

PSYCHOLOGICAL FEATURES OF PERCEPTION OF CREOLIZED TEXT

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Abstract: this article is devoted to the study of the features of the construction of a creolized text. Creolization is a combination of means of different semiotic systems in a complex that meets the condition of textuality. The means of creolization of verbal texts include visual components that have a significant impact on the interpretation of the text.

Keywords: creolized texts, successful, memorization, respectively, subsequent reproduction of information, component, psychological.

UDC: 378.30.7

The advantage of a creolized text is that the message is presented in both verbal and nonverbal form. The nonverbal form of the message attracts attention and contributes to successful memorization, respectively, and subsequent reproduction of information. It is not for nothing that creolized texts are especially popular in advertising today, which is caused by their good psycho manipulative capabilities. It is known that verbal and nonverbal information is perceived differently. Studies prove that sensorimotor signals contain 5 times more information than verbal ones, and if the signals do not contradict each other, people prefer nonverbal information to verbal.

A striking example of a semiotically complicated text is the fairy tale by A. de Saint-Exupery "The Little Prince", where the verbal component and the original author's images represent one whole.

A feature of the creolized text is also the format of the message and the general mood that is transmitted along with the message. Oral information can convey the meaning of the text with the help of lexical and intonational characteristics. Unlike oral information, the perception of a visual message is influenced by several factors. Subjective factors of visual text perception consider, first, the reader's ability to decipher the hidden meaning and context, his intellectual and spiritual development, life experience.

The perception of a creolized text is close to the understanding of a homogeneous verbal text. The recipient receives a single idea of a creolized text, the structure of which includes the idea of both verbal and nonverbal components (for example, images), and his individual intellectual and cognitive abilities. The meaning of the verbal part is layered in the addressee's mind on the meaning of the image. Then these two meanings merge and "form a complex constructed meaning" [2]. In this process, the verbal component influences the recipient's consciousness in a rational way, while the iconic component addresses the emotional sphere. Due to this two-way influence on the addressee, a good impact effect is achieved.

It is known that the material causing difficulties is remembered worse. If it arouses interest, then the process of memorization will become easier and will take place on an unconscious level. The reason is that the desire to understand the meaning of encoded information stimulates psychological activity. Thus, the use of visual information elements, including creolized texts, has a beneficial effect on the thinking process [3].

Comics can be cited as an example of creolized text. While reading comics, we can get a complete picture only by complex perception of both elements: both text and image, but not separately. Text without graphics will also not be perceived fully but will give a result different from the perception of the two components in their relationship.

Creolization is one of the ways to create communicative tension, which is why creolized texts are widely used in mass media, advertising and propaganda [4].

An advertisement presented as a video clip or poster is also a good example of creolized text. The reason for using creolization is that visual images and sound can convey more information per unit of time than text, because visual and auditory information is perceived faster than just written text. However, it is the written verbal element that makes the flow of information clearer and more complete.

In psycholinguistic research, the concept that information coming through different channels is "integrated and processed by a person in a single universal subject code of thinking" is the starting point [1]. The generalized meaning of the text, that is, the result of the correlation of meanings of different levels does not differentiate the semantics of nonverbal and verbal signs.

When a creolized text is perceived, a double decoding of the information embedded in it is carried out: the meaning extracted from the image is superimposed on the meaning of the verbal message. Thus, the interaction of the meanings of the two levels leads to the formation of a single meaning of the creolized text.

M.B. Voroshilova emphasizes that information that is perceived visually causes more trust in the recipient [6]. Therefore, it can be said that the creolized text has a special influence on the addressee, which is an important criterion for a didactic text in a foreign language, which plays the role of an intermediary of intercultural communication.

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