

## PHILOLOGY

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### **Photomontage as a means of realization of the category of the comic in the polycode text (on the basis of news texts of the web-portal “The Onion”)**

To date it is very difficult not to point out an increasing potential of texts that combine a verbal component and an image (static or dynamic) in their structure as this combination helps a recipient to perceive any information easier and quicker. The article considers the phenomenon of the polycode message and the question of perception of its components on the basis of news texts of informational web-portal “The Onion” that specializes in the publication of fake news. As a result, the category of the comic forms the basis of every message of the portal, representing a complicated philosophical and aesthetic category. Considering an increasing role of the photo in the news text and its unquestionable importance, the comic can be actualized not only on the textual level but on the level of the image. The author analyses the notion of photomontage as a basic means of realization of the comic in the polycode text and outlines its main functions within the web portal of fake news.

Key words: polycode text, creolized text, category of the comic, news text, photomontage.

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