

вичленовування граматичної ознаки; формування навичок упізнавання граматичних форм; формування навичок встановлення значень граматичних форм поза контекстом; формування навичок встановлення значень граматичних форм у контексті без перекладу; інтегрування граматичних навичок в уміння аналітичного та синтетичного читання.

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SHIBBOLETH AS A SOURCE OF HUMOR IN MODERN ANIMATED COMEDIES

Means of comic effect in animation comedy have passed through a long way of transformations. At the present stage, animated characters themselves and situations they get into, traditionally achieve humor. At the same time, crucial role in comic effect creation belongs to language means. Inconsistencies and inaccuracies on all text levels are perceived as intentional divergences leading to humor.

In modern animation feature films, sound organization of character's speech is an important stylistic device. Comicality often arises because of a deviation in the pronunciation norm – from errors and defects in the speech of animation characters. Shibboleth is the device that transmits so-called defects. In stylistics it is defined as a set of characteristics of oral speech or written text, to judge not the content of what was said or written, but the speaker himself: his ethnic origin, profession, age, range of activities, emotional state, etc. [2: 310]; a word or way of speaking or behaving which shows that a person belongs to a particular group [1].

Examples where shibboleth is used to create humor is found in the speech of characters of the animated comedy *Cars*. Language of *Mater*, which is fraught with mistakes, points to a particular social status this character belongs to in the world of *cars*, where he is an ordinary towing vehicle that is considered far from prestigious. In particular, it is expressed through violation of:

- subject verb agreement;

Hey, listen, listen! If anybody, asks you, we was out smashin' mailboxes, OK?

He must've finished it while we was all sleepin'!

Hahahaha. I swear, tractors is so dumb!... Aaaa... Getting' cozy at the Cone, is we?

Hey, you think maybe one day I can get a ride in one of them helicopters? I mean, I've always wanted to ride in one of them fancy helicopters.

- the irregular past participle;

I knew it. I knewed I made a good choice.

I knewed you wouldn't leave without saying goodbye.

- pronunciation (pretty → purty):

Weehoo! I'm the first on the new road! Ahho! It rides purty (pretty) smooth.

Boy, I'm purty good at this lawyerin' stuff.

You know I used to be a purty good whistler ... I'm not one to brag, but people come purty far to see me get low on the "Mow-Mow".

Another example where the device of shibboleth is used rather accurately to underline the ethnic belonging of characters and as a result to make their speech sound comic. On the visual level, ethnic features of characters of Luigi and Guido are represented through particular small-scale Italian car models (*Fiat 500* and *Isetta forklift*) and on the verbal level, the origin of speakers is shown in -o and -a endings, breaking of subject verb agreement, usage of Italian words:

Luigi: I think it's about-a time we redecorate. (...) No, no. You don't-a know what you want. Luigi know what you want. Blackwall tires. They blend into the pavement. But-a this ... white-wall tires!

Luigi: Hohoho. On your mark, get set. Uno for the money, due for the show, tre to get ready, and Quattro to... I can't believe it. Go!! Hahaha.

In modern animation comedies, slang is traditionally used to intentionally display peculiarities of individual speech style of a character. Such example is found in the *Shrek the Third* comedy. Trying to come to terms with a teenage, the protagonist moves to a youth style of communication, including the pronunciation that makes his speech completely incomprehensible and finally causes humor.

Shrek: Listen Artie ... If you think this whole mad scene ain't dope, I feel you dude. I mean, I'm not trying to get up in your grill or raise your roof or whatever, but what I am screaming is, yo, check out this kazing thazing bazaby. I mean, if it doesn't groove or what I'm saying ain't straight trippin', just say, oh no

you didn't, you know, you're getting' on my last nerve. And then I'll know it's ... then I'LL know it's whack...

As it was shown, a word can become comically sharp through colloquial pronunciation variants that accentuate speech and psychological characteristics of the speaker. It is worth observing that slang and shibboleth relate to the lexical level but namely phonetic design of these lexemes draws attention and causes humorous effect.

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