MULTIMODAL DISCOURSE IN LINGUISTICS

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Abstract: The first attempts by man to convey information using text and pictures go back to ancient times. The combination of images and text is typical for most monuments of ancient civilizations in the World. Among the most striking monuments of ancient writing, including elements of pictorial writing and text, it should be noted wall writings and drawings in ancient Egyptian tombs, which form a single textual work. In society individuals communicate in different ways, it is important to be aware of the different modes used in communication to fully understand the meanings that are being conveyed. These can be broken down into five categories: linguistic, visual, gestural, spatial. The linguistic mode focuses on the meaning of written or spoken language in communication.

Keywords: text, component, phenomenon, sign system, non-verbal component, cognitive, semiotic properties, communication.

Introduction: Despite the fact that picture writing is the oldest and simplest form of writing, the development of alphabetic writing did not supplant or nullify the use of drawing in the text as an unnecessary and more primitive attribute. On the contrary, the history of human culture shows that the more developed and progressive it became, the more types of discourse appeared using drawings and text, which include posters, caricatures, comics, advertising, etc., rapidly developing in the modern period. These facts indicate that "the synthesis of natural human language with other sign systems is by no means a product of modern culture"[150]. There is a genetic connection between human language and visual arts.

Despite the fact that texts containing various non-linguistic (non-verbal) components, such as illustrations, drawings, photographs, etc., have long ceased to be rare thanks to the development of printing and the spread of color printing, for a long time they were not the object of special study by linguists. This tendency was observed because the image was perceived as a kind of dependent addition, an attribute to the text. The dominant idea was "the priority of the verbal language system relative to other sign systems"[151].

Methods: In the 70s of the 20th centuries, important linguistic works appeared devoted to the study of texts with a nonverbal component. Such texts were studied by scientists I. V. Arnold, G. T. Kostenko, M. P. Brandes. Gradually, this trend gained popularity in different countries. A major contribution to the study of texts with a non-verbal component was made by Yu. A. Sorokin and E. F. Tarasov, who proposed the term "creolized text" to name texts with a heterogeneous structure, as well as G. Kress (England) and T. van Leeuwen (Australia), who study the phenomenon of multimodality.

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[150]Makedonseva A. M. Fenomen kreolizovannix tekstov//Vestnik Tverskogo gosudarstvennogo universitet. 2009. - P 34-41.
[151] Makedonseva A. M. Fenomen kreolizovannix tekstov //Vestnik Tverskogo gosudarstvennogo universitet. 2009. – P. 34-41.

Research: Currently, E. E. Anisimova, I. V. Vashunina, A. M. Voloskovich, O. K. Iriskhanova, G. E. Kreidlin, M. A. Krongauz, A. G. are studying tests with a nonverbal component in Russia Sonin, Yu. V. Shchurina, abroad - John A. Bateman (England), Alan Cienki (USA), Terry D. Royce (USA) and etc.

The study of texts with a nonverbal component is carried out within several linguistic areas. First of all, such texts are studied within the framework of linguosemiotics, since in these texts the phenomenon of interaction of various semiotic units is observed. Psycholinguistics deals with issues of perceptual activity in the perception of given texts. Cognitive linguistics studies the various cognitive mechanisms and operations that are used in the perception of texts with a nonverbal component. Text linguistics seeks to describe and study the discursive features of given texts.

It is worth noting that the novelty of such texts as an object of linguistic research has led to the emergence of many terms to designate them. Among them, the most common are "creolized text" (Yu. A. Sorokin, E. F. Tarasov), "polycode text" (A. G. Sonin), "polymodal text" (A. M. Voloskovich), "icon text" (M. Nerlikh), hybrid text (V. E. Chernyavskaya). Such terms as "linguo-visual complex", "isoverbal complex", "iso-verbal complex" have also entered scientific use[152].

Discussion: All these terms can be perceived as synonyms, since they are used to name texts with a heterogeneous structure and emphasize the semiotic heterogeneity of the components of the text. At the same time, each of these terms focuses on a certain aspect of the text with a non-verbal component.

A. M. Voloskovich notes that "hybridity and syncretism of sign formations more often indicate the result of mixing the semiotic properties of signs that are different in nature, creolization - the process of mixing itself, while the term polymodality emphasizes the original ability of signs to combine with other signs within the framework of complex semiotic formations"[153].

The term "multimodal" seems more successful than other terms for naming texts with a non-verbal component, because it appeals "to the psychological term modality as belonging to a specific sensory system and is associated with the actualization of several perceptual channels"[154], which provide the perception of text with verbal and non-verbal components. Consequently, this term allows us to go beyond purely linguistic issues and touch upon problems of a broader interdisciplinary nature, such as the problem of perceiving texts with a non-verbal component, the role of various cognitive mechanisms in the process of perceiving such texts, the problem of semiotic hybridization in texts of this kind, etc.

Another terminological difficulty in naming and defining text formations with a non-verbal component is the question of whether such formations should be called "text" or classified as "discourse", since the opposition "text - discourse" is fundamental in linguistics and since the need for categorization inevitably arises in relation to any objects of scientific research, especially new ones, and multimodal formations have entered the orbit of scientific research relatively recently. Since the term "discourse" emphasizes the dynamic, communicative, interactive nature of a language work and takes into account extralinguistic factors, it is more appropriate to classify

[152] http://www.ff.unipo.sk/jak/15_2013/gallo.pdf

[153] Voloskovich A. M. Kognitivnie i semioticheskie aspekti vzaimodeystviya komponentov polimodalnogo teksta: dis. … kand. filol. nauk: – M., 2012. – P.188.

[154] Nekrasova E. D. K voprosu o vospriyatii polimodalnix tekstov //Vestnik Tomskogo gosudarstvennogo universiteta. 2014. – P. 45-48.

multimodal formations as a category of "discourse", thereby going beyond the narrow linguistic understanding of a language work and touching on a number of important issues of pragmatic, cultural, historical, social nature. So, in this work, by multimodal discourse we understand semiotically complicated formations, consisting of verbal and nonverbal components, possessing integrity and completeness.

The study of multimodal discourse is, in our opinion, a promising direction in modern linguistics, since, firstly, multimodal discourse has not yet been sufficiently studied. Secondly, there are many types of multimodal discourse that can be classified according to various criteria (sphere of use, form, number and type of modalities involved in the transmission of information in multimodal discourse, etc.). Thirdly, multimodal discourse is actively developing and becoming more widespread due to the development of the information community (the development of photojournalism, media, color printing, television, computer technology).

Conclusion: Examples of multimodal discourse include newspaper articles with photographs, advertising texts with a nonverbal component, instructions with drawings, scientific text with tables, graphs, diagrams, artistic text with illustrations, etc. Among the undeniable advantages of multimodal discourse compared to traditional text are clarity, colorfulness, schematicity, and figurativeness. Today, the term "multimodal discourse" is actively used by linguists, and the phenomenon of multimodal discourse itself has taken an important place among the current objects of linguistic research.

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