
ABOUT THE FEATURES OF AN INTERNET HYPERTEXT

Porubay I.F.

PhD, senior teacher, Fergana State University, Uzbekistan

Abstract. The article explores the concept of hypertext and examines hypertexts found on the Internet. The research aims to analyze various approaches to hypertext in general and specifically investigates Internet-based hypertexts. The goals of the article encompass delineating aspects of hypertexts such as their structure, behavior, content, technical aspects, functionality, and their relationships with both readers and authors. Additionally, it seeks to examine the elements of hypertext, including its links and the organization and binding methods employed.

Keywords: Hypertext, Text, Internet hypertext, Link, Text linguistics.

There are numerous ways to study Internet language, each focusing on different aspects of the Internet and computer technology to varying extents. This media-rich environment inevitably influences the communication process, resulting in specific language trends, structures, and features often unique to the Internet. [1, 570-577]

When we discuss Internet communication, we typically think of texting – sending messages to each other via Internet services and software. These messages convey information the meaning of which is understood both semantically and pragmatically. However, the inclusion of hypertext adds another layer to the meaning of a text message.

Hypertext represents a complex network of various texts and media types interconnected by web links. This principle is extensively utilized by social media and website libraries. Hypertext is not seen as a new linguistic phenomenon but rather necessitates a re-evaluation of traditional text features and requirements, such as linearity, coherence, text boundaries, and navigation. [2, 532]

The term "hypertext" was first introduced by mathematician Theodore Nelson in 1965. He noted that hypertext differs from traditional text due to its non-linear structure, resembling a branching network of connected texts and ideas rather than a single linear text. It also features a system allowing readers to jump from one part of a text to another in various ways. Consequently, the way someone reads hypertext differs, providing the reader with the ability to choose the order in which they read the information. [3, 167-171]

According to E. Klochkova, a hypertext comprises numerous simultaneous channels of information, implying that it facilitates parallel communication. Klochkova identifies various types of links connecting different parts of a

hypertext. Research indicates that these links can be substantial, verbal, or adverbial. Substantial links may be internal or external, with the former referring to specific themes within a text and the latter linking to various real-world references, enriching the reader's mental lexicon. Verbal links indicate how information is represented, while adverbial links create a metaphorical representation of a unified hypertext environment. [4]

Hypertext offers several advantages to the communication process. Primarily, it transforms communication into a platform for content interaction, as communicators can incorporate hyperlinks to external media sources. This distinctive textual behavior is termed hypertextuality, encompassing specific characteristics of hypertext regarding its presentation, structure, and organization of information access.

Hypertextuality is characterized by certain features present in any related research: non-linearity, incompleteness, fragmentation, multiplicity, and multimedia integration. Of particular interest is the non-linear nature of hypertexts. Unlike traditional linear texts such as books, hypertexts do not necessitate a sequential reading approach to access crucial information. The interaction with hypertexts focuses on retrieving relevant parts rather than consuming the entirety of the information. [5, 46-54]

Another characteristic of online hypertext is its immediate accessibility, typically only limited by technical issues like internet connectivity or website malfunctions. Otherwise, information can be readily accessed through links provided via website trees, indexes, or search systems. Within hypertext, connections extend beyond mere semantic relevance; they encompass the technical capacity to navigate to corresponding semantic elements such as text fragments, phrases, or words. [6, 36-45]

Debate arises regarding the reading model or scenario adopted by readers when interacting with hypertext. Due to its non-linear structure, reading a hypertext doesn't necessarily entail consuming the entire text. In contrast to traditional reading scenarios like reference books or manuals, which offer a finite amount of information defined by the book's scope, hypertext is virtually boundless in its branching.

Hypertext on the internet encompasses all the characteristics of traditional hypertext, including non-linearity, fragmentation, anonymity, and the potential for individualized reading models. Additionally, it possesses internet-specific features such as instant access, user contribution capabilities, and the inclusion of multimedia and non-textual elements. Essentially, hypertext systems on the internet interconnect and unify all available internet sources, binding web pages

together through links and transforming the entirety of textual and non-textual content into a vast, interconnected, and limitless hypertext.

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