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The informative characteristics of the text

The problems of information analysis, information richness and informational concept of the text attracted the attention of many linguists (I.R. Halperin, S.J. Turaeva, O.O. Selivanova, N.S. Valhina, S.L. Hizatulin, L.G. Mikhailova, E.A. Artemova, I.S. Alexeeva), but a number of issues remains open to debate. The purpose of this article is to clarify the distinction between information and informational concept. The main categories of the text as communication units is the highest rank category of information content, completeness, linear representation, connectivity, modality and frequency. The presence of major categories defines a standard / non standard text. Universal feature of all texts is the presence of a sender and a recipient.

Nowadays in modern linguistics concepts and methods of such sciences as cybernetics, information theory, statistics, formal and informal logic and others are widely used. As a result of this relationship new important branches in linguistic studies – theory and practice of computer translation, automatic information retrieval, automatic summarization of the text are sometimes united under a common name – engineering linguistics.

For the development of stylistics the implication of certain position of information theory was particularly fruitful, which appeared in the 30s of the 20th century and was applied as a purely technical area of science connected with the problem of output capacity of information. Later it was

found that the processes, that information theory considers, have direct analogies in the processes of human thought, as the information received is implemented ability of the brain to perception, memory provides storage of information and processing of human imagination and uses it. Subsequently, a number of works in which the basic concepts of information theory deals for different sectors of human activity such as a language, art, science appeared.

To the development of the category under investigation, a very significant contribution was made not by philologists, though their terminology is not always the same as adopted in linguistics, but semantic matching can always be established. For example, Kolmogorov A.N. showed that the entropy of the text (the degree of uncertainty when choosing a text message) consists of the entropy of the thought and the entropy of the construction.

In engineering sciences the term "information" is considered primarily in terms of quantity as the minimum number of binary solutions that enable a person who receives information to restore a message based on data he has. In the humanitarian sciences, the term "information" is considered primarily in terms of quality and is treated as a content received from the outside world in the process of our adaptation to it and adapted to our feelings or physical action as a process that affects our thinking. Thus, in the humanitarian sciences semantics of the text or expression, the value of which can be measured by the degree of change in the volume of knowledge of who receives this information is primarily considered.

Information can be viewed as in a narrow sense, e.g. facts, information, background, and in a wide sense, e.g. an expression of human activity, which consists of changing the amount and quality of information held by participants in activities that result in changes of their behavior. In communication theory, information is the reception of new facts about

objects, events, relationship or actions of objective activity that admits unequal thesaurus of communicants as an obligatory condition of changing information. Informational concept is somewhat narrower than the information that emphasizes communicative aspect of the information process, which occurs in the text. Informational concept can be regarded not as an absolute amount of information in the text, but as a labile value of delivering this information to recipient.

Among other categories of a text informational concept as the ability to transmit useful or interesting messages of the text is the most important. Many scientists were engaged in the workout of development and specification of this category, including not only linguists. A significant contribution to the formation of the concept should be noted by mathematicians and specialists in the theory of systems (A.N. Kolmogorov, U.R. Ashby, A.Mol, etc.), as well as some philologists (I.R. Halperin, Y. Lotman, I.V. Arnold, G.G. Moskalchuk, L.S. Pihtovnikova etc.). Lotman's works are mainly devoted to semiotics of the text and information of sign systems. Moskalchuk G.G. pays most attention to the form and composition of the informative text. She developed detection methods of the text through the distribution of formal and semantic repetitions, strong position of the text (meaning emphasis), sizes of the sentences. In general, this creates a perception through self-organization context and semantics form text.

Informational concept as a category provides a verbalized organization, its understanding, transmission and decoding of a recipient. I.M. Kochan defines this category as "the degree of novelty and surprise that there are in the elements of the text to the audience." T.M. Dridze considers informational concept in terms of the orientation of the text to the recipient in connection with communication. V.A. Kukharenko characterizes informational concept of a literary text as heterogeneous multi sign [3: 77].

I.R. Halperin, being at the forefront of research of the text categories also made a number of general considerations concerning the category of information content, he identifies three types of information, despite the fact that many texts can transmit not only a literal interpretation, but what is involved in the text associations and connotations, often unconscious [1: 25]:

1) content factual information that contains facts, processes that occur in the real world, explicitly expressed verbally in the subject logical values, based on experience;

2) conceptual content and information – individual author's understanding of the relationship between the phenomena described by means of the previous type of information, the author's intention, perception of the relations of cause and effect by the reader, its importance in the social, political and cultural life of the people;

3) under textual information – implicit meaning of the text, based on the ability of language units generate associative and connotative meaning and the ability of the sentence in a phrase unity to add specific meanings.

This idea of information theory by I.R. Halperin in some way relates to the concept of modality by Z.Y. Turaeva in which modality is seen as a comprehensive category, which absorbs the target communicative installation of the author and the category of estimation. Model worlds of texts are due to a combination of the author's interpretation of the world, oneself in this world and potential readers in their own world and text. So textual information is the product of the author's modality in connection with the model of the world. [6: 105].

Regarding to the humanitarian sciences two types of information must be distinguished – primary or denotative and additional or connotative. Denotative information forms the subject of a message, it is not due to the nature of the act of communication and of course directly or indirectly

refers to a concept which relates to the extra-linguistic reality. Connotative information happens due to the nature of the act of communication and expresses the relation of the subject to the object broadcasting and to the recipient, belonging of the subject to a particular social group or its social role in which he performs and his emotional state.

The researches of I.V. Arnold mainly focuses on the problems of coding/ decoding by the transmission of information through the text and adapting information theory to the style. In this approach conceptuality in connection with different information problems addressed in the style are important. The essential feature of the latter is that the artistic features of the information can not be measured.

So how does the process of transmition of information work? The answer is given by such scientists as A.N. Morokhovskii, A.P. Vorobiova and others, who evolve such notions as a "signal", "code". A message sender can be any object capable of perception, storage, processing and information usage. An essential component of the sender of the message, exactly as the one who receives it, is a block of memory or thesaurus, which is not only the accumulation of knowledge held by the people, but the totality of the sensory and aesthetic experience. Message is a thought or a feeling, which a sender has and what he wants to convey. For their implementation it is necessary to materialize these thoughts or feelings, which means to express them in a word, a gesture, an action or facial expressions. Therefore a coding device can be defined as a mean of implementation of the message into a signal, i.e. sensuous perceptible objects or actions that carry certain information. Code is a set of signs and rules for their usage. Codes can be of various degrees of difficulty, as the most universal and most common code a human speech is served, which can be defined as the primary semiotic system, on which there are more

complex codes – secondary semiotic system – the language of literature, the language of poetry, art, music, social etiquette, etc. [4: 13]

Thus, the text usually is a discrepancy amount of information embedded in it, with the amount of information expressed by verbal means. The reasons for this discrepancy can be objective because the laws relating to construction of the text, with asymmetry and subjective linguistic sign associated with the degree of readiness of the reader, with the volume of background knowledge in particular. Note that complete or partial reading of the text is not always associated with the breadth of knowledge of the reader and the degree of learning. The depth of reading of the text does not necessarily correlate with logical analysis of superficial system of values, and more dependent on human emotional subtlety than on its formal intelligence. Surface structure and deployment of deep structure text messages may not be relevant, so this discrepancy should be regulated. This regulator acts appropriate measure of pragmatic information that is determined by the nature of the text, its purpose and predictable destination.

Targeting on a certain measure of pragmatic (new, useful) information helps to raise informativeness of the text. For this there are two ways: intensive and extensive. Within these two paths are different ways to improve the information content of the text, one can hardly consider all these ways, because in different texts there are various needs in this. What is considered redundant in one text, may be necessary in another. Both ways of raising the informativeness of the text take into account the following text categories: explicity and implicity during the transmission of the content; tension and looseness of structure; linguistic redundancy and failure. This takes into account the fact that reducing the number of characters to convey information does not necessarily mean an increase in the information itself, but often happens so that it increases the capacity of

semantic mark. An intense way to raise the informativeness of the text associated with the reducing of the amount of text space while maintaining the same amount of information. Offsetting information allows the same opinion to convey by economical linguistic means. Extensive informative way can be raised by increasing the volume of the information itself. Its application results in maximum detailed presentation, allowing a deeper insight into the phenomena, revealing ties and relationships of the investigated object with the outside world. The extensive way of increasing informativeness of the text is also associated with the introduction of additional information that elaborates, explains, expands knowledge about the subject of the message. Thus, the same information is passed through different number of linguistic signs with reference to different amounts of available features.

An important role in the creation of quality of informativeness of the text plays different kinds of footnotes, references, index systems and fields, italics and so on. In general, they are also the additional information associated with the introductory of additional characters, but their role is not to explain what was said previously, but to provide targeted search of relevant information. The concept of information saturation, information minimum, information provision are also important, but of course, their role decreases sharply when referring to fiction texts, though here there also may be some limitations related to the specific text genre material.

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