

EFFECTIVE WAYS AND TECHNIQUES OF USING CREOLISED TEXTS

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Abstract: this article deals with the problem of so-called creolized texts, structure of which is formed, along with verbal means, by nonverbal means and also means of other semiotics codes. The presented work discusses nonverbal means of written communication which accompany verbal text and serve expression of various connotations. Verbal information can render the meaning of the text by means of lexical and into national its characteristics. By note that this article is just one piece of a comprehensive study of the concept creolised text.

Keywords: creolised texts, verbal, non – verbal, semantic.

ЭФФЕКТИВНЫЕ СПОСОБЫ И МЕТОДЫ ИСПОЛЬЗОВАНИЯ КРЕОЛИЗОВАННЫХ ТЕКСТОВ

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Аннотация: эта статья рассматривает проблему так называемых креолизованных текстов, структура которых формируется вместе с вербальными средствами, с невербальными средствами, а также средствами других семиотических кодов. В представленной работе обсуждаются невербальные способы письменного общения, которые сопровождают вербальный текст и дают выражение различным коннотациям. Вербальная информация может придавать смысл тексту с помощью лексических и национальных свойств. К сведению: эта статья лишь одна часть комплексного исследования концепции креолизованного текста.

Ключевые слова: креолизованный текст, вербальный, невербальный, семантический.

Creolized text means a text characterized with two constituents, verbal (speech) one and non-verbal one. The specific nature of creolized text consists not so much in the visual and verbal information acting as a single information space, but rather in one component of the text being unable to keep its initial interpretation without the other. Unlike the conventional illustrated text, here the completeness of the information conveyed can only be achieved by perceiving all components of the text simultaneously. The term "creolized" was suggested by the Russian psycholinguists and philologists Sorokin and Tarasov (1990) at the end of the 20th century. The word came into use as a linguistic notion of the Creole language applied to natural languages formed during fusion of several cultures using different languages. These are, for instance, the languages of some former European colonies where synthesis of the local and simplified European languages took place in the process of interethnic communication (languages of Haiti, Vanuatu, and even native languages of Canada and the USA are believed to be English-based Creole ones by some researchers). Further on, the modified notion of creolization was applied not only to natural languages but to any sign systems [1, p. 180 - 186].

In the modern society the advertisements play an important role being the major mean of sales promotion. As the number of advertisements is growing it is necessary to find the optimal mechanisms of their creation, so that they would be able to attract the attention of potential customers and to influence their intellect and emotions, to promote to certain actions that are necessary for addresser (to buy the advertised goods, to turn to services of advertised company etc.). The center of this work are creolized texts in formation of which verbal, non-verbal and other semiotic means (color, print etc.) are using. The conversion to creolized texts is connected with the fact that they are the least studied in linguistics and their interpretation is difficult for learning. In the speech communication creolized text is a difficult text formation, in which verbal and iconic elements form visual, structural and functional whole that is aimed at a complex pragmatic impact on the recipient [2, p. 45 - 49].

The main task of the text is to provide the reader or viewer optimal conditions for the understanding and interpretation of the text. Therefore, considering the nature and purpose of the text, the author can use one or another mean of expression – verbal and non-verbal. Such texts are used according to certain rules directed at making advertising extremely informative and having a maximum impact force.

The most common rules are:

- Absence or minimizing duplication of information in the text and image;
- The integrity and cohesion of the text and image;
- Building of the advertisements according to the tendency of the recipient to pay attention to the image, then to the title and to the text;
- High semantic richness of text component;
- Prevailing use of nouns;
- Concise syntax structure, distinctive features of which are: the overwhelming prevalence of simple uncommon proposals and high incidence of nominative sentences, mostly denominative imperative. The widespread use of images in modern advertising as the means of attracting the recipient is effective instrument of the influence on the consciousness and sub consciousness of the latter [3, p. 23].

From the semiotic point of view iconic language is not fundamentally different from the verbal: "... any image created by the human is abstract, because it means allocated by the human properties of an object. In this function the image does not differ from the word. Both word and image can express the concept of different levels of abstraction".

Between verbal and non-verbal parts the different correlations are fixed:

1. *The relationship of complementarity.* The image can be understood without words and can exist independently. Verbal comment describes the image by duplicating of its information. Verbal comment executes the secondary, additional function.

2. *The relationship of interdependency.* The image depends on the verbal comment that defines its interpretation. The meaning of the image is not clear without the comment. In this case the verbal comment performs the initial function [4, p. 20].

The main non-verbal mean that functions in the creolized text is an image. It has not been yet developed the only one position about the role of image in the process of perception of creolized text and transferring the information that is in the text.

Text information is perceived linearly. The recipient should spend more intellectual effort to receive the information from the verbal message. He also needs more time in comparison with the perception of the image. Although the speed difference of perception verbal and iconic messages is different in seconds, but it plays a significant role and is a strategic advantage for the promotion of goods and services in modern life. In addition, it is reasonable to assume that the popularity of the use of advertisement texts images is also due to their greater obviousness, imagery and expressiveness. It better conveys certain information to the consciousness of the recipient in comparison with a verbal text. We should mention the fact that the vast majority of the advertising volume phenomena is based on the direct advertising of a product or service. This is because the direct impact is much less efficient in terms of impact on the consciousness that indirect. A direct call to do something (to use service, to purchase goods) often causes the internal resistance and denial. At the same time the indirect impact does not lead to the perceptual barriers but has the powerful effect due to the perception of this information as not introduced from the outside, but as incurred by the recipient, that is his own personal point of view, attitudes, desires, decisions independence. The image is one of the fundamental tools of indirect impact that also explains high frequency of its use in advertisements.

If we pay attention to the mechanisms of interaction between verbal and non-verbal parts of creolized text at realization of the main functions of the advertisement, we will allocate the following basic functions:

- informative;
- persuasive;
- suggestive.

Let us dwell on the mechanisms of interaction between verbal and non-verbal constituents in implementing of each of these functions. Informative function is often less important than others and carries in creolized texts the preparatory burden in relation to other functions [5, p. 165-171].

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