

PHILOLOGY

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Graphemic emoticons as a sub-type of pictorial hybrids

Graphemic emoticons are perceived as a sub-type of verbal-pictorial hybrids (semiotic unities whose verbal and un verbal properties are blended and from now on one of the components is perceived as an element of the other) in comparison with such phenomena as calligrams, ASCII-art, particular types of logos, pictorial puzzles, etc. Pictorial emoticons which are fully functional pictures are contrasted with graphemic emoticons which occur as a result of iconic reinterpretation of verbal units (graphemes). This approach enables us to put graphemic emoticons into a broader linguasemiotic perspective and to show the peculiarities of graphemic emoticons where the extent to which verbal components are deformed under the influence of pictorial (iconic) principle reaches its maximum and in their turn graphemes as part of emoticons completely lose their functional yield.

Key words: emoticon, creolized text, polycode text, verbal-pictorial hybrid, text visuality.

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