Mass media discourse has always been one of the most complex but interesting issues for linguistic investigation.

N. Chicherina states that the most distinctive feature of a modern media text is its versatility, namely, the combination and integration of heterogeneous components (verbal, visual and others) in the coherent semantic entity [1,p.12]. Modern texts except verbal means include non-verbal: pictograms and ideograms (Ps@Is). In mass media discourse they are used in the following cases:

- Ps@Is do not belong to any particular text but are an integral part of every edition;
- a text consists of words, pictograms and/or ideograms;
- a pictogram or an ideogram replaces a phoneme;
- a pictogram or an ideogram substitutes a lexeme.

Non-verbal devices perform different functions: informative, emphatic, cumulative, etc. On the text level, Ps@Is perform the functions of substitution, intensification and attraction. They substitute a phoneme, initial, mid- or final morpheme of a word. For example:

![Figure1](Daily Mail,2009,p.36)

![Figure2](The Times,No69393,p.30)

![Figure3](The Sunday Telegraph,No2,475, p.19)

There are cases when the words are replaced by a pictogram or an ideogram. Ps@Is complement media texts and strengthen their communicative value. They are used to convey the most significant part of a message. Implementation of Ps@Is can enrich a text and accommodate the process of communication, but a
redundant number of such units in a text can lead to ambiguity or misinterpretation.

In order to reveal a producer’s communicative intention and to realize the meaning of a message clearly, one needs to have proper background knowledge and to take into account different extralinguistic factors.

To find out more about the role of Ps@Is in texts it’s necessary to consider them from pragmatic and cognitive points of view.

References