

PHILOLOGY

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Nonlinearity of media space as a factor of subjectivity of a media text

The non-linearity of the media space is considered as a factor contributing to the activation of the subjectivity of the media text. As a hypothesis, the thesis is put forward that media features can be attributed to the factors of the realization of nonlinearity: linguistic stylistic structure of the text, multimodality, hypertextuality and interactivity. It is concluded that at various levels of the text, combining verbal and media components, semantic components that were not originally embedded in the text structure are nonlinearly manifested and deployed, additional meanings, contexts and associations are translated.

Key words: media text, nonlinearity, subjectivity, multimodality, hypertextuality, interactivity.

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