

PHILOLOGY

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Pragmatically enriched linguovisual unit internet meme “family” in polymodal discourse

The linguovisual unit internet meme is considered in detail as a particular kind of polymodal discourse. Special attention is given to linguovisual unit internet meme, which is introduced as a picture and a caption, as a complex phenomenon of vicarious communication. The main types of relations in verbal and visual components of studying category in polymodal discourse are described. Polymodal discourse is represented as a process dealing with the modal concept to the transmitting process consisting of verbal and nonverbal channels, which take place in internet meme. The linguovisual unit internet meme possesses such components as entirety and complement and composes not only the information itself, but also the attitude to it. The representing components mechanisms of cooperation are analyzed. The pragmatically peculiarities of internet meme are discovered, which are verbalized with the help of the “family” cluster. The statistic analysis is represented. The results of the analysis show the internet meme pragmatic content percentage.

Key words: internet mem, polymodal discourse, linguovisual unit, hybrid and contrasting relations, language implication, demotivators.

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