THE 'AVAILABILITY HEURISTIC' COGNITIVE PATTERN IN THE WAR-TIME UKRAINIAN HUMOROUS DISCOURSE

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Summary

The article analyses the functioning of the war-time Ukrainian Humorous discourse in general and the 'Availability Heuristic'cognitive pattern, as a variant of the 'Heuristic analogy' cognitive pattern in particular.' The purpose of the research is to determine the role of this cognitive pattern in the creation of the comic effect in the war-time verbal humor in Ukraine. The paper presents the results of the stylistic and cognitive analyses of twelve Ukrainian war-time jokes where the 'Availability heuristic' cognitive pattern was manifested. On the one hand, the study determined that the researched war-time Ukrainian humorous discourse has the features of the main humor theories, including the psychological tension relief and the superiority theories, the incongruity and the reframing theories. Besides, the conducted research exposes the fact that this cognitive pattern plays an essential role in selecting stylistic humor mechanisms, while processing the in-coming information and shaping the cognitive frameworks of humor perception and creation. According to this research, the 'Availability Heuristic'cognitive pattern manifests through such main stylistic figures as paraprosdokian, irony and pastiche in its narrow meaning. It could be accompanied by the 'Distinct contrast' cognitive pattern, the 'Superiority or Illusionary Superiority' cognitive pattern and the cognitive 'Easel pattern,' responsible for the dominance of visual pictures and images. The researched Ukrainian jokes are interwoven with the situational context of the dramatic events within a temporality of the speedy streaming news of the Russian-Ukrainian war.

Key words: Availability Heuristic Cognitive Pattern, Ukrainian war-time humorous discourse, stylistic figure, paraprosdokian, irony, bathos, pastiche.

1. Introduction

The situational context. The war-time Ukrainian humorous discourse is a reflection of the dramatic war launched against Ukraine on February 24, 2022.

Methodology and research approaches. The methodical instruments of the conducted study are following: the stylistic analysis methods, the discourse analysis tools, the method of empirical cognitive analysis, the descriptive qualitative research based on data taken from processing humor fragments, the method of scientific generalization and interpretation of the researched material for the further comparison and conclusions.

This cognitive and linguistic research of such multifaceted phenomenon as humorous discourse is influenced with the approaches of R.A. Malphurs *(Malphurs, 2010)*, who supported the psychological tension relief theory, according to which people get rid of the negative emotions by laughing and smiling; G. Kuipers *(Kuipers, 2009),* developing the incongruity theory together with N. Goldman *(Goldman 2013),* who affirmed that the cognitive mechanism

of incongruity between what is expected and what is experienced triggers the comic effect shaping, underlying that the humorous discourse can serve as a medium of social correction; V. Raskin *(Raskin, 1985)* and S. Attardo *(Attardo, 1991)*, who analyzed the semantic mechanisms and models of humor in the most profound way; A. Barton, supporting the superiority theory and saying, "The superiority theory is the theory that the humor we find in comedy and in life is based on ridicule, wherein we regard the object the object of amusement as inferior and/or ourselves as superior" *(Barton, 2005)*; O. Kharchenko developing the reframing theory, according to which the comic effect is caused by a semantic complication that occurs due to unexpected reframing of the situational context, contrasting inferences and cognitive patterns, exposed through a set of stylistic figures *(Kharchenko, 2014)*; and C. Gleason *(Gleason, 2022)*, whose research proved that the availability heuristic cognitive bias allows people "to make fast…estimations in many real-world scenarios" which are not always accurate and prone to err, though they are based on important recent information.

Separately, it is necessary to note that the war-time Ukrainian humorous discourse circulates primarily on the electronic social networks influencing thousands and even millions of its consumers and the communicative 'Wheel Model' theory of humor *(Robert, Wilbanks, 2012)* looks appropriate to throw an additional light on the functioning of this type of humorous discourse. According to this theory, humor is emotionally contagious and regular events serve as essential drivers of social group happiness and well-being through their impact on positive effects. The intentionally created 'positive humor effect' shapes individual 'state positive affect,' leads to 'emotional display,' socially shared 'group positive affect' and then to 'humor supportive environment.' So the successful humor events through their cyclical and cumulative processes form the foundation for good team spirit and behavior correction, greater cohesiveness and mutual influence, better productivity and specific social group culture with homogenous collective mood.

The idea that humor with aggressive and negative overtones can promote a sense of identity and community expressed by Terrion and Ashforth (2002) looks appropriate in this research too. Being aimed at outsiders of some social group (they) such humor can lead to better in-group cohesity (we). The smart sarcastic put-down humor can generate a worse image of the target-group opponents and shape a better image of in-group members. In such a way, within a social context, the aggressive humor could be perceived as amusing for some social group members and disparaging for another social group.

The successful humor is supposed to be well-timed and relevant. The importance of the category of timeliness is expressed by Odmark S. (2018). Underlying the idea that the humor of TV comedians has agenda-setting and persuasive effects, she affirms that to be fortunate, TV comedians 'mostly handle current events as opposed to historical or future events.' It is hard to disagree with such an assertion, a funny joke at a car accident spot will not be appropriate, the same relates to some story happened in the long ago past slightly known by the large audience.

Taking into account the definition of humor by N. Goldman *(Goldman, 2013),* O. Kharchenko *(Kharchenko, 2014)* and the humorous discourse by V.O. Samohyna *(Samohyna, 2008)*, we define the war-time Ukrainian humorous discourse as the war-time Ukrainian humorous text with particular linguistic and extralinguistic devices of realization of interior laughing intention, unrolled in the dynamic situation of joyful and humorous communication. It is based on the effect of the deceived expectation, caused by the reframing of cognitive patterns, from the neutral to other ones, supported with the shift or manipulation of inferences (from logic to illogic, imaginative, absurd, paradoxical, probably inductive, fantasy, unlikely, religious, and

so on), as well as situational contexts, causing a clash of explicit and implicit meanings and the further comic effect.

D. Wilson and D. Sperber consider inferences as cognitive operations, mainly of an inductive plan, which derive knowledge from given statements and the information they carry and, apparently, contribute to the prediction of subsequent statements *(Wilson, Sperber, 1986).* It is obvious that the unexpected reframing of inferences, which leads to a comic effect, is a manifestation of both linguistic creativity and creativity in general, taking into account that the cognitive mechanism of their switching has a multi-vector character. To crack a joke, a speaker can change the expected logical inference into a completely unexpected, unlikely or paradoxical inference (other variants are possible too). For example, a communicant can hear the following question, "*What does a Ukrainian woman think before a large hole from a missile in her garden?"* Making a logical inference, he or she can suppose an answer, "*How good that I survived, the danger was nearby.*" However, the communicant gets another answer, "*Maybe I will have time to replant the cucumbers.*" Instead of a logical inference, a probably inductive inference is used. It sounds funny and creates a comic effect.

In our opinion, 'reframing' relates to the key cognitive mechanisms of humorous discourse. It is responsible for the shaping, shifting and tuning of all devices, leading to the comic effect, placed on various linguistic and extra-linguistic levels. It relates to the switching of cognitive patterns too. So, the term 'reframing,' defined by R. Bandler in neuro-linguistic programming, has a different meaning. According to this theory, the concept of "reframing" means the procedure of rethinking and rearranging the mechanisms of behavior, perception, thinking in order to change negative mental patterns, including phobias and negative habits *(Bandler, 1983).*

The main types of war-time Ukrainian verbal humorous discourse are real life and fictional variants presented in short forms, such as jokes, funny one-liners, conversational dialogues, and long forms such as humorous short stories, blogs, opinion articles, and so on, presented in Ukrainian multimedia. In humorous video materials and films, the combined variants of humorous discourse are used, mixing video, audio and verbal elements.

In the focus of the research of this article, only short forms of war-time Ukrainian humor are taken: jokes and funny one-liners.

The **purpose** of the article is to define the functioning of the 'Availability Heuristic' cognitive pattern (AHCP) within the framework of war-time Ukrainian humorous discourse. Besides, the research is aimed at determining the main cognitive and stylistic devices shaping the comic effect in this type of Ukrainian humorous discourse.

It leads to the following **tasks:** 1) determining the 'Availability Heuristic' cognitive pattern as an option of the 'heuristic analogy' cognitive pattern; 2) detecting the links between the 'Availability Heuristic' cognitive pattern and other cognitive patterns causing the comic effect; 3) exposing the connection of the elucidated cognitive patterns with a series of stylistic figures producing to the comic effect; 4) the cognitive and stylistic analyses of a set of Ukrainian jokes and funny one-lines based on the application of the 'Availability Heuristic' and accompanying cognitive patterns.

Accepting the idea that the flow of humorous discourse goes through some cognitive frames *(Vaina, Hintikka, 1994)*, we assert that, at least partly, the comic effect is formed by changing cognitive patterns.

The main cognitive biases were described and defined by D. Kahneman and A. Tversky *(Kahneman & Tversky, 1982).* From our point of view, a cognitive pattern is a mental filter, linking several frames and the active model of reality cognition, rotating around a key value

dominant, the frequent usage of which shapes as well as distorts the cognitive frames of the real-world cognition, leading to the same name cognitive bias functioning in the world map of a person. The cognitive pattern is an interim filter between a frame and a related cognitive bias.

In our opinion, the 'Availability Heuristic' cognitive pattern (AHCP) is the constituent part of the 'Availability Heuristic' cognitive bias discovered by A. Tversky and D. Kahneman *(Tversky, Kahneman, 1973)* according to which a decision is made as a result of pursuing fresh experience or information reflecting frequent and recent events. It presents a variant of the 'Heuristic analogy' cognitive pattern.

C. Gleason affirms that "the brain takes frequent and predictable shortcuts. The availability bias – in which the prevalence and likelihood of an event is estimated by the ease with which relevant examples can be recalled – is one such mental shortcut" *(Gleason, 2022)*. While giving examples of this cognitive bias functioning among people in the sphere of safety, she presents statistics relating to flying risks and shark attack fears. So, lethal car driving accidents happen 65 times more often than airplane crashes and shark attacks are 67 times less frequent than fatal lightning strikes *(Gleason, 2022)*. However, the majority of people are afraid of flying incidents and shark attacks considerably more than fatal driving crashes and lethal thunderbolts. The reason for such a situation lies in the smorgasbord of scoops seeking sensations while covering shark attacks and aircraft crashes in the world`s mass media. The information about these tragic events is published more often and, for the majority of people, it is always fresh.

The 'Availability Heuristic' cognitive pattern is based on such key value dominant as "correct solution" and consists of two main frames: the "problem" frame and the frame "new reality" that presents the war reality in the time of the Russian-Ukrainian military hostilities.

In its turn, the cognitive pattern of 'Heuristic analogy,' which underlies the cognitive bias of 'Heuristic representativeness,' discovered by D. Kahneman and his colleagues *(Kahneman, Slovic, Tversky, 1982)*, exposes the tendency of the audience to connect imagination and creativity to solve tasks by spontaneously searching for analogies. As A. Einstein claimed: "Imagination is more important than knowledge. For knowledge is limited to all we know and understand. While imagination embraces the entire world, stimulating progress, giving birth to evolution" *(Viereck, 1929)*.

One of the effective means of linguistic-cognitive processing of received information to produce new information, in the case of a possible lack of all necessary information and involvement of imagination or fantasy, is the actualization of the cognitive pattern of 'Heuristic analogy,' which revolves around such value dominant as "respect for one's own experience and imagination." It is based on such frames as "similar objects" and "similar phenomena".

2. The material for research

In the sample of the war-time Ukrainian jokes chosen for the research, we just took only the jokes based on the 'Availability Heuristic' cognitive pattern. However, there are many jokes which exhibit other cognitive patterns. For example, there is a precedent phrase said by R. Hrybov, a Ukrainian border guard, to the captain of the Russian missile cruiser 'Moskva' who offered to surrender on Zmiinyi island, which later turned into a famous and funny one-liner, chanted at world protest demonstrations, "*Russian warship, go f**k yourself*!" *(Wikipedia, 2022)* Cognitively, this funny one-liner is based on the 'Distinct Contrast' cognitive pattern. The rude words of this one-liner sound unexpected, creating some contrast, taking into account the situational context, because the Ukrainian military garrison on Zmiinyi island had considerably fewer weapons than the Russian warship. Stylistically, in this example, the comic effect is caused

by such devices as paraprosdokian, bathos (*go f**k yourself*) and pastiche (a mixture of the military and rude informal lexicons). Though this funny one-liner belongs to the most cited war-time Ukrainian humorous examples, with millions of printed postal stamps and T-shirt slogans, such viral jokes and one-liners are not analyzed in this article because one of the main tasks of this article is to study the functioning of the 'Availability Heuristic' cognitive pattern. As for the cognitive pattern of the 'Distinct Contrast' (from '*contrast effect' bias*) *(Kahneman, Slovic, Tversky, 1982)*, it is based on the fact that contrastive referents, placed together, present more interest and are fixed in the mind better. This pattern includes such frames as 'contrastive objects' and the value dominant 'the attention to all unusual things.'

All sample jokes circulate on Ukrainian electronic multimedia, firstly, on social networks and secondly, mass media outlets. Some of them are viral with millions of views. According to our empirical monitoring, it relates to jokes 1 and 2 (posted on six Ukrainian popular websites and numerous social network memes and messages.); joke 9 (It was aired on Ukrainian TV, five Ukrainian popular websites and many memes and messages); joke 10 (placed on a Facebook website with 1.2 million viewers and two more websites).The least popular is joke 12. It is presented only on one Ukrainian website. The other jokes from this sample take the middle position.

Therefore, we take the first Ukrainian joke for our analysis. If we look at a person trying to determine the difference between an old pre-war Ukrainian school and a new war-time Ukrainian school for children, we notice that before the war, teachers asked parents to collect money for new curtains and small classroom renovations. It is a pre-war reality. During the war, teachers asked money for various volunteers' funds to help the Ukrainian military with first aid kits, bulletproof vests, small and big drones. That is war-time reality. So, appeared the following Ukrainian military time joke:

(1) "*In the new Ukrainian school, money is collected not for curtains, but for Bayraktars*" *(Baraban, 2022)*. This joke applies such stylistic devices as paraprosdokian, which we define as an unexpected joke ending or a punch line, and pastiche, which we take in the narrow postmodernism meaning as the mixture of the lexicon belonging to various registers, genres, social and professional groups. In this joke we have the juxtaposition of the educational language and the military language *school –Bayraktar*. In the wider meaning, pastiche presents the technique of the imitation of a famous fiction work. Cognitively, we see the application of the 'Availability Heuristic' cognitive pattern. After the beginning of the war, new realities appeared. The joke reflects a recent experience which sounds unusual and funny.

(2) "*To get a kick in the ass on Zmiinyi (Snake) island is called a Goodwill gesture*" *(Gornostal M. 2022).*The joke is based on real events that happened on this Black Sea island belonging to Ukraine. After a successful artillery and missile attack by the Ukrainian Army, the Russian commanders withdrew their troops using a euphemism and calling this act as 'a goodwill gesture.' The 'Availability Heuristic' cognitive pattern functions in this joke because '*an ass kicking action*' (the bathos stylistic device is applied) is called as '*a goodwill gesture,*' which reflects the recent war-time reality. Bathos can be defined as a stylistic figure characterized by an unexpected and often funny transition from the literature lexicon (register) to the rude or colloquial lexicon (register) in writing or speech. Additionally, the cognitive pattern of the 'Distinct contrast' (DCCP) is used, being exposed through such stylistic figure as paradox. So the comic effect of the joke is caused by the complex involvement of bathos, euphemism, irony and paradox, reflecting the stylistic level, and two cognitive patterns – the 'Availability Heuristic' cognitive pattern and the 'Distinct Contrast' cognitive pattern, exposing the cognitive level of the humorous discourse. As for the cognitive pattern of the 'Distinct Contrast' (from

'*contrast effect' bias*) *(Kahneman, Slovic, Tversky, 1982)*, it is based on the fact that contrastive referents, placed together, present more interest and are fixed in the mind better. This pattern includes such frames as 'contrastive objects' and the value dominant 'the attention to all unusual things.'

(3) "*This season, lips, eyebrows, buttocks are no longer in fashion! Trend 2022 – a girl with a salt pack and a benzine (gasoline) canister!'*" *(Zotenko, 2022).*The joke describes a real situation in Ukraine relating to the deficit of salt and gasoline as a result of the war in Ukraine in April and May 2022. At this time, the people having salt and filled car gas tanks looked really lucky. Stylistically, the joke uses paraprosdokian, irony and pastiche (the lexicon of the fashion industry– *fashion, eyebrows, lips, buttocks,* and the lexicon of the food and car industry – *salt pack and benzene canister*). Cognitively, it utilizes the 'Availability Heuristic' cognitive pattern because in this joke the war reality overshadows the typical fashion trends, leading to a comic effect. Besides, the joke illustrates the 'Distinct Contrast' cognitive pattern, since such fashion trends as '*salt pack*' and '*benzene canister*' sound too contradictory compared to '*lips*' and '*buttocks.*'

(4) *"The police stopped the car.*
"Did you drink?"
"Drank."
"Why are you driving?"
"I wanted to donate my car to the Ukrainian Armed Forces!" (Persha.kr, 2022).

The joke reflects the real situation during the war when millions of Ukrainians donated money, clothes and cars to the Ukrainian Armed Forces. However, this phenomenon is imposed on the widespread traffic wrongdoing – drunk driving. Stylistically, we see the application of paraprosdokian, anti-irony (the drunk driver looks smarter than police officers.) and pastiche (the juxtaposition of the police and military lexicon: *drank – to donate…to the Ukrainian Armed Forces*). Cognitively, the 'Availability Heuristic' cognitive pattern is exposed, revealing the laughing intention of a speaker.

(5) *"Friends and relatives from Russia who do not believe Ukrainian news! Welcome to Ukraine. I will hospitably share my cellar with you*" *(Zotenko, 2022).* The joke describes two real war phenomena in Ukraine during the war: many Russians don`t trust Ukrainian news believing in their propaganda news; many Ukrainians go down to their cellars because of the air alarms brought about by Russian rocket attacks. However, stylistically, these two phenomena are connected by a funny logic, irony and pastiche (the mixture of mass media and household lexicon: *news – cellar*). Cognitively, there is the application of the 'Availability Heuristic' cognitive pattern.

(6) *"The vacancy for which Ukrainians have been waiting for a long time: HIMARS operator…" (Novosti-n, 2022).* In Ukraine, such a war phenomenon as the popularity of HIMARS, a multiple rocket launcher made in the USA, caused the creation of this joke. From the stylistic point of view, the comic effect of the joke is evoked by the usage of paraprosdokian, irony, and pastiche (a mixture of business and military lexicon: *vacancy – HIMARS*). At the cognitive level, the 'Availability Heuristic' cognitive pattern is manifested with a war reality ousting the civil one. The logical inference shifts to probably an inductive, which sounds funny.

(7) *"Give a man a fish, and he will be fed for a day. Give him headphones, and he will listen for 24 hours 'Good evening, we are from Ukraine!'" (Karmazina, 2022).* In Ukraine, one of the new war realities is the creation of a new music subculture, reflected in the popularity of the dozens of brutal and militant songs, inspiring Ukrainian soldiers and officers, volunteers and patriots, protecting their state. The song 'Good evening, we are from Ukraine' belongs to such

military music. It sounds like a threatening phrase imposed on various video footage showing the destruction of the enemy tanks and armored personnel carriers, fighters and helicopters. So, in this joke, the innuendo is made that if a person looks at video materials with this music, he or she gets pleasure from the explosions of enemy's warehouses, military vehicles, etc. Stylistically, in this joke, the comic effect is caused by paraprosdokian, double entendre (the phrase *'Good evening, we are from Ukraine'* has two meanings), accompanied with anaphora (*give… give…*) and pastiche, where the lexicon of peaceful fishing is mixed with the lexicon of music, having a military time innuendo. Cognitively, we notice the application of the AHCP because the recent war reality connected with modern Ukrainian music pops up in the punch line.

(8) *"True Ukrainians should love Ukraine, the Ukrainian language, borsch and Boris Johnson!" (Levkovych, 2022).* During the war, Boris Johnson, Prime Minister of the UK, is the most popular Western leader, with 90% of the population supporting him in Ukraine, according to several sociological polls. His name is mentioned in many informational, opinion and humorous multimedia texts posted in Ukraine. Therefore, stylistically, the punch line of the joke is based on paraprosdokian, with obvious application of the incongruity mechanism. Cognitively, the 'Availability Heuristic' cognitive pattern is used, when the new war-time reality overshadows the traditional description of the 'true Ukrainian person. 'Additionally, the joke adopts the cognitive pattern of 'Distinctive contrast'; the opposition of such concepts as 'Ukrainian culture' and 'British culture' is blurred here.

(9) *"If my son is born, he will be named Bayraktar, if a daughter – Javelin." "As for me, I will call my son as Boris and my daughter as Lend-Liza." (Krutogolov, 2022, Levkovych, 2022).* The cognitive base of this joke relies on the 'Availability Heuristic' cognitive pattern and the 'Easel' pattern, creating a funny picture of four militarized kids. This joke elucidates such war-time realities as the Javelin, an American portable antiaircraft missile; Bayraktar, a Turkish unmanned aerial drone, applied by Ukrainian Armed Forces; Boris Johnson, the most reliable world leader, helping Ukraine, and 'The Ukraine Democracy Lend-Lease Act' adopted by the US Congress and signed by President Joe Biden in response to the Russian invasion of Ukraine on May, 2022. This act is mentioned through the allusion and wordplay devices in the female name Lend-Liza. These war-time realities ousted the civil life realities in the cognitive world map of Ukrainians, leading to the comic effect, though the incongruity mechanism together with the cognitive 'Easel pattern' based on the 'Picture dominance' cognitive bias which was experimentally proved by A. Pavio, according to which communicants remember visual pictures and images shaped by words considerably more quickly than any logical or abstract information *(Paivio, 1971)*. The 'Easel cognitive pattern' rotates around such value dominant as the 'picture delight' and includes such frames as 'visual picture' and 'mental image.' Stylistically, this pattern is realized through various metaphors, similes, hyperboles and bright epithets. In this joke, the above mentioned cognitive patterns are actualized, stylistically, through metaphoric allusions to Javelin, Bayraktar, Lend-Lease act, the corresponding wordplay (*Lend-Lease and Lend-Liza*), pastiche (the mixture of the war-time lexicon and the neutral family lexicon), paraprosdokian because the punch lines in this joke sound too unexpected.

(10) *"A dog loves meat. A crow likes cheese. And I love cotton, with delivery to Crimea." (Jokes in Ukrainian. Facebook, 2022).* In this joke, the 'Availability Heuristic' cognitive pattern is applied because the war-time realities, exposed through aggressive intentions presented figuratively (*And I love cotton, with delivery to Crimea.*), are imposed on the common peaceful time realities (*The dog loves meat. A crow likes cheese*). Additionally, the 'Easel' cognitive pattern is applied because the word cotton is used metaphorically. The Russian word '*хлопок*' has several homonymous meanings: '*clap*' and '*cotton*.' The Russian

mass media call the explosions in Crimea '*хлопок*' with the meaning 'claps' or 'small explosions.' It sounds like euphemism. Ukrainian social network users started calling the Crimean explosions 'бавовна' or 'cotton,' poking fun at the opponents. The cognitive pattern of '*superiority or illusory superiority*' is exposed in this joke too. The speaker is sure that he or she is smarter and stronger than the occupants. This cognitive pattern means that communicants estimate their IQ and EQ qualities as high and the qualities of their opponents as low. It lies on the foundation of the same named cognitive bias, defined by D. Kahneman and A. Tversky, who asserted that such cognitive bias is intrinsic to many people *(Kahneman, Slovik, Tversky, 1982)*. The functioning of this cognitive bias is the manifestation of the superiority theory in humor. As asserts T. Hobbes, "The passion of laughter is nothing else but sudden glory arising from a sudden conception of some eminency in ourselves by comparison with the infirmity of others or our own formerly" *(Hobbs, 1958)*. Morreall J., the supporter of this theory, adds, "Simply put, our laughter expresses feelings of superiority over other people or over a former state of ourselves" *(Morreall, 2013)*. The cognitive pattern of 'Superiority or Illusionary Superiority' is based on such value dominant as "We are smarter!" It consists of two main frames: the frame "*We*" of a speaker (IQ, EQ, gender, profession, ethnic group, nationality, social position), and the frame "*They*" (opponents, rivals, enemies). Stylistically, these three cognitive patterns are actualized through such figures as a pun formed by two meanings of '*cotton*' (the metaphoric Ukrainian meaning 'explosion' and the direct 'fluffy plant'), leading to the creation of double entendre (*And I love cotton, with delivery to Crimea.*). A double entendre or ambiguous expression is a stylistic figure characterized by a special way of speaking, designed to get a double meaning. Usually, one meaning is obvious due to the context, while the other requires further thinking. Besides, in the Ukrainian language, this joke has rhyme.

(11) *"I went out to the garden and looked around – it was full of weeds. I imagined that these were orcs... In an hour I pulled out all of them... with the roots!" (Ukraina Moloda, 2022).* In this Ukrainian joke, a recent war-time reality is mentioned. Russian soldiers who participate in the invasion of Ukraine are nicknamed 'orcs.' This nickname is given after the gloomy goblins shown in the epic fantasy film 'The Lords of Ring' (2001-2003) staged after the novel of J.R.R. Tolkien. While putting her garden in order, the speaker, the old female farmer, remembers the newly appeared phenomenon – the so-called 'orcs,' feeling the surge of hatred, she uproots all weeds on her land. Cognitively, the 'Availability Heuristic' cognitive pattern is applied because, in the mind of the old woman, the civilian village reality is replaced by the reality of wartime. Additionally, the 'Superiority or Illusionary Superiority' cognitive pattern is exposed, so as far as the old woman feels moral supremacy over the occupants – she works on her own land. Besides, the 'Easel' cognitive pattern is used, since the joke leads to the creation of the 'weed-orc' image. In terms of stylistics, the comic effect is caused by such figures as pastiche (a mixture of the lexicon of farmers and the war-time lexicon), bathos ('*orc*' is a rude word), and metaphor ('*weeds*' are '*orcs*'). The joke makes an innuendo that the old woman is ready to eliminate all occupants.

(12) *"Jesus taught us to forgive and love people. But he did not say anything about the Russian occupiers..." (Zotenko, 2022).* In this joke, the role of the new war-time reality is played by Russian soldiers on the territory of Ukraine. So we notice the application of the 'Availability Heuristic' cognitive pattern. The logic inference (*If you follow Jesus Christ, you should forgive and love all people.*) is shifted to the probably inductive inference based on funny logic (*If Jesus Christ had not mentioned Russian occupiers in his gospels, they were not supposed to be forgiven and loved.*). Stylistically, the comic effect is evoked by pastiche based

on the mixture of religious and military lexicons (*Jesus…Russian occupiers*) and funny logic. Besides, an innuendo is made in this joke that Jesus permits not to forgive occupants…

While analyzing the stylistic innuendoes, having the same named inner intentions behind them, we single out the ideas of solidarity between Ukrainians and ridicule of the occupants, which permeate almost all above-mentioned jokes. Such a linguist as M. Billig affirms that humor could be social, leading to solidarity by bringing people together, and anti-social by excluding people through mockery *(Billig, 2005).* The researched Ukrainian jokes uphold such approaches since they are social for Ukrainians, leading to their camaraderie and cohesive group thinking, and anti-social for Russian occupants, poking fun at them through mockery and ridicule. The aggressive intentions towards occupants pass through all sample jokes excluding jokes 3, 4 and 8. It means that they sound amusing to Ukrainians and negatively to their enemies. So, during the current conflict, war-time Ukrainian humorous discourse functions as a tool inspiring Ukrainian soldiers and people as a whole, relieving their tensions, making their spirit stronger, uniting them and creating a positive humorous environment.

3. Conclusions

The war-time Ukrainian humorous discourse is set against the background of the current Russian-Ukrainian war realities and Ukrainian culture at all. It differs from the pre-war Ukrainian humorous discourse stylistically and cognitively. However, the researched war-time Ukrainian humorous discourse has the features of the main humor theories, including the psychological tension relief and the superiority theories, the incongruity and the reframing theories. All twelve jokes taken for the research tend to the application of the 'Availability Heuristic' cognitive pattern, which is characterized by the solution search through pursuing fresh experience or information reflecting recent war events. It relies on such a value dominant as the "correct solution" and includes two main frames: the "problem" frame and the "new reality" frame reflecting the Russian-Ukrainian military hostilities. According to this analysis, the 'Availability Heuristic' cognitive pattern could be accompanied with the 'Distinct contrast' cognitive pattern, both of which are the manifestations of the humor incongruity mechanism. Besides, the cognitive 'Easel' pattern, responsible for the dominance of visual pictures and images, and the cognitive pattern of 'Superiority or Illusionary Superiority,' could be applied too. The number of cognitive patterns, involved in war-time Ukrainian humorous discourse, creating a comic effect, is not restricted by those mentioned in this article, so the **perspective** of the study of this type of discourse is the further detection, classification and description of all cognitive patterns engaged in it. Every cognitive pattern has a set of stylistic figures standing behind it. In the researched jokes, the 'Availability Heuristic' cognitive pattern exposes through such stylistic figures as paraprosdokian, irony, pastiche in its narrow meaning. Besides, there could be used allusions, bathos, double entendre, metaphor, and such innuendoes as the solidarity between Ukrainians, and the ridicule of the enemy. The majority of analyzed jokes are permeated with the intentions of mockery and aggressiveness towards Russian invaders. All of them display the intentions of solidarity between Ukrainians, creating homogenous collective mood and better group-thinking cohesity. All of them reflect the category of timeliness being based on war-time current events. The main functions of the Ukrainian war-time humorous discourse are the following: relieving stress, shaping a strong will to fight and to protect their country, uniting the whole nation, creating a positive humorous mood, and disparaging the enemies.

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