

## THE USAGE OF PICTOGRAMS AND IDEOGRAMS IN MASS MEDIA TEXTS

Mass media discourse has always been one of the most complex but interesting issues for linguistic investigation.

N. Chicherina states that the most distinctive feature of a modern media text is its versatility, namely, the combination and integration of heterogeneous components (verbal, visual and others) in the coherent semantic entity [1,p.12]. Modern texts except verbal means include non-verbal: pictograms and ideograms (Ps@Is). In mass media discourse they are used in the following cases:

- Ps@Is do not belong to any particular text but are an integral part of every edition;
- a text consists of words, pictograms and/or ideograms;
- a pictogram or an ideogram replaces a phoneme;
- a pictogram or an ideogram substitutes a lexeme.

Non-verbal devices perform different functions: informative, emphatic, cumulative, etc. On the text level, Ps@Is perform the functions of *substitution*, *intensification* and *attraction*. They substitute a phoneme, initial, mid- or final morpheme of a word. For example:



*Figure1*[Daily Mail,2009,p.36]

**DIR↷CT**

*Figure2*[The Times,No69393,p.30]

eco:Drive

*Figure3*[The Sunday Telegraph,No2,475, p.19]

There are cases when the words are replaced by a pictogram or an ideogram.

Ps@Is complement media texts and strengthen their communicative value. They are used to convey the most significant part of a message. Implementation of Ps@Is can enrich a text and accommodate the process of communication, but a

redundant number of such units in a text can lead to ambiguity or misinterpretation.

In order to reveal a producer's communicative intention and to realize the meaning of a message clearly, one needs to have proper background knowledge and to take into account different extralinguistic factors.

To find out more about the role of Ps@Is in texts it's necessary to consider them from pragmatic and cognitive points of view.

### *References*

1. Чичерина Н. Медiateкст как средство формирования медиаграмотности. – М.:ИздательствоЛКИ, 2008. – 232с.