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Title: **Vocabulary referring to human and his world in animated cartoons**

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Summary:

The aim of this paper is to analyze the language used in animated cartoons broadcasted on Teletoon+ channel. This channel gained popularity among the youngest viewers as well as primary school students. As is well known, it is a group of viewers the language competence of which is continuously forming. Therefore, one should expect that the language of cartoons will be neat and become an example to follow. Even superficial analysis of the language of most animated cartoons leads to a conclusion that the authors of dialogues, not only Polish ones, put fun in the first place, which most often cannot be reconciled with education. The language of analyzed cartoon characters is full of invective, pejorative terms and aims at depreciating the viewer. The purpose of using such a language is particularly important. It constitutes the main humour element in the presented cartoons. Such observations became the inspiration to conduct a more thorough analysis of the language of animated cartoons designed for the youngest viewers.

In the analyzed cartoons, the most numerous group of terms are those which refer to physical, psychical, mental and characterological features. Lexemes and phrases referring to the enumerated features are of negative value. Height, weight, beauty, ugliness, fitness as well as age and sex are evaluated. In the analyzed films, intelligence is positively valued, unlike incompetence, thoughtlessness and mental instability. On the other hand, the terms referring to a man in terms of characterological features, temper provide information mainly about one's way of being and personality. In the analyzed cartoons, endurance, cleverness, being at ease, sense of humour and life success are evaluated positively. Helplessness, conceitedness, lack of generosity, shabbiness and self-promoting are evaluated negatively.

The conducted analysis indicates that introducing media literacy for children and youth is necessary. It will allow for appropriate evaluation and interpretation of characters' behaviour.