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#### МЕТОДИКА АНАЛИЗА КРЕОЛИЗОВАННЫХ ТЕКСТОВ

**КЛЮЧЕВЫЕ СЛОВА:** анализ текста; креолизованный текст; графическая метафора; прецедентное имя, карикатура.

**АННОТАЦИЯ.** Язык, будучи явлением как статичным, так и динамичным, претерпевает различные изменения, тем же самым изменениям подвергается и его наивысшее проявление – текст, точнее, отношение к тексту. В современной науке происходит расширение, размывание границ понятия «текст». Стремительный рост количества научных трудов, посвященных исследованию семиотически осложненного, поликодового, или креолизованного текста, доказывает возросший интерес современных лингвистов к невербальным или паралингвистическим средствам, то есть невербальным средствам передачи информации, которые являются одним из компонентов такого типа текста. Обращение исследователей к вопросам паралингвистики говорит о преимущественно новом способе передачи информации и воздействия на читателя в современном мире. В настоящей статье рассматривается проблема креолизованного текста, описываются его основные характеристики, отношения между его компонентами, выразительные возможности как вербального, так и невербального компонентов. Предпринята попытка разработки примерной схемы анализа креолизованного текста с учетом его ключевых характеристик и осложненной структуры. Примерная схема анализа креолизованного текста включает следующие этапы: 1) отнесение текста к статическим или динамическим креолизованным текстам, 2) определение степени креолизации текста, 3) описание видов корреляции между компонентами креолизованного текста, 4) описание лингвистических и паралингвистических средств выразительности. В качестве предмета исследования использована карикатура с образом Владимира Путина в роли невербального компонента.

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#### METHODS APPLIED FOR ANALYSIS OF CREOLIZED TEXTS

**KEYWORDS:** text analysis; creolized text; graphic metaphor; precedent name, political cartoon.

**ABSTRACT.** Language, being a static phenomenon as well as a dynamic one, undergoes various changes, therefore the text, which is the supreme manifestation of language, undergoes the same changes. In modern science there is a tendency towards broadening, “blurring out” the limits of the concept “text”. Rapid growth of the number of scientific works devoted to semiotically complicated, polycode or creolized texts proves the fact that nowadays researchers pay more attention to non-verbal or extralinguistic features of language, i.e. non-verbal means of data transfer, which constitute one of the components of such type of text. Researchers’ attention to the problems of paralinguistics proves the fact that there appeared predominantly new ways of data transfer and impact on the readers. The article under discussion considers the problem of creolized text, its basic characteristics and correlation between its components, and expressive possibilities of paralinguistic means of language. The paper provides a model scheme of creolized text analysis taking into consideration its key characteristics and complicated structure. The model scheme of analysis of creolized text includes the following steps: 1) reference of the text to static creolized texts or to dynamic ones; 2) description of the degree of text creolization; 3) description of types of correlation between the components of creolized text; 4) description of linguistic and paralinguistic expressive means. The paper in question gives an example of analysis of creolized text, to be more exact, an American political cartoon, the non-verbal component of which is the image of Vladimir Putin.

Learning languages, both native and foreign, is always inseparably connected with work with a text, and first of all, with a written text. The text, as M. Bahtin defines it, “is a primary given of all the Humanities and humanitarian-philological thinking...” [3, p. 306]. N. Nikolina considers, that “fundamental training of prospective philologists is impossible without paying attention to the text” [7, p. 3], and we cannot but agree with these statements.

Different stages of learning require students to cope with tasks with different difficulty levels. Initially students familiarize themselves with theory of the text, study scholars’

transactions on the topic, and explore various definitions and classifications of the text and different approaches to its analysis. In the closing stages of education the students are taught to interpret the text in terms of its basic units and categories, thus graduates have all the necessary theoretical data and practical skills to work with a traditional text.

Language, being a static phenomenon as well as dynamic, undergoes various changes, therefore the text, which is the supreme manifestation of language, undergoes the same changes. In modern science there is a tendency towards broadening, “blurring out” the limits of the concept “text” [11, p. 166], the

scholars' attention is often attracted by non-traditional, semiotically complicated, polycode, heterogeneous or creolized text.

This is due to the fact that nowadays researchers are mostly interested in paralinguistic, i.e. non-verbal means of data transfer, which are one of the components of such a type of the text.

In linguistics the systematic study of paralinguistic means of written communication has begun only since the second half of the last century. At this particular time pioneering studies devoted to description of expressive possibilities of paralinguistic means of language, their role in making up a complete speech product and their influence upon author's realization of art conception appear [11, p. 40]. That is, non-verbal components of creolized text can act as means of speech decoration along with the traditional expressive means of language of literary text. Thus, if the traditional literary text is analyzed taking into consideration its structure, content, ideological and artistic design etc., creolized text having all the characteristics of the text may be analyzed taking into account its peculiarities.

The article under discussion gives an example of analysis of creolized text, to be more exact, an American political cartoon, the non-verbal component of which is the image of Vladimir Putin. Political cartoon is a drawing (often including caricature) made for the purpose of conveying editorial commentary on politics, politicians, and current events [6].

Nowadays there is a lot of information connected with the name of Vladimir Putin on the internet, in the newspapers, magazines and on television. There are a lot of different research works devoted to the personality or the speeches of Vladimir Putin (Yermolenko G. M., Alekseeva A. A., Zaripov R. I. etc.). We decided to examine the political cartoon, because it is popular nowadays and oriented towards various strata of society.

The creolized text under consideration (pic. 1) is the political cartoon depicting Vladimir Putin both hands of whom point at the wreckage of a Malaysia Airlines Boeing 777.



**Pic. 1**

Vladimir Putin is presented to the readers in the clothes of a khaki colour and with a missile of an impressive size instead of a nose. There are two clouds above the president's

head; they contain two remarks: 1) it was an Ukrainian missile launched by Ukrainians under Ukrainian command from Ukrainian territory; 2) without any Russian involvement. St. Basil Cathedral can be seen in the background.

Having studied and analyzed scientific works, which spread light upon the general questions of theory of creolized texts [M. Voroshilova 2013; E. Anisimova 2003; A. Bernatskaya 2000; N. Valgina 2003; Y. Sorokin 1990], we have worked out an approximate scheme of analysis of semiotically complicated text taking into account its key characteristics, complicated structure, correlation between its components, expressive means of both verbal and non-verbal components.

The approximate scheme of analysis of creolized text includes the following steps:

To refer the text to static creolized texts or to dynamic ones.

To describe the degree of text creolization.

To describe types of correlation between the components of creolized text.

To describe linguistic and paralinguistic expressive means.

The scholars single out static and dynamic creolized texts [11; 5].

Static creolized texts include a political cartoon, an illustration, a poster etc. In contrast to static creolized texts the visual elements of dynamic ones are more varied, rich and dynamic. As an example of dynamic creolized texts a movie text and a movie clip serve [10, p. 96]. The creolized text under analysis, being a political cartoon, is referred to static creolized texts.

To determine the degree of verbal and non-verbal components participation in organization of creolized text we will use Bernatskaya's classification who singles out three degrees of creolization: weak, moderate and strong [4]. Unlike E. Anaisimova, who singles out zero creolization [2, p. 15], A. Bernatskaya introduces the term of weak creolization, that is typical of paralinguistic means of communication (phonational, kinetic, and graphic). As an example of the creolized text with weak creolization we use picture 2.



**Pic. 2**

In this picture there is no any explicit visual component, but we can see the word "Putin", written in the form of cardiogram in

the middle of it. At the bottom of the picture there is a caption: the way Russia's heart beats. The font of the word "Putin" being a graphic paralinguistic expressive mean of communication influences the readers' imagination without using any verbal component. This example proves the fact that there are no "pure texts" [11] in modern world, and not only linguistic structure of the text can be studied, but also its graphic design should be taken into consideration.

Creolized texts with moderate creolization show the domination of one component and the supporting role of the other.



**Pic. 3**

In picture 3 we can see clear predominance of the non-verbal component. The political cartoon presents Vladimir Putin as a nesting doll, inside of which Stalin sits. The upper part of the doll has an inscription "Putin", that is of no use, because the image of Vladimir Putin is completely recognizable. The symbolism of the nesting doll is used in this political cartoon to draw a parallel between the Russian president and Stalin, since it shows that all the dolls are identical, they just reborn, but their inner essence is unchanging [1, p. 305]. This graphic metaphor lets the recipients decode the creolized text without any additional descriptions and definitions, that's why we can speak about moderate realization of this political cartoon.

The texts with strong creolization are characterized by the equality of the components. Since none of the components of the political cartoon (pic.1) in question is dominant and information decoding becomes impossible in case of leaving out one of its parts, we can say that we deal with a strong degree of creolization, that is typical of political cartoons, posters and advertisements. [2, p. 15].

In M. Voroshilova's opinion correlation between the elements of creolized text is more fully disclosed in classification by S. Sauerbier. The given typology distinguishes the following types of correlation: parallel correlation, complementary correlation, vicarious correlation and interpretive correlation [11, p. 35]. Parallel correlation arises when semantics and pragmatic potential of verbal and non-verbal

components coincide. As an example of this kind of correlation we use picture 4.



**Pic. 4**

The non-verbal component of this political cartoon is the image of Mr. Putin wearing a black business suit and red boxing gloves, as verbal component the following phrase serves: "We will hit carefully, but hard". The words "we will hit" and "hard" are of the red colour, which coincide with that one of the gloves. Thus thanks to the colour variation the phrase "we will hit hard" and the boxing gloves instantly attract readers' attention. It should be noted that the verbal and non-verbal parts of the creolized text not only coincide but serve each other.

In the political cartoon under analysis (pic. 1) the content of the picture and verbal part completely coincide, that's why the correlation between the components is parallel.

We deal with complementary correlation when verbal and non-verbal components partially overlap each other. Picture 5 shows this complementary correlation. The non-verbal component, that is the image of the Russian president, just complements the verbal part of the political cartoon. The verbal part is presented by a slogan: "Be polite like Putin", it has already contains Russia's president's family name, that's why, the function of the non-verbal part is not informative, but attributive.



**Pic. 5**

Vicarious correlation appears if non-verbal component substitutes verbal one. Picture 3 can be used as an example of this kind of correlation, the description of the political cartoon is given above.

Interpretive correlation takes place when there are no direct contact points between the content of verbal and non-verbal parts; the connection is established on associative basis. Picture 6 shows us the image of Vladimir Putin with Monomakh's Cap on his head and the Orb and Scepter in his both hands, behind his back there is a double-headed eagle and under his feet there is a Russian flag with an inscription "Putin is democrat". At first glance there is no any coincidence between the verbal part and non-verbal one. Monomakh's Cap, the double-headed eagle, the Orb and Scepter belong to the epoch of Imperial Russia and the tricolour flag and the president refer to democratic Russia. In fact the place of the flag in this picture just shows the place of democracy in Russia and reproves the real political regime in this country. Interpretive type of correlation lets the author create a comic effect and make the political cartoon not only informative, but intriguing and entertaining.



**Pic. 6**

So, as we have already mentioned, verbal and non-verbal components of the political cartoon under analysis are complementary, and just as phraseological units form an indivisible structure, on account of this, decoding political cartoon cannot be based on interpretation of each component separately, but comprehensive perception is necessary.

The author of the creolized text hints at the fact that it is Russia that is responsible for

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Malaysian Boeing crash, and the Russian authorities want to conceal this supposedly true fact convincing the world community to blame the Ukraine for the accident. This persuasion is realized by lexical repetition; the word "Ukrainian" is repeated four times advisedly. The remark in the cloud is divided into four lines, which are located one above the other; consequently, each line has the word "Ukrainian", and even if you don't read the whole remark, this word first catches the eye. There is one more cloud in the political cartoon; it contains the end of Vladimir Putin's remark: "without any Russian involvement". The author of the creolized text draws the readers' attention to this phrase using parcellation, the stylistic device, with the help of which the importance of the phrase is emphasized.

The verbal component of the political cartoon doesn't have any hidden meaning or subtext, which cannot be said about the non-verbal component.

As the non-verbal component the image of Vladimir Putin in the likeness of Pinocchio with the missile instead of a nose appears. Using such a precedent name as a graphic metaphor the author makes the recipients doubt the honesty of the Russian president. Furthermore, relation of a given graphic metaphor to sphere-source "Children's literature" lets us single out a metaphorical model POLITICIANS ARE TALE-TELLERS that suggests that in politics the truth is held back or fabricated. Having analyzed the components of the political cartoon we made sure that they were complementary, and their separate consideration would lead to inaccurate or incorrect decoding of the given creolized text.

As a result of the performed research it has been determined that creolized text occupies a special position in modern scientific research and it is of a great interest to scholars, because the methods applied for its analysis is still being worked out, that means everybody can contribute to native science development.