

novel, the latter having changed from the «exposition-situation-isolation» pattern into the «exposition-situation-discussion» one.

Ayn Rand professed non-traditional for the American literature art forms of artistic consciousness [3]. Her works present new art forms to the level of European trends in the literary process. A. Rand not only visibly expands the problem-themed figurative style and the plot-composite model of American literature, but also enriches the latter with his original content and poetry.

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POLITICAL CARTOON AS A CREOLIZED TEXT IN POLITICAL DISCOURSE

«The political discourse always finds the expression in the text, it arises and comes to light in the text and through the text, but it isn't limited to it at all, not reduced to a particular text. The discourse is a text in indissoluble connection with a situational context; it goes beyond the text and includes various conditions of its realization. Thus, the discourse exists in texts and therefore the analysis of discourse first of all is the analysis of the text» [Voroshilova, 73].

The political text can be considered as a speech product in political communication which is realized in political discourse. The political text possesses specific, inherent only to it, lines among which the fundamental is ideology. T. S. Magera notes: "political texts are the texts possessing a certain intention which is understood as the general aim, a text orientation on achievement of a certain result" [Magera, 24]. Any political text has a

communicative purpose on influence and conviction which object public at large.

The political discourse is aimed at destruction of "fighting power" of the opponent – arms (opinions and arguments) and staff (discredit of the identity of the opponent). One of removers of the opponent in a political debate is a ridicule of the opponent. The laughter in general, according to many theorists (e.g., A. Bergson), shows unconscious desire to humiliate the opponent, and thereby to modify his behavior.

For effective implementation of objectives in politics more often creolized texts are used. The term "creolized" sends to its literal value: creolized language – the language formed thanks to interaction of two languages – native local and colonial English. For example the new Melanesian language which became the main means of communication, formed by interaction of English with Melanesian. By analogy with this value the term "creolized" began to be used metaphorically, indicating the semiotic text consisting of signs of the different nature: signs of a natural language and signs of other languages (image, formulas, musical signs and etc).

The term "creolized text" belongs to Yu.A.Sorokin and E. F. Tarasov — it is "text which invoice consists of two non-homogeneous parts (verbal language (speech) and nonverbal (belonging to other sign systems, than a natural language))" [Sorokin, Tarasov , 180-181]. Information and pragmatic "capacity" of nonverbal means in structure of the creolized texts are frequent, than at the verbal ones. The message concluded in the creolized text, may, in particular, be expressed verbally (the verbal text) and iconically, i.e. graphically, by means of graphics.

The main objective of the creolized text consists in providing to the reader or to the viewer optimal conditions for understanding and interpretation. Therefore, considering character and purpose of the creolized text, the author can address to those means of expression – linguistic and non-linguistic which will most precisely transfer the main idea. The combination of verbal and nonverbal forms the mixed type the text. Interacting with each other, verbal and iconic texts provide cohesion

and coherence of the semiotic text, its communicative effect as a combination of different messages supplement and explain each other at the same time.

Visually perceived information, according to researchers, triggers trust in the addressee. So, L. Voytasek writes: "what we see, is accepted quicker and easier as truth, causes less fears" [Voytasek, 190]. The image, unlike the word always representing someone's interest or a position is accepted, as a rule, as a certain objective picture and doesn't correspond to this or that political installation of the recipient. Thus, it is possible to speak about the huge influence force of the creolized text, as it causes its popularity and relevance within modern political discourse.

Thus the creolized text appears as difficult formation in which verbal and nonverbal elements form visual, structural, semantic and functional unity, directed on complex impact on the recipient.

United typology of the creolized texts doesn't exist; the poster and advertisement are considered as their studied types, there are also such language phenomena which don't receive unambiguous interpretation, it concerns also a political cartoon. The political cartoon as a type of the creolized text is of interest from the point of view of semiotics.

Special type of the creolized text of political discourse is the political cartoon which acts and as a way of expression of the relation of the people to a political situation, and draws attention to sharp unresolved problems, and also has the manipulating impact on population.

The cartoon is "one of the most important forms of nonverbal communication" [Dmitriyev,107]. The cartoon – as the picture representing someone in intentionally exaggerated, ridiculous, distorted look – in political communication is used, according to the remark of some researchers, approximately since the XIII century B.C. A. V. Dmitriyev connects the cartoon birth with the advent of the well-known drawing representing Ramses III playing with an antelope checkers. It is undoubted that the political cartoon – as one of the main type of graphics – is used long ago, but nevertheless as a special art form it became particularly important only in the second half of the XIX century.

The famous caricaturist B. Yefimov notes that caricature genre force that, riveting on itself attention, it addresses not only to reason and esthetic education of the person, but also to a peculiar sense of humour, i.e. creates comic effect [Yefimov, 22]. The feeling of the comic is shown, according to V.M. Berezin, in ability to see absurd in a habitual tide of life, to refuse automatism of perception of reality and to look at usual things under an unexpected point of view [Berezin, 24].

To sum up, the cartoon is a special type of discourse at which creation two factors are relevant: extra linguistic, created by means of drawing, and actually linguistic – author's comments. Moreover the last have to be presented capaciously, figuratively and colorfully to be in harmony with drawing and express the sense put in a cartoon.

Thus, the political cartoon represents a combination of graphics and language where the main role is carried out by drawing, however the text serves an important component in interpretation of sense of the cartoon.

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GENERAL LINGUISTIC FEATURES OF MEDIA TEXTS OF THE CRISIS PERIOD

The present article represents the short review of studying the crisis discourse of 2008-2009. Articles of the editions "The Wall Street Journal", "The Financial Times", "The Economist" of the corresponding period served as material for the research.

Articles published in the second half of 2008 significantly differ from the texts of 2009 published at recession peak. The most part of 2008 end vocabulary can be divided into two subgroups: lexical items, reflecting the growth of the economy and showing an optimistic spirit (*boom, double, gain, climb, recovery, support, boost, improvement*) and those displaying the recession and negative moods (*despair, unlucky, fall, decline, suffer, crash, disappoint, worried, wrong, catastrophe*). For obvious reasons, the vocabulary belonging to the second subgroup occupies a special place in the articles of the recession period, and there are a lot of negative words found. Thus, in 41 articles of the last third of 2008 among the lexical units collected by continuous sampling method only 116 units with a positive connotation were seen as opposed to 608 units with a negative connotation.

Among the considered texts of 2008 the greatest percent of crisis vocabulary is found in the articles published in November-December, 2008. The most popular lexical entry in texts is *decline*, which occurs in each article several times. Other units of the synonymic row "**decline**" (*downturn, fall, cut,*