**Cultural Features of Horror Films in Russia and the USA**

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Horror films are films of a certain genre, filled with an atmosphere of some mystery, unprovenness, accompanied by surprise effects, which attracts the viewer. Horror films have existed since the advent of cinematography. The very first films of this genre were filmed based on Gothic novels of the 18th century. Of all the genres, the horror film is more than others in the retransmission and representation of urban legends [1].

From a semantic point of view, horror is a film with supernatural or ruthless creatures (devils, the living dead, etc.) and/or with people behaving abnormally (magicians, mad scientists, maniacs), where both live in places that are frightening or become so after their appearance (cemeteries, places isolated from civilization, etc.) [2]. Horror has long become a popular social product [6].

After World War I, horror films changed dramatically. Directors began to move away from scenery and toward realism, which caused technical difficulties. Films were shot during the day and hand-colored, such as Nosferatu: A Symphony of Horror (1922) [3]. The second trend was a desire to return to ultra-violence, abandoning the "children's" ratings. The third trend is increased attention to the “found footage” format, which, one might say, has emerged as an independent genre [5].

Many horror fans try to overcome their fears by watching horror films. According to Stephen King: "We make up horror stories to help us cope with reality." [8] American critic Robin Wood concluded in his research that monsters in horror films symbolize a figure repressed by society. According to the article by D.I. Selivanova: “the fear of unnatural changes in one’s body, parasites inside one’s body and its infection became the basis for horror films of the subgenre “body horror”. Examples of such films are “Videodrome” by David Cronenberg, “American Mary” by the Soska sisters.” [4].

The title of the movie is one of the most important criteria for choosing. Many people choose a movie to watch based on the title, so it should be intriguing and short. Mostly, consumers watch horror movies in online cinemas, using the search bar by genre.

In the horror genre, the title should be mysterious, attractive and short, allowing the viewer to draw their own conclusion about whether the main message of the film matches the title.

This study focuses on comparing the titles of horror films in Russia and the United States and analyzing the connection with the cultural values of these countries.

**The object** of the study is horror films in Russia and the United States.

**The subject** of the study is the relationship between the titles of horror films and the cultural characteristics of Russia and the United States.

**The purpose** of this study: to analyze how the titles of popular horror films in Russia and the United States are related to the cultural characteristics of the countries.

The following research methods were used: methods of scientific analysis, such as descriptive and contextual, observation and generalization methods.

The theoretical significance of the work consists in the analysis of the connection between the titles of horror films in Russia and the USA with the cultural characteristics and values of these countries. The practical significance of the work consists in deepening knowledge about the horror genre and the connection between the titles of the selected films with the characteristics of each of the two countries. Both the research material and the obtained results can be used in the analysis of the influence of media content on consumer behavior, in film industry courses, in film studies courses, in lectures for students of acting institutes, in cultural studies courses.

To provide a theoretical basis for the study, a review of the works of researchers (Selivanova D.I., Ionov A.Yu., and others) and the material of the article by Sukhanova E.A. were made.

The research material was:

- American films: "Red Riding Hood", "Tucker and Dale vs Evil", "Texas Chain Saw Massacre", "House of Wax", "The Cabin in the Woods", "Crimson Peak", "Inheritance", "Longlegs", "The Silence of the Lambs", "A Nightmare on Elm Street" [9]

- Russian films: "Domovoy", "Omut", "Row 19", "Widow", "Yaga. Nightmare of the Dark Forest", "Photo for Memory", "The Queen of Spades. Black Rite", "Love Spell. Black Wedding", "Telekinesis", "Mountain Lights"[7].

Based on the collected material, elements of the titles of American and Russian horror films were studied. During the study, a video sequence containing such genres as: reviews of these horror films, film sins from popular bloggers, behind-the-scenes fragments of films and user reviews in online cinemas were also involved. In total, the study examined 20 horror films (the most popular in online cinemas).

An analysis of horror titles in Russia and the United States reveals cultural differences and common trends. Russian titles draw on folklore (Domovoy, Baba Yaga), rituals (Privorot), nature (Omut), and modern fears (Row 19). American horrors emphasize the setting (The Texas Chainsaw Massacre), use metaphors (The Silence of the Lambs), humor (Killing Holidays), and reimagine fairy tales (Little Red Riding Hood). Russian titles are rooted in Slavic mythology, while American titles reflect modern fears. Both countries strive to attract the viewer's attention. As a result, horror titles are a reflection of each country's culture, history, and fears. Russia gravitates toward mythology, while the US gravitates toward diversity and social themes.

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