



## A STUDY ON CROSS-CULTURAL DIFFERENCES IN THE USE AND PERCEPTION OF HUMOR IN THE CONTEXT OF TRANSLATION INTO RUSSIAN AMONG STUDENTS.

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**Annotation:** This study examines cross-cultural differences in students' use and perception of humor and its impact on the Russian translation process. Humor plays an important role in intercultural communication, promoting both socialization and cultural understanding. The results of the study show that humor is often influenced by cultural context, making correct translation difficult. Students noted that some forms of humor, such as puns and irony, lose their impact in translation, while others, such as funny situations, are more universal.

**Key words:** Cross-cultural differences, humor, perception of humor, translation, student environment, intercultural communication, comic forms. Cross-cultural differences in the use and perception of humor are an interesting area of research because humor plays an important role in social interaction and cultural identity.

Cultural Context Humor is often based on cultural norms, traditions, and language. What may be considered funny in one culture may be incomprehensible or offensive in another. For example, satirical humor may be perceived as offensive in cultures that value authority and tradition. Language features Play on words, puns and other linguistic devices are not found in other languages, which makes it difficult to translate and understand humor. For example, English jokes that rely on sound matches may be difficult for speakers of other languages to understand. Social norms in some cultures use humor to relieve tension or discuss tabulated topics, while in others it may be strictly limited. Humor about politics or religion may be acceptable in some societies and completely unacceptable in others. Types of Humor Different cultures prefer different types of humor, from light and playful to sarcastic and dark. For example, in some Western countries black humor is common, while in Eastern cultures humor based on irony and self-irony may predominate. It can be especially difficult for students because humor is often based on the department's, group's, etc.'s own "inside" jokes. Such humor needs to be translated very subtly in order to preserve the humorous effect, but without losing the cultural context. It is best to base the translation on common cultural trends and jokes that are understood in both countries. And what is strictly related to a specific environment is better explained additionally. In general, translating humor is not an easy task! This is a very interesting and relevant topic for research. Analysis of cross-cultural features of humor and their impact on translation is of great importance for understanding intercultural communications. When conducting a methodological study of this issue, it is worth considering several aspects. Firstly, to analyze the genres of humor that are popular in different student environments - this will allow us to identify cultural preferences. You also need to study common linguistic means of creating a comic effect in Russian and other languages. It is very important to collect material from real translations of student humor and analyze what nuances are lost or remain when transferred from one culture to another. You can also conduct surveys among students about their perception of humor in their native and foreign languages. A comparative analysis of the data obtained will allow us to draw valuable conclusions about methods for conveying culturally specific humor most

effectively. I think the results of such a study will be useful for the development of translation practice. Cross-cultural differences in the use and perception of humor is a very interesting topic. Humor depends not only on the linguistic characteristics of the language, but also on cultural traditions. Jokes are often inserted even into serious conversations. But in some Western cultures, humor should be more direct and understandable to everyone. The range of humorous genres also differs. For example, political jokes and borderline humor are popular in Russia. But in the United States, humor about ethnic groups or situational humor is often found. The same joke may seem funny in one situation and offensive in another. Therefore, when translating humor, it is necessary to take into account not only the language, but also cultural subtleties. This will avoid misunderstandings and make the translation more effective. Methodological research into cross-cultural differences in the use and perception of humor when translating into Russian among students is a complex and multifaceted topic that requires taking into account various factors. Here are some key points that may be important for such a study. Cultural Differences Humor is highly dependent on cultural context. What is funny in one culture may be completely inappropriate or incomprehensible in another. The study should take into account cultural characteristics and national stereotypes that influence the perception of humor. Types of Humor: There are many types of humor such as sarcasm, irony, satire and jokes. Each of them may be perceived differently depending on the cultural background of the audience. Translation Strategies: When translating humor, the translator often has to choose between literal translation and adapting the text for the target audience. This requires a deep understanding of both the source and target cultural context. Psychological aspects: The perception of humor also depends on personal factors such as age, education and personal preferences. In a student environment, these factors can be especially varied. Research Methodology: A number of methods such as surveys, interviews and text analysis can be used to conduct research. It is important to consider the diversity of the sample to ensure that the results are representative.

Cultural aspects influencing the perception of humor. The perception of humor is a complex and multifaceted process that depends on many cultural factors. These aspects can significantly influence how humor is perceived, interpreted, and used in different cultural contexts. This article examines key cultural aspects that may have a significant influence on the perception of humor. The social norms and values of each culture shape ideas about what is considered acceptable or unacceptable in humor. For example, in some cultures jokes about religion or politics may be considered offensive, while in others they may be part of everyday communication.

This is because humor often reflects and highlights cultural taboos and expectations. The context in which the interaction occurs also plays an important role in the perception of humor. For example, a joke that is appropriate in an informal setting among friends may be perceived as inappropriate in a formal setting. Cultural differences in the perception of context can lead to misunderstandings or even conflicts. Language is an important aspect of humor, as many jokes rely on puns, double entendres, or cultural references. People may perceive jokes differently depending on whether they are relevant to the target audience or not. Jokes that may be perceived as funny by one group may be perceived as offensive by another.

Emotional connection and personal experience also play an important role in the perception of humor. People who have been through similar situations or have shared experiences may better understand and appreciate jokes based on these themes. Cultural differences in emotional perception can lead to differences in what is considered funny. Cultural aspects such as social norms, context, language, identity, and emotional connection have a significant impact on the perception of humor. Understanding these factors can help facilitate more effective cross-cultural communication and the creation of humor that will be received positively in different cultural contexts. Investigating these aspects is an important step toward a better understanding of cross-cultural differences in humor perception.

What is funny in one culture may be completely inappropriate or incomprehensible in another. Types of Humor There are different types of humor such as sarcasm, irony, satire and joke.

Strategies and translation: When translating humor, translators often have to choose between direct translation and adaptation to the target audience. This requires a deep understanding of the cultural context of both source and target texts. Psychological aspects of the perception of humor are also influenced by personal factors such as age, level of education and personal preferences. Research Methods: Surveys,

interviews and text analysis can be conducted using a variety of methods. The perception of humor is a complex and multifaceted process that is influenced by a number of cultural factors. These aspects can significantly influence the perception, interpretation, and use of humor in different cultural contexts. This article examines the main cultural aspects that can have a significant impact on the perception of humor. The social norms and values of each culture determine the perception of what is considered acceptable or unacceptable in humor. For example, in some cultures jokes about religion or politics are perceived as offensive, while in others they are part of everyday communication. This is because humor often reflects and highlights cultural taboos and expectations. The context in which the interaction occurs also plays an important role in the perception of humor. For example, jokes that are appropriate in an informal setting between friends may be perceived as inappropriate in a formal setting. Language is an important aspect of humor, as many jokes rely on puns, double entendres, and cultural references. When humor is translated into other languages, meanings and shifts can be compromised if cultural sensitivity and context are not taken into account. For example, jokes based on a specific cultural reality may be difficult for people from other cultures to understand. Identity based on nationality, ethnicity, or social group can also influence the perception of humor.

Depending on the target audience, jokes may be perceived differently. A joke that is considered funny by one group may be offensive to another. Emotional connections and personal experiences also play an important role in the perception of humor. People who have been through similar situations or have shared experiences may better understand and appreciate jokes based on similar themes. Cultural aspects such as social norms, context, language, identity, and emotional connections have a significant influence on the perception of humor. Understanding these elements can help create more effective intercultural communication and humor that is positively received in different cultural contexts. Studying these aspects is an important step towards better understanding cross-cultural differences in the perception of humor.

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