

ABSTRACT

Subject matter of the dissertation: demotivators as a kind of the creolized text (based on Spanish and Russian languages).

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Topicality of the research is determined by the fact that modern science of language is increasingly turning to non-verbal means of communication because of their widespread use in many spheres of human life.

Objective consists in the studying the types of semantic links of verbal and nonverbal components in demotivators and compare the results of the study.

Tasks:

- to study the concept of "text";
- to analyze Russian and foreign scientific's treatises concerning the theme;
- to study the classifications of creolized texts by different authors;
- to study the origin, distribution, structure of demotivational posters;
- to analyze lexical means of speech impact used in Spanish and Russian demotivators;
- to analyze demotivation posters and identify the relationship between posters in Spanish and Russian languages, in which the verbal component has a certain value, but does not have semantic independence beyond reference to the non-verbal, and posters in which the verbal component has semantic independence beyond reference to the non-verbal;
- to analyze the category of modality of the creolized text and to reveal the ratio of demotivators in Spanish and Russian relating to one of the three types of relationship between the verbal and nonverbal component of the demotivator in the aspect of modality.

Theoretical and practical significance of the research consists in the fact that its results make a definite contribution to the study of demotivational posters as a kind of creolized text and to study the types of semantic links of verbal and nonverbal components in demotivators in Spanish and Russian. The practical value of the work is determined by the possibility of using the results obtained in the further study of demotivators as a kind of creolized text on the material of the Spanish and Russian languages, in studying the types of semantic links of verbal and nonverbal components in demotivators, and comparing trends inherent in a demotivational poster.

Results of the research. We analyzed 1000 demotivators: 500 in Spanish and 500 in Russian. As a result of a comparative analysis of the number of demotivators in Spanish and Russian, we proved that the authors of demotivators in Spanish use phrases with a semantic independence as the verbal component (368 demotivators out of 500, which is 74%). Among the demotivators in Russian, those whose verbal component does not possess a semantic independence are predominant (314 out of 500, 63%). We studied the modality category of the creolized text and revealed the ratio of demotivators in Spanish and demotivators in Russian, using three types of relations between iconic and verbal signs. Demotivators of Hispanic ones are dominated by demotivators, whose modal keys are in harmony (268 demotivators out of 500), in contrast to Russian-speaking (251 demotivators out of 500).

Recommendations. The results obtained will be useful in the further study of creolized texts in general and demotivators in particular, and can also be used in a comparative analysis of demotivational posters on the material of other languages. The prospects for further research include the study of syntactic techniques of speech influence, a deeper examination and a comparative analysis of lexical techniques of speech influence. The semantic-compositional and content-linguistic relations between the iconic and verbal components of demotivational posters can be studied more deeply.