

Information Passing in Polycode Advertising Texts

Elena Kulikova

Lobachevsky State University of Nizhni Novgorod/ Russia

Key words: polycode advertising text, precedential phenomena

ABSTRACT

The perception of a text, as a coherent unit made up of elements of different semiotic systems, is influenced by verbal and non-verbal elements. Linguists use different terms to name such a combination: creolized text, polycode text etc. A polycode text is interpreted as a complex textual formation in which verbal and nonverbal elements constitute a single whole in visual, structural, semantic and functional aspects, and which is aimed at a complex influence on recipients. The paper's objective is to examine precedential phenomena functioning in polycode advertising texts and to show that the organic interaction between precedential phenomena and visual components is used in advertising texts as a means of enhancing a pragmatic effect on an audience.

Precedential phenomena are phenomena that are important to an individual in cognitive and emotional aspects, have an over individual character, i.e. also well-known to a broad circle of this individual, repeatedly used in this individual discourse. The range of precedential phenomena used in print advertisements is wide. They are precedential phrases (quotations, set expressions, lines from well-known songs etc.) and names that are verbal phenomena, and also precedential texts and situations that belong to phenomena which can be verbalized by means of symbols presented by precedential names and phrases.

We examined two transformation types of precedential phenomena: semantic (double actualization) and structural-semantic (insert, component substitution, contamination, role inversion). Under the study of these types, semantic transformations proved to be more powerful than structural-semantic in accordance with their emotional, cognitive and pragmatic aspects.

Non-verbal components are especially important when recipients are not able to form a clear picture of goods in their minds on the basis of verbal components.

Thus, through a combination of verbal and nonverbal codes during information passing a key advertising idea begins to "work", contributing to the promotion of goods and services in the market, expanding audiences.