

GRAPHIC FORM OF POSTMODERN MULTIMODAL FICTION TEXT THROUGH THE PRISM OF VISUAL SEMIOTICS

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The article highlights the interdependence of the notions "form" and "content" in postmodern linguopoetics. Special attention is drawn to the characteristic features of the new graphic form

of postmodern text through the prism of visual semiotics. The article outlines the differences in the graphic forms of postmodern text and classical text.