

Genres of polycode texts and their genre features

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Annotation. This article examines the genres and genre-specific characteristics of polycode texts, which transmit complex meanings by combining various semiotic resources such as sounds, images, and text. It emphasizes how these multimodal texts are changing modern communication on a variety of platforms, including social media, education, and advertising. The study highlights how crucial it is to comprehend polycode texts' structural traits and communicative purposes, especially in digital contexts. Polycode texts improve user engagement and information accessibility, as the author illustrates by examining examples such as infographics, instructional films, and social media posts. In addition, the article calls for new methods of teaching and evaluating multimodal compositions and explores the consequences for academic literacy and pedagogy. The significance of polycode texts on contemporary discourse is emphasized.

Key words: polycode, text, code, visuals, social media, semiotics, communication.

Жанры поликодовых текстов и их жанровые особенности

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Аннотация. В данной статье рассматриваются жанры и жанровые особенности поликодовых текстов, которые передают сложные значения путем сочетания различных семиотических ресурсов, таких как звуки, образы и текст. Он подчеркивает, как эти мультимодальные тексты меняют современную коммуникацию на различных платформах, включая социальные сети, образование и рекламу. В исследовании подчеркивается, насколько важно понимать структурные особенности и коммуникативные цели поликодовых текстов, особенно в цифровых контекстах. Поликодовые тексты улучшают вовлеченность пользователей и доступность информации, как показано автором при рассмотрении примеров, таких как инфографика, обучающие фильмы и публикации в социальных сетях. Кроме того, статья призывает к новым методам обучения и оценки мультимодальных композиций и исследует последствия для академической грамотности и педагогики. Подчеркивается важность поликодовых текстов в современном дискурсе.

Ключевые слова: поликод, текст, код, визуалы, социальные сети, семиотика, коммуникация.

Polikod matnlarning janrlari va ularning janr xususiyatlari

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Annotatsiya. Ushbu maqolada tovushlar, tasvirlar va matn kabi turli semiotik resurslarni birlashtirish orqali murakkab ma'nolarni yetkazuvchi polikod matnlarning janrlari va janr xususiyatlari ko'rib chiqiladi. U ushbu multimodal matnlar ijtimoiy tarmoqlar, ta'lim va reklama kabi turli platformalarda zamonaviy muloqotni qanday o'zgartirayotganini ta'kidlaydi. Tadqiqot polikodli matnlarning tuzilmaviy xususiyatlari va kommunikativ maqsadlarini, ayniqsa raqamli kontekstlarda tushunish qanchalik muhimligini ta'kidlaydi. Polikod matnlari foydalanuvchilarning faolligini va axborotdan foydalanish imkoniyatini oshiradi, buni muallif infografika, o'quv filmlari va ijtimoiy tarmoqlardagi postlar kabi misollarni ko'rib chiqish orqali tushuntiradi. Bundan tashqari, maqola multimodal kompozitsiyalarni o'qitish va baholashning yangi usullariga chaqiradi hamda akademik savodxonlik va pedagogika uchun oqibatlarini o'rganadi. Polikod matnlarning zamonaviy diskursdagi ahamiyati ta'kidlanadi.

Kalit so'zlar: polikod, matn, kod, vizual, ijtimoiy tarmoqlar, semiotika, kommunikatsiya.

The emergence of polycode texts represents a significant transformation in contemporary communication, wherein multiple semiotic resources – such as written language, images, sounds, and gestures – converge to create meaning. This phenomenon is increasingly prevalent in various genres, from digital media and advertising to educational materials and social networking platforms. Unlike traditional texts, which rely primarily on a single mode of communication, polycode texts enable authors to convey complex ideas more effectively by leveraging the strengths of each mode. For instance, a video presentation can combine visual imagery, narrative voice, and ambient sound to engage an audience on multiple sensory levels. This introduction to polycode texts sets the stage for a deeper exploration of their defining characteristics and the ways in which they challenge conventional genre boundaries, highlighting the necessity for new analytical frameworks that account for the multiplicity of modes in the creation and interpretation of meaning.

Definition and significance of polycode texts in contemporary communication. A polycode text is a multimodal communication that uses a variety of codes (text, graphics, audio, video, etc.) to convey information. Modern media, such as social networks, ads, movies, websites, and more, frequently use these texts. This field is concerned with how individuals perceive, understand, and comprehend polycode texts. It integrates knowledge from linguistics and psychology to investigate how these writings affect the brain. In contemporary communication, polycode texts represent a significant development in the interplay of various semiotic modes, effectively merging visual and verbal elements to enrich meaning. These texts, which utilize multiple codes such as images, written language, and sounds, enhance the recipients interpretive experience by offering diverse channels of understanding. The exploration of polycode texts is vital, as it reflects the complexities of modern social and political communication, particularly within contexts characterized by rapid information exchange and fragmentation. For instance, the semiotic discourse surrounding socio-political themes showcases how multimodality allows for a nuanced rhetorical approach, facilitating various interpretations grounded in cultural and social frameworks (Babaitsev, 2022; 1974). Moreover, the transformation of iconic representations, as seen in journalistic formats, exemplifies the dynamic relationship between traditional narratives and contemporary expressions of discourse, demonstrating the evolving roles of satire and humor in communication strategies (Chudinov et al., 2018; 126).

Characteristics of Polycode Texts: The characteristics of polycode texts are fundamentally rooted in their capacity to amalgamate verbal and non-verbal elements, creating a multifaceted means of communication. Such texts engage various semiotic systems, including colors, images, and gestures, which collectively serve a unified communicative purpose. As noted, Polycode texts, which combine multiple codes or languages, reflect the complex and dynamic nature of contemporary communication. This integration allows for a richer interpretative experience, especially in contexts

such as advertising, education, and digital media, where diverse audiences must be engaged simultaneously. Moreover, the study of polycode texts reveals how communicators adapt their message to diverse cultural frameworks, showcasing their creativity and responsiveness to context. The ongoing exploration of this phenomenon emphasizes its relevance in both pragmatic applications and theoretical discussions, thereby underscoring the growing importance of polycode texts in contemporary linguistic discourse, especially within multimedia environments (Zou H et al., 2021; 508).

Analysis of multimodality and its impact on meaning-making. The rise of multimodal communication, particularly in the context of polycode texts, has significantly influenced meaning-making processes by integrating various semiotic resources. *As digital platforms increasingly dominate information dissemination, these texts often combine verbal, visual, and acoustic elements to create complex narratives that resonate with contemporary audiences.* This phenomenon is exemplified in multimedia presentations, where the interplay between imagery and language enhances the viewers comprehension and emotional engagement. Research indicates that these hybrid texts not only reflect cultural realities but also shape perceptions through simulacra, as authors strategically manipulate authentic and factual representations in their narratives (Maksimenko & Evgrafova, 2018; 835). Furthermore, the semiotic discourse surrounding socio-political communication underscores the interdisciplinary connections that enhance meaning-making within modern contexts (Babaitsev et al., 2022; 108). Thus, the analysis of multimodality reveals the intricate ways that genre features manifest and transform traditional discourse, ultimately redefining the landscape of communication in the digital age.

Genres of Polycode Texts: The exploration of genres within the realm of polycode texts reveals a complex interplay of verbal and non-verbal elements that collectively convey meaning. Genres like advertisements, films, and digital media exemplify how various semiotic systems – such as imagery and color – interact to fulfill specific communicative purposes. As polycode texts gain prominence, understanding their genres becomes increasingly vital in distinguishing how different contexts influence their interpretation. For instance, studies indicate that the inclusion of puns in advertisements can heighten cognitive engagement, leading to more favorable evaluations by viewers, thereby illustrating how genre influences effectiveness in communication (Konovalova et al., 2023). Moreover, the theoretical development of polycode texts suggests that their genre is not solely determined by formal characteristics but is deeply rooted in social contexts and practices, reflecting the communicative goals of the creators and the expectations of the audience (Zou H et al., 2021; 502). Thus, engaging with polycode genres necessitates a nuanced understanding of their multifaceted nature.

To convey information more effectively and impactfully, polycode texts incorporate various types of codes (such as text, images, audio, and video). Below are several examples of polycode text images and their descriptions:

Advertising banners: Advertising banners typically contain both text and images. For example, brief information about a product's advantages is added to a photograph. This method allows attracting viewers and providing them with quick information about a product or service (See pic.1).



Picture 1.

Infographics: Infographics are visual representations of complex information. They use short paragraphs, graphs, and pictures for easy comprehension of the material. For example, graphs are used to display demographic data such as population size, age distribution, and other indicators (See pic.2).



Picture2.

Educational videos: Educational videos for information delivery include text, images, sound, and video. For example, in a mathematics video, the teacher's explanations, formulas, and examples are illustrated with graphs. Students grasp the subject more deeply with the help of this method (pic. 3). <https://www.youtube.com/watch?v=ovoo0YcV7UA>



Picture 3.

Social media posts: People use text, photos, and videos to create posts on social media. For example, a travel post may include location details, a brief description, and an image of the destination. Friends and followers gain a more vivid impression thanks to this strategy (pic. 4).



Picture 4.

Presentations: Presentations consist of slides with graphics, text, and images. For example, during a business plan presentation, the company's goals, data, and future plans are displayed on slides. This method helps to convey information in a way that is understandable and memorable to the audience (pic.5)



Picture 5.

Polycoded texts increase the effectiveness of communication and allow conveying information to the audience through various means.

Exploration of various genres that utilize polycode features, such as digital storytelling and social media – The exploration of various genres utilizing polycode features reveals an intricate interplay of multimedia elements that enhance narrative engagement and user interaction. Digital storytelling exemplifies this phenomenon by merging text, audio, images, and video, thus creating immersive experiences that transcend traditional linear narratives. This multi-modal approach is further augmented by social media platforms, where content is often designed to generate rapid user feedback and engagement, reflecting the dynamic nature of contemporary communication. Such platforms capitalize on interpersonal metadiscourse markers, which are crucial in shaping the tone and intent of interactions, as highlighted in studies examining e-mail communication among students and professors (Hatipoğlu et al., 2019). Furthermore, the creative potential of these modern media forms is showcased during events like the Fifth International Research Conference, where discussions surrounding polylingualism and multimodality in media culture emphasize the transformative impact of digital mediums on knowledge dissemination and artistic expression (Simpson et al., 2020).

Polycode texts represent a significant evolution in the way information is communicated and understood, particularly in educational contexts. These texts integrate various modes of communication, including linguistic, visual, auditory, and gestural elements, necessitating a broader conceptualization of literacy and comprehension. The traditional view of text as solely linguistic is increasingly inadequate in the face of these complex, multimodal compositions. As Leibrandt notes, a multimodal approach to reading emphasizes the integration of image and text comprehension, highlighting the necessity for readers to develop multimodal competence that encompasses understanding the interplay between different modes of representation (Leibrandt, 2022; 102). The emergence of multimodal texts has profound implications for genre studies and academic literacy. Archer discusses how the incorporation of visual elements into academic writing challenges conventional genres and necessitates new pedagogical strategies to support students in navigating these evolving forms of communication (Archer, 2011; 389). This shift is echoed in the findings of Kang, who explores how adolescent English language learners engage with multimodal compositions across various genres, revealing the diverse ways in which students can express their understanding and creativity through multimodal means (Kang, 2021; 203). Such insights underscore the need for educators to adapt their teaching practices to accommodate the multimodal nature of contemporary texts, as highlighted by O'Halloran et al., who advocate for a social semiotic approach to understanding the communication functions of multimodal texts (O'Halloran et al., 2015; 152). Furthermore, the complexity of reading multimodal texts requires readers to construct meaning from a variety of semiotic resources, as pointed out by Kriaučiūnienė and Papaurėlytė (Kriaučiūnienė & Papaurėlytė, 2021; 92). This complexity is particularly relevant in the context of digital literacy, where students encounter a plethora of multimodal texts that blend visual, auditory,

and textual elements. Serafini emphasizes the importance of expanding the interpretive strategies that readers employ when engaging with these texts, suggesting that a multifaceted approach to comprehension is essential for effective reading in a multimodal landscape (Serafini, 2011; 345). In educational settings, the integration of multimodal texts into curricula has been shown to enhance students' engagement and comprehension. For instance, Jamil and Aziz highlight how authentic multimodal materials can foster a deeper connection between learners and their environment, thereby improving reading habits (Jamil & Aziz, 2021; 483). Similarly, the work of Damayanti and Febrianti illustrates how policode literacy can unfold reading paths in children's literature, providing valuable insights for English as a Foreign Language (EFL) classrooms (Damayanti & Febrianti, 2020; 618). These studies collectively suggest that multimodal texts not only enrich the learning experience but also necessitate a reevaluation of assessment practices, as traditional metrics may not adequately capture students' competencies in producing and interpreting multimodal compositions (Silseth & Gilje, 2017; 37). In conclusion, the phenomenon of policode texts represents a critical area of study that intersects with various disciplines, including linguistics, education, and semiotics. As the landscape of communication continues to evolve, it is imperative for educators and researchers to embrace the complexities of multimodal literacy and develop pedagogical frameworks that support students in navigating this multifaceted environment.

Conclusion

In conclusion, the exploration of polycode texts reveals their intricate structure and the distinctive features that define their genres. The analysis demonstrates that these texts leverage both verbal and non-verbal elements to enhance communication effectiveness, which is particularly evident in advertising and political discourse. For instance, the use of puns in advertisements significantly boosts their attractiveness and effectiveness, as shown by cognitive engagement in processing these polycode texts. Furthermore, the examination of speech strategies in political contexts underscores the importance of integrating linguistic and extralinguistic indicators to create compelling narratives, as illustrated in the portrayal of public figures in media. Ultimately, understanding the dynamics of polycode texts not only enriches our comprehension of communication strategies across various contexts but also opens avenues for future research into the evolving landscape of multimodal discourse, emphasizing the need for interdisciplinary approaches in the study of contemporary texts. The rise of polycode texts has revolutionized both communication practices and the evolution of genres, reflecting a significant shift in how information is conveyed and interpreted. By integrating multiple modes, such as visual, auditory, and textual elements, polycode texts facilitate a richer, more nuanced exchange of ideas that transcends traditional linguistic boundaries. This multimodal approach not only enhances engagement but also impacts the accessibility and inclusivity of communication, allowing diverse audiences to participate actively. Consequently, genres are being redefined; traditional categories such as literature, advertising, and journalism are increasingly intermingling as creators adopt polycode strategies to reach broader demographics. As a result, the boundaries between genres become porous, fostering innovation and adaptation that reflect contemporary cultural dynamics. In essence, polycode texts serve as a catalyst for genre evolution, pushing communicative practices towards more versatile and multifaceted forms of expression.

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