

---

# **The Role of Precedent Phenomena in Media Materials**

Gavkhar Tuklieva Nurislamovna,  
PhD, Assistant Professor, Department of Theory of Translation and  
Comparative Linguistics, Faculty of Foreign Philology,  
National University of Uzbekistan, Uzbekistan

## **Abstract**

The study of media materials has increasingly placed great importance on understanding the role of precedent phenomena. Such phenomena refer to the ways in which previous events, stories, or trends have influenced the creation and reception of new media content. This article explores the importance of precedent phenomena in shaping media materials, including its impact on content creation, audience perception, and cultural trends. Drawing on a range of empirical studies and theoretical perspectives, the paper highlights both the benefits and limitations of relying on precedent phenomena in media production. Ultimately, it argues that a deeper understanding of precedent phenomena is crucial to crafting engaging, relevant, and impactful media content that resonates with contemporary audiences.

**Keywords:** linguoculturology, precedent phenomena, special features, functions, English journalistic texts.

## **Introduction**

Currently, precedent texts are in great demand in society, but despite this, it is customary to single out only three ways of their existence and circulation: primary, secondary and linguosemiotic.

In the primary method, the text is delivered to the listener or reader unchanged. With the secondary method, the text is transformed into a different kind of art, for example, opera, painting, sculpture, cinema, etc. Also, various studies, articles based on the source text, in which its transformation also takes place, can be attributed to the secondary method. With the linguo-semiotic method, the reference to the precedent text occurs indirectly, with the help of a hint.

The very concept of a precedent phenomenon is closely related to intertextuality. According to the definition of the authors, a precedent phenomenon is a complete and self-sufficient product of speech-thinking activity; (poly) predicative unit, the appeal to which is resumed in the process of communication through precedent statements or symbols associated with this text, which are precedent phenomena

The concept of text can also be interpreted in a broad or narrow sense. In the definition proposed by E.A. Bazhenova, the concept of "text" is interpreted rather in a narrow sense, since there is no indication that various kinds of non-verbal units (painting, music, etc.) can be attributed to the text. In a broad sense, texts can mean almost all the phenomena of national

culture. This point of view is supported by V.V. Krasnykh, M.A. Efremov and G.G. Slyshkin, who emphasize that images or even video sequences can be included in the precedent text. Modern linguists note that the term precedent text has a number of derivatives, which include such concepts as precedent phenomenon, precedent name and precedent situation. Let's consider them in more detail.

An example of a precedent text is "The future Buddha has come ahead of all predictions" - "«Грядущий Будда пришел, опередив все предсказания»." As you can see, this text corresponds to all the characteristics of the precedent.

A precedent statement is a repeatedly reproduced independent and complete unit. It may or may not be predicative. For example, "All dogs go to Heaven" - "Все псы попадают в рай." It is important to note here that in such statements, the general meaning cannot be made up of the meanings of its individual parts.

Precedent names have recently become widespread. A precedent is a name associated with a well-known precedent text or a precedent situation. Among the precedent names, anthroponyms, theonyms and ideonyms can be distinguished.

Anthroponyms are the proper names of certain individuals. For example, Columbus circles means dark circles under the actor's eyes. In this case, the name of the Spanish navigator H. Columbus is used.

Theonyms are the proper names of deities. For example, Artemis is the ancient Greek goddess of hunting and fertility Artemis; Jesus Christ - Иисус Христос; Zenus - Зевс.

Ideonyms are the proper names of objects of spiritual culture. Examples are Golgotha - Mount Golgotha; Babylon - Вавилон; Doomsday Book, 1086 - Книга Страшного Суда» 1086 года and many others.

The precedent situation V.V. Krasnykh and D.B. Gudkov called a single, "reference" situation, the minimized perception invariant of which, including ideas about the action itself, its participants, the main connotations and evaluation, as well as other differential features. For example, "The Destruction of Sodom and Gomorrah" - "Гибель Содома и Гоморры."

The very concept of precedent phenomena is being actively developed, expanded and transformed by various scientific linguists. In particular, G.G. Slyshkin offers a slightly different classification of precedent phenomena. He proposes to distinguish between social precedent phenomena, which, in turn, are divided into macro-group and micro-group ones; national precedent and universal precedent. Let's consider them in more detail.

Socio-precedent phenomena are practically not used in journalism, since the average representative of a certain society (confessional, professional, etc.) should be familiar with them. For example, the Gospel text is precedent for all Christians.

Macro-group precedent phenomena are units known to a fairly wide group of people (a group of professional translators, a student group, etc.). Microgroup precedent phenomena are known to a small group of people (family group, group of friends, etc.).

As a rule, representatives of a certain ethnolinguistic and cultural group are familiar with national-linguistic phenomena. There are cases when the ethnic group familiar with a certain national-linguistic phenomenon is too small, and such phenomena rarely become known outside this group. In this case, when translating, it is necessary to give additional

clarifications. Another situation is possible, when such phenomena of some ethnolinguocultural communities are well understood by others, as they point to the same quality or phenomenon. For example, the American businessman Rockefeller means a very rich person in many linguistic cultures; English fairy-tale heroine Mary Poppins is associated with a nanny.

Universal precedent phenomena, otherwise referred to as civilized, are very widespread, as they are well known to the average modern person, and are part of the "universal" cognitive base. For example, Hurricane Sandy (a powerful tropical cyclone that took place in 2012). Indeed, almost all the people of the planet where there is a mass media know about him.

Precedent phenomena can exist for different periods of time. Some have existed for several thousand years and do not go out of use, the life of others is very short (an anecdote, a commercial, etc.). While such texts are precedent, they are often referred to because they are significant at a given time. But such phenomena, as a rule, quickly fall into disuse. Thus, such precedent texts are not only unknown to the ancestors of a certain linguistic culture, but most likely will not be precedent for future generations.

Precedent phenomena can also be divided into verbal and non-verbal according to the way of expression. Verbal precedent phenomena are expressed in the form of a text (or a fragment of it). For example, as tall as Gulliver. Non-verbal phenomena find expression in the form of music, painting, sculpture, etc., for example, Big Ben.

Linguist G.G. Slyshkin notes that precedent texts perform the following functions: nominative, influencing, expressive and identification. Thus, precedent phenomena are able to assign names (that is, they perform the function of naming), cause the recipient to have a positive or negative attitude towards any object or action; add emotional coloring to the text and contribute to the rapprochement of the author and the recipient of the text (or non-verbal unit). The scientist also believes that classical works of literature, aphorisms, various political slogans and posters, folklore, folk humor genre, anecdotes, proverbs, riddles, counting rhymes, songs, fairy tales, advertising texts, as well as cinematography, should be included among the sources of precedent texts, animation and the Internet. Thanks to such an extensive list of sources, the number of precedent texts is constantly increasing.

Thus, precedent phenomena in journalistic texts occupy one of the central places among other modern methods and means of media influence on the target audience, they play an important role in ensuring the figurative perception by readers of the information transmitted to them by publications. Precedent phenomena are addressed to the associative thinking of a wide audience, which, according to the intention of the authors of news materials, should understand and evaluate certain events in a certain way, corresponding to the editorial policy of these media. In other words, the use of precedent phenomena allows publications to convey to the readership in a brief form the main meanings of events from a certain evaluative-emotional angle. The coronavirus pandemic and self-isolation of the population have significantly intensified all media processes. As a result, strategic directions for the development of digitalization of the media space have emerged. In particular, it has become obvious to everyone that the digitization of the media leads to the virtualization of social space, which could almost completely replace people's real familiar interaction. At the same time, the

digitalization of the media space develops existing ones and creates new formats for covering events that the scientific community does not have time to analyze, since by the time they are described in the scientific literature, new high-tech methods and virtual platforms for interactive interaction with the target audience are emerging, including those where users become authors and co-authors of news. Forced self-isolation has provided publications with fundamentally new opportunities to control public consciousness through high-tech innovations, including those that are in high demand in the professional environment and which consumers and media content producers resisted in the past. At present, it is too early to draw a conclusion about how effectively the digitalization of the media will develop, but today we can already note a change in the behavior of the target audience and the flexibility of adapting the media space to the numerous and diverse needs of the population. Media outlets are standardizing their editorial strategies, resulting in a wide range of new media formats, as well as more subtle use of precedent phenomena that don't always look like traditional media use, as bloggers do.

The linguoculturological aspect of the use of precedent phenomena in media materials is based on the relationship between the linguistic and cultural pictures of the world of different peoples, which, of course, is reflected in the specifics of journalistic texts belonging to certain linguocultures. The picture of the world is a complex of systematized holistic ideas, opinions and knowledge of human communities and an individual (thinking subject) based on worldview, worldview, worldview and worldview about the world and the universe, as well as about creative and cognitive abilities, the meaning of life and the place of a person in the world. In each picture of the world, ideas (ordinary, religious, scientific, philosophical and aesthetic consciousness) that correspond to the meaning of life and value ideas of an individual predominate. The German philosopher Karl Jaspers considered the totality of the subject content that a person possesses as a picture of the world. The term "picture of the world" itself appeared in science thanks to the works of the German physicist G. Hertz. He described the variety of objects of the outside world that developed in the process of studying objects of the outside world by different researchers. Hertz's conclusions were developed by M. Planck, who developed the definition of the physical picture of the world. In his opinion, this is a "sample of the world", which is being formed in physical science and is a reflection of natural laws.

### **Literature**

1. Автономова Н.С. Познание и перевод: Опыты философии языка. – М.: Рос. полит. энциклопедия (РОССПЭН), 2012. – С. 210.
2. Бирюкова Н.С. Прецедентные феномены в политическом тексте / Н.С.Бирюкова //Лингвистика XXI века: Материалы федеральной научной конференции. Екатеринбург, сентябрь 2004 г. – Екатеринбург: ГОУ ВПО «Урал. гос. пед. ун-т», 2004. – С. 27.
3. Красных В.В., Гудков Д.Б., Захаренко И.В., Багаева Д.В. Когнитивная база и прецедентные феномены в системе других единиц и в коммуникации // Вестник Московского университета. – Сер. 9. – Филология. – 1997. – №3. – С. 15.
4. Лукин В.А. Художественный текст: Основы лингвистической теории. Аналитический минимум и элемент / В.А, Лукин. – М.: Ось-89, 2005. – С. 33.
5. Слышкин Г.Г. От текста к символу: лингвокультурные концепты прецедентных текстов в сознании и дискурсе. – М., 2000. – С. 61.