

A creolized text of an Internet meme as a means of forming image of the city in new media: thematic and problematic aspects

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New Media as a modern information and communication phenomenon play an important role in forming image of the city. New media erase the territorial boundaries and disseminate information about the city life to the widest audience (from a geographical point of view). Recently among the types of new media the social networks have been gaining their popularity. They have in their arsenal a range of means which affect the formation of the image of the city. Prominent among them are currently ranked Internet meme, which represents a visual, structural, semantic and functional whole formed by verbal and graphic elements, which aims to achieve the desired communicative effect and, therefore, is the creolized text.

The term «creolized text» was first taken by psycholinguists Y. Sorokin and E. Tarasov. Scientists view creolized texts as those that have «texture consisting of two nonhomogeneous parts: verbal (language/speech) and nonverbal (belong to other sign systems than natural language)» [1, 180–181]. Later creolized texts were researched by O. Anisimova, I. Vashunina, M. Voroshilova, Z. Getman, A. Biernackaya etc. However, the research of creolized text has some gaps that need filling. In particular, today there is a need to study the Internet meme as a means of forming image of the city in the new media, because these aspects scholars have almost paid no attention so far.

We have analyzed 35 Internet memes about Sumy that appeared in the social network «VKontakte» from January to March 2014. The study showed that the most popular in Internet memes is reflection of social and political processes taking place in the city (the removal of the banner «Building together a new Sumy Region!», dismantlement of the monument to Vladimir Lenin, the situation around Gennady Minaev etc.), appeal to the subject of weather (no snow, rainy weather in January and so on). Internet memes also focus on public problems (holes in the roads, unfinished buildings, disrepair of attractions), actualize attention on a criminal areas of the city (for example, Himmistechko, Kurskaya Street). A significant place the authors devote to typical phenomena in the city: attention is paid to the typical meeting places in Sumy (for example, shop «Monarch»), places for taking photographs (objects in the center «Manufactura»), situations that happen to and in minibuses (breakdowns, when a person is running late, passing money). In addition, the authors talk

about extraordinary decisions made by Sumy citizens (ice sculptures exhibition, when the temperature is above zero, catching fish in the Psel during thaw). Also in Internet memes we come across on critical remarks concerning literacy (spelling the name of the city with one letter «m»). Authors are never lazy to talk about the beauty of the city (especially nocturnal), athletic performance (thanks to Vita Semerenko for a bronze medal at the Olympics), adverse events (in particular, their appearance on TV), expensive recreational facilities (when people have enough money only to get inside), purity (to be more precise in prospective), the need for diligent attitude to learning (building in the marketplace, which collapsed was taken as an example). It should be noted that Sumy in Internet memes is positioned as a city in the center of which it is always possible to meet friends.

Thus, the study of the creolized text of Internet meme showed that the authors of this phenomenon pay attention to the wide range of issues specific to the city of Sumy, which actualize a lot in the community. So, viewing Internet memes in new media is capable to form the image of the city in the minds of the recipients as far as these problems are concerned.

REFERENCES

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