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GRAPHIC COHISION OF AMERICAN AND BRITISH POLITICAL HYPERTEXTS

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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].

Hypertext is not always recognized as a typical text by all scientists, but since hypertext possesses some textual characteristics, it can be analyzed in terms of textuality. Such textual characteristic as cohesion is of great interest and of great importance when talking about hypertext in web-format. Cohesion is not commonly defined by all scientists, there are several points of view [2;3;4;5;6;7;8;9;10]. Original term introduced by M.A.K. Halliday and R. Hassan means a set of different relations in the context of a text which link different parts of a text still revealing their independence [11].

Unfortunately, modern linguistics does not possess a uniform cclassification of means of cohesion. The problem is that the authors define cohesion differently and as a result classification basis differ. By analyzing classifications by I.R. Galperin, M.A.K. Halliday and R. Hassan and T.V. Milevskaya next kinds of cohesion were identified: grammatical, logical, graphic, associative, lexical, figurative, compositional-structured, stylistic, rhythmical-formed, transitive, event-related, syntactic, deictic, cohesion on the level of similar units and sign forms, cohesion of text attributes. We are mostly interested in graphic cohesion, which is also not acknowledged by every scientist. I.R. Galperin defines this kind of cohesion but only as a part of logical cohesion, as it is included into logical-philosophical terms 12]. Graphic cohesion is represented by lots of different means like colour, typeface, font size, visual means (photos, pictures and others), numbers, indexes, icons as well as symbols. As for punctuation marks, which are mentioned in works of Czech linguist L.Voborzhil, they can be means of cohesion on the level of one separate text (in the case of this research - hypotext), but not of the level of hypertext [13].

This paper is focused on graphic cohesion and its means which are widely used in political hypertexts in web-format. We believe that this exact kind of cohesion means a lot for drawing and holding attention of a recipient while he/she chooses his/her own way to get aware of the information given by clicking hyperlinks which relate to smaller parts of hypertext – hypotexts. Hyperlink is a means of notional connection of one text fragment with other text fragment or other document [14]. Hyperlink makes it possible to jump from one part of the text to the other [15]. Therefore hyperlink is a source of moving from one hypotext to another hypotext through one hypertext. On the basis of foregoing the importance of carrying out research of graphic cohesion on the level of hypertext is obvious. But this can't be the only one level of the cohesion research, as all hypotexts being components of a hypertext, also possess textual characteristics including graphic cohesion.

The goals of this research are to analyze graphic cohesion on both levels: hypertext and hypotext. Consequently the main tasks are outlined as follows: 1) analyzing the means of graphic cohesion on the level of hypertext; 2) analyzing the means of graphic cohesion on the level of hypotexts; 3) comparing the means of graphic cohesion retrieved on both levels; 4) identifying most used means of graphic cohesion in political discourse for drawing and capturing recipient's attention.

Methods

Within the framework of the goal, which was to analyze graphic cohesion on the level of hypertext and hypotext, a number of tasks were fulfilled. First, all means of graphic cohesion relevant to hypertext in web-format were defined. Second, continuous sampling method was applied to choose 5 political hypertexts in web-format, which are represented by two British political hypertexts and three American political hypertexts: Conservative and Unionist Party of Great Britain, Republican Party of the USA, Parliament of the United Kingdom of Great Britain and Northern Ireland, the United States House of Representatives, the United States Senate. Third, the selected material was analyzed in terms of graphic cohesion viz. all the presented means of graphic cohesion were identified and categorized. Fourth, with the help of comparison and synthesis methods most used means of graphic cohesion in political discourse for drawing and capturing recipient's attention were integrated and identified. While conducting this research the following methods were employed: general scientific methods of analysis, synthesis and comparison, as well as linguistic methods of vocabulary definitions, discursive and interpretative analysis of hypertext characteristics.

Discussion

To get authentic results diverse material of two English-speaking countries was chosen, specifically of the United States of America and of the United Kingdom of Great Britain and Northern Ireland; one political hypertext of political party from each country (Republican Party of the USA and Conservative and Unionist Party of Great Britain) and also political hypertexts of legislative authorities of both countries (Parliament of the United Kingdom of Great Britain and Northern Ireland, the United States House of Representatives, the United States Senate). These web-sites were chosen not without a reason, as political hypertexts of different political systems and of different political levels are able to give a possibility of retrieving utmost exact results.

Defined by the goal of the study the first stage of analysis of chosen hypertexts was conducted on the level of hypertext. A combined total of 32000

hypotexts found on web-sites of five political hypertexts were analyzed and examined on the purpose of presence of graphic cohesion means. As it was mentioned above graphic cohesion can be represented by the following means: colour, typeface, print type, visual means (photos, pictures and others), numbers, indexes, icons, symbols. Each political hypertext of selected web-sites possesses different numbers of hypotexts and as a consequence the number of hyperlinks differs from hypertext to hypertext. Political hypertext of Conservative and Unionist Party of Great Britain consists of about 500 hypotexts, but the number of hyperlinks is even greater since it is possible that hypotexts are linked to the same hypotexts with the help of different hyperlinks (Republican Party of the USA – 1250 hypotexts; Parliament of the United Kingdom of Great Britain and Northern Ireland – 27600 hypertexts; the United States House of Representatives – 820 hypotexts; the United States Senate – 2590 hypertexts).

Analyzing colour as a means of graphic cohesion, we made up a conclusion that it is one of the most widely used devices to denote any hyperlinks appearing in political hypertexts. Almost each hyperlink was either emphasized by different colour itself or it possessed colourful frame or background. It should be noted that colour palette used by designing political hypertexts is rather limited. All the colours we managed to identify are blue, dark blue, white, red, gray, black, brown and green. Although we have mentioned green, red and brown, these colours are not really favourites, as for green, there was only one political hypertext where this colour was used (United States Senate). Red colour is only used for background of main hyperlinks and for hyperlinks themselves (United States Senate, Republican Party of the USA). Brown was also found in two political hypertexts, but it was used for both components of hyperlinks, background and text (the United States Senate, the United States House of Representatives). In the second place of widely used colours is gray, which denotes exceptionally textual component of a hyperlink (the United States Senate, Republican Party of the USA, the United States House of Representatives). And absolute leaders of graphic means of cohesion are blue and white; every political hypertext possessed this colour combination in both possible ways: white background and blue text as well as white text and blue background. Analysis of colour codification of hyperlinks of political hypertexts revealed the domination of calm colours like blue, brown and gray. Taking into consideration that political hypertext always contains great amount of information, which theoretically could be studied by a recipient, such colour palette makes it easier to concentrate.

Second means of graphical cohesion analyzed was typeface. It is

commonly used emphasizing some part of a text fragment by bold face, italics and underlining. Font size is also one of the important means of graphical cohesion, which surprisingly is not very popular with political hypertexts. We managed to identify only three political hypertexts (the United States Senate, Republican Party of the USA, Parliament of the United Kingdom of Great Britain and Northern Ireland) using different font size for making a hyperlink visible to the recipient and furthermore political hypertext of the United States Senate uses this graphical means only in case of main hyperlinks. It is also of importance to note that font size is not used alone only in combination with typeface. As opposed to font size typeface is very widely used by emphasizing hyperlinks. The analysis of research material defined that the most used means is bold face, although we didn't detect any bold face hyperlinks in the United States House of Representatives political hypertext. This hypertext possesses very limited number of means - underlining and uppercase, which are used only in few cases. It can be assumed that this political hypertext is of professional and extremely official nature and that's why designers use possible graphical means in a moderate way. Bold face is often combined with uppercase (Conservative and Unionist Party of Great Britain), or with italics (the United States Senate). Choosing bold face as a main means is probably explained by the effect of significance and reliability it produces on recipient, which is rather important for political sphere. As for two other kinds of typeface – underlining and italics, as it was mentioned above they are mostly used in combination with other means. Still there are some cases of italics and underlining being the exclusive means (italics - the United States Senate; underlining - Parliament of the United Kingdom of Great Britain and Northern Ireland, the United States House of Representatives). Most probable reason for such little popularity is low effectiveness of these means by drawing and capturing recipient's attention.

Last group of graphic means consists of visual means (photos, pictures and others), numbers, indexes, icons and symbols. Our research revealed the fact that only index is presented in all chosen hypertexts, but there were not really many cases in each hypertext. Indexes are mostly presented by arrows of different kind and of different functions. Some of them are supported by the verbal means of cohesion. Symbolic code of hyperlinks presentation and visual means are in the second place in this hierarchy, as they were identified in four of five hypertexts (the United States Senate, Republican Party of the USA, Parliament of the United Kingdom of Great Britain and Northern Ireland, Conservative and Unionist Party of Great Britain). We classified mathematical characters, which link the recipient to more information and symbols, which send the recipient to other web-sites, usually to social media platforms like

Facebook, Twitter, YouTube, Instagram, Flickr as means of symbolic code. As for visual means of graphic cohesion, they are presented by photos and pictures, but it is very important to mention that all the means of this kind were combined with verbal component of hyperlink and even if they were separated from the text they were at least duplicated. Iconic code was identified in three political hypertexts (the United States Senate, Republican Party of the USA, the United States House of Representatives). Icons are schematic symbols which implicate some meaning. We were faced with next icons: camera – to view archived floor proceedings, printer – to print information out, magnifier – to search the information, map of the USA – to find out about representatives. Next icons were accompanied by verbal component of hyperlinks: clipboard – Volunteer sign up; briefcase – Jobs & Internships, group of people – Action Center; speech balloon – Blog; tick – Vote; list – Menu. Apart from the above mentioned graphic means, numbers were also detected in political hypertext of the United States Senate in the form of years 1943-2018, which by clicking link the recipient to the executive calendar of the required year.

As we studied graphic cohesion on the level of hypertext, it is also reasonable to examine hypotext level in terms of graphic means of cohesion. Hypotexts of the same political hypertext were taken for the research. Hypotexts of all the web-sites possessed typeface, font size and colour as main means of graphic cohesion. Generally the bold face was used to emphasise titles and subtitles within a separate hypotext, but we also found some hypotexts where bold face, underlining and italics were used for emphasising main ideas of the hypertext (Conservative and Unionist Party of Great Britain, the United States House of Representatives, Parliament of the United Kingdom of Great Britain and Northern Ireland). Some titles of Conservative and Unionist Party of Great Britain hypotexts were written in uppercase. Colour was also actively used for making titles and subtitles visible to the recipient, it also helped to connect parts of one hypotext making it more organized and coherent. Usually the main text of hypotexts was black, blue or white and depending on it the titles and subtitles were made in blue, red, green or white. Colourful frames where the titles were placed were detected in one hypertext (the United States Senate). As well as typeface, font size and colour, almost every hypotexts consisting of more than one paragraph was connected by paragraph and line spacing. Another popular means of graphic cohesion on the hypotext level was index and it was rather unvaried since we have found markers in pat form in hypotexts of all political hypertexts except for the hypertext of Parliament of the United Kingdom of Great Britain and Northern Ireland where we managed to identify markers in form of a small square. Numbers were used as markers of

enumeration in both British political hypertexts, but there were only a few cases. For hypotext cohesion hypertexts of Parliament of the United Kingdom of Great Britain and Northern Ireland and the United States Senate used alphabetical index, which fulfilling such function can be classified as index and continuously graphic means of cohesion. Absolute leader within graphic means used in hypotexts are visual means like photos and pictures of different kinds. Each political hypertext possessed a great number of hypotexts which consisted of verbal information which was supported by illustrations (pictures and photos of personalities, events, historical objects, books, etc.). For making hypotexts coherent designers of all examined political hypertexts used some special arrangements of parts of hypotexts, table and diagrams, which really make it easier for a recipient to follow the ideas and receive all the information in the most effective way. Finally, iconic coding was detected as well, but only in one hypotext of political hypertext of Republican Party of the USA. The icons represented different kinds of political education offered by this party (calendar – RNC Campaign Management College; diagram - RNC Campaign Finance College; speech bubble - RNC Campaign Communications College; data circle - RNC Campaign Data College).

Results

According to this research it is possible to assume that all the defined means of graphical cohesion (colour, typeface, print type, visual means (photos, pictures and others), numbers, indexes, icons, symbols) were identified in the examined material on the level of hypertext. Although they were not presented equally and it is possible to conclude that colour and typeface are more typical of political hypertexts.

Besides, the level of hypotexts was analysed in this paper as well. The results didn't differ much from the results received from the analysis of hypertext level. Such means of graphical cohesion were identified within hypotexts: colour, typeface, print type, visual means (photos, pictures and others), numbers, indexes, icons. As it is evident from the foregoing, the means are exactly the same except symbolic code which we were not able to find on the hypotext level. It can be explained by the fact that symbols are relevant not for a separate hypotext but for the hypertext generally. We can assume that the most used graphic means of cohesion within the hypotexts is visual means like photos and pictures.

We are able to note now, that graphical cohesion is very important for drawing and capturing the recipient's attention when he/she gets acquainted with the information presented by political hypertexts in web-format.

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PEDAGOGY

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MODEL OF FORMATION OF PROFESSIONAL COMPETENCE OF FUTURE SPECIALISTS

Abstract

Teaching skills in the use of active technologies develops a creative approach to solving pedagogical problems, which will significantly reduce the adaptation period of graduates of higher education institutions and will allow them to perform their independent activity competently, with the necessary efficiency.

The study of the use of modern pedagogical technologies in the formation of the competence of future specialists-translators was carried out by us with the help of a set of complementary and mutually verifying research methods.

Methods of theoretical analysis (comparative-comparative, retrospective-perspective, modeling) performed a dual function.

On the one hand, they constituted an instrumental basis for the study of scientific resources.

Keywords: competence, modelling, specialists, education, approach

Introduction

The development of a theoretical model of the research problem is an important materially realized system that displays and reproduces the object in such a way that its study gives new information about the object of study.

A.N. Dakhina notes: "that the model is an artificially created model in the form of a scheme, physical constructions, sign forms or formulas that, like