

FABLE AND "FABULOUS PRODUCTION" IN MODERN INTERNET-SPACE

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The article considers successful examples of modern fabulous creativity (Vlad Malenko) and samples of "unfabulous" products from the Internet. For analysis, selected works by well-known and little-known authors, who posted their fables on copyright sites, as well as on the sites of Poetry.ru, WePishem.ru, Bizona.ru. Attention is drawn to the principles of creating a «modern fable» and its correspondence to the channels of the traditional fable as a genre. Analyzed the work of Vlad Malenko (actor and director of the Moscow Theater on Taganka, a member of the Union of Writers and the Union of Theater Workers of Russia, laureate of the literary prize named after AP Chekhov "For the revival of Russian satire"). Basically, Malenko's book "Cheese fell out ..." and its individual fables "Glamorous Shrimp", "Mole in the binge", "Muskrat in the theater", "Iron and meat grinder", "Pops", "Money Theater" were mainly analyzed. Samples of modern fable creativity are also analyzed, their authors do not belong to a recognized writer audience, but they are active participants in the "reanimation" of a modern fable. Vladimir Olishevsky (Alekbort. Online magazine) "Modern fable "Be polite on the roads". "This author replaced the well-known poetic form of the fable, replaced it with a prosaic version, expanded the plot, enriched it with details, added lyrical sarcasm as digressions. Vladimir's fables were also analyzed. Shebzukhov's "Scientific Work", Boris Oznobishin's "Elephant, Bison and Pug (political fable)", "The Fable of the Invisible World" by Dudley Phoenix ("Bison.ru"), Svyatovit Kuzelnikov "The Demon Climbed", Alexander Illarionov "Taught the Chicken, Egglgor Krasavin's fable "Cabbage" covers the topic of business, which speaks about the politics, morality of modernity. Sergey Prilutsky's fable "Just like a puddle," Alexander Schneider "Menagerie" and others. Modern fables of the Internet space that adhere to the principles of building the old genre, They are amenable to modern trends. Their works have a different theme, the emphasis is on private events of today. In their style there is a lot of colloquial, everyday, and roughly reduced vocabulary. These fables have a lot of irony, sarcasm, allegory, hyperbole and morality. Morality, as always, mainly at the end of the text, sometimes there is even a separate word "morality". On the Internet there are a huge number of fables that are not fables, but they are so named by the authors – "The Fable of the Invisible World" by Dudley Phoenix. I agree with this name if we take into account that the etymology of the very word "fable" is "bati", which means "to speak", "to buy", it means "bike", "tale", "story", "history". Often, modern authors, creating worthy examples of poetic art, do not pay attention to the absence in their texts of the fundamental principles of a fable as a genre, replacing them with aphorism, metaphor, while not taking into account the obligatory allegory and didactics. Basically, Malenko's book "Cheese fell out ..." with individual "Glamorous shrimp", "Mole in a binge", "Muskrat in the theater", "Iron and meat grinder", "Pops"), "Money Theater" was analyzed. Also analyzed are the samples of modern fable creative work, the authors of which are not classified as recognized writers but are active participants in the "reanimation" of the modern fable. Vladimir Olishevsky (Alekbort. Online magazine) "Modern fable Be polite on the roads". V. Olishevsky replaced the well-known poetic form of the fable with a prosaic one, he expanded the plot, enriched it with details, accompanied it with lyrical sarcasm in the form of digressions. Vladimir Shebzukhov's fables are also analyzed "Scientific work", Boris Oznobishin "Elephant, Bison and Pug (political fable)", "Fable of the invisible world" by Dudley Phoenix ("Bison.ru"), Svyatovit Kuzelnikov "The Demon Climbed", Alexander Illarionov "Taught the Egg Chicken", Igor Krasavin "Ka mouth" covers the topic of business, correlated with the politics, morality of modernity. Sergey Prilutsky's fable "Just like a puddle", Alexander Schneider "Menagerie" and others. Modern fables of the Internet space, following the principles and instilled an old genre, are amenable to modern trends. their works change the theme, more emphasis is placed on specific private events of today, their style is full of colloquial, everyday sometimes rudely reduced vocabulary. A striking artistic feature of such fables was irony, sarcasm, allegory, hyperbole and the inherent presence of morality, mainly at the end of the text, which is sometimes accompanied separately by the word "morality". There are also a huge number of fables that are not fables but are named by the authors as "The Fable of the Invisible World" by Dudley Phoenix. I agree with the author's name of a philosophical poem only on the basis of the etymology of the very word "fable" – "bati", which means "to say", "to buy", in fact, it is a "story", "tale", "story", "story".

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