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# Abstract

Related to the Graduated Master’s thesis

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# Направленность (профиль) – Лингвистика, лингводидактика и межкультурная коммуникация

# Department of English stylistics  Group 0-4-51 Pragmatic function of the multimodal genre of cartoons

# (from British and American mass media) Keywords

Pragmatics, multimodal communication, editorial cartoon, mass media, communicative exchanges, semiotic modalities, verbal component, non-verbal component, publicity, public relation, pragmatic function, communicative strategies, multimodal discourse, context, visual context

The paper is concerned with the subject of multimodal elements constructed in editorial cartoon. The research examines the role of typical features belonging to a particular artistic work. A piece of writing offers two major hypotheses: the editorial cartoons are designed to facilitate multimodal communicative ability in order to share opinions and perspective to the public. Subsequently, this pragmatic peculiarity which implicitly conveys the intentional message of the illustrators effects and forms the public opinion and social interactivity. However, this study proposes the model of Multimodal Discourse Analysis (MDA) famously introduced by Kress and Theo Van Leeuwen. Therefore, the major findings are highlighted on the overall making-meaning elements interacting within each cartoon. The semiotic modalities extend the potential of meaning through five primary functions, such a repetitive, contradictory, substitutive, complementing, and accenting. The analysis has revealed that the editorial cartoons are characterized by their particular communicative strategies in order to express the general concept and additional implicated ideas through the verbal and non-verbal illustrations. With this significant peculiarity, the editorial cartoon functions as a multimodal text.

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