

Discover Demotivational Posters

The current state of modern society is characterized not only by the development of such traditional media like print, radio, and television, but also by a rapidly growing role of the World Wide Web – the Internet. This situation leads to the establishment of a shared information media space, which naturally affects the whole process of communication. During a new era in advanced information technologies such categories like multimodality find themselves at the peak of interest. Multimodality represents the reciprocal interaction of different semiotic modes (verbal, visual, audio, spatial). In many respects and contexts, combining texts and images is seen as the most straightforward, the most natural demonstration of multimodality. Such verbal-visual ensembles reveal themselves through different examples of internet discourse: cartoons, comics, advertisements, and also demotivational posters (pic. 1) etc.



Pic. 1. Khottabych, what about one more term?

Due to the extreme popularity of multimodal unities on the Internet, this notion is becoming increasingly difficult to ignore. Therefore, this research aims at not only a recognition of demotivational posters as a new genre (sub-genre) of internet discourse but also at a contrastive analysis of demotivational posters circulating in Russian, English and German speaking internet communities.