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FEATURES OF PRECEDENT TEXTS IN HYPERTEXT

The article considers the problems of semantic organization of modern mass media texts, which is a hypertext. The precedent texts, along with intertextuality, are means of expressing of the intertextual interaction in the hypertext. The precedent text stands for the frequently quoted texts that are significant for members of a particular culture (the lines of popular works, proverbs, idioms, quotations from literary works, aphorisms, lines from songs, etc.). The main function of precedent texts is not only to inform the reader or listener, but the impact on him/her, shaping a certain opinion about a particular event, situation. An indicator of activity of precedent texts in modern mass media text is the frequency of usage of the same original texts, while the studied text-precedents become a model according to which new linguistic units are produced. The factual material are domestic Russian-language press.

Key words: precedenttext, hypertext, Internet, links, intertextuality, postmodernism.

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Гипермәтін құрамындағы прецедентті мәтіндердің ерекшеліктері

Мақалада гипермәтін болып табылатын қазіргі БАҚ мәтіндерінің мағыналық ұйымдастырылу мәселелері қарастырылады. Гипермәтінде интертекстуалдылықпен қатар мәтінаралық өзара әрекеттесуді білдірудің құралдары прецедентті мәтіндер болып табылады. Прецедентті мәтіндер дегеніміз белгілі бір мәдениет өкілдеріне маңызды болып табылатын жиі айтылатын мәтіндер (әйгілі шығармалардан үзінділер, мақалдар, фразеологизмдер, әдеби шығармалардан алынған дәйексөздер, қанатты сөздер, өлең жолдары және т.б.). Прецедентті мәтіндердің негізгі қызметі оқырманды немесе тыңдаушыны хабардар ету емес, оған әсер етіп, белгілі бір оқиға немесе жағдаят туралы пікір қалыптастыру. Қазіргі БАҚ мәтінде прецедентті мәтіндер белсенділігінің көрсеткіші бір бастапқы мәтіндердің қолданылу жиілігі болып табылады, сонымен қатар қарастырылып отырған прецедентті мәтіндер жаңа тілдік бірліктер жасалатын үлгіге айналады. Іс жүзіндегі материал ретінде отандық орыс тіліндегі баспасөз алынды.

Түйін сөздер: прецедентті мәтіндер, гипермәтін, Интернет, сілтемелер, интертекстуалдылық, постмодернизм.

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Особенности прецедентных текстов в гипертексте

В статье представлены прецедентные тексты как способ организации гипертекста. Современные отечественные СМИ (русскоязычная пресса) представляют собой гипертекст. Под прецедентными текстами понимаются часто цитируемые тексты, значимые для представителей той или иной культуры (строки из популярных произведений, пословицы, фразеологизмы, цитаты из литературных произведений, афоризмы, строки из песен и др.). Основная функция

прецедентных текстов не в информировании читателя или слушателя, а в воздействии на него, формировании у него определенного мнения о том или ином событии, ситуации. Показателем активности прецедентных текстов в тексте современных СМИ служит частотность использования одних и тех же первичных текстов, при этом рассматриваемые тексты-прецеденты превращаются в модель, по которой производятся новые языковые единицы.

Ключевые слова: прецедентные тексты, гипертекст, Интернет, ссылки, интертекстуальность, постмодернизм.

Introduction

With the advent of human life at the end of the last century, information technology, in particular the Internet, there are new ways to exchange information between people. The expansion of communicative space leads to the emergence of virtual communication between people. According to N. In. Basco, «In the late 80's-early 90-ies of the twentieth century changed the shape of the development of humanity: before humanity has transformed the environment, now the technology (global TV, computers, Internet) have become largely determine the nature of social relations» (Basco, 2014: 253). Today it is possible to allocate language of the Internet as one of functional varieties of language as it has a certain sphere of use (the Internet), characteristic language features. The Internet as a new form of communication plays an important role in human life and has «a large area of intersection with the media» (Kushneruk, 2007: 142).

It is the mass media that reflect cultural perceptions, value orientations and national mentality. According to Yu.N. Karaulov, part of the national identity is the national-cultural memory, which is a «storehouse of information, emotions, facts, how do we in our daily life and routine get information to answer the perennial questions: who we are, where we are and where we are going; to be proud of in its past and present, and be ashamed; why it is so and not otherwise; and even what it all meant. This is not a story in its purest form, and how the past is represented in our today's thoughts and how it fits into our knowledge of the modern world» (Karaulov, 1999: 28).

Despite the desire of modern journalists to «maximum freedom, to discover creative individuality», there is a tendency of active use of existing texts. This is due primarily to the desire of the author», at least in part to hide their subjectivity and to correlate your text with the existing traditions» (Nakhimova, 2007: 3). Treatment to the different nature of the primary texts required considerable erudition of the author, so the «category of subject of speech» is fundamental (Arutyunova, 1981: 5).

Today, the texts of electronic publications present a huge hypertext. The latter one is characterized by such features as fragmentation, multimedia, openness, virtuality, etc. (see works by R.K. Potapova (Potapova, 2002: 576), U. Eco (Eco, 2007: 502), A.N. Baranov (Baranov, 2001: 360), O.V. Dedova (Dedova, 2006: 48). For the first time, the term «hypertext» was used in 1965 by programmer Theodor Nelson, understanding a hypertext document consisting of small fragments and characterized by nonlinearity, that is, the reader chooses the path of familiarization with the document by activating hyperlinks.

The hypertext can be divided into several main blocks: pretext, the actual text, post text, a link which is the precedent texts. The main element of the hypertext is precedent text (Epstein. <http://www.lingvolab.chat.ru/library/hypertext.htm>). Means of expression of the intertextual interaction in hypertext, along with the intertextuality, precedent texts are. Most actively precedent texts are found on the pages of publications.

Precedent texts is «significant for a particular individual in cognitive and emotional relationship with a superpersonal character, i.e. are well known and convenient environment of the person, including its predecessors and contemporaries, and, finally, such an appeal which is renewed repeatedly in the discourse of the language personality» (Karaulov, 1987: 223).

Scientists explain the active use of precedent texts by journalists in different ways. Today in journalistic texts is a prominently felt a craving for speech rethinking old structures. The authors seek to reassign old expression, play with word, Shine wit. Perception of precedent text by the reader occurs only in the presence of certain background knowledge (Valgina, 2003: 100). Already existing texts give rise to new texts, they «shoot» against the background of recognizable; light, accessible form highlights the current situation, the fact of modern life. On the use of precedent texts are largely influenced by the «characteristics of mass communication» (Naumova, 2004: 18).

Different types of precedent texts, widely used by the authors, help to form a certain reader's as-

assessment. They are widely used both in text and in headings.

The authors' use of Proverbs, sayings, phraseological units is mainly aimed not at decorating the speech, but to awaken in the reader's mind the meaning behind the precedent text. Knowledge or ignorance of the precedent text indicates that the reader belongs to a certain era, social group, etc.

The case-law text, which is in a strong position in relation to other elements of the text, is in most cases found in the headings. Therefore, we have selected and analyzed case texts-headings. The reader, coming to the website of the newspaper, first of all focuses on the titles of articles.

Experiment

Texts from classical literary works represent a special group of precedent texts on the pages of Kazakh Newspapers. In the Newspapers we have seen examples borrowed from the works of A.S. Pushkin, M.Y. Lermontov and I.A. Krylov, A.S. Griboedov, L.N. Tolstoy, Shakespeare, P.P. Ershov, S. Perrot, monuments of old Russian literature, etc.

The most numerous of the frequency of use are the lines from the works of A. S. Pushkin. Knowledge of the novel «Eugene Onegin» is manifested in the frequency of the use of lines from the work: «We will make her read» – in the article on the project on book reading for young people. Compare: He has forced to respect himself and is better could not invent». Question statement from the «Tale of the dead Princess and the seven heroes» journalist was transformed into «Who in the world is stronger?»- article about the Kazakh army. Compare: «I'm the lightest of all the sweeter, all ruddy and whiter?». Head of the farmers Association of Kostanay region-Chairman of the Association «farmers Union of Kazakhstan»: Friends, our Union is in vain! – a line from the poem «October 19». Compare: «My friends, our Union is beautiful!» «Smother fine impulses» – an article about the video dangerous games among the teenagers. Compare: with a line from the poem «to Chaadayev». Compare the title of the article «Thirty-three – heroes» – the criminals robbed the office of «Kazpost» in South Kazakhstan region) with characters of the fairy tale «the Tale of Czar Saltan...» (Public-political newspaper The Vremya. <http://www.time.kz/>).

The title of the novel of M. Lermontov «Hero of our time» is presented as the Hero of our time on the main police in the country.

Fables of Ivan Krylov Russian speakers familiar from childhood. Some of them became winged

expressions. So, the line from the fable «Swan, Pike and Cancer»: Yes, but carts are different there and its transformation, «But cart is there» – the problems of the villagers is entitled, «But HIV is here now» the problem of the treatment of HIV-infected aliens (Public-political newspaper The Vremya. <http://www.time.kz/>).

Comedy A.S. Griboedov «Woe from wit» is relevant to this day, and many lines from this work grew into aphorisms: «And judges who?»- about corruption actions of officials. Compare: the phrase of Chatsky «who are the judges?» «And Queens who?»- on the fight against corruption. Happy Ramsey is not observed (on the new clip Galymzhan Moldoyarov). Compare: Happy hours are not observed (Public-political newspaper The Vremya. <http://www.time.kz/>).

Transformed lines from the works of L. N. Tolstoy's «Anna Karenina» «All mixed up in the Kiev house (Public-political newspaper The Vremya. <http://www.time.kz/>) – about the release of the former Governor of the Odessa region Mikhail Saakashvili, I. Ilf and E. Petrov «Ostap Gender» – how in Shymkent a serial swindler has sentenced. Sources of precedent texts in the Newspapers were also texts from the works of Soviet writers: How dabbled in steel – on the second Tournament of Military glory. Compare: with the name of N. Ostrovsky's roman «How the steel was tempered» and others. Precedent texts are actively used that refer to the tale Charles Perrault «Puss in boots» – «Livestock in boots» – about flooding in the village of Donetsk East Kazakhstan region; to the poem by M. Lermontov «A Song about Tsar Ivan Vasilyevich...» – Oh you, gay... – about the festival «strong male love», etc. (Public-political newspaper The Vremya. <http://www.time.kz/>).

The given examples show that the texts used are focused on the average level of education (citations from the works of the school curriculum) and are not designed for a highly educated reader.

The following source of use of precedent texts represent proverbs and sayings which express a national assessment of life. The texts of electronic publications are dominated by paremia and this is undoubtedly due to the fact that proverbs and sayings reflect the wisdom of the people, able to enrich the speech of contemporaries. Journalists often turn to proverbs and sayings that carry the wisdom of the people and represent the creativity of the people. Most of the proverbs and sayings, which we find in the text, have a transformed appearance. The authors, transforming these precedent texts, count on the reader's awareness, as they are easily identified

and restored in memory. Take care of the honor of the young – about the drama «Shame», held in Almaty theater «Artichoke». Not in reservation, and in eyes – is about to release the first batch of armored vehicles «Alan» (Express K: daily public-political newspaper. <https://express-k.kz/>).

Journalists often refer to phrases from famous films and their names. Reference to films is a common technique for authors of articles. They use the names of feature films, phrases from them. Their meaning is clear and recognizable, gives the appeal of the reported information. And you will be cured! – about the work of the psychiatric service in our country. Compare: replica from the movie «Ivan Vasilyevich changes profession» «and you will be cured, and I will be cured...» (Public-political newspaper The Vremya. <http://www.time.kz/>). Professor, of course, is a burdock – about the exposure of scammers. Compare: remark of Professor «Professor, of course, is a burdock. But the instrument when it... When it...» in the film by Leonid Gaidai «Operation «Y» and other adventures Shurik» (Public-political newspaper The Vremya. <http://www.time.kz/>).

Some of the examples listed may also refer to case texts that are based on works of art. Here there are difficulties in determining the primacy of one or another precedent text.

Often there are precedent texts, the sources of which are popular songs of different years. Quotes from the songs evoke the reader's emotional reaction and quickly establish contact with him. It is not the quote itself that is important, but its function, which is recognition: the reader perceives the title as something familiar. Most of the precedent texts of the song character occupy quotes from the songs of the Soviet period: Trump is not simple, not simple... – Compare: with string from songs» All, that I have in life» «the World not is simple, quite not is simple... Tormented at school, tormented at school – about the Director of Zhanaozenschool, is under arrest for taking bribes. Compare: «Taught at school, taught at school...» etc. (Express K: daily public-political newspaper. <https://express-k.kz/>).

Phraseological units reflect the picture of the world of native speakers and are usually easily «recognizable».

Most often, the meanings of phraseological units and phraseological combinations in case texts are presented in their true sense:

The Kurds of discord – about how the US conflict with Turkey in Syria ended. Pandora's box – about receiving a bribe ex-head of the Ministry of economic development of Russia Alexey Ulyu-

kayev. Transfusion of blue blood – about Khan's language in the vast of the great steppe. Opening the cards – about the archaeological site of Akmol region and others. (Express K: daily public-political newspaper. <https://express-k.kz/>).

Discussion of results

The precedent texts that analyzed by us can be divided into three groups: precedent names, precedent statements and precedent situations.

A precedent name is understood as an individual name associated either with a widely known text, usually related to case law (for example, Abai Kunanbayev, Bukhar-Zhyrau), or with a precedent situation (for example, Stanislav Kurzhey, Marat Zhylanbaev), widely known to native speakers and serving as a precedent. E.A. Nakhimova notes the importance of using precedent names in the «traditional, denotative meaning», that to refer to specific people.

The precedent names are an important part of the national language picture of the world, they set a national system of values and antivalues that to some extent regulate the behavior of representatives of society, uniting «their own» and opposing them to «strangers».

A precedent statement that is understood as a reproducible product of speech activity; complete and self-sufficient unit, which may or may not be predicative; a complex sign whose sum of values is not equal to its meaning; quotations from texts of various character belong to the number of precedent statements.

It should be noted that along with canonical precedent statements, that is, citations, the transformed ones also stand out. Among the transformed statements, truncated statements play an important role. The meaning of this technique is to change the meaning of a certain phrase by separating a part from it. For example, while truncating the second part of the proverb «not to be born beautiful, but to be born happy» its meaning, in a certain context it significantly changes and acquires a negative character, that is, with this formulation the author means that beauty leads to misfortune.

Sometimes authors change the components of phraseological units in order to radically change their meaning and create the necessary effect. For example, the chapter of the book Yu.N. Karaulov «The role of precedent texts in the structure and functioning of the language personality» begins with the changed quotation «Tell me who your friend is and I'll tell you who you are» – «Tell me

what you read...». This author emphasizes the importance of reading, and also demonstrates that the degree of education and human readability, as well as the range of his interests, influence the formation of personality.

The precedent situation is understood as «a certain» reference «situation related to the collection of certain connotations, the differential signs of which are included in the cognitive basis (for example, The Wedding, The Miner's day, New Year's Day, The Birthday).

The source of the precedent situation can be both a situation that took place in reality and relates to historical events (for example, such concepts as the Time of Troubles, Waterloo) and belonged to a certain literary work: the confrontation between two families of Montague and Capulets, the death of Romeo and Juliet, the transformation of Cinderella in the princess and others. The source of the precedent situation can be myths and beliefs. To illustrate the above, let us cite as an example, the works of W. Shakespeare («Venus and Adonis» and so on), in which the situations described in ancient myths are very often encountered.

Among the precedent situations, it can be found as exclusively national precedent situations, understandable only to the residents of a certain community with its unique history and culture, as well as universally-precedent situations that are unclear to any average representative of the whole society without proper explanation. Their source are events that have affected the history of the whole world,

or works that are widely known and have received world recognition.

Conclusion

By the nature of use, precedent texts can be classified in terms of their sources of use. We can distinguish the following types of sources of precedent texts: art works, mass media, oral folk art, songs, etc.

An important stage in the study of precedence is the reference to the source areas (religion, folklore, literature, theater, politics, etc.) that serve in a particular society as the main source for the repertoire of precedent texts. Reflection of the «mentality» of the author and the reader is «the diversity and heterogeneity of sources of citation.»

Consideration of source areas of precedence can provide interesting material for assessing erudition, life experience, political preferences, pragmatic attitudes and speech skills of the author, and for evaluating the author's idea of similar qualities of the address. Yu.N. Karaulov suggests that not only verbal texts, but also the names of musical works, works of architecture and painting, historical events and names of political leaders should be classed as precedent phenomena, which in turn increases the number of possible areas of sources of precedence. Somewhat later, an even broader range of original spheres was singled out as sources of text reminiscences, among them the Bible, ancient mythology, music, folklore, popular songs, politics.

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