

**COGNITIVE AND SEMIOTIC DIMENSIONS OF
PARADOXICALITY IN CONTEMPORARY
AMERICAN POETIC DISCOURSE**

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Résumé

The article focuses on revealing various manifestations of paradoxicality in contemporary American poetic discourse. An interdisciplinary trajectory of the research fosters a "paradigmatic dialogue" between cognitive poetics, including multimodal, cognitive semiotics, and mobile stylistics, which envisages integration of their key concepts, techniques, and methodological tools. Such an approach launches a new direction in cognitive poetics that is cognitive and discursive paradoxology, developing a novel view on paradoxicality as cognitive and discursive category realized in a dynamic unity of its content and form. It is modelled on the basis of a "fuzzy set" principle. The latter predetermines the elasticity of the category's boundaries and constant accessibility for new members. A number of categorical

foci structure the category, i.e. contradiction, unusualness, boundedness, anomaly, and foci to a different extent in multimodal poetic discourse through paradoxical poetic forms (micro-, macro- and megaparadoxical). On the one hand, the paper treats the foci of paradoxicality as its semantic nodes, which accumulate and at the same time generate a wide range of semantic features of paradoxicality. On the other hand, the foci serve as anchors of poetic texts' interpretation. Paradoxical poetic forms are multimodal construal, incorporating preconceptual, conceptual, verbal, and non-verbal facets. Each facet is constructed and reconstructed on the verge of two or more modalities of contemporary American poetic discourse – verbal (poetic texts), visual (paintings accompanying poetic texts), auditory (poetic discourse as an outcome of videogames or street noise's acoustic environment and/or rhythm of current musical genres) and/or audiovisual (video clips – screened or animated versions of poetic texts; poetic readings). Formation of paradoxical poetic forms is a result of linguistic and cognitive activity of addresser and addressee ensured by linguistic and cognitive processes of precategorization, acategorization, and categorization.

Key words: paradoxicality category, cognitive and discursive paradoxology, paradoxical poetic form, multimodal construal, foci of paradoxicality category.

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