

Latin saying «pecunia non olet» in the structure of creolized texts

Dicho Latino «el dinero no huele» en la estructura de textos criolizados

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Summary

The article analyzes a new form of Internet communication - a creolized text consisting of two inhomogeneous parts – visual and verbal. The object of the research is Internet memes, as the most frequent cases of creolized texts. The Internet meme is a single semantic entity, in which the visual and verbal parts are combined with each other in different ways. Memes, the verbal part of which is represented by the Latin saying "money does not smell" (*pecunia non olet*), were selected for the analysis. The purpose of the research is to study the parameters of semantic relations between text and images. The attention is drawn to diverse linguistic and creative forms of transformation and reinterpretation of this statement to create the effect of defeated expectancy. Techniques of language play in the texts of the verbal part also contribute to the achievement of a humorous effect.

Keywords: Internet meme, latin sayings, defeated expectancy, creolized text, language game.

Resumen

El artículo analiza una nueva forma de comunicación en Internet: un texto criollo que consta de dos partes no homogéneas: visual y verbal. El objeto de la investigación son los memes de Internet, como los casos más frecuentes de textos criollos. El meme de Internet es una entidad semántica única, en la que las partes visual y verbal se combinan entre sí de diferentes formas. Los memes, cuya parte verbal está representada por el dicho en latín "el dinero no huele" (*pecunia non olet*), fueron seleccionados para el análisis. El propósito de la investigación es estudiar los parámetros de las relaciones semánticas entre texto e imágenes. Se llama la atención sobre diversas formas lingüísticas y creativas de transformación y reinterpretación de esta declaración para crear el efecto de expectativa derrotada. Las técnicas de juego del lenguaje en los textos de la parte verbal también contribuyen al logro de un efecto humorístico.

Palabras clave: consejo, dibujos animados, texto criollo, expectativa vencida, desmotivadores, efecto humorístico, comunicación por Internet, meme de Internet, juego de lenguaje, refranes latinos, meme-atkritka.

Introduction

The use of winged Latin expressions, proverbs, folk sayings and other aphorisms can be found in our time not only as quotes in scientific, journalistic and fiction literature, mottoes, but also as engravings on rings and other objects, tattoos, phrases in everyday and Internet communication. The object of this article is a creolized meme, as one of the types of creolized texts, in the verbal structure of which the winged Latin expression "money does not smell" (*pecunia non olet*) is used.

The material of the article research is a creolized text, which is the most striking example of visualization of information on the network. The study is based on the concept of creolized texts given by scientists (Sorokin & Tarasov, 1990). They believe that these are texts the texture of which consists of two or more inhomogenous parts (verbal language (speech) and non-verbal (belonging to other sign systems rather than natural language)).

The purpose of the article is to study and describe the features of the author's transformation of the Latin phrase "money does not smell" in the verbal part of creolized texts.

Theoretical framework

The relevance of the study is determined by the fact that the rapid growth of visual information in modern Internet communication contributes to the spread of such forms of communication as creolized text. This type of text contains verbal (textual) and non-verbal (visual) means in its structure, which merge and form a single entity. A number of works by modern researchers, such as (Anisimova, 2003; Berezin, 2003; Devyatkova, 2016; Chigaev, 2010; Levchenko &

Izgarsheva, 2018; Poymanova, 1997; Saidova, 2016; Sorokin & Tarasov, 1990) are devoted to the study of the phenomenon of creolized text.

The most common type of creolized text on the network is a creolized meme. A meme is an idea, an image, an object of culture (more often intangible), which is adopted by many members of the community. This concept was introduced by R. Dawkins (1993:189): "Examples of memes are melodies, ideas, fashionable words and expressions. Just as genes spread in the gene pool, memes spread in the same sense, moving from one brain to another by means of a process that can be called imitation". That is a meme can be considered as a method of transmitting and storing of cultural information. Thus the article studies Internet memes that arise in the Internet space.

Between the textual (verbal) and iconic (visual) parts of the meme there are different types of correlations that can be distinguished into three main types:

1. Parallel (the meaning of the text and the picture completely coincide);
2. Complementary (the meaning of the picture partially overlaps the meaning of the text or the meaning of the text partially overlaps the meaning of the picture);
3. Interpretive (the meaning of the text and the picture are not connected in any way) (Golovina, 1986).

In most cases Internet memes are based on the paradox, "on the counterpoint between the depicted and the written". Memes "reflect the response to current events and current events themselves; reflect the typical problems and lifestyles of a particular social group; reflect the philosophical interpretation of life in visual, aphoristic and parodical forms" (Kirilina, 2012: 64).

When perceiving memes of the second and third types of verbal-visual correlations, the addressee often has the effect of defeated expectancy, which is a widespread literary technique. This effect is based on violation of the reader's assumptions and anticipations, and is well studied on the example of fiction (Leont'eva, 2007).

The term "defeated expectancy" was introduced by R. Jakobson, who considered the "unrealised prediction" as "the general principle of any speech change made with a stylistic purpose and representing a deviance from the norm" (Jakobson, 1975).

This effect is used in Internet memes to attract attention, surprise and intrigue an Internet user. An unexpected resolution of the event, unpredictable twists of the plot also create a comic effect. It is not surprising that most of the creolized memes contain elements of humor, which are based on various techniques of language play that makes the meme spectacular, interesting and memorable.

Methodology

The methodological basis of the present research is the theory of creolized text in various fields of communication. In our study, it is Internet communication. The leading role in the process of creating Internet meme texts is performed by the authors' creativity. Therefore, in the article anthropocentric factor has primarily been taken into consideration. Extra linguistic data are of great importance for understanding the meaning of an Internet meme as well. They should be general and coherent for both authors and readers.

In order to achieve the above-mentioned research objectives various scientific methods have been used. At the first stage, the method of continuous sampling has been applicable. There have been selected only those Internet memes in which the Latin dictum "pecunia non olet" had various transformations.

At the second stage, the genres of Internet memes comprising this saying have been singled out. Hereafter, in order to analyze linguistic means, the methods of contextual analysis and linguostylistic analysis have been applied.

At the final stage of the study, component analysis was used for all the results obtained. Semantic components of lexical items have been analyzed, the contrastive-comparative method has also been used.

The most popular texts in the verbal structure of the meme are precedent texts that undergo various transformations and reinterpretations, for example, Latin sayings (winged words, proverbs, statements of famous personalities, etc.). A large number of such Internet memes representing a wide field for research have been found on the Internet. The article reflects the results of the analysis of Internet memes, in the text component of which the phrase "money does not smell" is presented in one form or another.

Result and discussion

Let us consider specific traits of the use of the Latin saying "money does not smell" in various genre varieties of Internet memes, such as demotivators, advice, cartoons, atkritki (such a misspelling is typically used on the network), etc. (Levchenko & Izgarsheva, 2018).

The analyzed Internet memes are taken from an open Internet access.



Fig. 1. Policemen and dog (Let's talk - articles, notes, blogs. Retrieved from <http>)

Figure 1 is a meme caricature. A caricature is a satirical or, as in our case, humorous drawing, which depicts characters with appropriate thoughts or actions that are ironic in nature and cause a comic effect through the technique of defeated expectancy.

In this figure, the Latin dictum "MONEY DOES NOT SMELL" is located on top of the picture. The drawing depicts three police officers who give money bills to a tracking dog to smell in search for missing or stolen money. Here, an antonymy technique is used: provided that money smells, it could be found by smell, as the sign under the picture says: "MONEY DOES NOT SMELL, OTHERWISE YOU WOULD FIND IT BY SMELL". The meme's humor arisen of the antonymy assumption about the smell of money is perceived only in case the user has background knowledge, namely, the meaning of the statement "money does not smell."

The widely known winged expression "money does not smell" (*pecunia non olet*) belongs to the Roman emperor Vespasian, who ruled from 69 to 79 AD. This is a disapproving statement about non-involvement to the way money is received. The general meaning of the phrase: money

properties do not depend on how they were received, if only money were and there were much. The smell of income is good, whatever its origin is (Dictionaries and encyclopedias on Academician, [https](https://)).

The emperor Vespasian introduced a tax on public toilets, and his son reproached him for such an "indecent" collection of money. In response the emperor took a handful of coins from profit and asked if they stank. The answer was "non olet."

Figure 2 is a meme-advice. Advice is a category of meme-pictures with different characters or animals on a colorful background. Above and below are witty phrases that the character in the centre pronounces.

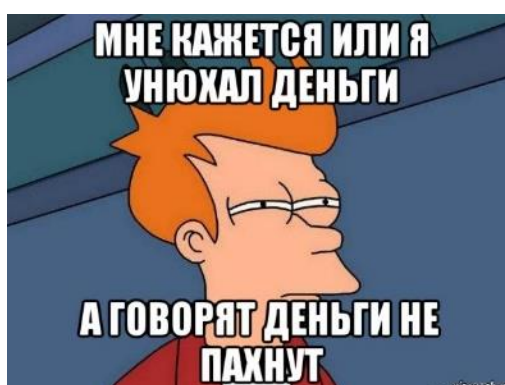


Fig. 2. Smell of money (RISOVACH. RU. 1 Retrieved from [http](http://))

This figure shows a suspicious or two-minded character Fry from the category of meme-pictures, who says the phrase at the top: "IT SEEMS TO ME OR I HAVE SMELT MONEY," and at the bottom: "AND THEY SAY MONEY DOES NOT SMELL". Fry is an animated character of the film "Futurama" squints his eyes with suspicion.

The character knows the meaning of the winged expression "money does not smell", people say about that, but according to his name he seems to have sniffed the money. The verbal part refutes the fact that there is no smell in money with the meaning of the upper phrase, in case the word *sniffed* is used in direct meaning. The figurative meaning of the word "to find out, reveal something (usually carefully concealed)" forms a new shade of meaning that creates a conflict in the coherent perception of verbal-visual unity.

Figure-advice 3 shows the meme Master Yoda, who expressively adds his phrase which also repeats the word *smell*: "BUT MANY KNOW WHERE AND WHEN IT SMELLS MONEY" to the famous aphorism "MONEY DOES NOT SMELL", located at the top of the picture. It is assumed that the recipient is familiar with this character and will understand why such a continuation is given here. Master Yoda is a green short creature with long ears, a master of the Jedi Order from the Star Wars saga, one of the strongest and wisest Jedi of their time, i.e. he has both the wisdom that knowledge gives and the power that comes from wisdom and knowledge.

The effect of comism is created by the figurative meaning of the phrase "it smells money", implying a situation with a profitable enterprise or transaction that can produce a lot of money.

By the way, the author of advice borrowed the phrase itself from Robert Kiyosaki ([https](https://)), an American entrepreneur, investor and writer.



Fig. 3. Master Yoda (Elena Mikitenko Retrieved from <https>)

Many characters are active on the network, and all of them have their own character and their own advice. Many sites contain an advice generator which helps you make your own meme. You need only to choose a suitable character and invent a witty sign. For example, Hollywood actor Leonardo DiCaprio, who played the main role in the famous film "The Great Gatsby" is presented as a character in a number of memes.

In figure 4 a meme-character crafty Gatsby (an approving gesture with the index finger of his hand, a rich man's smile) utters out the phrase of the famous gnomonic poet Valentin Domil, divided into two parts - the upper and lower: "ONE THING - MONEY DOES NOT SMELL" and "AND QUITE ANOTHER - WHEN MONEY IS NOWHERE NEAR (*den'gami ne pahnet*)." The opposition of two situations (a lot of money and lack of money) created by the Latin dictum and phrase with a figurative meaning causes comism.

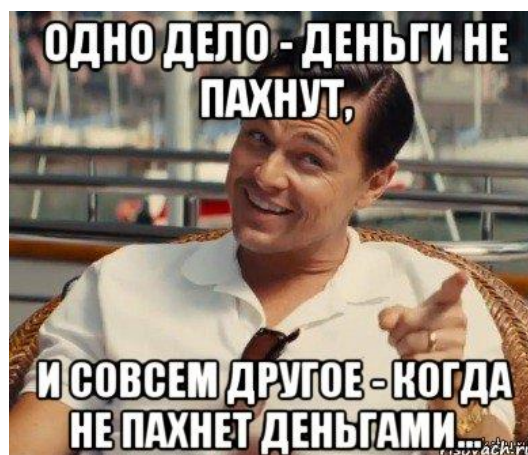


Fig. 4. The Great Gatsby (RISOVACH. RU. 2 Retrieved from <http>)

In figure-caricature 5, the same technique contrasts two situations that create a humorous effect. There are posters in the hands of two characters standing next to each other, the first poster there says: "MONEY DOES NOT SMELL!" And on the other one there is "MONEY IS NOWHERE NEAR (*den'gami ne pahnet*)". The first character has a very satisfied look, he is decently dressed, smiles, smokes an expensive cigar. Another character with a frustrated and dull look barely holds a poster with words meaning a complete lack of money with his two hands. A worn jacket with a huge patch on his sleeve confirms the meaning of the words of his poster.



Fig. 5. Social inequality. (Cartoon number 958378. Social inequality, Retrieved from <https>)

In figure 6 meme-atkritka depicts an elderly intelligent person who utters wise words as a moral: "MONEY DOES NOT SMELL. BUT THEN YOUR REPUTATION SMELLS TO HEAVEN..." The gesture itself, a bent elbow with a pointing finger speaks for the situation.

The character of atkritka does not finish his statement, but continues to develop the idea that if money is earned in a dishonest way, it leads to a loss of reputation. The emotionally colored word combination "smells to heaven" is used.

Meme-atkritka is not an ordinary postcard with congratulations and wishes, but a drawing in pastel shades in the old style located on the right side. And on the left one there is a funny inscription with new or old jokes, various precedent texts gaining a new meaning on a suitable illustration. There are not many illustrations for atkritka, so the same images are signed with different texts.



Fig. 6. Reputation (Atkritka №204067. Retrieved from <http>)

THE BRIBE IS MONEY THAT SMELLS, like it says at the top of the picture (Figure 7). In the Internet meme a 100-dollar bill depicts President Benjamin Franklin who shields his nose with his hand from the bad smell of money acquired dishonestly as a bribe. Money can smell in contrast to the Latin dictum, it can even stink, which is shown in the picture. A coherent visual-verbal unity, the meaning of which expresses condemnation of the universal moral principle violation, is created with the help of antonymy.



Fig. 7. Bribe (A NEW VIEW. All-Russian competition of social advertising. Retrieved from [http](http://))

The most common and popular Internet meme is a demotivator. It is an image consisting of a picture in a black frame which includes a commenting sign arranged in a certain way. However, with seeming minimalism, demotivators are polyfunctional both in nature and by distributional pattern in Internet communities (Ukhova, 2011:52).

Most demotivators contain elements of humor based on various techniques of language play, which is a tool for drawing attention to topical issues. In addition, this is a way of expressing your own attitude to issues that concern us here and now in a creative and quick-witted way. Quick-wittedness should be understood as "subtlety of mind, ingenuity" (Ozhegov, 2008:595), that is an intellectual way of perceiving information.

The network discovers especially large number of demotivators with a verbal part, represented by the phrase "money does not smell." They have also undergone various transformations, creating the effect of defeated expectancy and rethinking.

In the demotivator sign in Figure 8, we observe the technique of antonymy. Money smells there. And a clarification was added: LITTLE – OF SWEAT, MUCH - OF BLOOD. The meaning is clear for users, because these are frequent cases of money acquisition. Some money is earned by sweat by fair means, it is never too much, so it is little. Other money, large one is earned by blood, crime can be involved here. But on the other hand, this text can be interpreted as an illustration of the Russian collocation *dobyvat' potom I krov'yu* (get something with much effort). And crime may not necessarily be involved. The dictionary on the website Academician gives the following definition to this expression: "at the cost of great efforts, hard work marked *scholastic*." (Phraseological dictionary of the Russian literary language. Retrieved from [https](https://)).

The recipient himself decides what meaning is closer to him.



Fig. 8. What does money smell like? ("Money doesn't smell." Discussion on LiveInternet. Retrieved from <https>)

The humorous effect of the demotivator in Figure 9 is created due to the syntactic transformation of the Latin winged expression "money does not smell" - IF MONEY DOESN'T SMELL. It has become a conditional subordinate clause, and ultimately illustrates the effect of defeated expectancy: HOW DO WOMEN FIND A STASH OF CASH? Here the typical life situation of a husband stashing extra money away from his wife is played out. The wife knows about it, and almost always finds it. The image of a triumphant and satisfied woman with money in both hands enhances the effect.



Fig. 9. Stash. (The funniest demotivators after the weekend. Retrieved from <https>)

The collocation "*otmyvat' den'gi*" (to launder money) means "making the possession, use or disposal of funds or other property acquired as a result of crime commission, that is, transferring it from the shadow, informal economy to the official economy in order to be able to use these funds openly and publicly. Official documents refer to "legalization (laundering) of money or other property obtained by criminal means".

The following demotivator (Figure 10) contains the above mentioned collocation in the verbal part, which is intended to explain the reason for the lack of smell in criminal money: MONEY DOESN'T SMELL BECAUSE IT IS LAUNDERED. And the photo implements the direct meaning of the word *otmyvat'* (launder). This is a complex combination of two collocations with a picture that shows the direct meaning of one of the expressions. And also a completely unexpected ending (WHY SNIFF THEM?), illustrating uncensorious attitude of a modern

consumer community to a criminal method of gaining money, creates a complex semantic verbal-visual unity.



Fig. 10. Money laundering (FISCHKI NET. Retrieved from <https>)

Conclusions

Considered a very small part of creolized memes with the Latin dictum "money does not smell", it can be concluded that the use of verbal-visual structures in the Internet communication becomes an integral feature of information communication that facilitates its perception and processing. Various author's linguistic transformations of the verbal part of the meme, expressive drawings and photographs make creolized text an effective tool for drawing attention to acute pressing issues.

And it is important to note that the "dead" Latin continues to "live" in the era of digital technologies, being the source of linguistic creativity of Internet users.

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