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## THE REALIZATION OF THE LINGUOCREATIVE POTENTIAL OF A MULTIMODAL METAPHOR

The analysis of the manifestation of creativity in monomodal and multimodal verbal-visual metaphors is carried out on the example of road signs. The cognitive and pragmatic functioning of such metaphors is studied, as well as the phenomenon of cognitive dissonance.

*Key words:* monomodal metaphor; multimodal metaphor; the cognitive dissonance; linguistic creativity; mini-vocabulary; mini grammar.

## РЕАЛИЗАЦИЯ ЛИНГВОКРЕАТИВНОГО ПОТЕНЦИАЛА МУЛЬТИМОДАЛЬНОЙ МЕТАФОРЫ

Проводится анализ лингвокреативности в мономодальных и мультимодальных вербально-визуальных метафорах на примере дорожных знаков. Изучается когнитивное и прагматическое функционирование подобных метафор, а также феномен когнитивного диссонанса.

*Ключевые слова:* мономодальная метафора; мультимодальная метафора; когнитивный диссонанс; лингвистическая креативность; мини-лексика; мини-грамматика.

In the modern world, characterized by the acceleration of the pace of life, the rapid development of various forms of communication and, as a consequence, the diversity of the cultural dynamics of society, various symbols and signs are a particularly popular means of communication. This can be explained by the need to convey to the recipient the necessary information in an increasingly concise form. Metaphor can itself be seen as an example of the cognitive mechanism of information compression.

Road signs found in all countries of the world to regulate and streamline the actions of road users are designed to promptly inform them about the situation on a given road section and, accordingly, must be extremely identical, concise and understandable (at least intuitively) at the international level. That is, it can be argued that almost all road signs are certain universal metaphors, either monomodal visual (for example, a red circle with a white horizontal stripe inside in all countries means “no entry”), or multimodal verbal-visual (e. g, a red hexagon with the words STOP means “movement without stopping is prohibited”). The aim of the research is the analysis of meaning formation of such metaphors and the study of factors that can contribute to the success of decoding that meaning. The material of the study was 100 road signs installed on the roads of the Russian

Federation and abroad, selected by the method of continuous sampling in open Internet resources and the visual corpus Google Image. To solve the problems posed in this work, we used the method of linguopragmatic analysis and the method of discourse analysis.

From a cognitive point of view, creativity in road signs can be perceived ambiguously [1]. If such signs are created for the purpose of advertising or as a basis for art objects, then the main goal is to attract attention and make a recipient remember the unusual image. Since the shape and color of the sign encodes quite definite information (for example, a red triangle always means a warning), it is possible to use signs for humorous purposes and even to convince others in the need to take some actions that are not related to behavior on the road (see Fig. 1). In such a case, a certain mental tension or cognitive dissonance [2] can be useful, provoking better assimilation and memorization of ideas by the addressee.



Fig. 1. Creative road signs (Russia)

Sometimes, however, a road sign designed to help a driver of any nationality to quickly assess the situation on the road can be misleading. For example, Fig. 2 depicts falling silhouettes of people, and the linguistic component *Caution Falling People* does not help to quickly understand the situation – either there is a cliff ahead, and a fall is possible, or pedestrians may fall onto the roadway. But in fact, the sign denotes the presence in front of the *Bungee jumping* place.



Fig. 2. Caution falling people (USA)

Thus, as a result of the analysis, one can come to the following conclusions: deliberate or accidental provocation of cognitive dissonance in the recipient in the process of decoding the meaning of road signs is permissible and even desirable when using these signs outside the context of traffic. However, an increase in the level of cognitive dissonance is unacceptable when road signs are used in the context of road traffic, as this can lead to accidents and other undesirable consequences.

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