

SRSTI 16.41.21.

DOI: <https://doi.org/10.62724/202530208>

**Vyacheslav Dmitrievich Shevchenko** \*<sup>1</sup>

Doctor of Philology, PhD, Samara National Research University named after Academician  
S.P. Korolev, Samara, Russian Federation, [ssau@ssau.ru](mailto:ssau@ssau.ru),  
ORCID ID: 0000-0001-6357-2477

## DISCURSIVE FUNCTION OF INTERTEXTUAL INCLUSIONS WITHIN THE MEDIA TEXT

**Abstract.** The purpose of this article is to analyze the main discursive function of intertextual inclusions in a media text. The research was undertaken with the use of the methods of discourse analysis, linguistic and cognitive analysis, linguistic analysis, observation and description techniques. As a result of the conducted research, linguistic and extralinguistic means of performing the discursive function of intertextual inclusions were identified and analyzed. The value of the research lies in the fact that it contributes to the interpretation of media discourse from the point of view of cognitive linguistics and pragmalinguistics. The results obtained during the research can be used in courses on linguistics of text and discourse, stylistics, semantics. The conducted research has demonstrated that intertextual inclusions play a significant role in the composition of modern media text. Despite the fact that the included and the receiving texts are separated from each other by different discourses, genres, contexts, and are also significantly distant from each other in time and space, nevertheless, intertextual inclusions have a significant impact on the interpretation of the content of a modern media text, on forming or changing the reader's opinion. The content of a modern media text also influences the reinterpretation of past events, represented by intertextual inclusions. Depending on the formal, semantic, cognitive, pragmatic and contextual characteristics, intertextual inclusions, in our opinion, perform the main – detailing – discursive function in relation to the receiving media text.

**Key words.** Discursive function, media text, intertextual inclusion, context, cognitive linguistics.

**Шевченко Вячеслав Дмитриевич** \*<sup>1</sup>

Филология ғылымдарының докторы, PhD, академик С. П. Королев атындағы Самара  
ұлттық зерттеу университеті, Самара, Ресей Федерациясы, [ssau@ssau.ru](mailto:ssau@ssau.ru),  
ORCID ID: 0000-0001-6357-2477

## МЕДИА МӘТІНДЕГІ ИНТЕРМӘТІНДІК ҚОСЫНДЫЛАРДЫҢ ДИСКУРСИВТІ ФУНКЦИЯСЫ

**Аңдатпа.** Осы мақаланың мақсаты медиатекстегі интермәтіндік қосындылардың негізгі дискурсивті функциясын талдау болып табылады. Зерттеу барысында дискурстық талдау, лингвокогнитивті талдау, лингвистикалық талдау, бақылау және сипаттау әдістері қолданылды. Зерттеу нәтижесінде интермәтіндік қосындылардың дискурсивті функциясын орындаудың тілдік және экстралингвистикалық құралдары анықталды және талданды. Зерттеудің құндылығы-бұл медиа дискурсты когнитивті лингвистика мен прагмалингвистика тұрғысынан түсіндіруге ықпал етеді. Зерттеу барысында алынған нәтижелер мәтін және дискурс лингвистикасы, стилистика, семантика курстарында

қолданылуы мүмкін. Зерттеу интермәтіндік қосындылардың қазіргі медиа мәтіннің құрамында маңызды рөл атқаратынын көрсетті. Мәтіндерді қосу және қабылдау әр түрлі дискурстармен, жанрлармен, контексттермен бір-бірінен бөлек, сонымен қатар уақыт пен кеңістікте бір-бірінен едәуір алшақ болғанымен, интермәтіндік инклюзиялар қазіргі заманғы медиа мәтіннің мазмұнын түсіндіруге, оқырманның пікірін қалыптастыруға немесе өзгертуге айтарлықтай әсер етеді. Қазіргі медиа мәтіннің мазмұны интермәтіндік қосындылардың көмегімен ұсынылған өткен оқиғаларды қайта қарастыруға да әсер етеді. Формальды, семантикалық, когнитивті, прагматикалық және контекстік сипаттамаларға байланысты интермәтіндік инклюзиялар, біздің ойымызша, қабылдаушы медиа мәтінге қатысты негізгі – егжей-тегжейлі-дискурсивті функцияны орындайды.

*Кілт сөздер.* Дискурсивті функция, медиатекст, мәтінаралық инклюзия, контекст, когнитивті лингвистика.

**Шевченко Вячеслав Дмитриевич** \*1

Доктор филологических наук, PhD, Самарский национальный исследовательский университет имени академика С.П. Королева, Самара, Российская Федерация,  
[ssau@ssau.ru](mailto:ssau@ssau.ru), ORCID ID: 0000-0001-6357-2477

## ДИСКУРСИВНАЯ ФУНКЦИЯ ИНТЕРТЕКСТУАЛЬНЫХ ВКЛЮЧЕНИЙ В МЕДИАТЕКСТЕ

*Аннотация.* Целью настоящей статьи является анализ основной дискурсивной функции интертекстуальных включений в медиатексте. В ходе исследования использовались методы дискурс-анализа, лингвокогнитивного анализа, лингвистического анализа, приемы наблюдения и описания. В результате проведенного исследования были выявлены и проанализированы языковые и экстралингвистические средства выполнения дискурсивной функции интертекстуальных включений. Ценность исследования состоит в том, что оно вносит вклад в интерпретацию медиадискурса с точки зрения когнитивной лингвистики и прагмалингвистики. Полученные в ходе исследования результаты могут быть использованы в курсах по лингвистике текста и дискурса, стилистике, семантике. Проведенное исследование показало, что интертекстуальные включения играют значимую роль в составе современного медиатекста. Несмотря на то, что включенный и принимающий тексты отделены друг от друга разными дискурсами, жанрами, контекстами, а также значительно отдалены друг от друга во времени и пространстве, тем не менее, интертекстуальные включения оказывают значительное влияние на интерпретацию содержания современного медиатекста, на формирование или изменение мнения читателя. Содержание современного медиатекста также оказывает влияние на переосмысление событий прошлого, репрезентируемых при помощи интертекстуальных включений. В зависимости от формальных, семантических, когнитивных, прагматических и контекстуальных характеристик интертекстуальные включения, на наш взгляд, по отношению к принимающему медиатексту выполняют основную – детализирующую – дискурсивную функцию.

*Ключевые слова.* Дискурсивная функция, медиатекст, интертекстуальное включение, контекст, когнитивная лингвистика.

**Introduction.** According to M. Sabyr, “language is a certain condition for development of human culture, an unattainable means for forming a thought and transferring it to other people” [1, p. 80]. The modern mass media use a variety of language materials, including multimedia, to transfer the thoughts and ideas to other people, attract readers’ attention and fulfill their main function of informing and persuading the readers. Despite the abundance of multimedia materials in media texts, presented mostly in the electronic form, linguistic methods of fixing the reader’s attention, highlighting the most significant elements of the text and situational cognitive models do not lose their relevance, but, on the contrary, are developing and improving.

One of these methods is the use of intertextual inclusions. A huge number of works by the Russian and foreign scholars is devoted to intertextuality [2] [3] [4], but this problem remains relevant, since at present there are close links between different spheres of human activity, as well as between different time periods: journalists often refer to the events of the past and use the corresponding texts for analyzing the current events or predicting the future ones.

For these purposes, journalists use intertextual inclusions, since they are signs of a certain socio-cultural context that belongs to a certain era, which contrasts with the one presented in the modern media text, which is an integral part of media discourse. Intertextual inclusions represent other discourses and this fact also emphasizes their specific role in the media discourse structure.

Belonging of an intertextual inclusion to another discourse presupposes the existence of its discursive function. Arnold writes that “function as a mathematical concept is the dependence of some variables on others” [5, p. 159]. The discursive function of an intertextual inclusion may be defined as the dependence of formal, semantic, cognitive, pragmatic and contextual elements of the inclusion on the same components of the receiving text. This function is realized due to the contrast between the components of the intertextual inclusion and the receiving text, as well as due to the correlation of interacting texts with their socio-cultural contexts, which, in fact, is referring to the discourses of interacting texts and their functions.

Kasavin defines such discursive functions as cognitive, axiological and pragmatic: discourse “is able to transfer knowledge, influence emotional state, encourage action” [6, p. 367]. The analysis of various characteristics of the intertextual inclusion and the receiving text, as well as the relationships between them, allows to identify more precise types of cognitive and axiological functions.

**Materials and methods of research.** The research was undertaken on the basis of the media text published on the National Geographic magazine website. The research was undertaken with the use of the methods of discourse analysis, linguistic and cognitive analysis, linguistic analysis, observation and description techniques.

The method of discourse analysis was used to define the peculiarities of the socio-cultural contexts that the interacting texts refer to. The method of the linguistic and cognitive analysis was employed to analyze the components of the situational cognitive models represented in the intertextual inclusion and the receiving text. The linguistic analysis, observation and description techniques were used to analyze the specifics of the form and meaning of the language units used in the interacting texts. The combination of these methods helped to analyze the discursive function of the intertextual inclusions within the media text.

**Results and Discussion.** The present paper is aimed at analyzing the media text – an article posted on the website of National Geographic magazine, telling about the personality of the Roman emperor Nero: *According to Roman historian Suetonius, the young Nero was prone to acts of “wantonness, lust, extravagance, and cruelty.” With age, he wrote, the emperor’s*

*vices only grew stronger: He prolonged his revels from midday to midnight . . . Sometimes too he closed the inlets and banqueted in public in the great tank, in the Campus Martius, or in the Circus Maximus, waited on by harlots and dancing girls from all over the city* (nationalgeographic.com). In this case, the media text, as an integral part of the media discourse, includes a fragment of a historical work created by the ancient Roman writer and historian Suetonius; this text, in its turn, represents historical discourse and at the same time performs a special discursive function within the modern media discourse.

The undertaken research is focused on the discursive function of this intertextual inclusion. The dependence of the formal and semantic elements of the intertextual inclusion on the same components of the receiving text has been analyzed. Unlike a media text, which is analytical in nature, since the journalist dwells on the personality, life story and actions of Emperor Nero, the intertextual inclusion under analysis is a historical narrative – a fixation of historically significant events.

As for the dependence of semantic elements on each other, the receiving text contains some lexical units with generalized meaning, which are specified using other linguistic units of the intertextual inclusion, for example,

*vices* (receiving text) : : *wantonness, lust, waited on by harlots and dancing girls from all over the city* (intertextual inclusion);

*life of the party* (receiving text) : : *extravagance, prolonged his revels from midday to midnight, banqueted in public in the great tank* (intertextual inclusion).

Thus, the following semantic correlations are established between the intertextual inclusion and the receiving text: the receiving text contains a lexical unit denoting vices; the intertextual inclusions have lexical units denoting specific vices (*wantonness, lust*), and the objects of vices (*harlots and dancing girls*). The receiving text also contains a word combination denoting an idle lifestyle (*life of the party*). At the same time, the intertextual inclusion contains language units that denote one of the characteristics of an idle life – extravagance, and language units that also denote specific actions causing extravagance (*prolonged his revels from midday to midnight, banqueted in public in the great tank*).

In this case, the following relationship is observed: the intertextual inclusion performs a detailing function, since it contains more detailed information in relation to the generalized information of the receiving text. The language units of the intertextual inclusion denote specific actions, places, and participants of the events, while the language units of the receiving text mostly nominate events as a whole. It is due to the juxtaposition of the intertextual inclusion and receiving text that the reader correlates the language units contained in them, establishing semantic correlations between them according to *the general vs. the particular* model. In other words, the reader understands that the intertextual inclusion conveys more detailed information only by comparing these units with the units of the receiving text conveying generalized meanings. This is precisely the point at which the dependence of the formal and semantic elements of the intertextual inclusion and the receiving text on each other is represented, which allows the intertextual inclusion to perform a detailing function.

The dependence of cognitive elements of intertextual inclusion on the same elements of the receiving text also contributes to the fulfillment of its detailing discursive function. The language units of an intertextual inclusion represent and simultaneously actualize in the recipient's mind a situational cognitive model in which such components as PARTICIPANTS (*harlots, dancing girls*), ACTIONS performed during a feast (*banqueted in public in the great tank*), TIME and PLACE are dominant, since they are represented by the symbols contained in the intertextual inclusion. It is obvious that the intertextual inclusion's language units represent

the main components of the “FEAST” situational cognitive model, i.e. this model is also presented in detail in it.

The receiving text also represents a cognitive model, which refers to a different situation – “MAKING A GOVERNMENT DECISION”: *Early in his reign, to avoid abuses of power by the sovereign and the Senate, he eliminated secret trials held intra cubiculum principis (literally “inside the prince’s chamber”), which involved the arbitrary condemnation or acquittal of a prisoner. Such private hearings had been common in the time of Claudius, and their suppression was recommended by Nero’s former tutor and mentor, the philosopher Seneca.* Despite the fact that the receiving text refers to a different situation, the following relationship is observed between the represented cognitive models: the receiving text’s cognitive model also gets a detailed representation, but its dominant components are PARTICIPANTS (*Nero, the Senate, prisoner, Claudius, Seneca*), ACTIONS (*eliminated secret trials*) and PREVIOUS EVENTS (*Such private hearings had been common in the time of Claudius, and their suppression was recommended by Nero’s former tutor and mentor, the philosopher Seneca*). A comparison of the dominant components of the cognitive models of the intertextual inclusion and the receiving text shows that the dominant components in both models are the PARTICIPANTS and ACTIONS; this process helps to fix the reader’s attention on them and understand the important role of the subject and his actions in the development of the event. It is due to the comparison of the cognitive models that the reader identifies the dominant components that are common to them.

As for the dependence of pragmatic elements, in this case there is a combination of pragmatic goals of the intertextual inclusion and the receiving text: the purpose of the author of the historical text, as stated above, is to record significant events for history. The pragmatic goal of the author of the media text is to inform and persuade the reader. Nevertheless, this dependence can manifest itself in the fact that the media text uses an intertextual inclusion “for its own purposes”: the pragmatic goal of the intertextual inclusion is subordinated to the pragmatic purpose of the media text, thus, the purpose of the author of the historical text is used “for the purposes” of the author of the media text.

According to Verdonk, “... activation of a text by relating it to a context of use is what we call **discourse**” [7, p. 18-19]. By relating the intertextual inclusion and the receiving text to their contexts of use, we activate their discourses, which also interact with each other.

The present research is also focused on the connections between the contextual elements of the intertextual inclusion and the receiving text, which also influence the intertextual inclusion’s fulfillment of the detailing function and, at the same time, the receiving text’s fulfillment of the generalizing function in relation to the intertextual inclusion. Understanding the discursive functions of both the intertextual inclusion and the receiving text is facilitated by the fact that the recipient, perceiving the meanings contained in the media text and in the intertextual inclusion, correlates these meanings with their contexts, i.e. with knowledge about events and the corresponding cultural and historical period that is contained in his memory. At the same time, the recipient updates the situational cognitive models stored in his memory and, accordingly, knowledge about the relevant events.

Since within the discursive function the dependence of some elements on others is analyzed, one needs to understand how the situational contexts of the interacting texts depend on each other. In the afore-mentioned example, such a component of the modern context as the recipient’s opinion of a historical character undergoes positive changes due to the historical context, or rather, new knowledge about the details of the historical context (for example, events, actions performed by the subject, etc.) contained in the text (the dependence of the modern context on the historical). The historical context, represented by a specific historical

situation [8, p. 37-62], is reinterpreted due to such a component of the modern situational context as the purpose of the participant (journalist), which is to reevaluate some traits of the ancient Roman emperor (the dependence of the historical context on the modern one). We argue that such cases refer to the process of interference (interaction) of discourses [9].

In this case the internal factors of context determination are active. According to Firth, these factors include individuals with their characteristics (including their linguistic and extra-linguistic actions), as well as extra-linguistic and extra-personal events [10].

In the following example, intertextual inclusions also perform a detailing discursive function: *The animosity the Roman people showed towards Poppaea wasn't shared in other parts of the empire. In the Campania region, where Poppaea was born in the city of Pompeii, the imperial couple enjoyed popular support. On the walls of Pompeian houses (destroyed by the eruption of Vesuvius in A.D. 79) archaeologists uncovered graffiti reading "Hail Nero," "Long Live Poppaea," and "Hurray for the Emperor and Empress."* (nationalgeographic.com). In this case, the media text quotes ancient graffiti on the walls of Pompeii houses. The lexical units of the receiving media text denote popular support in general; the intertextual inclusion contains symbols used as crowd cheers, which denote the glorification of the Emperor and Empress, i.e. a specific form of popular support (glorification) is indicated. As for the cognitive characteristics of intertextual inclusions, they actualize the cognitive model of a specific situation "GREETING THE EMPEROR AND EMPRESS BY THE CROWD" in contrast to the designation of a general attitude towards the imperial couple, conveyed through the word combination *popular support*. It should be noted that the situational cognitive model is not represented in the intertextual inclusion in detail, however, the emotional language units chosen by the author are sufficient for its actualization. The actualization (by which the extraction of situational cognitive models from memory is meant), which occurs via the symbols of a media text, including the symbols of intertextual inclusion, helps to update and recreate a more detailed set of knowledge about the ancient Roman history events and customs prevailing at that time.

**Conclusion.** The undertaken research has demonstrated that the intertextual inclusions play a significant role in the composition of modern media text. Despite the fact that the citation and the receiving text are separated from each other by different discourses, genres, contexts, and are also significantly distant from each other in time and space, intertextual inclusions nevertheless have a strong impact on interpreting the modern media text, on forming or changing the reader's opinion. The contents of a modern media text also influence reinterpretation of the events of the past, represented by means of the intertextual inclusion. The intertextual inclusions due to their formal, semantic, cognitive, pragmatic, and contextual characteristics perform the most significant – detailing – function in relation to the receiving media text.

#### LITERATURE

1 Сабыр, М. Тіл – ұлттық код [Текст]: (Ғылыми зерттеулер) / М. Сабыр. – Орал: QUANYSH, 2024. – 316 б.

2 Толочин, И.В. Метафора и интертекст в англоязычной поэзии. Лингвостилистический аспект [Текст] / И.В. Толочин; С.-Петербург. гос. ун-т. – СПб.: Изд-во СПбГУ, 1996. – 95 с.

3 Кузьмина, Н.А. Интертекст и его роль в процессах эволюции поэтического языка [Текст] / Н.А. Кузьмина; науч. ред. Н.А. Купина. – Екатеринбург; Омск: Изд-во Урал. ун-та; Изд-во Омск. гос. ун-та, 1999. – 268 с.

- 4 Чернявская, В.Е. Интертекстуальное взаимодействие как основа научной коммуникации [Текст] / В.Е. Чернявская. – СПб.: Изд-во СПбГУЭФ, 1999. – 209 с.
- 5 Арнольд, И.В. Семантика. Стилистика. Интертекстуальность [Текст] : сб. ст. / И.В. Арнольд; С.-Петербург. гос. ун-т. – СПб.: Изд-во С.-Петербург. ун-та, 1999. – 443 с.
- 6 Касавин, И.Т. Текст. Дискурс. Контекст. Введение в социальную эпистемологию языка [Текст] / И.Т. Касавин. – М.: Канон+, РООИ «Реабилитация», 2008. – 544 с.
- 7 Verdonk, P. Stylistics [Text] / P. Verdonk. – Oxford: Oxford University Press, 2002. – 124 p.
- 8 Прогнозное социальное проектирование: теоретико-методологические и методические проблемы [Текст]. – М.: Наука, 1994. – 304 с.
- 9 Шевченко, В.Д. Теория интерференции дискурсов (на материале англоязычной публицистики) [Текст] : монография / В.Д. Шевченко. – Самара: Изд-во «Самарский университет», 2010. – 212 с.
- 10 Firth, J.R. Selected Papers of J.R. Firth 1952–1959 [Text] / J.R. Firth. – Bloomington: Indiana University Press, 1968. – 209 p.

#### REFERENCES

- 1 Sabyr, M. Til – ulttyq kod [Language – the national code] : (Ǵylymi zertteuler) [Scientific research]. Oral: QUANYSH, (2024): 316 b. – (In Kaz).
- 2 Tolochin, I.V. Metafora i intertekst v angloyazychnoi poezii. Lingvostilisticheskii aspekt [Metaphor and intertext in English poetry. Linguostylistic aspect]. St. Petersburg State University. St. Petersburg: SPbSU Press, (1996): 95 s. – (In Rus).
- 3 Kuzmina, N.A. Intertekst i ego rol' v protsessakh evolyutsii poeticheskogo yazyka [Intertext and its role in the processes of poetic language evolution]. Ed. by N.A. Kupina. Ekaterinburg; Omsk: Ural University Press; Omsk State University Press, (1999): 268 s. – (In Rus).
- 4 Chernyavskaya, V.E. Intertekstual'noe vzaimodeistvie kak osnova nauchnoi kommunikatsii [Intertextual interaction as the basis of scientific communication]. St. Petersburg: SPbSUEF Press, (1999): 209 s. – (In Rus).
- 5 Arnol'd, I.V. Semantika. Stilistika. Intertekstual'nost' [Semantics. Stylistics. Intertextuality] : collection of articles. St. Petersburg State University. St. Petersburg: SPbU Press, (1999): 443 s. – (In Rus).
- 6 Kasavin, I.T. Tekst. Diskurs. Kontekst. Vvedenie v sotsial'nuyu epistemologiyu yazyka [Text. Discourse. Context. Introduction to the social epistemology of language]. Moscow: Kanon+, ROOI “Reabilitatsiya”, (2008): 544 s. – (In Rus).
- 7 Verdonk, P. Stylistics. Oxford: Oxford University Press, (2002): 124 p. – (In Eng).
- 8 Prognoznoe sotsial'noe proektirovanie: teoretiko-metodologicheskie i metodicheskie problemy [Forecast social design: theoretical-methodological and methodological problems]. Moscow: Nauka, (1994): 304 s. – (In Rus).
- 9 Shevchenko, V.D. Teoriya interferentsii diskursov (na materiale angloyazychnoi publitsistiki) [Theory of discourse interference (based on English-language journalism)] : monograph. Samara: Samara University Press, (2010): 212 s. – (In Rus).
- 10 Firth, J.R. Selected Papers of J.R. Firth 1952–1959. Bloomington: Indiana University Press, (1968): 209 p.