

Potapova D.A., Kameneva V.A.

**THE CORRELATION OF TEXT AND  
HYPERTEXT  
CATEGORIES. ACTUALIZATION OF  
TEXT CATEGORY OF TIME IN NEWS  
HYPERTEXTS AIMED AT CHILDREN**

**N. V. Potapova, Senior professor, English Philology Department of  
Kemerovo State University, Russia**

**V. A. Kameneva, Doctor of Philology, Professor, English Philology  
Department of Kemerovo State University, Russia**

**Abstract**

The current study aims at correlating all constituent text and hypertext categories. The performed analysis has shown that hypertexts, despite possessing some specific features, have distinct textual nature. It, in its turn, validates the analysis of the specific actualization of all text categories in hypertexts.

This paper focuses on the analysis of text category of time in online news hypertexts targeted at children. The analysis reveals specific temporal correlation of news messages with the reality. Three types of children news based on time category are identified: 1) actual news, 2) news + extensive background plan (often past), 3) background plan (of the past) presented as news.

**Keywords:** online news text, online news hypotext, text category, target audience, hypertext, online news hypertext, online news for children.

**Introduction**

Currently, all electronic publications (newspapers, magazines, textbooks, reference books, etc.) are built on the basis of hypertext. Over the past few decades, the term hypertext has become widespread in a wide range of

branches of science - informatics, semiotics, sociology, psychology, linguistics, journalism, pedagogy, etc.

Analyzing printed news texts and their electronic analogues, researchers, first of all, note their differences. However, we must not forget that a hypertext is, first of all, a text. Consequently, the hypertext will be characterized both by the features of a traditional linear text, as well as by its own specific features due to its hypertext structure.

Despite the sufficient number of works devoted to the study of text and hypertext categories, there are still a lot of questions to be answered. To date, for example, there are no works describing how these categories correlate with each other. This is what determined the purpose of our paper, namely, to analyze the linguistic means representing the category of time in news hypotexts aimed at children.

### **Methods**

To achieve our goal, a number of tasks were accomplished. First, we correlated text and hypertext categories. It allowed us to justify that a hypertext, being primarily a text, possesses all the categories of a traditional linear text, such as integrity and cohesion, modality and predicativity, informativity, completeness, intertextuality, dialogicality, time and space.

Second, we analyzed the actualization of text category of time in online news hypertexts targeted at children. At random we chose English-language news hypotexts intended for children target audience included in the news hypertext posted on the US news site CNN10.com. The number of analyzed hypotexts - 50 units. After that we revealed the temporal correlation of news messages with the reality. Doing this we paid our attention to adverbial modifiers of time and verbal tense forms used in the analyzed hypotexts.

In carrying out the research, the conceptual and terminological apparatus, methods of the theory of the text and the theory of Internet communication, method of quantitative analysis, and method of stylistic and discursive analysis were used. The results obtained can be used for further development of the theory of the text.

### **Results**

By a **text category** (characteristic) is understood such a typological feature, which is peculiar to all texts and without which no text can exist. According to linguists, the text category should be based on the understanding of the text as an informational self-sufficient speech message with clearly defined goal-setting and oriented to its intended recipient. To date,

unfortunately, among researchers there is no common opinion either about the number of the text categories or their understanding. Scientists' opinions about the leading text categories do not always coincide either.

For the first time the system of text categories was proposed by I.R. Halperin, who highlighted the content, formal and functional categories, emphasizing their mutual conditioning [1: 5].

**Integrity and cohesion** are the key categories of any text and any hypertext, reflecting their substantive and structural essence and joining with each other in the relations of complementarity, diarchy.

Integrity of text/hypertext consists in the logical-semantic correlation and interdependence of its constituent parts and manifests itself in a thematic, conceptual, modal connection. The integrity of the text consists in the reader's desire to connect all the components of the text into a single whole. According to K.A. Filippov, integrity “implies inner completeness, semantic unity of the text” [2: 141].

Z.Ya. Turaeva considers the text as “a complex unity, united by communicative integrity, semantic completeness, logical, grammatical and semantic connections” [3: 8].

Traditionally, cohesion means grammatical means of connection. The cohesion of text/hypertext is manifested through external structural indicators, through the formal dependence of the components of the text. Since already at the stage of production of the text the author seeks to divide the continuum meaning into components, it is appropriate to talk about the intentionality of cohesion: it is conditioned by the author's intention.

The phenomenon of repetition is considered one of the main for the category of connectivity by V.A. Lukin. The researcher distinguishes the cohesion of one-level segments of the text (repetition of visually perceived images: lines, dashes, dots, etc.), semantic cohesion (regular repetition of sem), lexico-semantic (contextual synonyms, antonyms, semantic fields, key signs, “Text in the text”) and grammatical cohesion (correlation of grammatical forms of the word) [4: 26-38].

N.S. Valgina distinguishes between local and global cohesion. Local (structural) cohesion is the coherence of linear sequences (utterances, interphase unities). Local cohesion is determined by interphase syntactic links (introductory-modal and pronominal words, temporal verb forms, lexical repetitions, word order, unions, etc.).

Global (content) cohesion ensures the unity of the text as a semantic whole, its internal wholeness. Global cohesion (ensures the content integrity of the text) is manifested through key words, thematically and conceptually

combining the text as a whole or its fragments. So, in order for a text to be framed as a meaningful structural unity, both signs are necessary - a sign of structural coherence and a sign of meaningful integrity [5].

**Modality** is a category expressing the speaker's attitude to the content of the utterance (subjective modality) and the relation of the latter to reality (objective modality). In the first case, modality is created by specific modal words, particles, interjections (*fortunately, unfortunately, alas, after all*, etc.); in the second case, the modality is created primarily by the forms of the mood of verbs and by words expressing the meaning of affirmation, possibility, desire, order, etc. Objective modality, in fact, reflects how the speaker (author) qualifies reality - as real or surreal, possible, desired, etc.

Thus, the modality is realized on a lexical, grammatical and intonational level.

**Predicativity** correlates a text/hypertext with the reality in a way that allows you to form a message directly. Predicativity is "an act of uniting independent objects of thought expressed in independent words, in order to reflect the state of affairs, the event, the situation of reality" [6: 393]. Predicativity on the surface level is revealed in the predicative basis of the sentence, in the process of uniting the subject (in the broadest sense of the word) and the predicate.

The Informativity of text/hypertext is in the nomination of a fact, an event, a phenomenon. I.R. Halperin distinguishes three types of informativity: content-factual, content-conceptual and content-subtext. Informativity is a twofold characteristic: on the one hand, it implements the code embedded in the text/hypertext, through which information is transmitted, and on the other hand, provides information transmission, being a function of the text.

The information is loaded into a text/hypertext and fixed in it to achieve a specific goal, and from the author's point of view it is always significant, relevant, should change the behavior of the perceiver and is designed for a certain effect and impact on the addressee.

The essence of **coding** is strict ordering, programming, so the definition of an object as a text/hypertext suggests that it is somehow encoded [1; 7]. Each text/hypertext is a special code that is not known in advance, and it must be reconstructed based on the text given to us.

With the help of various codes, various information can be transmitted. Each scientific discipline has its own codes and its own relationships between text/hypertext and code which are designed to convey information of a certain type.

However, some researchers of the text to the above list of the main categories add a number of other characteristics. Thus, I.R. Halperin distinguishes the **dividedness** and **completeness** of the text. The same categories belong to the hypertext as well.

Text dividedness on the one hand, is a formal characteristic of the text, because it is difficult to perceive a text in which there is no division into chapters, parts, paragraphs. On the other hand, text dividedness implicitly contains the author's setting on the reader's perception of the text and simultaneously reflects his views, emphasizes certain episodes, facts, events [1]. In the case of hypertext, the concept is that, firstly, the structure of hypertext assumes the existence of basic, limiting elements - hypotexts; secondly, each hypotext consists of parts, paragraphs, etc.

The completeness of the text/hypertext is determined by the function of the idea, which is the basis of the work and deployed in a number of reports, descriptions, reflections, narratives and other forms of the communicative process. The text can be considered complete when its design has received an exhaustive expression, and the desired result has been achieved [1]. Completeness can be considered from a formal point of view, as the correlation of the ending of a text with its beginning [8].

However, the formal structural completeness, in the case of hypertext, cannot be considered as an obligatory criterion: communication in the global network can occur without the formally recognizable beginning and end of the message. Thanks to hyperlinks, hypertext becomes open.

In connection with the openness of the text/hypertext, its “depressurization” many scientists consider it possible to single out one more category - **intertextuality**.

Being an integral property of all texts, intertextuality is a multidimensional (content, structural, genre-stylistic, etc.) relationship of the text with other texts, which can be considered either as a universal property of the text in general, i.e. assumes understanding of every text as an intertext, or as the specific quality of certain texts or the class of texts.

In a narrow sense, intertextuality means verbal inclusions, in broad terms it appears as an “ontological property of the text, each element of which is in constant semantic roll-calls with other texts” [9: 82].

In addition to the above, taking into account the communicative nature of the text, the category of **dialogicality** is also singled out as a text category, which is realized in the categories of subjectivity and addressing, related to the image of the author and the addressee.

The same category is also realized in hypertext. Dialogicality can be viewed from two perspectives. On the one hand, it consists in the fact that the connection of texts among themselves is carried out in the Internet environment through hyperlinks. Having crossed the indicated hyperlink, the reader has the opportunity to get acquainted with other texts illustrating, explaining, supplementing or revealing the meaning of what the author of the message wanted to say. This creates a multilevel message, the components of which are organized both navigationally and semantically: hypertext is used in it as an accurate quote. With the help of hypertext this creates a direct “dialogue between texts” (according to M. Bakhtin) [10]. On the other hand, hypertext helps to establish a dialogue between the sender of information and its recipient.

As the new substratum and the new channel of communication (the Internet) has transformed the original concept of the text, hypertext, in addition to the above-mentioned text categories, has a number of its own characteristics peculiar to it. Among the main features of electronic hypertext, we can distinguish the following:

- **non-linearity.**

The fundamental property of hypertext is the inconsistent construction and perception of information. The unlimited number of links in the electronic hypertext provides a non-linear structure of the representation of the material and gives freedom in the design of the text space, thereby forming a nonlinear principle of information perception. Each element is included in the multidimensional system of the texts created before it and is read in any sequence. For electronic hypertext, non-linearity – is not an intrinsic property, but an inherent form of existence.

- **Decentering / de-centrality.**

In the case of hypertext, the boundaries between the center and the periphery are blurred, the concept of “core” loses its significance. Electronic hypertext is a system of non-centered, non-hierarchical.

As the reader moves in the virtual space, his focus constantly shifts. All the user’s steps depend entirely on his/her goal – he/she wants to find something specific or just spend time on the Internet, moving from one link to another.

According to P. Landau, hypertext is a decentralized system, a set of related texts that do not have an axis. Each user becomes an active reader, centering the material according to his interests. The reader is not clamped by a framework of a particular structure or hierarchy [11: 11-13].

- **Openness / incompleteness.**

Hypertext is an open environment - not only in terms of openness to

transformations, but also in terms of its relationship to the external. It has no beginning, no end; it is impossible to clearly differentiate between the external and the internal: the hypertext develops, varies, extends, grasps, penetrates, and builds its internal through the external.

**- Fragmentation / dispersion and "mounting principle".**

The reader of the electronic hypertext himself/herself mounts a general picture of the fragments, each of which includes elements that allow moving to another fragment, while discarding everything that interferes with free interpretation. It is impossible to read the entire hypertext, it is "unreadable text".

**- Multimedia (hypermedia).**

Hypertext technologies make it possible to present information in various ways, to apply all means of influencing the reader. They allow you to link printed text, audio and video recordings, illustrations, photographs, animations, etc. to a single meaningful whole. To describe this hypertext property, the term "hypermedia" is also used. However, the French researcher S. Münz emphasizes the fundamental difference between the two concepts: multimedia means the presence of several means of information transfer, while hypermedia is the connection of these means in a certain way peculiar to hypertext. According to the scientist, the prefix *hyper-* itself points to a certain way of organizing the material. This method consists in that, on the one hand, all information is divided into separate blocks, and on the other hand, all these blocks are connected with each other [12].

**- Interactivity.**

Hypertext promotes communication between the sender of information and its recipient, provides interactivity of the latter. E.I. Goroshko writes: "In the second web, or Web 2.0, the driving force was the user's activity on the Web and the contact-setting function came to the fore, or in other words, the function of socialization or interaction, when the user was invited to create content, and the concept of "interactivity" was laid in the basis of the Internet development" [13: 30].

With the development of Internet technologies, it became possible to exchange information between the users themselves: "Now readers can communicate with each other and become witnesses of what reaction the material causes to the rest of the audience" [14: 6]. The distance between the author's text and its reader, between the processes of generation and perception of the text is reduced as much as possible" [15: 115]. News reports of electronic media often cause an active reaction of readers in the form of comments.

**- Changing the author-reader relationship / depersonalization of**

**the author.**

Although many scholars agree that changing the roles of the author and the reader is not a new phenomenon, and the concept of "Death of the author" is well known in science, in the situation of electronic hypertext, there is an even greater shift in relationship between the author and the reader. Scientists note the blurriness of the author's function, the author is depersonified, his/her role is as uncertain as the boundaries of the hypertext itself, which has no beginning, no middle, no end. It is obvious that any text of the media is accessible to almost any user, however, even the most large-scale news text is intended for a certain audience, united by common age, gender, social and other characteristics.

"The text includes the image of its audience, and the audience the image of their text [16: 203]. The role of the addressee increases: it becomes not just "active" (G. Landow), but "deliberate" reader (N.G. Patterson) consciously choosing the material necessary for reading.

The author, creating his/her own text, initially focuses on a certain reader who has specific goals.

J. Slatin identifies three types of hypertext readers: 1) the browser, 2) the user, and 3) the coauthor. The readers of the first type do not set themselves any specific goals in the search for information, choosing only what seems interesting. The readers of the second type have their purpose to search for certain information and use hypertext to solve this problem. The readers of the third type intentionally supplement the text already written by the author, thus creating, with the help of computer technologies, a knowledge complex that grows in the Internet system [17: 158].

Thus, for modern media text, the role of addressee and addressee is peculiar, which is caused by the appearance of new technical capabilities of the Internet.

**- a game.**

While the traditional linear text is comparable to a fixed sculpture, the interactive non-linear hypertext is associated with a certain game, the pleasure experienced by participants in virtual communication; this is a kind of creativity that influences the sensual hypostasis of a person. Reading an electronic text with a lot of hyperlinks is comparable to surfing on the surface of textual space and resembles a game.

This study is only a part of a larger project in which all categories of an electronic news hypertext will be analyzed in detail. We devote this paper to the analysis of the category of time, since, from our point of view, it is very relevant to news hypertext, since a short news text answers the main six

questions: Who? What? Where? **When?** Why? How? The reader is interested in knowing what is happening here and now.

The material of this study is the news hypotexts, which are the constituent parts of news hypertext of the American site CNN10 ([www.cnn.com/cnn10](http://www.cnn.com/cnn10)), intended for middle and high school students.

CNN 10 (formerly called CNN Student News) is a 10-minute news show that appears as a daily digital video 5 times a week - from Monday to Friday. Every digital video is accompanied with a transcript (hypotext) in English which is the subject of our research. Transcripts contain a brief summary of recent international events and current domestic issues. The number of analyzed hypotexts is 50 units.

The news text is focused, first of all, on the reflection of reality strictly limited by the laws of logical causality. In the media discourse, "news" is defined as an informational message about recent or current events that are of political, social or economic interest to the addressee with their freshness, which is promptly distributed in the recipient's perceived form mainly through the media that influences the addressee [18: 12].

The selection of news for publication takes place according to two criteria—the value of the event (determined by its scale) and the reader's interest in it. The reader's interest in turn depends on the proximity of the event to the readers. Proximity is both geographical and psychological. For example, Russian citizens will be attracted by news of the hostage-taking of Russians in any country in the world, while the taking of citizens of any other country hostage will not draw such attention. Psychological closeness lies in the readers' perception of the event's participants as "their own", regardless of where the event occurred [19].

The text category of time is defined as a category, "by means of which the content of the text correlates with the time axis: the real historical perspective reality or its refraction" (T.V. Matveeva). The Category of time is a vector category that has a field character, in which the reference point is important. Time is often defined as a product of the creativity of the author.

There are various typologies of time:

- 1) real objective, cyclical, subjective, surreal;
- 2) calendar, event, perceptual;
- 3) concrete, abstract, generalized, poetically transformed;
- 4) plot, plot, author's, subjective time characters;
- 5) surreal (astral, interferral, magical, mythological, fantastic, fantastic, phantasmagoric, time of the Looking Glass);
- 6) real and virtual [20].

Speaking about the temporal correlations of the analyzed news hypotexts with reality, it is important to note that they do not always describe the events that occur here and now. We believe that all news hypotexts of the children channel can be divided into three types:

(a) actual news, i.e. an event selected according to the criteria of “newsworthiness”: relevance, objectivity, freshness, efficiency, reliability, concreteness, scale, and conflictness [21];

(b) news + extensive background plan (often past);

(c) background plan (of the past) presented as news.

The example of news hypotexts of the first type can be the news of January 31, 2017: *Police in Quebec, a province of Eastern Canada, are investigating a shooting that happened at a mosque on Sunday night. Six people were killed and five wounded victims were in the hospital last night. Police say there were 39 other people in the mosque who were not hurt. Witnesses said they saw at least two gunmen opened fire at the Quebec Islamic Cultural Center and police have arrested one suspect. But there are still a lot of questions about the attack. Investigators say they're not sure yet what the motive might have been, though Canadian Prime Minister Justin Trudeau called the shooting a terrorist attack on Muslims. Vigils were planned for last night, in Quebec City and nearby Montreal [CNN 10 - January 31, 2017].*

This news message fully corresponds to the concept of “news”, because meets the three basic requirements: subject, function and method. First, the subject of this message is an event that meets all of the above criteria of “newsworthiness”. (This news is an example of immediate relevance - relevance in the proper sense of the word, when the event has just happened or the event occurred long ago, but it is known about it only now).

Secondly, the analyzed message performs the function of news, namely attracts public attention to the accented aspects of reality. Thirdly, the event is represented by a distinctive method: a brief immediate summary of an incident with minimum background information. To describe the event that took place the day before, the time phrases *on Sunday night, last night* and the past verb forms *happened, were killed, were in the hospital, were not hurt, said, saw, opened fire, might be, called, were planned* are used. Despite the fact that the present time of verb forms is the most convincing and illustrative for news information (since it indicates that the action takes place at a given time, thus emphasizing the novelty of the event), the past tense of verbs is the most popular category in the media, since from the moment of creation news material until the reader gets to know it, a certain period of time passes. Compare: the past tense is represented in the analyzed text by 11 units, the present time by 6

**8th International Conference “Social Science and Humanity”**  
**23-29 March 2018**

units, the future tense verbs in the news are not used. Present verb forms in news texts are realized primarily in references to the source of information, in phrases for the introduction of citations (*Police say, investigators say*).

News hypotexts of the second type will include news reports that contain the news itself + an extensive background plan (often the past one). So, in the next news hypotext the subject of the news is the following: “it’s a force of 4,000 U.S. troops, plus 2,400 pieces of military equipment, including tanks, artillery and armored trucks. It’s all part of a deployment lasting nine months and it’s moving throughout Eastern Europe on training exercises.” Further in the text there is a rather extensive background plan with the reasons for these exercises. Then comes a historical summary of when NATO was created and for what purpose. Besides the text provides a view on the possible danger that Russia might pose to Eastern European countries [CNN 10 - January 18, 2017].

As can be seen from the above example, news of the second type is a combination of the actual news and an extensive background plan that reveals the essence of the event being covered, the reasons for its occurrence, and possible consequences. However, this kind of news hypotexts, in our opinion, can also be considered as news, as it reflects changes or a fragment of reality, valuable and relevant for a large number of people. Such latent relevance is used in covering problems and processes that have existed for a long time and are likely to exist for a long time (for example, drug addiction or military reform). To link a problem or process to the current situation, journalists are waiting for someone to do something about this, and use this action as an information occasion. For example, as an information occasion for an article on military reform, one can use parliamentary hearings or a scientific conference on this topic.

As an example of the third type of news, which is a background fact of the past, presented as news, we will cite the hypotext which refers to the Martin Luther King celebration in the USA. Journalists used only one sentence to present this event: “For many people in America, yesterday was a day off school or work”. It does not provide any details of the celebration of the day. But then follows historical background from which readers learn that the holiday is considered official since 1986 after President Ronald Reagan signed it into law. But in recent years, the U.S. government has pushed for the Martin Luther King Jr. holiday to be recognized not as a “day off” but as “day on”, a day of service which would reflect the essence of one of Martin Luther King’s major statements: life’s most persistent and urgent question is, what are you doing for others? Martin Luther King advocated non-violent methods of protesting against racial discrimination, physical violence and segregation.

Followed by boycott and strike, march on Washington had its goal the set of 10 demands. Though much has been accomplished since the march, at the time, opposition to change persisted, and so did violence. The Birmingham church bombing, Bloody Sunday, and the murder of the movement’s leader set the country on fire [CNN 10 - January 17, 2017].

Such news reports cannot be called “news”, as they do not meet the three main requirements mentioned above: subject, function and method.

The subject of the message - Martin Luther King’s past holiday and the history of its occurrence - is not an event selected according to the criteria of “newsworthiness”, namely: it is not relevant, fresh, immediate, large-scale, conflictual. Also, the above news report does not have any serious impact on its readers and does not focus their attention as an event that is significant for a large number of people. As for the method of presenting the event, this message is not a brief immediate summary of the incident. The incident as such is absent here, and the entire message is the background information. This is an example of so-called calendar relevance, the essence of which is to use as an information occasion some memorable date (the anniversary of birth, death, taking office, the beginning of reform, the commission of the terrorist act). The possible goal of such “news” is educational, consisting in expanding students’ knowledge.

The priority for journalists of the children channel is not just a statement of facts, but an explanation of the situation. In this connection, in most cases, it is not so much important when exactly an event occurs, but why it occurs, and what its consequences are. For this reason, in the children news hypotexts there are very few references to the exact time of the event (day and month), but frequent such adverbial modifiers as *over the weekend, this week, last year, more recently, until recently, in April, after Christmas, the recent warm spell, shortly afterwards* and the like.

### **Conclusion**

Thus, it is theoretically justified that a hypertext possesses all the categories of a traditional linear text, such as integrity and cohesion, modality and predicativity, informativity, completeness, intertextuality, dialogicality.

However, in the case of electronic hypertext, a number of distinctive features are observed. First, the above general text categories can have their own specific actualization. Secondly, the electronic hypertext has a number of categories peculiar to it, such as non-linearity, de-centrality/disintering, openness, incompleteness, fragmentation, multimedia, interactivity, depersonalization of the author, a game.

Analyzing the category of time as the main one for news hypotexts, we identified three types of children news: 1) actual news, 2) news + extensive background plan (often past), 3) background plan (of the past) presented as news.

Qualitative portrayal of the analyzed hypotexts for children is the following:

out of 50 children news hypotexts actual news count for 43%, news + extensive background plan count for 38%, and background plan presented as news count for 19%.

**References:**

- [1] Galperin, I.R. Text as an Object of Linguistic Research. M.: Science, 1981. 138p.
- [2] Filippov, K.A. Text Linguistics. Saint Petersburg: Saint Petersburg University Press, 2007. 336p.
- [3] Turaeva, Z.Ya. Text Linguistics. Text: Structure and Semantics. M.: Librokom, 2012. 136p.
- [4] Lukin, V.A. Literary Text: Fundamentals of Linguistic Theory. Analytical Minimum. M.: Os-89, 2005. 192p.
- [5] Valgina, N.S. Theory of Text. M.: Logos, 2003. 280 p.
- [6] Linguistic Encyclopaedia / V. N. Yartseva. M.: Soviet Encyclopaedia, 1990. 683 p.
- [7] Lotman, Yu. Text in Text // Articles on Semiotics and Culture Typology: Selected Articles. V1. Tallinn: Alexandra, 1992. P.148-160.
- [8] Romanova, T.V. Modal-temporal Meaning as an Index of Integrity and completeness of Text Fragment // Standards of Human Communication: Theses of International Scientific Conference. Nizhni Novgorod, 1997. P. 74.
- [9] Shchirova, I.A. Polydimensional Texts / I.A. Shchirova, E.A. Goncharova. Saint Petersburg: Book House, 2007. 472p.
- [10] Ryabkova, N.I. About Hypertext Speech: the Newest Phenomena of Written and Oral Informal Communication / N.I. Ryabkova, S.E. Smetanin // Eurasian Scientific Union. №10(19). Part 3, M., 2015. P.120-123.
- [11] Landow, G. P. Hypertext and De-Centering. Brown University. Johns Hopkins University Press, 1992. P. 11-13.
- [12] Münz, S. Définitions sur l'“hypertexte“, 2001. URL: [http://www.info.univ-angers.fr/~gh/selfhtml\\_fr/introduction/hypertexte/definitions.htm](http://www.info.univ-angers.fr/~gh/selfhtml_fr/introduction/hypertexte/definitions.htm)

- [13] Goroshko, E. I. The Formation of New Media Linguistics and the Prospects of this Area of Study: Proceedings of III Theoretical and Practical Conference // Hypertext as an Object of Linguistic, 20th June. Samara: PGSGA, 2013. P. 27 – 41.
- [14] Mironova, D.A. Online Press Media Text as a Specific Communicative Phenomenon // Bulletin of Nizhnevartovsk Humanitarian State University. Nizhnevartovsk, 2011, № 4. P. 13 – 22.
- [15] Dedova, O.V. Theory of Hypertext and Hypertext Practices in Runet: monograph / Moscow State University. M.: MAKS Press, 2008. 284 p.
- [16] Lotman, Yu. Semiotics. Saint Petersburg: Art-Saint Petersburg, 2000. 203p.
- [17] Slatin, J. Reading Hypertext: Order and Coherence in a New Medium. Hypermedia and Literary Studies. Eds. Paul Delaney and George P. Landow. Cambridge, MA: MIT Press, 1992. P.153–69.
- [18] Busygina, M.V. Media Genre «News Release» / M.V. Busygina, M.R. Zheltuhina. Volgograd: PrinTerra-Design, 2016. 108p.
- [19] Kolesnichenko, A.V. Applied Journalism. M.: Moscow University Press, 2008. 180 p.
- [20] Zherebilo, T.V. Terms and Notions: Scientific Methods of Text Analysis: Reference Book. Tazran: Pilgrim, 2011. 108 p.
- [21] Belenkaya, YU.P. TV News as a Defining Means of Regional Agenda in Election Time. Voronezh, 2015, 23 p.

**Pavlova D.A., Kameneva V.A.**

## **GRAPHIC COHISION OF AMERICAN AND BRITISH POLITICAL HYPertextS**

**Pavlova D. A., Russia, Kemerovo State University, Master's  
Degree Student, Doctor of Philology**

**Kameneva V.A., Russia, Kemerovo State University, Master's  
Degree Student, Doctor of Philology**

### **Abstract**

The aim of the conducted research is to examine American and British political hypertexts in web-format in terms of graphic cohesion. This paper deals with the graphic means of cohesion on two different levels: hypertext and hypotext. The performed analysis has revealed all the graphic means used on both levels: colour, typeface, font size, visual means (photos, pictures and others), numbers, indexes, icons, symbols. It has also shown that there is a difference between graphic cohesion on hypotext and hypertext levels, which is important for drawing and capturing attention of recipients as the purpose of all political hypertexts is to make people interested and not to stay indifferent.

**Keywords:** graphic means, hypotext, visual means, political hypertexts in web-format.

### **Introduction**

Modern linguistics studies communicative processes in political sphere very actively; especially it concerns the political communication via political hypertexts in web-format. Internet-communication is one of the most effective ways of transmitting information to the maximum number of people. It is now possible in response to special kind of text – hypertext. Hypertext has been studied by lots of authors for several decades (J. Nielsen, O.N. Morozova, E.V. Zikova and others). Hypertext appears to consist of a number of hypotexts, which are linked to each other by associative hyperlinks, which make it possible to get acquainted with information in a random most relevant for a recipient way [1].