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МІСЦЕ КАТЕГОРІЇ ІНФОРМАТИВНОСТІ В СИСТЕМІ ТЕКСТОВИХ КАТЕГОРІЙ

Стаття продовжує низку публікацій автора, присвячених теорії тексту. Вивчення категорій тексту актуально, оскільки неможливо говорити про об’єкт дослідження, не назвавши і не пояснивши його категорій. Опис категорій тексту і їх взаємодії націлений на отримання узагальненої характеристики всієї системи, тобто тексту як цілого шляхом з’єднання знань про його елементи. В статті розглядаються основні напрямки досліджень категорій тексту і їх класифікації на прикладі газетного повідомлення про погоду. Специфіку та стійкість будь-якого типу текстів забезпечує єдність текстових категорій. Огляд наукової літератури показує, що поряд зі специфічними існує ряд універсальних категорій тексту. Категорія інформативності є однією з основних текстових категорій. Дослідження категорії інформативності вимагає чіткого визначення понять «інформативність» і «інформація», приймаючи до уваги трактування даних

понять визначеннями, прийнятими в лінгвістиці, кібернетиці та теорії інформації. Враховуючи загальнонауковий характер поняття «інформація» і філософську значимість терміна «категорія», категорія інформативності о досягнень суміжних наук в нерозривному зв’язку з іншими категоріями тексту.

Ключові слова: категорії тексту, категорія інформативності, інформація, газетне повідомлення про погоду.

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THE PLACE OF THE CATEGORY OF INFORMATIVENESS IN THE SYSTEM OF TEXT CATEGORIES

The study of text categories is essential because it is impossible to talk about the object of study without naming and explaining its categories. The description of text categories and their interaction is aimed at obtaining the generalized description of the whole system, i.e. the text as a whole by combining knowledge about its elements. The article deals with the observation, analysis, and research of text categories and their classification on the example of a newspaper weather forecast report. Basic characteristic features of information in newspaper weather forecast repots are given. The review of scientific literature shows that there exist specific and universal text categories. The main function of newspaper weather forecast report is the information transfer that is why the author highlights the category of informativeness. Category of informativeness is one of the leading text categories. The study of the category of informativeness requires a clear definition of "informativeness" and "information", bearing in mind the interpretation of these concepts by definitions adopted in linguistics, cybernetics and information theory. We should take into account the general scientific nature of the concept "information" and the philosophical significance of the term "category". Thus, the

category of informativeness should be studied at the intersection of linguistic directions using the achievements of related sciences in inseparable connection with other text categories. The topicality of linguistic problem mentioned above is proved by the wide range of scientific works on text categories.

Keywords: text categories, category of informativeness, information, newspaper weather forecast report.

"Category" from the philosophical point of view is defined as an extremely broad concept in which the most general, distinctive and essential features, peculiarities, characteristics and relationships of objects and knowledge of the objective world are reflected [9, p. 240]. With regard to text we can describe "category" as a feature common to all texts. Moreover, texts cannot exist without categories, thus, it is the typological text characteristic. Text categories reveal the most general and essential features functioning as the bridge in understanding ontological, epistemological, and structural markers [20, p. 80]. The article is aimed at describing the place of the category of informativeness within the system of text categories on the example of newspaper weather forecast reports because the main function of such kind of texts is transfer of information.

Two main directions of scientific researches on text categories have been developed since the 1980s: taxonomic and qualitative [20, p. 80]. The taxonomic researches classify text categories and analyze their interaction mechanism [3; 4; 5; 11, p. 70-79; 14]. Qualitative studies explore the functioning of a specific text category, e.g. categories of time [13; 19], time and space [18], informativeness [4; 8], coherence [7], cohesion [10], modality [6], etc.

It is worth mentioning that classification of text categories is heterogeneous because different criteria lie in its basis: semantic and structural, pragmatic and functional, obligatory and optional [20, p. 81]. The wide range of scientific works

on text categories proves the fact that the linguistic problem mentioned above is very important.

According to I.R. Galperin, there are informative and formally structural text categories both defined as grammatical ones. The researcher explores categories of adhesion, informativeness, retrospective, modality [5]. Z.Y. Turaeva writes about two basic groups of text categories: structural and informative. Categories of adhesion, integration, and progression/stagnation are structural; image of the author, space and time, informativeness, modality are informative categories [20, p. 81]. V.A. Kukharenko defines categories of anthropocentricity, informativeness, modality, pragmatic focus in fiction texts [12, p. 70-79].

There exists an idea that it is impossible to differentiate text categories because any text category can be either structural, semantic or pragmatic (communicative). Firstly, we can research a text as the result generated by a language personality and addressed to language personality. Secondly, we can study a text as a phenomenon of universal and national culture. Finally, we can explore a text as a facilitator for successful human interaction with the help language means [16, p. 195]. Differentiating such notions as text structure, category, and paradigmatics text category is defined as superparadigmatic text feature that gives a reader the chance for interpreting it. We understand paradigmatic text feature as general formal and content components within text system with the help of which we can combine texts in groups [12, p. 81]. Integrity, segmentability, cohesion, coherence, informativeness, chronotope, modality, interaction, intertextuality, conceptuality, anthropocentricity are universal text categories [16, p. 196].

Foreign linguists think that adhesion, modality, informativeness are notions of category level paying much attention to informativeness. They do not use the term “text category” but “standards of textuality” instead [22, p. 3]. The complex of basic features characterizes each text category but the set of attributes and their proportion differ from text to text.

From the pragmatic point of view, the study of category of informativeness is impossible without engaging the category of integrity. Category of integrity is a psychological phenomenon because it is realized in the process of reader's comprehension of the text. Integration is subordination of text parts to the basic topic which leads to the understanding of the text as an integrated whole.

Integrity has semantic and formally structural sides reflected in text wholeness and coherence. Text coherence and wholeness are different: coherence has linguistic nature, wholeness – psychological one.

Text compression is one of the means for transferring text wholeness. By text compression we understand transferring the basic content omitting unnecessary information. The leading characteristic feature of newspaper weather forecast report is its conciseness. Compression in such kind of texts is implemented with different degree and by various means of contraction resulting in the wholeness of information report perception [8, p. 34]. We consider the text structure and its composition to be one of the means for providing text coherence.

Taking into account the general scientific nature of the concept "information" and the philosophical significance of the term "category" we promote the idea that the category of informativeness should be studied at the intersection of linguistic directions using the achievements of related sciences in inseparable connection with other text categories. Moreover, we explore category of informativeness in a specific type of texts, namely newspaper weather forecast reports.

The study of the category of informativeness requires a clear definition of "informativeness" and "information", bearing in mind the interpretation of these concepts by definitions adopted in linguistics, cybernetics and information theory.

I.R. Galperin distinguishes three types of text information:

1) content-factual information – facts, actions, processes that take place in the real world. This information is explicit and can be found in scientific texts, in the texts of official documents, in newspaper style, etc.;

2) content-conceptual information – author's perception of phenomena and concepts, his intentions, ideas, notions;

3) content-implicit information – information that is based on the ability of language units resulting in generating connotations and associations [5, p. 25-41].

We interpret information in a narrow sense as facts and news, in a broad sense – as the manifestation of human activity that alters the quality and quantity of information. Participants of this human activity have such kind of information that leads to changes in people's behavior [21, p. 40]. In communication theory, information is new facts about subjects, phenomena, relations, and events of objective reality [4, p. 2] that presuppose different thesaurus of communicants as the basic condition of communication. In information theory, one should distinguish such notions as "information" and "knowledge" because "the linguistic expansion" of information happens very often [2, p. 27]. "Knowledge" can be studied on three semiotic levels – syntactic, semantic, and pragmatic. On the syntactic level there exists metaknowledge as metainformation; on the semantic level – "knowledge" itself as the fixed relations between the signifying and signified; on the pragmatic level – information as the fixed relation between a sign and its value for a consumer. Thus, information is knowledge included into communicative process [2, p. 27]. This proves the fact that category of informativeness should be studied in the framework of semiotic approach to texts.

Informativeness as a notion is narrower than information. Speaking about informativeness as the text characteristic, we identify the communicative aspect of information process. We decode information as the labile value, the ability of adequate conveying of some part of information to recipients via communication channel but not the absolute quantity of text information or its general "informational filling". Cybernetics interprets informativeness as the one that breaks stability of text system [1, p. 33] drawing attention to unusual and new facts.

When speaking about the place of the category of informativeness within the system of text categories we need to mention basic features of information. Information must be valuable, useful, new, interesting, and real. These features of information are traditional. Weather forecast report has specific features of information on the level of content and form.

General scientific category of information has three basic components: facts (quantitative component); regularity or negentropy (qualitative component); variety (multiplicity component). Quantitative component makes the basis of information existence, qualitative component points at the ultimate goal of information process, and multiplicity component projects information transferring on different situation levels.

Taking into account interdisciplinary character of our research we will dwell on specificity of informing in newspaper weather forecast reports.

Ambiguity is the main attribute of communicative noise [15, p. 53; 17, p. 181]. Negentropy function of information in newspaper weather forecast report is realized, firstly, through redundancy and information compression and, secondly, via such functional characteristics of information genre texts as objectiveness, accuracy, and relevancy. Multiplicity component implementation of general scientific information category in newspaper weather forecast report depends mostly on communication factors situation.

Thus, summarizing our literature review on the study of text categories let us highlight some most important points.

Firstly, taking into account the general scientific character of such notion as “information” and philosophical significance of the term “category” we think that text categories must be studied not in the framework of a single linguistic approach but at their intersection, e.g. text linguistics and pragmatics. Moreover, we can use achievements of related sciences such as information theory, psychology and others. This provision applies completely to category of informativeness.

Secondly, we think that category of informativeness must be researched in conjunction with other text categories.

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