

ABSTRACT

Ivchenko N. S. Carnivalized ecodiscourse (a case study of English animated films). – Qualification scholarly paper: a manuscript.

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This study offers an analysis of carnivalized animated ecodiscourse in modern English communicative space. Carnivalized animated ecodiscourse is an integrative conception placing environmental issues, which are associated with expressiveness, emotivity and intertextuality, into the comic context. In this thesis, the ecocentric theorizing model is associated with the language and speech activity of carnivalized animated ecodiscourse characters and identification of techniques of producing a comic effect, underpinned with the cognitive mechanism of incongruence. Carnivalized ecodiscourse of animated films is considered here as a complex creative multimodal semiotic system within which senses emerge in a combination of means of transmitting information which belong to different modes, namely, verbal means, which form the linguistic scaffolding of an animated film and are divided into oral and written ones, and nonverbal means, which constitute the non-linguistic system and include visual and auditory means. In carnivalized ecodiscourse of animated films, semiotic means of verbal and nonverbal modes are organized according to the idea of the author or a group of authors and are aimed at creating a unified logical content, thus contributing to an all-round coverage of present-day environmental problems. The thesis is a case study of popular animated films in English about nature: "Zootopia" (2016), "The Secret Life of Pets" (2016) and "The Secret Life of Pets 2" (2019), "Sing" (2016), "Queen's Corgi" (2019), "Finding Dory" (2016). Their main characters are animals endowed with human traits and characters, who live in a specific ecological environment of a megalopolis, where they turn everything upside down, and comic situations occur as a result of violation of all

norms. It contributes to realization of the basic function of carnivalized animated eco-discourse, which is to make the addressee laugh.

The research **methodology** is based on the ecolinguistic approach to the study of carnivalized ecodiscourse. It allows to identify its specific features grounded on violation of norms – ontological, logical-conceptual, valorative, stereotypical, language and speech norms as well as inference prediction: violation of norms in humour is itself a norm, which contributes to producing a comic effect.

The scientific novelty of the study is accounted for by the fact that it is the first one to lay theoretical and methodological foundations of a systematic ecolinguistic approach to analyzing carnivalized ecodiscourse represented in English animated films. In particular, the research is the first one to identify specific functions of ecodiscourse which depend on communicative aims of the interlocutors. Animated carnivalized onyms and onymic stereotypes functioning in the space of carnivalized English linguoculture are described; carnival alterations of socio-cultural phenomena in carnivalized ecodiscourse are characterized; lingo-aesthetic signs are studied; carnivalization of positive, negative and neutral emotions and intertextual associations is demonstrated, as well as environmental friendliness of their explication. The study characterizes the carnival intertextual associations of socio-cultural phenomena as well as lingo-aesthetic signs which create a comic effect, contributing to positive ecological environment of carnivalized animated eco-discourse.

The thesis suggests a linguistic-ecoesthetic approach based on critical analysis of the discourse under study, which is analyzed from the perspective of its linguistic features. Eco-aesthetic information transmitted by linguistic means can be contained in the dictionary meaning of a word; in linguistic forms, i.e., logical, harmonic, euphonic and appropriate grammatical, stylistic and phonetic expressive means of the English language. A characteristic feature of the discourse under analysis is aesthetic speech signs which serve as markers of the connection between the real world and the ecological environment of animation and contribute to the

fostering eco-aesthetic consciousness of the recipient (the viewer), their emotional intelligence, aesthetic taste, and respectful attitude to the environment.

The thesis consists of the introduction, three chapters with conclusions, the general conclusion, the list of bibliography, the list of sources of illustrative material.

The first chapter "Carnivalized Animated Ecological Discourse" substantiates the theoretical foundations of the study: it gives the linguistic definition of discourse used in this study. Besides, this chapter presents the methodology and methods of the research of carnivalized ecodiscourse, sets out its methodological principles by characterizing the methods applied in the analysis of English carnivalized ecodiscourse and describes the stages of the research. The study identifies the main features, functions and genre characteristics of carnivalized animated ecodiscourse; the paradoxical nature of violation of various norms, which is the norm for the discourse under consideration. It also proposes categorization of mixed emotions into ambivalent, multivalent, evaluative, cluster, contradictory, diffuse, blended; the presence of emotional linguistic means (nominative, descriptive and expressive vocabulary as well as affective, connotative and potentiative means of language). Carnival animated ecodiscourse is proved to be an emotional interpretation of the existing world.

The second chapter "Reflection of the Socio-Cultural Environment of Language in Carnivalized Animated Discourse" deals with the study of the violation of norms in carnivalized animated discourse as a source of ecologization (stereotypical, ontological, valorative, logical-conceptual, linguistic and speech norms), as well as onyms, onymic stereotypes, their comic functions and socio-cultural phenomena in carnivalized animated ecodiscourse. Linguistic-aesthetic signs (proverbs, metaphors, idioms and memes) of carnivalized ecodiscourse are studied, social problems which it addresses in a comic perspective, as well as intertextual associations represented by words, phrases, abbreviations and phraseological expressions are singled out.

The third chapter "Carnivalization of Emotions: The Ecological Nature of Implication" identifies the types of stereotypical emotions actualized in carnivalized animated eco-discourse: positive, neutral, and negative ones. It is proved that carnivalized animated ecodiscourse, due to its incongruent nature, immerses stereotypical ideas about emotions into an unusual, bright, multi-level world, thus exposing environmental friendliness or unecological nature of their impact on the viewer. It is proved that ecodiscourse under study actively carnivalizes all types of emotions, affects and feelings, especially negative ones. The study identifies basic emotions – the fundamental ones, which are respesented as particularly strong and concentrated; hence, they are rendered with the help of more emotively coloured linguistic means; the sudy also considers secondary emotions – of the second order. The study brings to light gender emotions: feminine, masculine, and children's ones, as well as the difference between them. In particular, verbal and non-verbal means of intensification, reduction and obsuring emotional colouring are characterized.

The theoretical value of the thesis is accounted for by introducing a new type of discourse – carnival ecodiscourse, which contributes to the theory of discourse, ecolinguistics, intertextuality theory, emotiology, linguostylistics.

The results of the research, which confirm the hypothesis of the work, are summarized in the conclusion.

The applied value of the work depends on the prospects of using its results in the courses on lexicology of the English language (themes "Semasiology", "Phraseology"), stylistics of the English language (themes "Stylistic Semasiology", "Stylistic syntax"), theoretical grammar of the English language (themes "Phrases", "Sentences"), general linguistics (themes "Language and Thinking", "Semantics"), as well as in elective courses on cognitive discursology, functional and communicative linguistics, emotiology.

The prospects of further research lie in the sphere of applying the methodology of ecolinguistic analysis, which is developed in this thesis, in the

study of various genres of carnival ecodiscourse, which presupposes in-depth study of verbal, auditory and visual means.

Keywords: animated film, ecodiscourse, ecolinguistic approach, intertextual association, carnivalization, comic effect, language-aesthetic sign, mode, multimodality, violation of norms.