The Study of Creolized Texts in Written Communication

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ABSTRACT The present article deals with one of the main issues of text study and text analysis as creolized text, where the "visual information" is studied as the main tool to reach the goals in creating the text information in the modern world and reviews the background of the problem in linguistics and semiotics; notes the basic features of a creolized text. A creolized text is interpreted as the complex textual formation contained both verbal and visual elements in a whole information space and investigated in structural, semantic and functional aspects.

Introduction

New scientific paradigms of linguistics of the recent years led to expansion of the language phenomena, concerning text analysis with the transmission and reception of information in the modern world. Nowadays the textual space and text analysis are not limited within the study of the linguistic problems of language, but also includes the various kinds of semiotic systems. Thus, while studying the texts containing the mixed types of communication as verbal and non-verbal, or iconic elements, we came across with different notions and terms as "creolized text" (Sorokin, Tarassov, 1990; Anissimova, 1996), "polycodal text" (Yeiger, Yuht, 1974; Bolshiyanova, 1987), "isoverbal complex" (Bernatskaya, 1987), "isoverb" (Miheyev, 1987), "multimodal text" (Kress, Van Leeuwen, 2001).

The growth of interest to the problem of visualization is caused by the modern communication demands, i.e. the cultural and intercultural peculiarities produced by language users are reflected in the language itself. Integration level of all visual means, as well as other iconic structures in the textual space of printed and electronic media is very high.

Thus, understanding the linguistic changes in the global world, we have to accept the importance of visual ways of creating texts of various kinds in order to reach the aims directed to the recipients. The reason of this choice may be explained by the necessity of human influence to the mind and overwhelming the hidden linguistic stereotypes, therefore the visual type of thinking process is interpreted as the thinking process based on the non-classical rationality.

1. The Study of Paralinguistic Means of Written Communication

Written communication is closely connected with the image art from the ages of human history. The first writings were performed with the help of images, so-called pictographs. In the early ages the primitive art and petroglyphic paintings were signed with contrast lines and local colour to perform the imaginative speech. The power of words and images was started in the stage of forming aesthetic phenomenon and hieroglyphs bear the sound shape of words with expressing content and notion.

Later with the invention of printing, verbal text and visual images have been started to accompany each other and the process of interaction and co-operation of arts took place. Especially, the synthesis of two arts was brightly noted in the Middle Ages, where the synthesis of words and images became the basis of several genres and literatures as well (The Bible, antique and middle ages poetry, scientific literature), where icons were the main parts of the text bearing the information.

The present aspect of the semiotic issues of linguistics in investigating paralinguistic means and their roles in written communication is highlighted by Anissimova (2003), in her book "Text Linguistics and Intercultural Communication (with the materials of creolized texts)". The importance of polygraphic and internal design of the literary language was stated in 1930s by Reformatsky, and from those period the linguographic issues had been considered by methods of both linguistic text analysis and polygraphic means.

Paralinguistic means of written communication is traditionally investigated in the aspect of designing literature to express the technical and aesthetic function (Valeunko, 1976; Gerchuk, 1984; Dobkin, 1985; Sidorov, 1972). In the beginning of XXth century the graphics of poetry was in the center of linguists attention (Vinokur, 1929; Tomashevsky, 1930; Tynyanov, 1977; Reformatsky, 1933). Nevertheless the systemic study of paralinguistic means in written communication started in 1970-s with the description of expressive means to underline the literary entity of the works of art (Arnold, 1973; Brandes, 1983; Kostenko, 1979; Riesel, 1978). At the present time the paralinguistic means, their content and pragmatic potentials are actively investigated in the framework of paragraphemics as a particular branch of linguistics of written communication (Baranov, Parshin, 1989; Vashunina, 1995; Klyukanov, 1983; Meshishvili, 1990).

Initially the creolized texts, or multimodal, semiotic complex, videoverbal and polycodal texts were studied as the objective of semiotics. Actually, the significance of visual images in movies, advertisements, cartoons, and pictures of newspapers and magazines are accompanied with the help of linguistic means as messages.

In modern semiotics it is considered to be that the iconic (visual) language means are not fundamentally differed from verbal means. In this regard, the function of images has the same value of linguistic means. Both the words in creolized

texts (content) and images may express the notions of various levels of abstractedness. Though many linguists consider that there is no accurately expressed unit to highlight the notion comparing with the semantics of the characterized features of the given phenomenon, but nevertheless it should be noted that the creolized texts are existing in our modern human life in every aspect of social life.

2. Creolized Text as Modern Text Type

The issue of defining the texts of mixed characters of homogeneous and heterogeneous elements existing in the modern types of texts demand to investigate further and deeper, as we have the various combinations of semiotic systems in language.

As noted in the beginning of the present article, though in linguistics the various terms and opinions are existing along with the other terms (multimodal, polycodal, isoverbal, semiotic complex and others), in linguistic fields of Kazakhstan the metaphoric term proposed by Sorokin and Tarassov (1990) "creolized texts" is widely used and understood as a heterogeneous text type that consists of heterogeneous elements – verbal (linguistic or speech) and non-verbal (elements inherent to other semiotic systems). The linguists who agree with the given term (Anissimova, 2003; Boiko, 2006; Valgina, 2003; Chudakova, 2005; Shinkarenkova, 2005), note that the creolized text presents the complex text formation in which the verbal and non-verbal elements form the whole visual, structural, notional and functional entity directed to the complex impact to audience.

Apart with the above considered term of the same linguistic phenomenon, the other terms are widely used in modern linguistics and semiotics. In text typology developed by Yeiger and Uyht (1974) the opposition of mono- and polycodal texts were determined and polycodal texts are considered to be wider than creolized text because of the inclusion of other semiotic means as voice and sound.

Linguist Bernatskaya tried to make differentiations between the above mentioned terms, thus, polycodal and semiotic complex texts are perceived as the notion of heterogeneous and syncretic messages forming the combination of various elements of semiotic systems with the use of their mutual interrelation.

This is why we take the point of view of the metaphoric use for creolizing text, proposed by Sorokin and Tarassov. This idea is supported by numbers of outstanding linguists who studies the linguistic problems of creolized texts (Anissimova, 2003; Grishayeva, 2003; Boiko, 2006; Bolshiyanova, 1986; Kirillov, 2006; Lazarev, Gorina, 2003; Chudakova, 2005).

Conclusion

Concluding the analyzed issues concerning the complex text type consisting of multimodal elements, we should note that there are various views and opinions. Confirming the term "creolized text" it's important to take into account the considered materials whether the use of sound and other attributive effects are applied or different semiotic codes are included into text. Notwithstanding all of the instruments used to decorate the message directed to the audience bear the linguistic and psycholinguistic effects.

Besides the term "creolized text" we do not object the other terms proposed by various linguists, all the terms have to be applied according to the use in certain fields and situations.

So, summarizing the points, creolized text is interpreted as the complex textual formation contained both verbal and visual elements in a whole information space and investigated in structural, semantic and functional aspects. The main objective and function of creolized texts bear the complex impact on addressee's perception.

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