

## ***Раздел 1. Английский язык для гуманитарных специальностей***

People could also improve the insulation of their households, learn to heat and cool their homes more efficiently, and purchase and recycle more environmentally sustainable products.

### **References**

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### **REACTION OF SOCIAL MEDIA USERS TO THE SERIES «THE SQUID GAME»**

*Abstract.* The main idea of the article is that the series has its own influence on people's actions. The problem is that a person can do everything in order to achieve his or her goal or a big source of money. The article examines the phenomenon of TV series influence from different positions. The urgency of the series in modern mass culture and its influence on the actions of people are substantiated. The analysis of the public reaction to the series is being carried out.

*Keywords:* The Squid Games, series, childhood games, money, popularity, model, the main role, trend, TikTok, Pushkov, critics, reaction

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### **РЕАКЦИЯ ОБЩЕСТВЕННОСТИ НА СЕРИАЛ «ИГРА В КАЛЬМАРА»**

*Аннотация.* Основная тема — влияние сериалов на действия детей, подростков и взрослых. Проблематика заключена в том, что ради достижения материальных благ человек может пойти на любую сделку, даже если она может лишить последнего. В статье рассмотрен феномен влияния сериалов с разных позиций. Обосновывается актуальность сериала в современной массовой культуре и его влияние на действия людей. Проводится анализ реакции общественности на сериал.

*Ключевые слова:* игра в Кальмара, сериал, игры из детства, деньги, популярность, модель, главная роль, тренд, ТикТок, Пушкин, критика, реакция общественности.

The streaming service Netflix seems to have managed to create a «formula of addiction» by releasing another series that made viewers constantly reach for the «Next Episode» button and watch all 8 episodes without a break.

The fresh South Korean TV series «The Squid Game», which had its world premiere on September 17, 2021, instantly topped the global streaming rating in most countries and became a new popular trend on the Internet, exactly on TikTok. «The

Squid game» tells about characters who, faced with financial difficulties, go to the island and participate in survival games. To win \$40 million, they must complete six games, that honestly are games from their childhood. At the same time, all losers die. The picture became the first South Korean show to top Netflix, and the most popular TV series of the platform by the end of 2021. Using the Medialogia system, we analyzed the reaction of users of social networks to the series «The Squid Game». Only in the first two weeks since the show was released (from September 17 to October 4), more than 100 thousand messages on this topic were registered, and their number continues to grow. The most mentions of the series on TikTok are 33 thousand. Users are actively discussing the South Korean thriller on social networks: some condemn it for cruelty, others admire the plot and philosophical subtext, and young ticktockers, meanwhile, are actively shooting videos based on the series, gaining millions of views.

Thanks to the series and thousands of memes, even those who have never heard of dramas in their lives became interested in Korean cinema. And the popularity of the actors of the «Squid Game» increasingly grow. So, more than 15 million people signed up for the model Ho Yong Chong, who played one of the main roles, in three weeks, writes NY Post. The girl broke the record. According to Forbes, she is now the most popular South Korean actress on Instagram.

The Russian senator Pushkov criticized the series «The Squid Game». According to him, the project is conceptually cruel. «In this film, people act as a function of money. They die not for principles, not for their ideals and beliefs, not for their country- this is in the past, but for money, and they fight for them, - says the senator. Pushkov added that the series and its style become the subject of imitation for children and teenagers. It is likely to be true. People all over the world are trying to copy these games. They are wearing the same clothes, as actors of «The Squid Game» do. On Youtube one can come across with thousands of peoples attemp to replicate some rules of its games. Moreover, it is becoming more and more dangerous for contestants, that is the reason why the government is against of it all.

Here are a few reviews of «The Squid Game» on Russian twitter:

1. It seems that for the success of the series, it is enough that it was filmed in Korea. No matter how bad he was (the game of Squid bi like).
2. I think we should all forget such a misunderstanding as the squid game series and never think about it again.
3. Let's admit that the Squid Game is cool, but not a cool series, just cool, coolness is not enough.

### **References**

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