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THE POETIC NATURE OF INTERNET-TEXTS AS A NATIONAL CHARACTER TRAIT

The article analyzes texts produced through poetic tactics – one of the linguocultural units that reflects the national specifics of Kazakhstani Internet texts located in the virtual space. The Internet has also made it possible to develop poetic discourse, the authors of which can be any Internet user. Elements of poetic tactics used in the communications of Internet users model manifestations of national consciousness. Today, in the works of native speakers in the virtual space, it is common to find texts in the poetic form of the communicants' own work or poetic texts that are not their own works, but partially or fully quoted from other sources, for example, from popular songs, poems of great folk poets, akyns. The goal is to consider the established concepts of poetic tactics in modern linguistics and study poetic texts that reflect the national characteristics of the Internet space. In the process of writing a work, methods of description, narration, and elements of linguocultural analysis techniques are used. They reveal the meaning of the poetic nature of communicants common in a certain folk culture, create the opportunity to determine their originality, and differentiate their functions. The choice of such tactics depends on the temperament, mentality, and values of a particular linguistic personality. As a result of linguoculturological and linguopersonological analysis of texts, it is concluded that poetic tactics in Internet texts depict ideas, the spirit of the people based on the national image of the world and form the text generation of the Kazakh virtual linguistic personality.

Key words: poetic tactics, Internet text, communication, Internet commentary, picture of the world, virtual space.

Introduction

In the modern world, the Internet, which is one of the greatest and most influential inventions of the 20th century, has a huge impact on the culture of

society. The Internet has penetrated almost all spheres of human life, from everyday communication, trade and science to entertainment. Over the years, the Internet has satisfied many of humanity's needs, from the availability of information, instant messaging and ending with fast communication throughout the world.

The interactive function of the Internet not only allows you to create texts of different genres, but also gives freedom when publishing, the ability for the user to hide under a pseudonym. Communicators can freely express their thoughts, release positive and negative emotions, without restrictions on rudeness, obscene language, etc., everyone can become an author and express their point of view.

The Internet has also made it possible to develop poetic discourse, the authors of which can be any Internet user. On the global network, readers have the opportunity to find the desired poem and many similar ones almost instantly on various topics. Thus, «the blog space is not only a new habitat for the poet, but also a space that transforms his identity and poetic subjectivity, as well as the structure of poetic texts in general» [1, p. 122].

The virtual environment for an unknown author remains the only space in which he can realize himself, his ambitions, find subscribers and like-minded people and join this environment, allowing him to feel himself as a writer, poet, part of the «poetic people» [2, p. 60]. «For an online author, poetry is speech not only with manifested value, but also with increased value, a status form of utterance. An unrecognized author does not just write poetry – he joins something a priori significant, joins the ranks of the elite (cf. «he writes poetry», a characteristic that in everyday communication certainly acts as a positive, a sign of an «extraordinary», «interesting» person)» [2, p. 61].

This study examines the issue of the poetic features of the texts of Internet comments left on Internet texts. Commentators, discussing the situation, produce texts of different types, different forms and different volumes, ranging from one word to poems, long stories and legends. For a modern network user, it will not be difficult to obtain any information, copy or independently create creative commentary texts. In the communication process, one can often notice texts in poetic form, the authors' own works on a given topic of discussion, in our case, on a topic related to the sphere of politics. Their poetic comments are presented both in rhythmically correct format and in awkward, non-rhythmic form. Most commentators publish poetic texts that are not their own works, but are partially or fully quoted from other sources, for example, from popular songs, poems of great folk poets, akyns. The choice of such tactics depends on the temperament, mentality, and values of a particular linguistic personality. «The relationship between a collective online author and poetry is built according to the laws of mythological thinking: a universal and weakly differentiated tradition acts as a

legend that has symbolic value and modeling potential; creativity is imparted a sacred meaning. It is not separated from the emotional impulse» [2, p. 61].

Object of study: poetic texts in the Internet space.

The goal is to consider the established concepts of poetic tactics in modern linguistics and study poetic texts that reflect the national characteristics of the Internet space.

To achieve the stated goal, the following tasks are presented:

- summarize the existing ideas about poetic tactics in the scientific works of linguists;
- generalization, comprehension and analysis of poetic Internet texts widespread in folk culture, reflected in Internet interpretations, identifying features and differentiation of functions performed.

Materials and methods.

The research material was texts posted on the Internet. In the course of the work, methods and techniques of generalization, description, and presentation of the goals and objectives were used. In revealing the types and features of poetic texts, elements of linguocultural analysis techniques were used.

Results and discussion

Zhanashar «Prajmeriz degenge halyk kuanyp, endi zhastar, kolyan is keletinder, shynajy elge zhany ashityndar keletin boldy goj dep kuanyp edik, bilik tarapynan bir alga basu bar eken dep. Bayagy zhartas bir zhartas. Bayagy tizesi shygyp, isten shykkan kadr symaktar demaluga pensiya aldynda Mazhiliske zhinalady eken goj okazyvaetsya» [3] (We were glad that the people were happy about the primaries, that now young people will come, those who know how, those who will truly feel sorry for the country, and that there is a step forward on the part of the authorities. Nothing has changed, it remains the same. It turns out that those same personnel who are outdated and ineffective are going to the Mazhilis to rest before retiring). A commentator under the nickname Zhanashar left a comment to the article in poetic form. He speculates on the problem, partially quoting one line of Abai Kunanbaev's poetry entitled «Segizayak». In addition, through the line «Bayagy zhartas bir zhartas» he expresses irony, the meaning of which is that there is no hope left for future changes for the better. Below is part of the song of the great Kazakh poet:

Zhartaska bardym,
Kunde ajgaj saldym,
Onan da shykty zhangyryk.
Esitip unin,
Bilsem dep zhonin,
Kop izdedim kangyryp. Bayagy zhartas – bir zhartas,
Kank eter, tukti bajkamas. Zhayauy kapyt, Attysy shapyt,

Kajrylyp sozdi kim uksyn [4]. As we can see, the precedent text contributed to the generation of Internet commentary, the choice of content of which was influenced by a value factor that was significant for the linguistic personality.

Serik «Nakpaevty tizimnen alsyn! Biz karsymmyz!!! Kolynan bok kelmejtinder tagy da torge ozdy! Azgan adam ba, zaman ba!» [3] (Remove Nakpaev from the list! We are against!!! Those who don't know how to do anything have won again! Lost person or time!). This text of the commentary by the author under the nickname Serik was created using poetic tactics. He uses one line of the song «Azgan adam ba, zaman ba!» modern poet, blogger Zholmyrz Alimzhan called «Mun» (longing).

Kim azdy adam ba, zaman ba?

Tunilem san ojga kalamda...

San ashkan arular kobejdi,

Sanasy zhetetin haramga... [5].

The commentator quotes a line from this work, thereby expressing a negative attitude towards the problem stated in the article. Such an interpretation enriches his text, gives it a national flavor and helps to express the ironic and emotional state of the linguistic personality.

Clara Akimat «30 zhylda tyndyrgan bir isi zhok, kaj betimen Parlamentke barady. Ne bilim zhok, ne tazhiribe zhok, ne oj oris zhok. Akshan bolsa kaltanda, taltanda da taltanda! Auzy kisyk bolsa da, baj balasy sojlesin degen osy, kazagym!» [6] (For 30 years he has done nothing, how can he dare to go to parliament? There is no knowledge, no experience, no horizons. If you have money in your pocket, you can afford anything! Even if his mouth twists, let the rich man's son speak). In the remark of the author Clara Akimat, there is a quotation of an excerpt from the song «Akshan bolsa kaltanda...», authored by the modern poet Nurlan Bostanov. The song excerpt was successfully used by commentators to verbalize their attitude to the stated situation. Below is part of the original work:

Akshan bolsa kaltanda...

Akshan bolsa kaltanda,

Taltanda da,taltanda emes

Akshan bolsa kaltanda,

Bos narsege aldanba,

Akyretke sauap ter

Bes kundik pani zhalganda!

Akshan bolsa kaltanda,

Sen-adamga tandanba!

Kedej,zhetim-zhesirge,

Komek bershi kashanda! [7].

Consequently, the commentator explicates his inner state and emotional mood through a fragment of a song containing a call to the authorities to stay close to the people and help those in need, based on religious judgments. The essence of poetry is that there is still life after death, that everyone is responsible for bad deeds before the Almighty.

Elena

«I vot nastal velikij den',
Mne dali v ruki byulleten',
Beru i stavlyu krestik – e-e-h,
YA golosuyu protiv vsekh!» [8].

The author's commentary under the nickname Elena to the text «Parliamentary elections in Atyrau» is made in a rhythmic poetic form. She describes the election process and voices her negative decision. In her four-line text, the author was able to concisely interpret her attitude, which shows her as a creative, literary gifted person.

Mestnyj Gost' «Ajnalajyn, arda ulym! Bergej balam! Zharadyn! «Karangy kazak torine, Ormelep shygyp kun boldyn». Sattilik tilejmiz, biz koldajmyz!» [9] (Ainalayin (dear), my son! Bergey, my son! Well done! «You climbed to a place of honor in the confused consciousness of the Kazakh people and became the Sun». Good luck, we support you!). As we can see, the author of this online comment conveys his mood using lines from the poetry of the great Kazakh poet Sultanmakhmud Toraihyrov.

Karangy kazak kogine,
Ormelep shygyp, kun bolam!
Karangylyktyн kogine,
Kun bolmaganda, kim bolam? [10].

He quotes the first lines of the song «Shakirt oyy» (Thoughts of a student) without changes. A commentator under the nickname Mestnyj Gost' seeks to raise the authority of the ex-akim of the Atyrau region with the help of these lines of the song, since in the content of the song he correlates it with the sun, which will give a helping hand to the confused consciousness of the Kazakh people. He uses the statement (words) of a precedent personality, which is a value symbol of Kazakh linguistic culture. Since Sultanmakhmud Toraihyrov occupies a significant role in history, literature and in the consciousness of Kazakh society.

Let's analyze the following online commentary on the political text «Dalenov about Vice Minister Zhunusova: If he bites into the matter, he won't let go» [11]:

Tagambaev
«Ne v den'gah schast'e-a v ih kollichestve!
Vsyo delo v zhadnosti i eyo velichie!
Ved' v kazhdom tele, est' eyo chastica!
Imeya babki net zhilaniya delitsya!» [11].

The author comments on the primary text on the appointment of a new vice minister of national economy. In four lines of poetry, the author emotionally interprets the negative attitude towards the stated problem. The commentary is produced in poetic form and does not contain a direct assessment, but a hint that helps to clearly understand the commentator's attitude to what is happening. The linguistic personality under the nickname Tagambaev conveys a subjective vision of the problem described in the political text: the inherent feature of the appointed official – greed – will prevent him from performing his direct functions.

As we have seen, the associative thinking of the interpreter contributes to the transformation of the national linguistic personality, which has a value sign in the text [12].

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Conclusion

Texts in virtual space include a sufficient number of cultural units that reflect the properties of the axiological attitudes of the community. This is embodied in the actualization of a number of folklore and ritual meanings, including the poetic nature of lexical units that model manifestations of national consciousness. Poetic tactics in Internet comments, considers ideas based on the national picture of the world, forms the text generation of the Kazakh virtual linguistic personality. In the communication process, you can often notice texts in poetic form, the authors' own works on a given topic of discussion. Their poetic comments are presented both in rhythmically correct format and in awkward, non-rhythmic form. Most commentators publish poetic texts that are not their own works, but are partially or fully quoted from other sources, for example, from popular songs, poems of great folk poets, akyns. The choice of such tactics depends on the temperament, mentality, and values of a particular linguistic personality.

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ҰЛТТЫҚ СИПАТТЫҢ ЕРЕКШЕЛІГІ РЕТІНДЕ ИНТЕРНЕТ-МӘТІНДЕРДІҢ ПОЭТИКАЛЫҚ ТАБИҒАТЫ

Мақалада виртуалды кеңістікте орналастырылған қазақстандық интернет-мәтіндердің ұлттық ерекшелігін көрсететін лингвомәдени бірліктердің бірі – поэтикалық тактика арқылы туындайтын мәтіндер талданады. Интернет поэтикалық дискурсты дамытуға да мүмкіндік берді, оның мәтіндерінің авторлары кез келген қалаған интернет пайдаланушысы бола алады. Интернет қолданушыларының қарым-қатынасында қолданылатын поэтикалық тактиканың элементтері ұлттық сананың көріністерін модельдейді. Бүгінгі таңда виртуалды кеңістіктегі интернет қолданушыларының мәтіндерінде коммуниканттардың өз шығармашылығынан туындаған поэтикалық

туріндегі мәтіндер немесе өздерінің шығармалары емес, жартылай немесе толығымен басқа туындылардан, мысалы, танымал әндерден, ұлы халық ақындарының өлеңдерінен алынған поэтикалық мәтіндер жиі кездеседі. Шығарманы жазу барысында сипаттау, баяндау әдістері, лингвомәдени және лингвоперсоналогиялық талдау әдістемесінің элементтері қолданылады. Олар белгілі бір халықтық мәдениетте кең таралған коммуниканттардың поэтикалық табиғатының мағынасын ашады, олардың ерекшелігін анықтауға, қызметтерін ажыратуға мүмкіндік береді. Мұндай тактиканы таңдау белгілі бір тілдік тұлғаның темпераментіне, менталитетіне және құндылықтарына байланысты. Мәтіндердің лингвомәдени және лингвоперсоналогиялық талдауы нәтижесінде «интернет-мәтіндердегі поэтикалық тактика әлемнің ұлттық бейнесіне негізделген идеяларды, халықтың рухын көрсетеді, қазақтың виртуалды тілдік тұлғасының мәтіндік тууын қалыптастырады» деген қорытындыға келді.

Кілтті сөздер: поэтикалық тактика, интернет мәтіні, коммуникация, интернет-түсініктеме, әлем бейнесі, виртуалды кеңістік.

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ПОЭТИЧЕСКАЯ ПРИРОДА ИНТЕРНЕТ-ТЕКСТОВ КАК ЧЕРТА НАЦИОНАЛЬНОГО ХАРАКТЕРА

В статье анализируются тексты, продуцированные посредством поэтической тактики – одна из лингвокультурных единиц, отражающая национальную специфику казахстанских интернет-текстов, размещенных в виртуальном пространстве. Интернет позволил развивать и поэтический дискурс, авторами текстов которого может выступать любой желающий пользователь сети. Элементы поэтической тактики, используемые в коммуникациях интернет пользователей, моделируют проявления национального сознания. Сегодня в произведениях носителей языка в виртуальном пространстве обычным явлением является тексты в поэтической

форме собственного произведения коммуникантов или поэтические тексты, являющиеся не их собственными произведениями, а частично или полностью цитируемыми из других источников, например, из популярных песен, поэм великих народных поэтов, акынов. Цель – рассмотреть устоявшиеся понятия поэтической тактики в современной лингвистике и изучить поэтические тексты, отражающие национальные особенности интернет-пространства. В процессе написания произведения используются методы описания, повествования, элементы методик лингвокультурологического анализа. Они раскрывают смысл поэтической природы коммуникантов, распространенных в определенной народной культуре, создают возможность определить их своеобразие, дифференцируют их функции. Выбор такой тактики зависит от темперамента, ментальности, ценностей конкретной языковой личности. В результате лингвокультурологического и лингвоперсоналогического анализов текстов делается вывод, что поэтическая тактика в интернет-текстах ортажасает идеи, дух народа, основанные на национальном образе мира, формирует текстопорождение казахской виртуальной языковой личности.

Ключевые слова: поэтическая тактика, интернет-текст, коммуникация, интернет-комментарий, картина мира, виртуальное пространство.

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