

ИНТЕРНЕТ-ЮМОР ВО ВРЕМЯ ПАНДЕМИИ COVID-19 И САМОИЗОЛЯЦИИ – «ПИР ВО ВРЕМЯ ЧУМЫ»?

Аннотация. Задача проведенного исследования заключалась в определении комических форм проявления человека, играющего в период пандемии, и рассмотрении этих форм как компенсаторно-защитных механизмов. Материалом исследования стали приемы остроумия в комиксах, обнаруженных в сети Интернет. В качестве исследовательского метода был выбран контент-анализ комиксов, размещенных в культурно-коммуникативной форме в Интернете в период пандемии covid-19 и самоизоляции. Анализ интернет-юмора рассматривается на примере таких форм, как мотивационные картинки, мемы, подделки, антистрессовые картины на основе сюжетов классических картин мировой художественной культуры. Научная новизна исследования заключается в определении направления анализа социальной диффузии компенсаторных защитных механизмов человека, играющего в период пандемии и самоизоляции, на основе когнитивных механизмов комического в культурно-коммуникативной форме. Комикс, представленный в Интернете в технике остроумия, раскрывает реакцию на новые социальные явления в период пандемии и самоизоляции. Юмор, как эффективная стратегия повышения сопротивляемости и преодоления самоизоляции во время пандемии, обусловлен снижением психоэмоционального напряжения, оптимизацией процесса самоорганизации поведения и регуляции эмоциональной сферы в ситуации риска и неопределенности. Он представлен в различных формах оригинального творчества, таких как мотивационные картинки; стихотворная форма (описание возникших проблем и путей их решения с юмором); мемы (литературная классика, фильмы, мультфильмы); антистрессовые картинки (фотографии постановки картин, созданных по мотивам произведений живописи на примере произведений из мировой художественной культуры). Автор приходит к выводу, что юмор в Интернете является эффективным средством снижения эмоционального напряжения и психической гигиены человека.

Ключевые слова: интернет-юмор в период пандемии, covid-19; приемы остроумия; копинг-стратегии; страх смерти; толерантность к неопределенности.

M. V. Musiychuk (Magnitogorsk, Russia)

INTERNET HUMOR DURING THE COVID-19 PANDEMIC AND SELF-ISOLATION – “FEAST IN TIME OF PLAGUE”?

Abstract. The problem to be solved in the study is what comic forms the compensatory-protective mechanisms of wit techniques for a person during the pandemic period are presented on the Internet. Research method is content analysis of the comic in cultural and communication form on the Internet during the covid-19 pandemic and self-isolation. The analysis of humor on the Internet is considered on the example of forms: motivational pictures; memes; fakes; anti-stress paintings based on the classics. The scientific novelty of the research lies in determining the direction of analysis of social diffusion of compensatory defense mechanisms of a person playing during a pandemic and self-isolation on the basis of the cognitive mechanisms of the comic in a cultural and communication form. The comic presented in the wit techniques on the Internet reveals the reaction to new social phenomena during a period of pandemic and self-isolation. Humor as an effective strategy for increasing resilience and coping with self-isolation during a pandemic, is due to a decrease in psycho-emotional stress, optimization of the process of self-organization of behavior and regulation of the emotional sphere in a situation of risk and uncertainty. Humor is presented in various forms of original creativity, such as: motivational pictures; poetic form (description of the problems that have arisen and ways to solve them with humor); memes (based on literary classics, films, cartoons); anti-stress pictures (photographs of staging pictures based on works of painting on the example of works from the world art culture. Humor on the Internet is an effective means of reducing emotional stress and mental hygiene of the individual.

Keywords: internet humor during the covid-19 pandemic; wit techniques; coping; the fear of death; tolerance for uncertainty

Introduction

«Hey, look, the blues are worse than cholera, one kills only the body, the other kills the soul ... Nonsense, my soul; not blues - cholera will pass one of these days, if we were alive, we will someday be merry».

A. S. Pushkin

The play «A Feast in Time of Plague» was written in 1930 in Boldino. In 1830, cholera raged in Russia. Pushkin could not come from Boldino to Moscow, surrounded by quarantines, to visit his bride. Pushkin

translated an excerpt from John Wilson's dramatic poem «City of Plague». This poem depicts a plague epidemic in London in 1666. Although the heroes of the play do not die, their death from the plague is almost inevitable.

The passion that Pushkin portrays in this play is the fear of death. In the face of imminent death from the plague, people behave differently. Some live as if death does not exist: they feast, love, enjoy life. But death reminds them of itself when a cart with the dead passes along the street. One of the heroes of the tragedy, Valsingham, does not accept death, but conquers the fear of death with the power of spirit. It turns out that the fear of death can be enjoyed, because the victory of the fear of death is the guarantee of immortality.

Relevance

During the coronavirus pandemic in Russia, the number of citizens with anxiety and depressive disorders has increased - in different regions of Russia from 10 % to 30 %. Russians complain about fear of getting sick, panic attacks, and suicidal thoughts associated with fear of complications.

The impact of the coronavirus on the world's population is reflected not only in the reports on the sick and recovered. Various kinds of acuteness associated with this problem have also entered into everyday life. Let's take a look at the example of two countries - Germany and England.

The German Language Society (GfdS) has recognized the Wellenbrecher (literally «breakwater») as the word 2021, which in German refers to all measures taken to combat the spread of coronavirus. «The word of 2021 is a breakwater. This word means all the measures that have been taken to stop the fourth wave of the coronavirus pandemic,» the press release said.

In Germany, from August-September, the incidence continues to grow, which local experts consider the fourth wave of the pandemic for Germany. To «break» the wave, restrictive measures are introduced, which are called Wellenbrecher. Also, GfdS emphasizes, Wellenbrecher can be called a person who complies with such measures. «Become a breakwater!» This motivational appeal is cited by the German Language Society as an example of word usage.

British social media users have received a new object for malicious ridicule: the country's main Christmas tree, traditionally brought from Norway and installed in Trafalgar Square in London, this year turned out to be nondescript and lopsided.

The official account of the Christmas tree in Trafalgar Square, which is run by London's Westminster council, joked: «*I just want to inform everyone that half of the branches are not missing, they are just keeping a social distance*».

Formulations of the problem

However, not everyone has faced similar problems. «Development of the ability to understand and accept emotional capabilities and emotional states without elements of psychoeducation, especially in terms of providing about the “normality” of any emotions (including negative ones)...» [8].

Special attention, according to E.V. Fedosenko, you should pay attention to stressors during the stay and after the quarantine: the duration of the quarantine; fear of infection; frustration and boredom; insufficient provision (food, clothing, medical services, household services, etc.), inadequate information [10, p. 39]. Many Russian psychologists are now turning to the theory of resilience, urging people to calm down and endure the difficulties of self-isolation, the danger of being infected with a new virus.

The COVID-19 pandemic is an event that has involved the population of many countries around the world in which infected patients have been found. The situation of a pandemic itself is a special case of a situation of uncertainty, in connection with which such a situation can cause complex mental experiences in persons involved in this situation [14].

The coronavirus threat is perceived as a powerful stress factor affecting mental well-being and the mental state of people [1; 2; 8; 13; 15]. The fear of death as values and meanings in the new reality of COVID-19 is explored by E. V. Fedosenko [9]. Social isolation, loneliness and health in old age explore E. Curtin, M. Knapp [11].

The issues of quarantine psychological impact and how to reduce it were explored by S. K. Brooks, R. K. Webster, L. E. Smith, L. Woodland, S. Wessely, N. Greenberg et al. [10]. COVID-19 and the phenomenon of bereavement was analyzed in the article A. M. Verdery, E. Smith-Greenway [16]. Self-control moderates the association between perceived severity of the coronavirus disease 2019 and mental health problems among the Chinese public, write in their article J. B. Li, A. Yang, K. Dou, R-Y. M. Cheung [12].

In the article by E. V. Kuftyak, A. A. Bechter [3] the results of the selection of proactive coping strategies under the influence of external factors in the situation of the COVID-19 pandemic are presented. The following methodological complex was used: “Perceived stress scale-10”, “Proactive coping questionnaire”,

“Coping methods questionnaire”.

The cognitive mechanisms of humor as a coping strategy on the internet during the covid-19 pandemic and self-isolation are studied by M. V. Musiychuk, S. V. Musiychuk [5; 6; 7].

Psychological problems of the individual and society in the context of an epidemiological threat through the prism of the metamorphosis of emotions during a pandemic: the content analysis of the mechanisms of humor on the Internet is investigated by M. V. Musiychuk [4].

The problem to be solved in the study

What comic forms the compensatory-protective mechanisms of wit techniques for a playing person during the pandemic period are presented on the Internet.

Research method

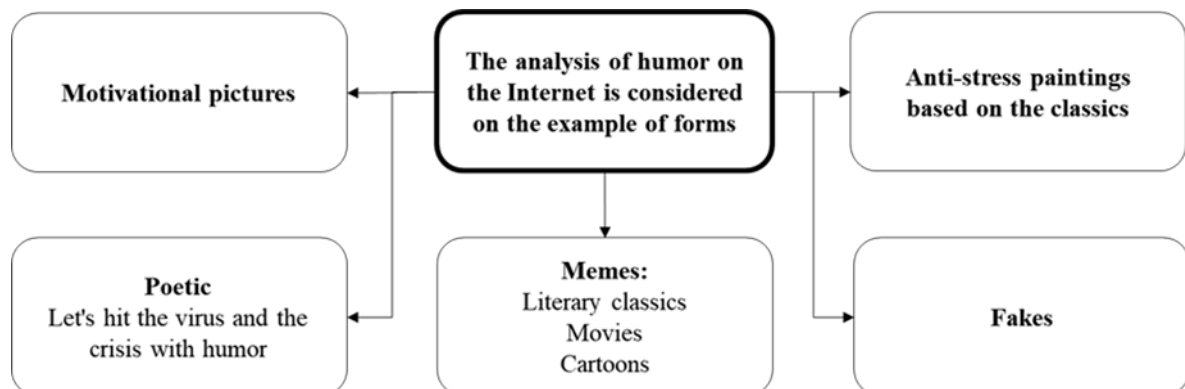
Content analysis was made on the comic in cultural and communication form on the Internet during the covid-19 pandemic and self-isolation.

The scientific novelty of the research lies in determining the direction of analysis of social diffusion of compensatory defense mechanisms of a person playing during a pandemic and self-isolation on the basis of the cognitive mechanisms of the comic in a cultural and communication form. The comic presented in the techniques of wit on the Internet reveals the reaction to new social phenomena during a period of pandemic and self-isolation.

The first (and hopefully the last) international cartoon competition dedicated to COVID-19 and the fight against it was held in Beijing. The event title is Anti-Coronavirus International Cartoon Competition (UYACC). Russian Sergei Belozarov took 3rd place, along with several other artists. The cartoon by Sergei Belozarov depicts a plot based on the Russian fairy tale «The Turnip». The plot was a bit altered a cheerful company (a grandfather, a grandmother, a granddaughter, a bug, a cat and a mouse) were pulling a virus from the land.

Results

The analysis of humor on the Internet is considered on the example of forms: motivational pictures; memes; fakes; anti-stress paintings based on the classics (Drawing 1.).



Drawing 1. Scheme for analyzing forms of humor on the Internet during the COVID-19 pandemic of self-isolation.

Consider a motivational picture which shows matches aligned along the top edge. On the right – burnt matches (with gray «heads»), on the left – whole ones (with red «heads»). In the middle, on the border of burnt and unburned matches, one unburned one is lowered down. This symbolizes the break in the contact of the transmission of the virus. A picture that Italians are spreading, urging people to quarantine and self-isolation. «The decision of one – can save everyone else». The technique of wit «metaphor» in the form of literalization of the metaphor.

Consider poetic examples. Channel: *I write in a dream. Let's hit the virus and the crisis with humor* 📺📺

Part 1: the poetry pill

Part 2: saving rhyme

- Part 3: healing verse
- Part 4: therapeutic poetry
- Part 5: rhyme with vitamins
- Part 6: Poetic Diagnosis
- Part 7: tetrametric inhalation
- Part 8: everything about Oleg
- Part 9: summoning an emergency laughing aid

Poems of Internet users are grouped with funny names. The humor of the poems in this collection is based on puns and play on words.

Let's look at examples with memes. We shall start with the classic literature.



Drawing 3. Time to stay at home and time to sleep. Erich Maria Remarque →

← Drawing 2. Face to face, you can't see the face. We are in masks and let's step up for some distance. Sergey Yesenin



Let's analyze the meme on which the heroes of the film *Sherlock Holmes and Doctor Watson* are depicted against the background of swamps.

- *Watson, let's go for a walk in the swamps ...*
- *No, Sir Henry, quarantine.*
- *And we say the dog ran away, looking for ...*

The technique of wit «hint» in the form of a smile of augurs is a sign of the tacit understanding of initiates and mockery of the uninitiated.

The meme shows a shot from the film *Heart of a Dog*. Sharikov talks with Professor Preobrazhensky.

- *Oh, if you were a dog, you would take a walk now.*

This is the technique of wit “irony” in the form of the verbalization of silence.

A scene from the movie “*The Master and Margarita*”. Woland, poet Homeless and the chairman of the Moscow Literary Society talk at the Patriarch's Ponds.

Someone dreamed of returning the milestones of guest workers home.

Someone dreamed not to go to school.

Someone dreamed of working from home.

Someone dreamed that there would be no poor minibuses on the roads.

Someone dreamed of traveling in half-empty trolleybuses.

Someone dreamed that planes did not leave a carbon footprint.

Someone dreamed of seeing St. Mark's Square without tourists.

“Be careful with your desires – they have the properties to come true”.

“The Master and Margarita” by M. A. Bulgakov.

This is the technique of wit «hint» in the form of an allusion (a hint at events known to everyone).

Let's analyze memes based on cartoons. Here is a frame from the cartoon «Hedgehog in the Fog». The picture shows a masked hedgehog.

The hedgehog came out of the fog

Took the mask out of his pocket

And stand all alone

Because of quarantine

The technique of wit «comparison» in the form of characteristics of one phenomenon from different points of view

This is a shot from the cartoon «Winnie the Pooh and all-all-all.» Winnie the Pooh leads Pig on a leash.

– If you see a patrol, start barking.

This is the technique of wit “irony” in the form of derisive imitation (mimesis).

Anti-blues «flash mob»

Anti-blues pictures of the Russian-speaking part of the Internet - reproduction from scrap materials and family members in hard and harsh conditions of self-isolation of varying degrees of severity of the masterpieces of world art.

Let's consider examples of fakes. In March 2020, a fake spread on the Internet that, due to the general quarantine, the water in the canals of Venice cleared so much that the dolphins returned there. As it turned out later, there are still no dolphins in the city, and the water in the canals looks cleaner because it is not disturbed by boats.

The news about the «healing» of nature has become the basis for a huge number of memes about what or who else has «returned» to the streets of different cities of the world, while there are no people there.

Since the beginning of April, social media users have begun to post pictures of wild (and not entirely wild) animals, as well as unusual objects against the backdrop of recognizable cities. The technique of wit, a play of meanings or a pun.

Conclusions

Humor, as an effective strategy for increasing resilience and coping with self-isolation during a pandemic, is due to a decrease in psycho-emotional stress, optimization of the process of self-organization of behavior and regulation of the emotional sphere in a situation of risk and uncertainty. Humor is presented in various forms of original creativity, such as: motivational pictures; poetic (let's hit the virus and crisis with humor); memes (literary classics, movies, cartoons); fakes; anti-stress pictures based on the classics. Humor on the Internet is an effective means of reducing emotional stress and mental hygiene of the individual.

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Сведения об авторе

Музейчук Мария Владимировна – доктор философских наук, профессор кафедры психологии Института гуманитарного образования Магнитогорского государственного технического университета им. Носова, Магнитогорск, Россия. Носова Магнитогорский государственный технический университет, Магнитогорск, Россия; mv-mus@mail.ru

Author:

Mariya V. Musiychuk, Doctor of Philosophy, Professor of the Department of Psychology of Institute of Humanitarian Education of Nosov Magnitogorsk State Technical University, Magnitogorsk, Russia. Nosov Magnitogorsk State Technical University, Magnitogorsk, Russia; mv-mus@mail.ru
