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Зозуля Софьи Сергеевны

**Факультет/институт** английского языка

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**На тему**: «Культурный компонент в полимодальных текстах (на материале американской политической карикатуры)»

Студент Зозуля С.С.

Согласовано:

Руководитель: к.ф.н., доцент Найок О. Б.

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The aim of this thesis is to investigate the significance of cultural elements in interpretation of political cartoons within the framework of conceptual integration theory. The subjects of the study were randomly selected American political cartoons. Significance of the research paper consists in expanding of the role that cultural allusions play in forming and understanding of humorous effect in caricatures. The methodology of the multidimensional research originates from cognitive linguistics, discourse analysis, stylistics and pragmatics. In the first part, results of a short empirical survey on the modern approaches of analyzing multimodal or hybrid texts as well as methods of studying political cartoons are presented. The second practical part of the research covers the review of visual and verbal cultural elements used in cartoons by means of reference, which is mainly created by citation and allusion. Proverbs and sayings, i.e. the verbal elements, are mainly exploited by cartoon artists in the form of precise and transformed citation, while historical and cinematographic elements are introduced as pop culture based visual allusions. On the basis of the results of this research, it can be concluded that cultural allusions provide valuable and crucial contributions to the creation of a visual narrative with humorous effects. Furthermore, the interpretation of political cartoons frequently involves the activation of two cognitive mechanisms such as metaphor and analogy. It should also be noted that cartoonists usually give readers small cues, such as names of characters or places, this way exploiting viewers’ shared their social, historical, and political knowledge, which facilitates the comprehension in cross-cultural dialogue.