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SEMIOTICS IN MEDIA CULTURE

Semiotics in media culture is the broad subject area for research. This research focuses on emoticons of social networks (Facebook, Twitter, and others),

consider signs and symbols in popular sitcoms (The Big Bang Theory, Community), and traces semiotics in TV news, advertisements, billboards and in other spheres of media culture. There is a strong relation between popular culture and mass media. Semiotics within these two spheres is a challenging background for proper consideration. The contemporaries exist on the edge of their real daily lives and existence as users of social media, where they chose the roles they like. A person may differ in real and virtual worlds. Nevertheless, he has inborn and inherited a system of cultural codes and transfers them from his daily life to the Internet-dwelling. User's pictures, signs, symbols, and images reflect his emotional condition, intentions, goals of communication, opinion about anything and so on.

Relation of the topic to theoretical background Roland Barthes was one of the first researchers, who focused on semiotics studying (1988). Any symbolic system in culture performs the secondary function of another language or text [4; 5]. At a given stage of development, any symbolic system is holistic and complete. If to penetrate into the essence of sign systems in language or visual media, it is possible to analyze, interpret and comprehend social values structure. The ideological background of information, which surrounds people every day, is evident. Ideological background of information is gradually constructed. There is a different level of people's competence in symbolic meaning and competence. Chomsky conveyed the idea about the deep grammar of signs and symbols [4], Barthes [2], Eco [6] and other scientists considered semiology or semiotics as a system. Multimedia semiotics is a key for identification of hidden meanings and information background within signs and symbols. People can identify those hidden meanings in the voices of actors, announcers, find them in printed texts, listen to them in music, movies, and Web content.

Relation of the topic to ongoing interests The point of this study is that every type of mass culture has its own code. For example, TV news, a sit-com, or email communication has different types of codes. To be a good email or Internet user, one should be aware of specific nonverbal signs, such as emoticons, smiles, orthographic or punctuation symbols combination and so on.

Research aims:

- to identify semiotics of signs and symbols in social networks (Facebook, Twitter) as a popular type of media culture;
- to classify signs and symbols according to their imagery and cognitive basis (color, shape, size and other characteristics).
- to develop semiotic anthropic models of signs and symbols in social networks.

Methods of Research Both qualitative and quantitative methods of research are implemented. With the help of questionnaires, created for social networks users, further data will be collected and interpreted.

Conclusion Signs and symbols, which users of social networks transfer from their system of inherited cultural codes in the Internet is a fertile ground for potential research. Semiotics of signs and symbols in the web is based on the real experience of a person, his surrounding, habits, feelings, and emotions.

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