



DOI: **10.5958/2249-7137.2021.01928.5**

## CATEGORY OF INFORMATIVITY IN VISUAL POETIC TEXTS

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### ABSTRACT

*The article discusses informativity as the main category in visual poetic texts, as well as the types of information that are visualized in them. The information types that can be embodied through visual means are factual, conceptual and subtextual and they are analyzed on the examples of Uzbek visual poetic texts. In doing so, the scientist investigates not only the message delivered through the verbal component of the poetic text, but also the types of information that are to be conveyed to the recipient through other semiotic codes. This is often due to his or her inability to use the tools needed for linguistic analysis or his general thesaurus, i.e. the perceiver has a lack of understanding of belles-lettres and does not have the necessary experience in evaluating them.*

**KEYWORDS:** *Visual Poetic Texts, Category Of Informativity, Content-Factual Information (CFI), Content-Conceptual Information (CCI), Content-Sub Textual Information (CSI).*

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