Irina G. Ishchenko✉, Elizaveta K. Ermolina
Amur State University
Blagoveshchensk, Russian Federation
iirinagen@mail.ru

Language game in modern animation
(Based on the series «DuckTales»)

Abstract
The current article aims to compare the manifestations of language game based on the text material of animated series «DuckTales» of 1987 and 2017. 281 examples of language game expressed by units of different language levels were identified. Contextual, semantic, word-building and stylistic analyses together with statistical instruments were used for further data processing. The results indicate that language game in the new version of «DuckTales» is used considerably more often (200 examples) than in the first version (81 examples). In «DuckTales» of 1987, the most common means of creating language game were lexical level units (44 examples) and phonetic level units (29 examples). In the version of 2017, phonetic devices comprised the majority of language game examples (109) followed by morphological level units (57). The minimal number of examples in both versions was found at the syntactic level (3 and 4 respectively). The results show the trend towards a more active and less aggressive use of language game techniques in the newer version to boost comic, entertaining and sense-forming effects.
Keywords: language game, animation, linguistic creativity, nonce word