

Readers' Perception of Precedent Phenomena Used in Yu. D. Pominov's Journalistic Texts

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Abstract: The article considers the peculiarities of the reader's perception of the precedent phenomena from different spheres of cultural knowledge: literature, religion, history, etc. The precedent phenomena (precedent text, precedent statement, precedent name and precedent situation) mean units of language, known to the most members of the national lingvocultural community and entering into mentality in the form of invariant perception, which has certain characteristics inherent to a particular phenomenon and most clearly expressed in it. Precedent phenomenon, as a unit of discourse, represents the cultural and mental values of a nation and linguistic identity, serves as a means of education, actualization of a new meaning and enhancement of its expressiveness in a journalistic text. Precedent phenomena, as part of the cultural memory of the people, are widely used in journalism and replenish the body of expressive language of mass media. A way to learn about the features of these units' perception is a survey that allowed determining the frequency of PF among people from different social groups. The used material was the precedent phenomena from the journalistic texts of Yu. Pominov, the Editor of the regional newspaper "Zvezda Priirtysh'ya". Recognition and understanding of precedent phenomena as units of background knowledge is a prerequisite for adequate perception of the information contained in a journalistic text by the readers.

Key words: Precedent phenomena • Journalistic document (text) • Perception • Source of precedent

INTRODUCTION

For modern linguistics the typical is an interest to the peculiarities of perception of mental-facts by the linguistic personality; these mental facts can serve as the method of complex cognitive processing of reality and reflect the value orientation of the relevant lingvoculture. Among the specified units, there are, undoubtedly, precedent phenomena that are topical in cognitive terms, the reference to such phenomena is found in the speech of representatives of one or another lingua-cultural community [1].

The precedent phenomena are necessarily wide-known among the native speakers of a certain language, which is due to the fact that the source texts form the "cultural minimum", are included in the school curriculum and may also be known by hearsay. Following Yu. N. Karaulov [2], we consider that the "accumulation" of precedent texts in pragmatic experience of linguistic personality occurs by assigning a culturally significant texts to the speakers in the process of their own cultural experience or in the process of interaction with the

cultural environment. This is because modern people develop their own culture not by means of purposeful activities for the further development of basic knowledge acquired for years, but under the influence of a continuous stream of individual elements of culture, which are gradually accumulated in the process of cultural activities" [2, 119].

A special role in shaping this culture belongs to mass media, which form a "mosaic" as one of its most important characteristics.

"Much of what we 'know' about the world is derived from what we have read in books, newspapers and magazines, from what we have seen in the cinema and on television and from what we have heard on the radio. Life is thus lived through texts and framed by texts to a greater extent than we are normally aware of [3]. As Scott Lash observes, 'We are living in a society in which our *perception* is directed almost as often to representations as it is to "reality" [4, 24]. Intertextuality blurs the boundaries not only between texts but between texts and the world of lived experience.

The use of precedent texts both orally and in writing revives the accumulated cultural baggage. Modern language situation requires the readers' ability to relate form and content. For example, the interaction of the characters and their actions are a special case with regard to social cognition and perception of the text. Conversely, the perception of meaning is inseparable from understanding of the characters' nature [5]. At the same time we need certain knowledge to fully understand modern speech and language of writings, especially the language of newspapers, namely, knowledge of feature films, works of art, texts of popular songs, i.e. everything that is at the heart of precedent phenomena.

Adequate understanding of the texts, containing references to precedent phenomena, is based on the increased speech-mental activity of the recipient of information (it is especially relevant at investigation of the advertising texts) [6, 7].

The given article considers the features of the reader's perception of the precedent phenomena from different spheres of cultural knowledge: literature, religion, history, etc.

The method of studying the specifics in the perception of these units was a questionnaire, followed by the processing of the received data. Among the participants there were various social age groups (120 respondents: 11 pupils of Pavlodar school No. 2, 1st year students of Pavlodar State Pedagogical Institute (PSPI), the staff of PSPI, workers of LLP "Pavlodarenergosbyt").

Respondents Were Divided into the Following Groups:

Group I (subgroup 1)-school students; literary and historical experience of this age group is limited. This generation of children is raised mostly learns from the samples of Western movies, the Internet.

Group I (subgroup 2)-students; members of this group start implementing their goals-study at the university, getting deep and strong professional knowledge, etc. These are people who have a certain knowledge of life, secondary education and have taken the course of history and literature at high school.

Group II (subgroup 1)-25-45 year old people, who were born in the Soviet Union, but spent their adult life in the Republic of Kazakhstan. This group finds that the relevant are true family and family life, optimal time for self-development, mastering the chosen profession, determining the relationship to social life and their role in it.

Group II (subgroup 2) - 45-60 year old people, brought up on the ideology of the former Soviet Union; for them family life and children's success is the sphere of constant interest. They are faced with the questions about the meaning of life, the value of what they made and summarize their past life.

The objective of the study was the experimental determination of the extent to which the readers are able to understand and predict the information carried by the journalistic text.

During the experimental work we aimed at creating a friendly atmosphere in the audience. The participants of the experiment did not have to provide their surnames, names or patronymic, which helped to obtain the results that meet the requirements of reliability, stability and representativeness.

The participants of the experiment had to identify the sources of precedent phenomena and to determine the content of the relevant publications.

Of course, the materials obtained during the examination of the limited number of informants did not give a complete picture of all the readers, but even these data were representative and reflected the nature of the readers' perception of the relevant precedent phenomena.

Study of the regularities of the readers' perception of the precedent phenomena, forecasting and their prediction of the content of the journalistic texts, allows drawing the following conclusions:

- The most recognizable texts (75-98%) are advertisements (90% average). For example, *Take a break, have a Twix; Twix-a sweet couple, Toyota-manage the dream.*
- 68-70% (60% average) of the respondents recognize proverbs, idioms (*Like father like son, To see the people and be seen, It's not worth a damn, Two boots make a pair*).
- 48-78% (67% average) of the respondents are aware of expressions and songs from feature films. For example, *"Offended for power," "Your honor, lady luck..."*.
- 40-55% (52% average) of the respondents recognize the expressions of the literary products and film titles (*There are women in our villages; Life and tears and love... A crime without punishment; About time and about himself, We only dream of rest; Young people are welcomed everywhere; The most charming and attractive; They were fighting for Motherland*).

Many informants are capable to recognize the precedents expressions, but experience difficulties specifying their source. So, for example, schoolchildren and students recognized the following PT: *There are women in our villages* (47.5%), *About time and about himself* (25%), *The Spring-the mediator triumphs* (75%), «*The life and tears and love...*» (94%), *The king is naked* (49%), *Crime without punishment* (62,5%), *We only dream of rest* (77.5%), but only some of them indicated the author and the title of the work. Registration of these units was often limited to the indication of their genre (story, novel, poem). A relative majority of respondents who gave the correct and full information about the source of adoption did not exceed the threshold of 50%. Most of the informants recognized the literary quotations: *The life and tears and love...* (95%), *There are women in our villages*, *Spring-the mediator triumphs* (92.5%), but not all determined the exact authorship of these expressions. So, for example, as the author of the famous quotation from Pushkin's poem the respondents mentioned Nekrasov (27.5%), Turgenev (21%) and instead of Nekrasov they most often mentioned the name of Mayakovsky (30%).

The differences in the cultural baggage of the older and younger generation are especially apparent in the analysis of the registration of quotations that were significant in the previous era. So, the informants of the older generation in most cases, easily determined the sources of such precedent texts. For example, the sentence “*the Constructor (foreman) of perestroika*” was recognized by 78% of respondents of the elder and middle group, while the participants of the younger group answered that it was “*a position of the Manager*”, “*construction management*”, although the word “foreman” became a common noun and is used in the meaning “a person engaged in creative, transformative activities”. The expression: “*foremen (constructors) of perestroika*” means “people, who were engaged in the transformations during Gorbachev's perestroika”.

All respondents said that in their speech, they use precedent phenomena to some extent. The question of the appropriateness and feasibility of the precedent phenomena in the headlines, most informants said “yes”, noting that precedent texts “*better characterize the essence of the text*,” “*give the text the tinge of irony*”, “*on the precedent text included in the headline you can define the content of articles.*”

Under the provisions of the modern theory of perception, the simplest form of comprehension of objects and events is recognition. Here perception is closely linked to memory. Recognizing the subject is to perceive it in accordance with the previously generated image. Recognition can be generalized when the object refers to a general category and differential (specific) when the perceived object is identified with a single object perceived earlier. According to the results of the performed survey the precedent texts are easily recognizable by the older generation of the 1950s (*people of Pominov's age, which suggests a common cognitive basis*) (81%), the middle generation is familiar with them to a lesser extent (76%), the younger generation can easily recognize texts and some contemporary classical works from the curriculum. Consequently, each group of informants is characterized by a unity of background knowledge and the unity of the cognitive framework. The fixed values / knowledge behind one or another other precedent text often helps the reader in the formulation of the proposed content of the article.

The highest rate of recognition and use of precedent phenomena was detected in high school teachers of humanities (history, education, psychology, etc.) - 81%. Approximate age of the respondents was 44-60 years. For them, a characteristic feature is the knowledge of famous advertising statements and identification of the authors and titles of works of classics. Here, the undoubtedly essential is the fact, that this category of people has a rather high level of education and a broad outlook.

The second place was taken by the employees of JSC “Pavlodarenergosbyt” aged 25-47 years (76%). This figure is quite high and indicates the sustainable use of various precedent texts. Of course, the gained life experience, the higher education of the majority of people and more diverse contacts predetermined a fairly wide range of PP that were used in language practice or well-known on the content. The lower rate was specific for school children (43%) and students (48%).

The differences in reactions to PP are determined by peculiarities of thinking, age, educational and professional features. They are known to be formed under the influence of social and extra-linguistic factors. The influence of society on the outlook, individual's outlook, groups of people and teams is huge. Conditions of education and training within a family and in the educational institutions and the intensity and impact of

reality on the individual, various developed traditions of society (political, cultural, ethnic, etc.) have a direct effect on the formation of linguistic identity. Speaking about the important role of mass media in shaping linguistic identity, one cannot belittle and undervalue the priceless heritage, the cultural heritage of the Russian people, preserved by the earlier generations to the present.

It should be noted that the use of Russian precedent phenomena occurs under the bilingualism and most of the respondents are the representatives of Kazakh nationality. But as the tradition of the Russian language is still strong among the indigenous and other ethnic groups of the society and legally it is the official language, then in the social-communicative space of the country, the Russian language, along with Kazakh, is one of the main means of communication. Therefore, knowledge of Russian language among the population of Kazakhstan is quite high.

Taking into account various objective sociolinguistic factors and speaking about the prevalence of Russian precedent statements in general, it should be noted that the positive example of their high recognizability (90%) is the expressions associated with the advertising of various products through the mass media. This is due to the fact that in recent decades, the life of our Kazakh society and the individual is increasingly invaded by TV (plenty of channels and satellite and cable TV) and the Internet (high accessibility of information), which have become available to virtually every member of society. For example, it should be stated that today, modern TV actively displaces other sources of information. Every day each of us watches TV and inadvertently becomes a spectator of the proposed ads that are very frequent both on TV, in newspapers and the Internet.

According to our research, use of various communication channels increases the level of people's confidence in the perceived information [8, 9]. This factor was undoubtedly the one that determined the frequency of PP among people of different social groups and ages, because the intensity and force of its impact on our consciousness is very high. This implies high recognition of the precedent expressions by the respondents. These indicators can be projected to the whole society in general.

Besides, we observed a high percentage of the used PP, related to proverbs and sayings, set phrases and song expressions-67-69%. Of course, this is connected with

relevant humanitarian subjects studied in Kazakh school curriculum and language experience in communicating with others. However, the noteworthy is a negative fact that about half of the respondents, especially the younger generation, do not know well the PP from the literary works-about 50%. This may depend, first, on the fact that they are often used in a variety of media and secondly, they are known from literature classes, which leads to the perception of these expressions as stock phrases. It otherwise may be due to the declining interest of young generation to the classic domestic and foreign literature and preference for computers and passion for the Internet.

Social factors such as influence of the family and the older generation and transmission of cultural knowledge through a variety of training, educational and cultural institutions have a direct effect on the linguistic development of the personality, in particular, on the recognition of and the frequency of precedent expressions. Therefore, to raise the process of learning of the accumulated cultural and linguistic heritage of the people to a new quality level is an important task of all members of our society and in the first place, educators and culturologists.

According to G.I. Bogin, technology of text comprehension and reflection is a complex multidimensional process, allowing different depth of perception that necessarily involves several stages [10]. For a correct and complete understanding of texts with precedent phenomena the reader must perform a number of complex mental operations.

The Reader Has To:

- Be able to detect the precedent phenomena in the text;
- Understand the source of precedence;
- Evaluate the structural, semantic, functional and other differences between the prototext and precedent phenomenon in a new text.

To perform these operations the reader needs certain knowledge and readiness to adequately perceive the text with precedent phenomena, otherwise, there is an „external misunderstanding“ of the text by the reader. However, as the experiment has shown, the really mental operations (recognition, realization and evaluation) do not come easily to all readers.

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