

## PHILOLOGY

***Roman Yu. Slepenchuk***

*(Armavir state pedagogical university, Armavir, Russian Federation)*

### **Axiological system of animated films discourse (based on the material of the computer science fiction film "WALL-E")**

The article is devoted to the study of the axiological system of animated discourse based on the material of the film "Wall-E". Animation discourse is considered as a complex structural and semantic formation in which the text acts as a product of the activity of several semiotic systems that transmit information by visual and audio means; as a discursive practice that is in dynamic dialogical relations with other practices that form a common continuum. This type of discourse has a significant impact on the formation of value orientations of modern youth. The core of the discourse is a system of values, since it is the value principle that underlies culture. A special role is currently occupied by the understanding of universal value categories, which is necessary in the context of modern intercultural communication. The analysis of empirical material makes it possible to identify the meanings that form the semantic content and dynamics of the discursive space of the film in the process of their crystallization.

**Key words:** discourse, animation, culture, polycode, frequency, meaning, crystallization.

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