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News Internet Reports**

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Specificities of Hypertext Links in the News Internet Reports

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Abstract

We are in the post-critical period of art now. Once, the art market was The present research is devoted to the problem of hypertextuality, hypertextual movements, semantic connection of news reports. These questions form the field of the author's scientific activity that regards definition of news sites' characteristic features as a kind of mass media and also comparison between online mass media and the printed analogs. In the process of analysis hyperheadlines and insets were discovered. These units are based on hypertextuality and capable to function only in the news sites.

Keywords: hypertextuality, online mass media, hyperheadline, inset, hypertext link, news Internet reports

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In this article I will talk about specific nature of Internet mass media and also touch a question of some means which are used by Internet mass media to attract reader's attention to the news-texts. From many researchers' points of view the use of these instruments is determined with some structure principles of news sites. Following the Russian contemporary scholar M. Lukina (2010) who makes reference to the famous communication researchers Herbert Lasswell and Manuel Castells I accept three main principles. There are *interactivity*, *multimediality* and *hypertextuality*. These points reside in the Internet communication at all. Therefore we can consider that news sites entirely belong to the Internet space and namely in this aspect they differ from printed mass media. From this point it seems necessary to tell that the central factor of three ones is hypertextuality, because it's may be taken as a base for shaping electronic mass media that's a new and separate kind of mass media. The hypertextuality is a property of electronic communication that is built on the term **hypertext**. Learning of this term has been starting after the appearance of Theodor Nelson's theoretic conception. According his idea he understood by hypertext 'forms of writing which branch or perform on request; they are best presented on computer display screens' (Wardrip-Fruin, 2004). Until now many scholars can't arrange about a common idea of hypertext. The problem of hypertext was a scientific interest for such well-known researchers as Tim Berners-Lee, Vannevar Bush and remains a question for Russian linguists Vladimir Epstein and Michael Subbotin. In my research I follow the definition that was suggested by a linguist Olga Dedova: it's 'a model of electronic text's organization, characterized with specific structuring and the branching system of inline and intertextual movements' (Dedova, 2008). This definition contains such important information about my object of research as *nonlinearity*, which is reached due to the system of hypertext links. In particular, semantics of hyperlinks within news sites is a subject of my present scientific work. I analyze Russian news sites. Among them are *lenta.ru*, *mk.ru*, *kp.ru*, *infox.ru* and others. Authors of news reports try to make a reader click on the hyperlink to open a page with news article's full text.

First of all, I want to say about the structure of news sites. Every news site has a main page, where a user can see the name of the online newspaper, a number of thematic headings (e.g., *Politics*, *Economics*, *Society*, *Culture* and etc.), a list of some news reports and some element, that I called three-component news block – it consists of a short news report, some photo and lead, which relate to this report. Sometimes instead of that block a reader can see only the report, and on the site *RIA Novosti* we can find the followings – *Hundreds Rally to Defend St. Petersburg Child Cancer Center*, *Putin's Gift Cat Meets Japanese owner*, *Bolshoi Ballet Director Links Acid Attack to Porn Scandal*. These units are formed as hyperlinks and activation of them permits to open a page with full text of the reports, related to them.

These short reports are usually named as headlines, but in spite of nominative, communicative and stylistic factors we can not give that name to them. I can explain this thesis through three points. Firstly, these units have a

more complicated set of functions in comparison with the standard headline. They motivate a user to activate them, that is, to materialize the object of hyperlink. The second point proceeds from a long analysis of Russian news sites showed that there was a formal and semantic mismatch between a short news report and a unit that entitles an object of hyperlink. E.g., on the site *regnum.ru* I found a message, which sounded in that way – *Earthquake happened in Sochi*. When I activated this report, that was a hyperlink, I saw a page, where was a news text, entitled as *3-magnitude quake occurred in Sochi: without victims and destruction*. This name has another formal and semantic structure. In point of pragmatics an inexact and abstract wording of the short report is one of reasons, why a consumer wants to get detailed information of the situation. In the instance given above detailed information consists of the questions about power of the earthquake and its consequences. Moreover, this unit doesn't depend on the article, which is an object of the hypertextual movement. It can be used in the different online editions and it's a totally independent component of the electronic mass media. These three factors point to the particular status of such element as a short information Internet message. I have called it **hyperheadline**. And I distinguish such phenomenon as a hyperheadline from the title of a news-article that is usually placed on the similar page with the text and above this text.

So, I can define a hyperheadline as a proposition of news site, presented in the form of a short news report, syntactically independent, that plays the role of the hypertextual movement's source.

Semantically the hyperheadline can be equivalent to the full text information. They are called equivalent hyperheadlines. A news site *utro.ru* published a hyperheadline *U.N.O. opposes a Russian bill of adoption*, that leads a reader to the page with an information about the speech of UNICEF's Head who called Russia not to pass Dima Yakovlev's Act. In turn, *lenta.ru* published a report *Personal Investigator announced that Witney Houston was killed*. The content of the hyperlink's object adds up to the words of the detective who supposes the singer's suicide is not true. However in many cases equivalence of hyperheadlines from the one hand and the article from the other hand is not absolute. As we could see in the instance about Sochi's earthquake the hyperheadline responds to a user's question *What happened?* and reports only common information.

Besides, there are partitive hyperheadlines. They state contents of respective articles inconsistently, namely, they give only one part of the whole text information. E.g., online version of the newspaper *Moskovskiy Komsomolets* released a hyperheadline *Let's strike the pig with bouillon!*. In the article it's said about the nature of swine influenza, its influence and characteristics. The bouillon as a method of controlling the disease takes a minor part of the article. But this part is chosen by authors as a hyperheadline and represented as a main theme of the text.

Another kind of hyperheadlines is polysemantic hyperheadlines. In Russian the word *mir* that is similar to the English word 'world' has some meanings: like 'everything in existence' and 'absence of war' (RAS 1999). So,

the hyperheadline *The Pope Benedict XVI called to pray for world* from the web newspaper *The Voice of Russia* may be interpreted in different ways. And only the full text actualizes one of these meanings – ‘world’ as an ‘absence of war’. Also we can meet speech multiple meaning in hyperheadlines, when some detail of meaning is hidden. *Chinese are not allowed to use social nets* is a striking example of polysemantic hyperheadlines, because it’s impossible to define exactly what means by Chinese – the country or the nation.

The hyperheadlines can contradict a sense of the respective article. The popular newspaper *eurosmi.ru* published a hyperheadline *Bruce Willis’s daughter will be lesbian*. This statement is denied in the article about a new film and a role of the actor’s daughter in this film. Here we can say about a contradictory hyperheadline.

These kinds of hyperheadlines express different semantic relations between the text and a separate and independent unit that can operate only in the electronic mass media. These relations are expressed on the extratextual level. However there is an intertextual level, where also news texts can be connected through hyperlinks, which I called **insets**.

A news agency *RIA Novosti* as many others do place news texts on the site in such a way as to have the opportunity of linking to each other. Consequently a reader can move in random order, as he will. The news article about the victims of the incident in the Brazilian night club has some hyperlinks that lead to the different pages of *ria.ru* where a user can read information published earlier. E.g., activation of the link *arrested two owners of the night club* enables to open a page with a corresponding report. Authors select some word combinations in the text, which semantically correspond to the content of the other report and make these combinations links. They are named insets for they have hypertextual function and meanwhile they don’t change their syntactic position in the text, that is, they don’t change wordforms in the news articles. So we can consider them parts of two texts simultaneously.

In one of the articles which published in the site of *RIA Novosti* we can find a text with thirty hyperlinks inside. This material reports about the incident occurred in the Russian night club *The Lame Horse*. The author tells a history of a fire and a tragedy that carried away two hundred people. And almost in every sentence of this text we have links which move us to the corresponding pages with detailed information contained in that links. E.g., a hypertext link *a fire started in the club The Lame Horse* from the statement ‘On 5th of December in the city Perm a fire started in the club *The Lame Horse*’ (*RIA Novosti* 2012). Taken as a link the pointed combination refers to the page where we can read a report about this occurrence. Or, we can take another instance from this material. The sentence that starts with words ‘A complaint was made according to the crime features’ contains a link *A complaint was made*. And if we activate it information of the fire reasons and the criminal case details will be opened.

So, these are instances of the insets. Their contents are given in the news texts in the function of hyperlinks and developed also in the other news texts which serve as an object of the hypertextual movement.

The main difference between insets and hyperheadlines is that the first ones semantically agree with the objects of hyperlinks, while semantic connection between hyperheadlines and the object of hypertextual movement can be broken as we can see above.

Eventually specificity of news sites is its hypertextual structure. It can be said about as a reason of various types of hyperlinks. Consequence of this variation is emergence of quite new units and components, which cannot be possible in the printed analogs of online mass media. Equivalent, partitive, polysemantic, contradictory hyperheadlines and also insets characterize electronic newspapers as a new level of mass media development, because they demonstrate new kind of semantic relations and new types of methods how to make a reader move from paper to Internet and change his priorities.

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