# THE PROBLEM OF STUDYING BORROWED COMPLEX WORDS IN THE INTERNET MEDIA

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**Abstract.** This article focuses on determination of mass media text characteristics in the Internet, characteristics of individual and general properties of an Internet medium and a press publication as a variant and invariant. The authors' argument refers to theories of text, hypertext and intertextuality.

**Key words:** hypertext; intertext; text; text categories; Internet-media; edition structure; text compression; context; communicative situation; new functions of headline; Internet-media discourse; variant; invariant.

The word "Internet" can be given the following definition: "The Internet (Interconnected Networks) is a worldwide system of voluntarily interconnected computer networks, built on the use of the IP protocol and routing of data packets. The Internet forms a worldwide (unified) information environment - the abode of digitized information. Serves as the physical basis for the World Wide Web" [Wikipedia]. The word "Internet" itself is more often used to denote the gigantic volume of information located on it, rather than to denote the physical shell of the Network. The most common slang names are "Internet", "Net", "Web", "Network". The Internet is a large number of different resources that provide different opportunities. The global network is a huge repository of information; one might say that it is a giant server (hard drive). All this information is systematized in a certain way for ease of use. For this purpose, there are separate folders - sites (resources), called "urls" by programmers (from URL - Uniform Resource Locator). To make it possible to navigate in these folder-sites, search engines have been created that analyze the matches of the request with the contents of these folders (for example, Yandex, Rambler, Google).

There is a huge variety of messages on the Internet. The Internet has long ceased to be just a channel for transmitting information, becoming a special world, so the Internet has attracted the attention of a huge number of researchers. Representatives of a wide variety of scientific fields are turning to the study of the characteristics of the Network and its individual elements. The Internet

is also of interest to linguists. Various Internet texts are subject to separate study [Lazareva 2008; Lazareva, Telminov 2008], the language of the Internet [Goroshko 2006; Trofimova 2004], Internet discourse [Galichkina 2001; Kondrashov 2004; Leontovich 2000], Internet communication [Goroshko 2006], paragraphemics on the Internet [Donskova 2004] and many other aspects. A new field of knowledge is emerging, which researchers call "Internet linguistics" [Goroshko 2006]. In our opinion, the texts of media and advertising messages presented on the Internet deserve separate study. Advanced technologies, the development of the Internet and the increase in the number of its users lead to the fact that familiar forms of works posted on the Internet acquire new properties and become a special type of message. Thus, the Internet leaves its imprint on known and studied linguistic facts, advanced technologies determine new phenomena in existing texts. Internet media texts have also acquired many new features that need to be described. Let us turn to the characteristics of online publications.

The use of new technologies leads to the fact that established theories receive a new impetus for development. The theory of the text, for example, is considered in a new aspect if the text finds itself in new conditions of existence, is created according to new principles and is perceived in a new way by the addressee. It is the technical capabilities that make it possible to create unusual interaction situations within the "author-text-address" system and show new properties of messages. The Internet allows you to appreciate familiar things in a new way and present them in a new way. The Internet as a means of mass communication creates conditions for the existence of texts (especially online media texts) that do not fit into the framework of traditional ideas about text. The online publication offers a new, special type of texts, the study of which, in our opinion, should be carried out on the basis of the classical provisions of three theories: the theory of text, intertextuality and hypertext. Let's look at their summary.

The theory of text existing in linguistics originated in the second half of the twentieth century, on the basis of I. A. Melchuk's theory "Meaning - Text," which represents language as a complex channel for transforming meaning into text and vice versa. The text in this theory was considered as a kind of construction that conveys meaning, and language as a special device for conveying meaning through text. The text has become a complex and ambiguous object of study for specialists in various fields. The development of book science, publishing, psychology and psycholinguistics, communication studies, lexicography, sociology, textual criticism, poetics, semiotics, hermeneutics and other sciences led to the formation of text theory and the emergence of different approaches to describing the object of research.

Text today is understood as a dynamic unit, organized in conditions of real communication [Valgina 2003]. Although many scientists agree that there is no single definition of text that suits everyone [Babenko 2000; Kubryakova 2001; Chuvakin 2004], the most common definition is the most capacious characteristic given by I. R. Galperin: "... a text is a work of the speech-creative process that has completeness, a work objectified in the form of a written document, consisting of a name (title) and a number of special units (supraphrasal unities), united by different types of lexical, grammatical, logical, stylistic connections, having a certain purposefulness and pragmatic attitude" [Galperin 1981: 18]). Text theory primarily provides the most complete description of the characteristics of a text, its properties and functions. Yu. M. Lotman, among the main characteristics of the text, identified expressiveness (fixed in certain signs), delimitation (opposition to other materially expressed signs that are not part of the text), structure (hierarchical internal organization) [Lotman 1996]. Among the mandatory properties of a text today, coherence,

separation, integrity, completeness, and modality stand out [Valgina 2003; LES 1990; Lazareva 1993; Maydanova 1987].

Particular attention is paid to the process of text perception [Valgina 2003; Lotman 1992; Winter 1961; Zorkina 2003]. Interaction in the "author-text-reader" system is of great interest for text theory. The communicative function of the text is highlighted, which, according to A. A. Chuvakin [Chuvakin 2004], is the basis for all other functions of the text (social, systemic, regulatory, cognitive, emotional, referential; method of storing and transmitting information, reflecting the mental life of the individual, product of a certain historical era, form of cultural existence, etc.). Speaking about the complexity of the recipient's perception of text, scientists agree that "text exists as a source of radiation, as a source of excitation in our minds of numerous associations and cognitive structures (from simple frames to much more complex mental spaces and possible worlds). By virtue of this property, the text is indicative precisely in what can be deduced, concluded, extracted from it. It is therefore an example of such a complex linguistic form, such a semiotic formation that encourages us to the creative process of its understanding, its perception, its interpretation, its thinking - to this kind of cognitive activity that deals with the comprehension of human experience captured in descriptions of the world , serving the creation of new stages of knowledge of this world" [Kubryakova 2001: 81]. As a necessary component for the development and general emergence of thinking, the text was considered by M. M. Bakhtin [Bakhtin 1975].

The generation of a text, problems associated with text perception, are also one of the separately developed issues in the theory of text [Bakhtin 1975; Sorokin 1985]. Text generation is a speech-thinking process and is associated with the communicative task of the author.

In the theory of text, thus, the text is considered from various angles: from the point of view of 1) transmitted information, informational significance, 2) the process of text generation and text perception, 3) interpretation of the text. Text categories, different types of texts and their functions are described separately. In general, we can say that the text today is perceived as a materially expressed (expressed with the help of specific signs), coherent, complete, separate, evaluative, structural construction, carrying the communicative intent of the speaker, calling the addressee to mental activity and included in the discourse.

The interest of scientists in the text and its perception, functioning and role in human life, the volume of various texts led to the creation of a new theory - intertextuality. In our opinion, the works of R. Barth are relevant in this aspect. The understanding of text (intertext) he proposed is fruitful for describing a new type of messages "living" on the Internet. When considering newspapers presented on the Internet, the complex text of an online publication, constantly changing, updated, supplemented with new messages, we consider intertext, and the total text of the Internet, the Internet itself, is hypertext.

Let us give the classic definition of intertextuality and intertext given by R. Barth: "Every text is an intertext; other texts are present in it at various levels in more or less recognizable forms: texts of the previous culture and texts of the surrounding culture. Each text is a new fabric woven from old quotes. Scraps of cultural codes, formulas, rhythmic structures, fragments of social idioms, etc. - they are all absorbed into the text and mixed in it, since there is always a language before and around the text. As a necessary precondition for any text, intertextuality cannot be reduced to a problem of sources and influences; it represents a general field of anonymous formulas, the origin of which can rarely be discovered, unconscious or automatic quotations given without

quotation marks" [cit. from: Wikipedia]. Thus, a person's life, the world around him, is a huge complex text in which everything new is formed on the basis of what has already been said, as a result of the comparison of individual parts, i.e. the world is a complex text consisting of a great many combinations of statements that have already existed for a long time. According to R. Barthes, any text is a kind of echo chamber, which reflects the entire history of many works, situations, opinions, emotions, etc. The addressee can find something new and unexpected every time, watching how "the text plays," " playing myself" and "playing this text" [Barthes 1992]. Based on the ideas of R. Barthes, the theorist of poststructuralism J. Kristeva introduced the term "intertextuality" in the analysis of a work of art of postmodernism: "... for the knowing subject, intertextuality is a concept that will be a sign of the way the text reads history and fits into it" [Kristeva1974: 443].

Particularly important are the reflections of R. Barth regarding the separation of two terms - text and work. R. Barthes viewed the text as a complex and abstract concept (intertext), and the work as something materially expressed. The scientist named seven fundamental differences between the text and the work. The text is innumerable (it moves through other texts, it exists in the process of work); limitless (paradoxical); symbolic, evasive, cognizable through a relationship to a sign (similar to language, systematic, but without a center or edge); ambivalent (multiple, changeable); does not belong to the author (diverges into metaphors, is divided by many authors); cannot be consumed, but only "performed" each time by a new interpreter in a new way; associated with the pleasure of comprehension without a feeling of rejection, since it excludes consumerism. The work is interpreted as a phenomenon opposite to the text: it is concrete, limited, materially expressed, reduced to the signified; united, his perception is the consumption of clearly expressed information; the work has a specific author and can evoke a feeling of pleasure when perceived, but does not exclude rejection. Thus, R. Barth understands the text as an intertext, as something abstract, existing in the human world and forming this world, and the work, according to the scientist, is comparable to the text as an object of linguistic research, chosen by the theory of the text.

Hypertext is understood as a set of many messages connected to each other by various kinds of links; This is a form of organization of textual material in which its units are presented not in a linear sequence, but as a system of explicitly indicated possible transitions and connections between them. The basis of hypertext is the associative connection between different messages. The term hypertext was coined in 1965 by Ted Nelson to refer to branching text. Hypertext can be considered not only the Internet, but also, for example, an encyclopedia in which articles are placed in a certain order but interact with each other. Hypertext is any book with a subject index, any reference book, and in general text whose fragments interact with each other [Subbotin 1991]. There is an anecdote that explains the essence of hypertext: Moscow in the 40s. Boys play football. The ball hits the glass. A man runs out of the house and chases the boy. The boy runs away and thinks: "What am I doing in this dirty yard?" I wish I could visit Ernest Hemingway in Cuba now..." At this time, Hemingway in Cuba thinks: "I wish I were visiting Jean-Paul Sartre in Paris right now...". Sartre in Paris thinks about Moscow and Andrei Platonov. And in Moscow, Platonov runs through a dirty yard and thinks about the boy: "If I catch up, I'll kill him."

However, the name alone cannot transfer all the characteristics of the media from the conventional form to the electronic one. The usual situation "I am reading a newspaper" has been changed for qualified Internet users. A person who knows how to use a computer and navigates the Internet can easily "manage" a newspaper and can freely navigate the number of messages and

opportunities offered. In this case, we can talk about changes taking place in the communicative situation: the role of the addressee is enriched, the reader becomes a co-author of the journalist - he chooses the required volume of messages, as if building his own newspaper. Thus, the structure of the communicative model changes to some extent, new roles of communicants appear, new conditions for their existence, new components in the model itself.

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