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Associative and image Framework of the Creolized Text as an Object of the Linguistic Research

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Abstract

The authors of the article consider the associative and image framework of the creolized text from a position of discursive and pragmatic, intentional analysis which reveals a synergetic complex essence, a role of verbal and non-verbal elements of the creolized text. Our research is based upon a knowledge of linguistics: communicative pragmatics, cognitive linguistic text linguistics, the theory of a discourse. There are specialized journals devoted to the discursive analysis, e.g. "Text" and "Discourse Processes". The most known centers of discourse researches are situated in the USA. For example, the California University in Santa Barbara, in Los Angeles, the Oregon University in Eugene, the Georgetown University.

Keywords: Creolized text, discourse context, linguistic research, cognitive metaphor, imagery.

Introduction

At present, the new methods of investigation of such crimes as extremism, corruption, of crimes against the person (slander, verbal abuse) started to develop. So, even more often verbal information is used for disclosing and the investigation of crimes to establish the truth, and becomes a proof subject in criminal cases, in which a special knowledge in the field of linguistics must be applied.

The materials causing difficulty in linguistic analysis and having a high degree of imagery because of the contamination of two different metaphorical components – of verbal (language/speech) and of nonverbal (other systems of sign than the natural language) are considered as the creolized texts which are samples of cognitive-metaphorical model, a certain imagery stereotype. In the analyzed scientific works we have discovered the following designations of similar texts: «complicated in semiotics», «polycode texts», «creolized», «syncretic message», «graphic and verbal complex», «graphic and verbal» (E.E. Anisimova, A.A. Bernatskaya, L.V. Golovina, etc.) [5, pp. 8-15; 6, pp.104-110; 7].

Thus, in our understanding, the creolized text is a difficult text formation in which verbal and nonverbal components are being presented as organic parts of a uniform monolithic-imagery framework, which form one visual, structural, semantic and functional whole, in a complex influencing the concrete recipient.

This research is based upon a knowledge of linguistics: communicative pragmatics (A. A. Potebnya [1], L. V. Shcherba [2], etc.); cognitive linguistics (W. von Humboldt [3], A. A. Potebnya [1], etc.); text linguistics (L. V. Shcherba [2], A. Veyl, etc.); the theory of a discourse (U. Cheyf [4], etc.).

Research methods

The research of the associative and image framework of the creolized text is based upon:

- a principle of anthropocentrism;
- the methods of the componential, semantic, lexical and semantic analysis;
- a method of a cognitive and semiological analysis based on interaction of extra linguistics with linguistic semantics [8, pp. 78-106; 9 p. 79];
- a discursive and pragmatic analysis [10,11, pp. 22-129, 12, 13, 14];

– an intentional aspect of the linguistic and pragmatic analysis [15, p. 174; 16, p. 30].

Research and Discussion.



Figure 1.

The analyzed creolized text (Figure 1) is available to semantic understanding in spite of the fact, that verbal (What Caucasians? No, did not see) and nonverbal (a graphic representation of a bear) means are used for its realization. The lexical units, constituting verbal part of the creolized text, are available to the interpretation by means of linguistic dictionaries and directories. Therefore, Caucasians are «native inhabitants of Caucasus» [20]. Denial in view of non-recognition those as natives, inhabitants of Caucasus is shown by a verbal component of the creolized text by means of lexical units of negation (No, did not see). However, the graphic element of the creolized text by means of the metaphorical representation of a specified discursive situation gives to the recipient an opposite affirmative reply. Represented by means of the image of a bear with a blood-stained knife, the second form of the creolized text partially is accessible to semantic understanding as a means of paralinguistic system, used for its expression, and in turn, it has an implicit, associative image context. A discourse environment, in which an ethnic-oriented creolized text forms and exists, is being created by both language and extra-language which determines a national and cultural component of this text and of its communicative and pragmatic content. So, the representations about the relations between Russia and Caucasus are being illustrated at the heart of the associative and image framework.

The national and cultural representation about a bear is being demonstrated within the limits of non-verbal component of the creolized text and serves as a starting point of semiosis. In the modern world, the image of a bear is widely used as a symbol of Russia. So, here the image of Russia (polar bear) has a strongly expressed negative connotation what is being underlined by the image of a blood-stained knife which he holds in the paws as a non-verbal

latent threat. The sender of threat within the limits of the above-mentioned creolized text is expressed by means of implicit graphic information. The addressee of threat has a verbal expressiveness (Caucasians), however semantic components of the sender of threat can be realized only together with a metaphorical graphical expression of the sender (a bear with a blood-stained knife is associated with Russia). Therefore, the creolized text has synergetic and difficult nature and should be considered as a sum of the expression of a sense of verbal and non-verbal level. Thus, in given creolized text, we can see a substantial party, presented by a verbal and non-verbal (associative and image) component has the expressed aggression of one group of persons in relation to another group of persons, united by a national attribute.

Thus, we tell about a certain discourse context, «in which the language units are being used and in which an adequate understanding of the associative and image context of the whole statement, is being provided by communicants [21, pp. 12-14; 22, p. 255].

A pragmatic influence of the creolized text is given by associative and image information, coded in its structural and semantic organization (Figure 2). Compare:

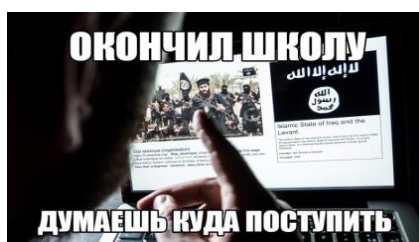


Figure 2

Presented photography contains elements of various sign systems - graphical and language (verbal) ones. The semantic context of presented creolized texts falls on the verbalized parts - «you think, having finished school, where to study» which actualizes a discourse context «a problem of self-determination of young men».

Each element of the verbal part of the creolized text is directed on involvement of the addressee into presuppositive information. Its skeleton serves as: 1) a word combination "having finished school"; 2) a syntactic construction «you think where to study». Thus, the presuppositive background generates the main imagery representation about the discourse context.

The verbal part of the text is presented by a simple sentence without the punctuation marks that complicates the intentional analysis of the text; however, a non-verbal part decodes the sender's communicative intents, expands a semantic context of the creolized text.

The non-verbal part is presented by the image of a hand of the person who is pointing a finger on armed persons of non-Slavic appearance in masks. The non-verbal part of the creolized text concretizes the sender's communicative intents, actualizes the implicit motivation presented in the form of the offer to the implement of the program of actions, to resolve an existing problem situation, i.e. to be enlisted to armed formations.

The event is a basic element of the discourse context. Initially, at the moment of the formation of the creolized text, the sender bases upon an event-idea [25, pp.320-329], i.e. upon a way of life of the certain epoch. The event-idea forms a semantic structure of the creolized text. In the process of the realization of the sender's communicative intents, he/she reconstructs the referential events, i.e. the events associated with the certain reality [9, p. 251]. Thereby the author reconstructs the event which contains a basic component of the discourse.

Any author, creating a verbal or non-verbal product, should direct it to a real or hypothetical addressee. Therefore, its most important purpose is the choice of that image and stylistic background of the text which is accessible to understanding as «a speaker can only then successfully perform a planned verbal act when he is sure that a pragmatic context corresponds to conditions of this verbal act» [26, p. 26; 27].

In presented creolized text an implicit motivation to the involvement into armed formations is expressed. The analyzed creolized text can have an opposite sense, depending on national-cultural peculiarities of communicants, a sociocultural competence, a sociocultural background etc. The image of an enemy allows us to suppose that at least two groups of persons united by national, religious, cultural features stand in opposition. So, being addressed to any Russian, this text can have signs of extremism having a destructive effect on state institutions; the text, addressed to persons of one nationality can have a preventive function and pursue the aim of self-defence from the enemy.

Thus, the opposition "a friend - an enemy" become actual in the text. However to specify, who is who actually, it is impossible because of a half knowledge of a sociocultural context.

Recommendations

An expert-linguist should not forget that a central subject of the research always is the text, and any other accompanying information is only the context which specifies a verbalized part of the creolized text. We can divide the creolized text into two parts: the text and the image. In support of the expressed opinion we will give an example of the discursive and pragmatic analysis of the creolized text.

The associative and image framework of the creolized text is represented as a cognitive phenomenon; a cognitive metaphor forms a basis for the semantic realization of the creolized text [17, p. 68].

J. Janes underlines the capability to metaphorization plays the leading part in the consciousness evolution [18, p. 50]. The generation of the creolized text displays an abstract attitude of the author of the creolized text. The associative and image essence of the researched object doesn't consist only in the language expression, but also in nonverbal one. So, according to J. Lakoff and M. Johns, «a metaphor locus is in the thought, but not in the language» [19, p. 203], i.e. the metaphor, forming a base for the creolized text can be defined as a cognitive phenomenon [9, p. 171].

Conclusions

The realization of the discursive and pragmatic potential of the creolized text is based upon a cognitive discursive mechanism of the formation of the text that assumes accounting not only their syntagmatic and paradigmatic properties, but also cognitive and pragmatic ones. The realization of such knowledge becomes an object by all communicative and pragmatic component of the text, including verbal and non-verbal components, representing a certain discourse by imagery. The conducted analysis of the discursive and pragmatic properties of the creolized text allows us to argue that its associative and image framework is being formed through a combination of language, speech, cognitive and communicative-pragmatic components of the discourse context and it includes an axiological and semantic context of those discourse spaces within they have arisen.

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