**UDC 82**

**IRSTI 17.82**

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**Features of Precedent Phenomena in the Journalistic Texts by Y.D. Pominov**

*Main problem:* newspaper text is a special and revealing type of textual activity, which implies, accordingly, a special approach to its research.

*Purpose:* to study the linguistic and cognitive aspect of precedent phenomena in Russian culture.

*Methods*: discourse analysis and a method of contextual analysis that allows you to determine the level of formation of the meaning of a text and its interpretation

*Results and their significance:* There are various techniques for introducing precedent texts into modern journalistic discourse, as well as language play as a way to actualize precedent texts. The functioning of precedent texts in modern journalistic discourse has its own specifics. Precedent texts participate in the semantic formation of media texts or act as an additional technique for updating given meanings. Their role is much more significant than the role of a simple stylistic device designed to “revive” a journalistic work, taking the position of an expressive means in a pair of “standard-expression”. Precedent texts participate in the formation of the linguistic picture of the world of the journalist and reader. Precedent texts in modern journalistic discourse are considered as a phenomenon of culture and social context.

*Keywords:* discourse, language game, precedent text*.*

**Introduction**

Currently, the traditional interpretation of the journalistic style is undergoing changes as combining standardness in the presentation of the material and expressiveness. Expressive means acquire intellectual sophistication, standard ones become the basis of game transformation and participate in the formation of expressive means.

The choice of language and speech tools is influenced by both external and internal factors. External, extralinguistic factors include the characteristics of the printed publication itself: intended for a mass audience, the promptness of the creation and application of the text, the frequency of publication, collective authorship, etc. Internal, linguistic factors include those means of language and speech that are aimed at forming the informative and influencing sides of the utterance. Together, these factors are subordinated to the communicative task of the journalistic text.

The journalist tries to make bright and capacious materials, constantly resorts to creating not only new words, but also original combinations of words, transforms phraseological units, syntactic constructions in order to influence the readership.

Consequently, the creative potential of a journalist is revealed in the ability to constantly modify and modify the language material at his disposal so that the newspaper text is easily perceived regardless of the age, profession and education of the reader. Therefore, the general understanding and accessibility of the language tools used in the newspaper is a daily guideline in the speech-making activities of a journalist.

Precedent phenomena are relevant for newspaper communication, since the speech appearance of modern media resembles a "playing field", and "reading turns into an exciting fun of unraveling the connections between chips from different games "dropped" on the same field." In order for publicists to be in demand, they need to be able to create interesting material for different readers, be able to establish a dialogue with them, so the authors of the articles deliberately switch to the "text – game". "The journalist, translating the action into the category of a game, counts on the participation of a partner reader in it, scatters signs throughout the text that involve in the reading process and captivate with the beauty of the game" [1, p.153].

The inclusion of precedent phenomena in journalistic discourse has its own characteristics, which can also be explained by the specifics of the genre: the information presented in the press should always be relevant, situationally "hot". The author of a magazine or newspaper article, using the cultural and emotional "load" of the precedent phenomena, should bring it closer to the situation actually described, and the mechanism that allows such a "transfer" is a special device of the cognitive base of a native speaker, his verbal and "imaginative" memory. "The precedent text stored in the mental picture of the human world in a collapsed form – a frame or slot (the situation, the qualities of the hero, the maxim of life formulated in the text), are actualized by partial or even allusive reproduction of it. The "reading" of the precedent text is carried out as reading the meaning within the syntactic, morphological, word-formation and lexical variation of the environment of the reference, key words" [2, p.450].

The modification of the precedent phenomena is carried out by the author-journalist quite consciously, and therefore can be qualified precisely as a language game.

**Materials and methods**

One of the types of language game is the use of precedent texts to create an allusion, i.e. an appeal to the literary, historical, cultural knowledge of the addressee. Allusion gives the reader a hint, a hint in the process of understanding a particular text, developing an attitude and assessment of what is being presented, and is one of the favorite techniques of journalists when creating headlines and key phrases. This is explained by the phenomenon of quotability of consciousness, which consists in the impossibility of creating a text that would not have allusions to already existing discourses. Quotative thinking chooses phraseological units, phrases from famous fairy tales, feature and animated films, historical episodes as precedent texts. In addition, precedent phenomena can be transformed or reproduced in their original form. The transformation of texts takes place by filling in the initial form with new destructured content using quotations, characters, situations from famous works. Such a text, according to R. Barth, "is a new fabric woven from old quotations. Fragments of cultural codes, formulas, rhythmic structures, fragments of social idioms - they are all absorbed in the text and mixed up in it..." [3, p.78].

The transformation of precedent phenomena, as a language game, carries its own special "influencing" load and consists in the deliberate distortion of a known text. At the same time, the author of journalistic works does not always pursue the goal of creating a comic effect. The main task is to update the precedent text used, giving it a special sharpness, vitality, and inclusion in a specific situation, and the language game is an effective means of actualizing the meanings hidden in the precedent phenomena.

By actualization, we mean "the realization of the potential properties of linguistic elements in speech, their adaptation to the requirements of a given speech situation."

"The phenomenon of actualization is characterized by the use of linguistic means for certain stylistic purposes, in which they are perceived as unusual against the background of the context and attract attention" [4, p.28].

The consolidation of precedent phenomena in headlines allows them to successfully implement their main functions: nominative-informative, advertising-expressive, the function of saving speech efforts. This phenomenon can be considered as a component of the language game, which establishes the level of a linguistic personality and its competence in the process of intercultural communication.

In the linguistic and cultural aspect, newspaper headlines are a versatile subject of research, which examines: the title and genre (Lysakova, 1982, Bogoslavskaya, Poltavskaya 1986); the title and text (Koshevaya, 1982, Petrova, 1984, Lazareva, 1989, Lyapun, 1998), the structural syntax of the newspaper headline (Popov, 1966, Sadovnikova, 2000); expressive syntax of a newspaper headline (Shalimova, 1987).

According to V. G. Kostomarov, the unity of the tendency towards expression and standardization is a constructive principle of newspaper language and exists along with the conflict of expression and standard as a common feature of newspaper texts [5, p.78].

"The function of the headline in journalism is similar to the function of advertising: the more successful, the more likely it is that the product, in this case information, will be purchased. Therefore, various means of attracting attention are used in the headlines: phraseological units, lines from songs, etc. are played out" [6, p.95].

"The name of the text in modern newspaper journalism is distinguished by a highly expressive background. Performing informative and pragmatic functions, the title plays the role of the first violin in the text and in the entire title ensemble and serves as a guide for the reader" [7, p.112].

Consequently, the peculiarity of newspaper headlines is that they convey in a concise, concise form the main idea of the publication, the attitude of the writer to the content of the text.

"The precedent texts used in newspaper headlines, representing a cultural component in the semantic structure of newspaper discourse and being a verbalized part of the discourse, are at the same time a means of expressing grammatical and connotative semantics. In the system of types of communicative meaning, that is, intended for communication, newspaper headlines – textual reminiscences are a means of expressing dictal implicit communicative meaning (DICM). The dictative implicit communicative meaning is such an implicit communicative meaning that is equal to a message about a fact of reality (denote, referent, situation) displayed in thinking in the form of a proposition or as a member of a proposition. DICM can also be called denotative, or referential" [7, p.36]. On this basis, the DICM of allusions used in newspaper headlines or completely representing newspaper headlines, equal to "a message about a fact of reality (denote, referent, situation) displayed in thought in the form of a proposition or as a member of a proposition", is a subjective, objective, attributive, adverbial, propositive implicit communicative meaning" [4].

"Proposition is a mental–linguistic category represented by linguistic units" [8, p.7].

According to N. D. Arutyunova, propositions are semantic structures, the deep content of an utterance [9, p.73]. Therefore, a proposition is a component of a sentence, a semantic structure reflecting the objective and subjective content of the sentence.

**Results**

The analyzed precedent phenomena used by   
Y. D. Pominov, both in his works and in the newspaper Zvezda Priirtyshya (ZP), showed the frequency of appeals to precendent phenomena and the following typological distribution:

**Subject DICM**: they say, the good *doctor Aibolit will heal everyone (Pominov, 1997), Baurzhan and his team* will do everything right (ZP, 2009, No. 56) *...* Who can afford a well-*deserved rest* (Pominov, 1997), A *man* perched on a fir tree... (ZP, 2010, No. 72)

***Object DICM***: Catch, catch... *poacher*! (ZP, 2000, No. 42) This Crazy, Crazy, Crazy *Business* (ZP, 2000, No. 26) A *pine* tree was born in the forest (ZP, 2002, No. 38)

***Attributive DICM****:* Credit *for horns and hooves* (ZP, 2007, No. 4)

***Predicative DICM****:* A plumber *sounds*... *drunk*, ... *important*. (ZP, 2000, No. 55)

***Adverbial DICM***: students will be tested *in full* (ZP, 2010, No. 97)

**Headings – allusions** expressing a propositional DICTION may represent the actual precedent text and may include in their composition PT*:*

– ***headings-allusions, equal in volume (composition) to precedent phenomena****: "*Without trial" (ZP, 2000, No. 105), "All ages are submissive to love" (ZP, 2001, No. 90), "Life, tears, and love ..." (ZP, 2001, No. 84), "Who lives in the tower?" (ZP, 2003, No. 50), "And we have GAS in our apartment" (ZP, 2004, No. 36), "Your Honor, Lady luck ..." (ZP, 2004, No. 6), "My affectionate and gentle beast" (ZP, 2005, No. 28), "The trailer will move, the platform will remain..." (ZP, 2007, No. 20), "God protects the Blessed One" (Pominov, 1997), "Frost and sun, a wonderful day ..." (ZP, 2008, No. 8);

– ***headings-allusions*** *expressing propositional DIX, equal in volume (composition) to PF, may represent a* ***formal abbreviation of PF****: "*For two hares..." (ZP, 2002, No. 17), "The word is not a sparrow..." (ZP, 2004, No. 6), "What we have, we do not keep..." (Pominov, 1997), "There is power..." (ZP, 2005, No. 128), "For myself and for that..." (ZP, 2007, No. 59), "Through the Mouth of a baby" (ZP, 2009, No. 111), "Who has what hurts ..." (ZP, 2006, No. 49), "Learning is light ..." (ZP, 2010, No. 41), "On someone else's loaf ..." (ZP, 2007, No. 121), "Meeting place ..." (ZP, 2009, No. 47).

Often newspaper headlines are reminiscences created on the basis of precedent phenomena – simple or complex sentences – with the replacement of one of its members in a simple sentence – the nominative component of PT, in a complex sentence – one of the simple sentences – the predicative component of PT;

– *we observe the* ***replacement of the predicative component of precedent phenomena*** *– complex sentences expressing propositive DICM in the examples: Irtysh* is a champion, *but why break the chairs* (ZP, 2008, No. 18).

In precedent phenomena – simple sentences expressing the propositive DICM, the nominative component can be replaced – any member of the PT proposition: subject, object, predicate, attributive and adverbial terms;

– ***replacement in the proposition of the precedent phenomena of the subject***: "*Land* of discord" (ZP, 2004, No. 118), "A *man* perched on a fir tree ..." (ZP, 2007, No. 20);

– ***replacement of the object in the precedent phenomena proposition***: *Heat* is counted in autumn (ZP, 2002, No. 48), *And* chickens are counted in *spring* (ZP, 2005, No. 19), Now we have a *kindergarten* like an institute (ZP, 2006, No. 37), My *friends* are my wealth (ZP, 2009, No. 73), They cut down the forest – *money* flies (ZP, 2003, No. 112);

– ***replacement of the predicate in the precedent phenomena proposition***: I came, I saw... *I read it!* (ZP, 2006, No. 58), They *fought* for the Motherland (ZP, 2008, No. 119), It's fun to *run* together... (ZP, 2009, No. 84);

– ***replacement of the adverbial member in the precedent phenomena proposition***: All roads lead to *Temirbank* (ZP, 2010, No. 62);

– ***replacement of the attributive term in the precedent phenomena proposition***: "Water and *dirty* pipes" (ZP, 2003, No. 53), "The most charming and *responsive"* (ZP 2009, No. 90);

– ***the replacement of two nominative components in the precedent phenomena proposition at the same time***: *A smile* is good, but *laughter* is better, We write "*vodka"*, we mean "*poison*".

The creation of a textual reminiscence in a newspaper headline can be accompanied by **syntactic dissemination of precedent phenomena**: "There is a stupa with a Baba Yaga" ***forever blooming lilac*** ... (ZP, 2004, No. 10), The first pancake ***always comes out*** lumpy (ZP, 2007, No. 95), Do ***not grieve*:** the head will not fall off *- the* beard **will grow** (Pominov 1997). Poplar fluff, heat, ACHOO (ZP, 2008, No. 107), *70 excellent villages and* ***three ghost villages*** (ZP, 2010, No. 67), A place in the Sun of *women's business* (ZP, 2007, No. 93), ***When*** knowledge is power (ZP, 2009, No. 67), *Form* ***for him, it was always*** more important than the content ***(Pominov).***

**Spreading precedent phenomena by negation**: The first pancake ***is not*** a lump.

Let's analyze a few examples, according to the typology presented:

– ***replacement of the object in the precedent phenomena proposition. Heat*** *is counted in autumn* (ZP, 2002, No. 48). (Article on preparation for the winter heating season).

The reader will recognize in this title the precedent phenomena – proverb "Chickens are counted in autumn." The author managed to combine two meanings, while precedent phenomena successfully reveals the content of the article in the newspaper, forming an appropriate reading of it. The intertexteme suggests that it is necessary to judge something by the final results, one should not prematurely express joy at possible success when final results are still far away and much can change.

*This crazy, crazy, crazy* ***business*** (ZP, 2000, No. 26). This example is a transformation of the famous saying "This crazy, crazy world". In this example, the author not only transforms the statement, but also repeats the pragmatically colored component *crazy* three times, unlike the original text, in which it is repeated twice. Repetition has a suggestive property, which allows the author to have the intended effect on the reader. Each subsequent word *crazy* is more emotional and expressive. Its repetition is not accidental, it allows the author to arouse the reader's curiosity and interest in an article on the business issue, while from the moment of reading the title, the reader's reaction to the proposed material is already beginning to form.

"*My* ***friends*** *are my wealth*" (ZP, 2009, No. 73). The title of the song "My years are my wealth" (words by R. Rozhdestvensky, music by G. Movsesyan) was for the author a way to create a new meaning, the understanding of which is based on knowledge of the meaning of the original text, known and understandable to older people, for whom the years lived are significant and dear. The concept of *wealth* evokes many associations in people's mindsе самый прожитые годы –который дняшнего бизнеса, \тся ет я44444444444444444444444444444444444444444444444444444444444444444444, among which the author identifies friends. Having friends means having wealth.

*All roads lead to* ***Temirbank*** (ZP, 2010, No. 62). The replacement in this case aims, firstly, to present Temirbank as a powerful force, similar to that possessed at one time by the unshakeable Roman Empire, which has gone down in history forever. Thus, Temirbank is an empire, power, reliability, and security. Secondly, this headline demonstrates the popularity of the bank, whose clients, in search of better conditions, turn to Temirbank as a result. The reader's interest in the article is aroused by the bank's position, which is identical to the place of the Roman Empire in history.

**Replacement of the subject in the precedent phenomena proposition**:

***The embankment:*** *it cannot* ***be demolished*** (ZP, 2008, No. 105). (The degree of preservation of precedent phenomena is close to zero: the author left only one word).

Precedent phenomena is a common catch phrase from the work of S. Ya. Marshak "Twelve months" (*Execution cannot be pardoned*!). In this example, the successful use of precedent phenomena is due to the absence of a punctuation mark – a comma, which the reader must put himself. The two options provided for placing a comma in the text cause the active participation of the reader who wants to make sure that his decision is correct, which is provided to him by an article containing, at first glance, an alternative to solving the problem. Only after reading the article will the reader know the result and understand the meaning of the article title.

"*Visiting* ***music***" (about the concert of students of music school No. 1) (ZP, 2009, No. 27) Precedent phenomena – "Visiting a fairy tale" is a children's TV show that evokes only positive emotions, associations and memories of childhood. A similar reaction is caused by the transformed text about the concert of little pop stars.

"I would be *glad to go to heaven, but* ***the diploma*** *does not let* me" (on the unemployment rate in remote areas of Pavlodar) (ZP, 2009, No. 41). Precedent phenomena – the proverb "I would like to go to heaven, but sins are not allowed." This substitution contributes to the identification of the concepts of *sin* and *diploma.* Having a diploma is currently not a guarantee of employment and stability, especially in provincial areas. As a result, the reader asks the following questions: *What is the relationship between a diploma and unemployment? Doesn't having a diploma provide its owner with a job?* The answer is provided by an article that, on the one hand, intrigues the reader, on the other, causes his indignation, since it does not correspond to the stereotypical idea of a diploma in his mind.

"***People*** *who play games.* ***Games*** *that are played with people*" (Aksu is ill with gambling addiction) (ZP, 2000, No. 9).

The original precedent phenomena is the titles of the books by E. Bern "The Games People Play: The Psychology of Human Relationships." "People who Play Games: The Psychology of Human Destiny." In this case, the playing of precedent phenomena in order to actualize it occurs at several levels of the language at once:

1) at the level of semantics, this is a narrowing of the reference (meaning only one type of games – gambling);

2) replacing the case (nominative with creative) leads to a change in meaning (people [play] - an active subject; [play] with people – a passive object, in this context - a victim.

**Replacement of the predicate in the precedent phenomena proposition**

*The paper will endure everything*. (ZP, 2009 No. 69) (about the former head of the enterprise) *–* PF – From Latin: Epistola pop erubescit. Literally: The *letter does not blush*. The primary source is the message "To the friends" of the Roman statesman, orator and writer Cicero (Marcus Tullius Cicero, 106-43 BC), who wrote that "*paper does not blush"*, that is, tolerates a lot. It was not Cicero's phrase itself that entered the Russian speech, but precisely this interpretation of it. You can write anything, although not everything that is written is true.

*The Land of Discord*. (ZP, 2010, No. 71) (article about the complaint against the village akim of residents of the village of Shiderty who want to engage in hay harvesting. *Passions for the land are boiling* in the village of Shiderty. The parties did not bother to meet and clarify the situation on the spot.). Precedent phenomena – The *Apple of discord***,** the myths of ancient Greece, the apple thrown by Eris at the wedding of Peleus and Thetis, the metaphor of *Passion is boiling.* The use of precedent phenomena helps to enhance the expressiveness and expressiveness of the article, shows the negative attitude of the author to the current situation, the degree of relevance of the problem. The government and the people are not just opposed, they are represented by opposing sides, the *discord* between which is gaining momentum and *boiling* without cooling down.

***The formal abbreviation of precedent phenomena*.** The author shortens the source text by omitting some words

*If driving more quietly...* (ZP, 2008, No. 65) (On road accidents). Precedent phenomena – the proverb "If driving more *quietly, you will go further"* reflects the literal content of the article, however, it can cause the reader to have different associations depending on the personal and social factor*.*

The reduction of the component composition provokes certain associations in the reader's mind that affect the understanding and perception of the content of the article. The intertexteme refers to the knowledge of the proverb that says about the undesirability of hasty actions – to avoid an accident on the road, do not rush.

"*What is written with an axe*..." (ZP, 2008, No. 44) Precedent phenomena – the proverb "What is written with a pen - can't be cut down with an axe." The article contains information about the new rules for keeping dogs. In this text, the author, firstly, shortened the Precedent phenomena, and secondly, replaced the word *pen* with *axe*. Knowledge of the original precedent phenomena allows the reader to get a definite, but not complete, idea of the content of the article. Another precedent phenomena is activated here – clumsy work, which means not high-quality work, hasty work.

*"I would be glad to serve..."* (ZP, 2003, No. 34) (on public service); These words of the famous Russian writer, poet Alexander Sergeevich Griboyedov, uttered almost two hundred years ago, have not lost their relevance, as evidenced by their use in speech in general and in journalism in particular. The reader, who knows the continuation of these lines, predicts the content of the article, and the PF performs a pragmatic function, which consists in the author's intention to attract the reader's attention and arouse his interest. Interest may be aroused by a wide audience, since the value of precedent phenomena can awaken associations that are not related to public service. However, in this case, the article is specifically about the service, which is expressed by the corresponding token in the abbreviated title.

**Syntactic distribution of precedent phenomena:**

*70 excellent villages and three ghost villages****.*** (ZP, 2010, No. 102) (The degree of preservation of precedent phenomena is close to zero: the author left only one word)

The article attracts attention through the use of a precedent text in the second part of the title, which refers readers to the famous ancient myth of the flying Dutchman or a ghost ship, on board of which there were no people, but, nevertheless, he appeared in the most unexpected places of the ocean, bringing trouble to the crew members of the ship. The author of the article, talking about the implementation of the Village Development Program, focuses readers' attention on the fact of the documentary existence to this day of three villages in which no one has lived for a long time, and playing the role of ballast, *dead weight*.

**Semantic transformation based on antonymy**:

"*Tired of the shadow*" (about Kazakhstan's "shadow" economy and shadow businessmen) (ZP, 2002, No. 30).

The played precedent phenomena is the title of N. Mikhalkov's film "Tired of the **Sun**". The antonymic replacement of sun – shadow, as well as the actualization of a new specific meaning and corresponding connotation (shadow – illegal, illegal economic activity).

*Young people are going to the "battle". (*ZP, 2010, No. 49).

Precedent phenomena is a line from the title of the movie "Only old men go into battle." Lexical substitution ("old people" for "youth") and, accordingly, a change in the tense of the verb (Only old people *go into battle – young* people go). The word *battle* is preserved in the transformed text, but is taken in quotation marks, which allows the reader to make assumptions about its meaning in the article other than its direct meaning. If the original text described a military situation when a real battle took place, in which the older generation participated, then the article deals with the preparation of the school sports team for the republican competition*.*

**Semantic transformation based on synonymy**:

"*They* ***struggled*** *for their Homeland* (about former employees of the enterprise – about 16 heroes of that terrible war)" (ZP, 2010, No. 87). Precedent phenomena – "They **fought** for the Motherland" is a film by Sergei Bondarchuk based on the novel of the same name by Mikhail Sholokhov. The updating of the precedent text occurs due to the synonymous substitution: struggled / fought. Knowledge of the source precendent text allows the reader to get a definite idea of the content of the article.

*headings-allusions, equal in volume (composition) to precedent phenomena:*

*"Love that has no limit****..."*** (about the premiere of the play "Sylvia" (based on the play by A. Gurney), directed by Alexey Melnikov.) (ZP, 2007, No. 29).

Precedent phenomena – Sonnet 23 W. Shakespeare. *No, he puts a seal on my mouth / My* ***love, which has no limit****.* Referring to the source text through the precedent text of the title allows you to determine additional meanings and evaluativeness induced by the original context of the quotation. PT is known to a circle of people who read world literature. Therefore, it is no coincidence that the author uses Shakespearean lines for the title of an article celebrating a cultural event. By giving the article this title, the author focuses on a culturally enlightened reader who perceives the title based on his knowledge in the field of art.

**Discussion**

Thus, based on the analyzed headline complexes of the newspaper "Zvezda Priirtyshya" and the works of Y. D. Pominov, we have identified the following *typology of transformation of the source text* based on different linguistic mechanisms:

– *headings-allusions, equal in volume (composition) to precedent phenomena;*

– *formal abbreviation of precedent phenomena;*

– *replacement of the predicative component of precedent phenomena;*

– *replacement of the subject in the precedent phenomena proposition;*

– *replacement of the object in the precedent phenomena proposition;*

– *replacement of the predicate in the precedent phenomena proposition;*

– *replacement of the adverbial term in the precedent phenomena proposition;*

– *replacement of the attributive term in the precedent phenomena proposition;*

– *replacement of two nominative components in the precedent phenomena proposition at the same time;*

– *syntactic distribution of precedent phenomena;*

– *semantic transformation based on antonymy;*

– *semantic transformation based on synonymy.*

Each method has certain specifics and is used by a journalist, depending on how much the text chosen as a precedent phenomena corresponds to the intended topic of the article. The author can leave the source text unchanged, omit or replace some components.

The analyzed examples allow us to draw some conclusions. Firstly, it can be noted that the language game is one of the most effective means of updating precedent texts, giving them additional expression within the framework of the described situation.

Secondly, the language game is aimed at transforming the semantics, meaning of the original precedent text and creating on its basis (on the basis of precedent phenomena keywords) some meta-text bearing an actual semantic expressive load.

The "decoding" of the additional meaning obtained as a result of the language game with the precedent text becomes possible due to the presence of certain presuppositions in the recipient.

**Conclusion**

A feature of the language game aimed at transforming precedent phenomena in journalistic discourse is that the purpose and result of this game is to actualize the PF used, the desire to make it "work" on a given topic. At the same time, a "double expression" is achieved – the precedent phenomena itself and the new meaning that is formed as a result of its transformation.

The most common methods are headings-allusions, equal in volume (composition) to PF; formal reduction of precedent phenomena; replacement of the predicative component of precedent phenomena. The prevalence of basic transformation methods is due to the fact that they are easily created and perceived, and have an influencing potential.

The study and comparison of samples from publications and works revealed the intellectual potential and moral and ethical level of the journalist.

Precedent texts help to draw the reader's attention to key points, and the choice of a particular type of precedent phenomena may be caused by the requirements for the volume of the material, its style, and the genre of publication. Precedent phenomena helps not only to confirm the relevance of using this type of language tools, but also to compare the past and the present, to see the dynamics of life.

Thus, precedent phenomena can be indicators of both the actual linguistic processes characteristic of newspaper discourse, as well as changes in non-linguistic reality and in the picture of the world of native speakers, and at the same time be an important means of expressiveness of newspaper language. The use of precedent phenomena in journalism contributes to the compositional organization of the text and the formation of the subtext.

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**Ю. Д. Поминовтың публицистикалық мәтіндеріндегі прецеденттік құбылыстардың ерекшеліктері**

Негізгі мәселе: газет мәтіні-бұл мәтіндік қызметтің ерекше және индикативті түрі, ол сәйкесінше оны зерттеуге ерекше көзқарасты ұсынады.

Мақсаты: орыс мәдениетіндегі прецеденттік құбылыстардың лингвокогнитивті аспектісін зерттеу.

Әдістері: дискурстық талдау және мәтіннің мағынасын қалыптастыру және оны түсіндіру деңгейін анықтауға мүмкіндік беретін контекстік талдау әдісі

Нәтижелер және олардың маңыздылығы: мақалада прецеденттік мәтіндерді заманауи публицистикалық дискурсқа енгізудің әртүрлі әдістері, сондай-ақ прецеденттік мәтіндерді актуализациялау тәсілі ретінде тілдік ойын қарастырылады. Қазіргі публицистикалық дискурста прецеденттік мәтіндердің жұмыс істеуінің өзіндік ерекшелігі бар: мәтінаралық кеңістіктің басқа бірліктері сияқты, прецеденттік мәтіндер медиа мәтіндердің мағыналық қалыптасуына қатысады немесе берілген мағыналарды жаңартудың қосымша әдісі ретінде әрекет етеді. Қалай болғанда да, олардың рөлі публицистикалық шығарманы “жандандыруға” арналған қарапайым стилистикалық техниканың рөліне қарағанда әлдеқайда маңызды, “стандарт-экспрессия” жұбында экспрессивті құрал позициясын алады. Прецеденттік мәтіндер басқа мәдени кодтармен қатар автор-журналист пен оқырман әлемінің тілдік бейнесін қалыптастыруға қатысады. Қазіргі журналистік дискурста прецеденттік мәтіндердің жұмыс істеу ерекшелігі тек лингвостилистикалық құбылыс ретінде ғана емес, сонымен қатар мәдениет пен әлеуметтік контекст құбылысы ретінде қарастырылатындығын атап өткен жөн.

Түйінді сөздер: дискурс, тілдік ойын, прецедент мәтіні.

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**Особенности прецедентных феноменов в публицистических текстах Ю.Д. Поминова**

Основная проблема: газетный текст - особый и показательный вид текстовой деятельности, который предполагает, соответственно, особый подход к его исследованию.

Цель данной статьи заключается в изучении лингвистический и когнитивный аспекты прецедентных феноменов в русской культуре.

Методы: дискурсивный анализ и метод контекстуального анализа, которые позволяют определить уровень формирования смысла текста и его интерпретацию.

Результаты и их значимость: существуют различные техники введения прецедентных текстов в современный журналистский дискурс, а также языковая игра как способ актуализации прецедентных текстов. Функционирование прецедентных текстов в современном журналистском дискурсе имеет свою специфику. Прецедентные тексты участвуют в семантическом формировании медиатекстов или выступают в качестве дополнительного приема актуализации заданных смыслов. Их роль гораздо значительнее, чем роль простого стилистического приема, призванного “оживить” журналистское произведение, заняв позицию выразительного средства в паре “стандарт-экспрессия”. Прецедентные тексты участвуют в формировании языковой картины мира журналиста и читателя. Прецедентные тексты в современном журналистском дискурсе рассматриваются как феномен культуры и социального контекста.

Ключевые слова: дискурс, языковая игра, прецедентный текст.

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