

ANNOTATION
**dissertation work «Types and representation of intertextuality in the
media» submitted for the academic degree of doctor
Philosophy (PhD) educational program
8D02301 – «Philology»
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General Characteristics of the Research. The dissertation is devoted to the study of manifestations and functions of intertextuality in mass media. Intertextuality is considered a semantic and cultural-cognitive means of text construction that expands the author's idea and enriches the text with additional cultural, historical, and literary meanings. This phenomenon is realized through explicit or implicit references to original texts, thus deepening the semantic structure of the message. In modern literary and linguistic studies, intertextuality is viewed as a universal category applicable not only to literary texts but also to journalistic writing, media discourse, advertising messages, and even everyday speech. Accordingly, the study of intertextuality contributes to a deeper understanding of the multilayered structure of the text, its cultural and ideological content, and the interpretative connections between author and reader. These aspects constitute the core focus of the present research.

Relevance of the Research. In the context of today's information space, intertextuality acquires particular significance in linguistics, as new ways of perceiving and interpreting diverse and voluminous information emerge. By revealing connections between texts, intertextuality plays a key role in media communication. It serves not only as an artistic and stylistic device but also as a foundation for cultural and cognitive dialogue between the author and the reader. Intertextual elements are constantly renewed in accordance with the dynamic nature of media discourse and are adapted to various genres and styles. This facilitates a deeper understanding of the relationship between language and culture and highlights national codes and worldviews. In this context, intertextuality is considered not only a linguistic but also a sociocultural phenomenon that requires comprehensive scientific analysis.

Theoretical Foundations. The theoretical basis of intertextuality in linguistics was laid by M. M. Bakhtin, Y. N. Tynyanov, J. Kristeva, and G. Genette. Further contributions were made by Russian scholars such as N. A. Fateeva, who regarded intertextuality as a form of cultural memory closely linked to authorial style, and A. D. Vasiliev, who explored cultural and historical codes in literary discourse. In Kazakh linguistics, intertextuality has also become a topic of academic interest, primarily within the analysis of literary texts. A. S. Adilova has thoroughly examined the theoretical foundations of intertextuality, its typology, and its functions in Kazakh literature. B. A. Abdykhanova investigated the structural relationship between intertextuality and precedent phenomena, particularly focusing on folklore prototexts. Scholars such as G. B. Madiyeva, S. Imanberdiyeva, E. A. Zhuravleva, Zh. A. Kaparova, and G. K. Ikhsangaliyeva

focused on precedent phenomena and their structural, semantic, and pragmatic characteristics in media texts.

Focus of the Study. This research focuses on intertextuality in Kazakh-language media. The study identifies the features of allusions and reminiscences as primary types of intertextuality, exploring their linguocultural specificity and communicative functions in media contexts. Special attention is given to the pragmatic potential of precedent phenomena – their ability to convey authorial intent, activate cultural codes in readers’ consciousness, and add semantic depth to the text. An empirical assessment of how youth audiences perceive these phenomena was also conducted. Furthermore, intertextuality is examined as a tool for transmitting national worldview and cultural memory.

Objective of the Dissertation. To provide a comprehensive analysis of the functions of intertextual elements in media texts, particularly in Kazakh-language newspapers, and to determine the role and perception of precedent phenomena by the reading audience.

Research Tasks.

1. Comparative analysis of theoretical approaches to intertextuality in domestic and foreign linguistics.

2. Identification of the structural, pragmatic, and semiotic features of intertextual links in media texts.

3. Description of forms of intertextuality in Kazakh-language media and their relation to national culture.

4. Analysis of the functions of precedent elements as intertextual markers.

5. Investigation of the role of precedent phenomena in conveying national identity and cultural memory.

6. Empirical analysis of readers’ perception of precedent phenomena.

7. Development of a linguocultural database of precedent phenomena and an algorithm for their automatic recognition using Python and the libraries pandas, re, nltk, and spacy.

Object of the Study – Texts of Kazakh-language mass media.

Subject of the Study – Intertextual elements in media discourse.

Methodology. The research employs a complex approach combining several interrelated methods: linguocultural analysis of media texts, semantic-interpretative and contextual analysis, as well as comparative-descriptive and analytical methods aimed at identifying the use of precedent texts. The main scientific results are derived from the content and structural analysis of media texts. Google Forms was used for survey distribution, and Python-based software was employed for data processing.

Research Materials. The empirical base includes texts from Kazakhstani periodicals published between 2010 and 2025, such as «Zhas Alash», «Egemen Qazaqstan», «Ortalyq Qazaqstan», «Ana tili», «Aiqyn», «Qazaq uni», «Qazaq adabietini», as well as content from websites like abai.kz, baq.kz, massaget.kz, and adabiportal.kz. A total of 400 texts were analyzed. Seventy precedent phenomena (35 national, 35 universal) were linguistically described.

Scientific Novelty.

- First systematic linguistic analysis of intertextuality in Kazakh-language media texts.
- Typology and pragmatic functions of intertextual structures (allusion, reminiscence, quotation) and precedent phenomena.
- Linguocultural mechanisms for meaning-making based on intertextuality and precedentness.
- Empirical validation of the role of precedent phenomena in activating national codes and cultural memory via media discourse.
- Proposed an applied model for automatic recognition of intertextual units using Python.
- Developed a typology of Kazakh-language precedent units with cognitive-functional justification.
- Introduced the term «precedent symbol» as a theoretical contribution to media linguistics and linguoculturology.
- Comprehensive semantic, symbolic, cultural, and pragmatic description of 70 universal and national precedent phenomena (in English, Russian, and Kazakh).

Theoretical Significance.

The findings contribute to the expansion of academic foundations in media linguistics, text linguistics, linguoculturology, and pragma-linguistics. The proposed concepts and classifications may serve as a basis for further theoretical exploration of intertextuality and precedent phenomena in modern media discourse.

Practical Significance.

The results may be used in the development of special courses and teaching materials for the following disciplines:

«Intertextuality Theory», «Precedent Phenomena», «Media Linguistics», «Language of the Media», «Modern Journalistic Style», «Text Theory», «Linguoculturology», «Linguo-folkloristics», «Speech Culture».

Key Provisions for Defense.

1. Intertextuality is a cognitive and pragmatic component of media discourse involving the inclusion of elements from other texts.
2. Allusions and reminiscences dominate in newspaper texts, enhancing expressiveness and semantic depth.
3. Precedent phenomena act as markers of intertextual connections and activate cultural memory.
4. Precedentness reflects cultural memory and collective national consciousness, actualized in media space.
5. A precedent symbol is a special type of precedent phenomenon with stable cultural associations and pragmatic functions.
6. Each precedent phenomenon is characterized by cultural significance, referentiality, symbolism, and functional semantics.

Structure of the Dissertation.

The dissertation consists of a glossary, list of abbreviations, introduction, three main chapters, conclusion, references, and appendices.

Approbation and Publications.

Based on the results of the study, 10 articles have been published in domestic and international journals and conference proceedings, including 2 in Scopus-indexed journals with non-zero impact factors, 5 in journals recommended by the Committee for Quality Assurance in the Sphere of Education and Science of the Ministry of Science and Higher Education of the Republic of Kazakhstan, and 3 in international conference proceedings and other periodicals.

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