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PEBBLING: REBRANDED ANIMALISTIC STRATEGY MEMEZATION

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Memes have entered the human’s life and become «a unit of cultural transmission», the definition given by Richard Dawkins in his «The Selfish Gene» book [1, p. 192] by comparing it to the human’s DNA. The scientist explained the name the following way: «We need a name for the new replicator, a noun that conveys the idea of a unit of cultural transmission, or a unit of *imitation*. “Mimeme” comes from a suitable Greek root, but I want a monosyllable that sounds a bit like “gene”. I hope my classicist friends will forgive me if I abbreviate mimeme to *meme*. If it is any consolation, it could alternatively be thought of as being related to “memory”, or to the French word *même*. It should be pronounced to rhyme with “cream”» [1, p. 192].

Richard Dawkins characterized memes as «selfish» genes because of their own reproduction control following their own goals while transmitting from one human to another by having the ability to carry information, copy it, evolve and at the same time mutate randomly undergoing natural selection [1].

Distin Kate wrote in her «The Selfish Meme» book: «what matters for cultural evolution is that memes are able to retain information, which they can carry to the next cultural generation, where they enable it to produce results. Memes are a method of storing information in such a way that it can be replicated and put to good use in a range of situations.

To look at this another way, memes may be seen as representations of the phenotypic features that they control.» [2, p. 142]. The idea means a meme has the power of control that single it out in culture.

A new phenomenon named «pebbling» has appeared in real life of a human belonging mainly to Gen Z connected with dating and social media, memes in particular. Anoushka Sharma explained it as follows: «In the case of humans, pebbling can take place in the form of memes, Instagram reels, social media posts or simple text messages, to show affection» [6]. The majority of resources have characterized it as dealing with memes [4].

Initially «pebbling» means a relationship building strategy of a male penguin (Adélie and Gento species [7]) to bring it to a female to show its intention to become a couple. A pebble is a symbolic gift for potential mating and nesting.

The idea of the very symbolic gift giving has been applied to human relationship. Gigi Angle, an expert in relationship stated: «it's the cutest thing ever because memes are a love language these days. Pebbling started with the advent of meme sending as a form of creating a connection with people» [3]

One of the recent examples of pebbling is in Picture 1. It represents the combination of two most viral Instagram cats at the end of 2023 and the beginning of 2024 as well as couple gift giving as one of the most popular topics for Christmas memes.



Picture 1. The viral Instagram cat meme

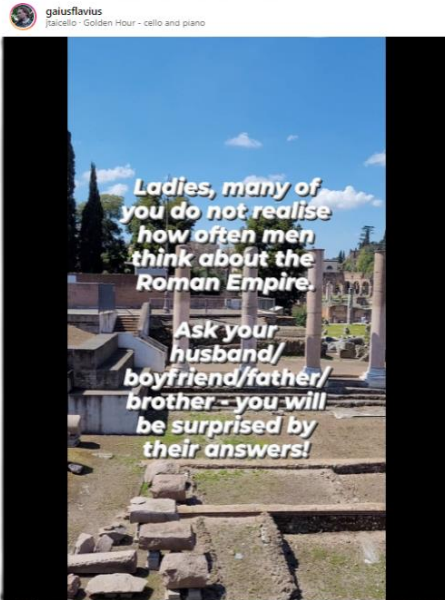
The meme has the particular structure: a husband/boyfriend asks the partner what gift she wants to get. The answer is usually something expensive: a Louis Vuitton bag, Cartier jewelry, etc. When husband asks what the wife/girlfriend gives him in return, he gets the common answer «socks». The meme reveals a stereotype about the male/female relationship in society.

One more example of pebbling is in Picture 2. «How often do you think about the Roman Empire?». Saskia Cort, a Swedish influencer, started the trend in 2022 after her unsuccessful dating males after 5 years of dating females. It led to her post on Instagram with the request to her follows to carry a survey on their boyfriend’s preferences in food and thoughts. One of the answers was nothing for food and the Roman Empire for thoughts [5]. That was the start of the question virality.



Picture 2. Saskia Cort and the Roman Empire virality

The trend became more viral in summer 2023 when Gaius Flavius, a Roman reenactor and antiquity memmer (<https://www.instagram.com/gaiusflavius>), uploaded an Instagram reel with the very question so that it was promoted by TikTok users to its highest degree of virality. [5, 8]



Picture 3. Gaius Flavius and the Roman Empire virality

The Roman Empire trend «illustrates something deeper about what takes up space in the social consciousness of two different genders» [8]. Moreover, it has become a catchphrase with an extra meaning, i.e. when a person thinks about something so often.

In conclusion, it is necessary to state that the pebbling phenomenon is an animalistic strategy rebranded by a human by means of its memezation to build and maintain relations among mainly the members of Gen Z.

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ФОРМУВАННЯ СУЧАСНОГО ЛІНГВІСТИКО-ІНФОРМАЦІЙНОГО ДИСКУРСУ АМЕРИКАНСЬКОЇ АНГЛІЙСЬКОЇ

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Американська англійська стала символом розвитку світового суспільства. З одного боку ця мова ввібрала в себе традиційну англійську культуру, африканську, індіанську та європейську, що вплинуло на подальше формування американської англійської. Посилення позицій американської англійської у світі обумовило визнання цієї мови як мови міжнародного спілкування [3, с. 200].

Американський лінгвіст Макс Вайнрейх одного разу жартівливо сказав, що "мова – діалект, характерною ознакою якої є наявність армії