memes by users who may belong to different cultures and at the same time can join the global Internet culture without experiencing a language barrier [3].

In addition, the high potential of Internet memes as a means of intercultural interaction is expressed in the fact that Internet memes reflect the process of globalization of cultural and information content. The identity of Internet memes in different languages means that Internet users belonging to different cultures «consume» similar Internet content and, therefore, become adherents of unified cultural values promoted through the Internet environment, which in turn is a reflection of the broad process of globalization.

In order to adapt Internet memes for the «local» Internet user, the accompanying inscription of the Internet meme is often changed during translation. Notions alien to the local culture can be replaced by familiar, easily recognizable concepts. As an example is the Internet meme that shows Santa Claus saying «I saw your Facebook statuses, you will get a dictionary for Christmas», obviously hinting at the frequent violation of the language norm and a large number of errors in Internet communication. This Internet meme is based on a humorous effect and makes fun of the linguistic sloppiness of Internet users. The translation of this meme into Russian is slightly different: the word *Facebook* was deliberately changed to *Vkontakte*, apparently because the social network *Vkontakte* is more popular among Russian Internet users, and the word *Christmas* was translated as *New Year*, probably because the concept of the New Year is more familiar to our culture.

Conclusion. The results indicate that the most numerous among the popular memes are those in the form of photos or images, that are mostly comically in character and in the function of entertainment. Also the increasing popularity of memes in the form of moving pictures has been noticed. Undoubtedly memes are becoming an innovative way of communication.

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EXISTENTIALIST PHILOSOPHY IN ANATOL KREIDZICH'S SEQUENCE OF MINIATURE ESSAYS *WOUNDED DREAMS*

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Keywords: existentialism, 21st century literature, Belarusian prose, Anatol Kreidzich, miniature essay.

The term *existentialism* was proposed by Søren Kierkegaard, a Danish philosopher, theologian, poet and social critic of the early nineteenth century. Scholars tend to divide existentialism into two main branches: religious existentialism developed by Kierkegaard himself and secular existentialism of Jean-Paul Sartre. Existentialism is regarded as a revolt against science, a revolt against the entire European scientific tradition from Aristotle to Hegel. Its proponents show all hardships of human life. The main features of existentialism are as follows: rendering the atmosphere of fear, grief, hopelessness, horror, despair; loneliness of the main character, an eternal struggle between the person and their environment; the purpose of life as the primary concept; the freedom of the individual as the top priority; and human life as freedom of choice [2].

The purpose of our research is to trace the main features of existentialism in the sequence of miniature essays *Paranienyja Mary (Wounded Dreams)* [1] by one of the most acclaimed modern writers of Brest region Anatol Kreidzich (b. in 1965), whose significance for the national literary process accounts for the importance of our research.

Material and methods. The research is based on the texts of the miniature essays included in the *Paranienyja Mary* collection of drama, short stories and essays. The research methods comprise close reading, description, and psychological analysis.

Findings and their discussion. The main motif of the essays presented in the book is Man's mission in this world, which reflects the fundamental principle of existentialist philosophy. The sequence opens with the *Nervousness* miniature that describes the feelings of a person who is giving a public speech. The fear and helplessness of the speaker are rendered through a thorough description of his mental and even physical state: confused thoughts, forgetting the speech, having a dry throat and the like. The opposition of the speaker and the audience reflects the existentialist idea of loneliness and struggle against the hostile environment.

The second essay, *Distrust*, develops the above ideas, creating the atmosphere of tension and hostility through numerous lexical units with negative connotation (distrust, distrustful, suspicious, arrogance, destroys). As William Shakespeare did in his *Hamlet*