

Irina V. Vashunina<sup>1</sup>✉, Violetta A. Ilyina<sup>2</sup>

<sup>1</sup>Peoples' Friendship University of Russia; Moscow State Linguistic University

<sup>2</sup>Russian New University

<sup>1,2</sup>Moscow, Russian Federation

violette-viola@inbox.ru

## Visual representation of verbal characteristics (Based on Russian, English and German)

### Abstract

The article presents an interpretation of the results of several series of experiments aimed to identify the features of semantic perception of creolized texts. Creolized texts in Russian, English and German were selected as the material for the study, the method of semantic differential was applied to obtain the data. The names of the scales of the semantic differential can be correlated with the corresponding content aspects of the text. The study summarizes the data on the correction of text perception in the aspects corresponding to the names of the following bipolar scales: *distant – close, soothing – exciting, superficial – deep, anxious – calm, cold – warm, poor – rich, passive – active, sad – joyful*. As a result, firstly, we identified 2 parameters of an image that affect the assessment of the scales: (i) content and manner of performance (correspondence with reality), (ii) formal features (shape and color). Secondly, we found 4 mechanisms of intersemiotic translation to determine the correlation of visual parameters and verbal characteristics: (i) impressive, (ii) expressive, (iii) constructive and (iv) purely intersemiotic. Constructive mechanisms turned out universal. Another universal regularity for some scales was the increase of the estimates caused by the use of major colors and their decrease caused by the use of minor colors.

**Keywords:** creolized text, semantic perception, parameters of an image, mechanisms of intersemiotic translation, scales of semantic differential

© Vashunina I. V., Ilyina V. A. 2023

**For citation:** Vashunina, I. V., Ilyina, V. A. (2023). Vizual'noe predstavlenie verbal'nykh kharakteristik (na materiale russkogo, angliyskogo, nemetskogo yazykov) [Visual representation of verbal characteristics (Based on Russian, English and German)]. *Teoreticheskaya i prikladnaya lingvistika* [Theoretical and Applied Linguistics], 9 (3), 19–26. [https://doi.org/10.22250/24107190\\_2023\\_9\\_3\\_19](https://doi.org/10.22250/24107190_2023_9_3_19)