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## **Application of multimodal texts for cultural linguistic type analysis: Experience of systematization**

### **Abstract**

Currently, researchers analyze cultural linguistic type using various methods including multimodal method. The multimodal method of considering the type is a powerful universal tool for objectifying the features of the type. This study aims to systematize multimodal texts that use a variety of communication media to describe the interaction between language and culture. In light of the trends of the digital world and the ongoing cultural changes, the generalization schemes proposed in this article reveal new facets in the notion of how different modalities can form a cultural linguistic type. The article presents two classifications of means to create a cultural linguistic type: by the type of discourse and by the number of modalities used, each of them having its own peculiarities. It was found that combining the elements of linguistic and cultural contexts provides new opportunities for a comprehensive representation of the features of a characteristic representative of the type. The obtained results can be applied by linguists, culturologists, media researchers, teachers of Russian as a foreign language and specialists in the field of intercultural communication.

**Keywords:** cultural linguistic type, multimodal analysis, multimodal text, verbal modus, non-verbal modus

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**For citation:** Bralnin, D. O. (2024). *Primenenie mul'timodal'nykh tekstov dlya analiza lingvokul'turnogo tipazha: opyt sistematzatsii* [Application of multimodal texts for cultural linguistic type analysis: Experience of systematization]. *Teoreticheskaya i prikladnaya lingvistika [Theoretical and Applied Linguistics]*, 10 (3), 22–30. <https://doi.org/10.22250/24107190-2024-10-3-22>