Adrienn Fekete:
Lost or Found in Hyperspace? – Hyperlinking by itself is not enough
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Lost or Found in Hyperspace? – Hyperlinking by itself is not enough

Lexical cohesive strategies supporting saliency in 'hypertext construction'

Abstract

Hypertextuality nowadays is an integral part of online text construction; however, there are many hypertexts in which cohesion and coherence are neglected by the hypertext constructor. The aim of this paper is to focus on lexical cohesion in hyperarticles on the hypertextual level of text construction. The collection of hyperarticles for analysis is constructed by Alexandra Le Tellier and published in the "Opinion Pages" column of the *Los Angeles Times.* The main reason for analyzing the hyperarticles of Le Tellier was that she appears to be a competent hypertext constructor since most of her hyperarticles enhance salient lexical cohesion. The methodology of the analysis is based on Jukka Tyrkkö's model of hyperlinking strategies introduced to describe hyperfiction, however, they are altered and refined to be more appropriate for the description of hyperarticles. The result of the analysis seems to demonstrate that although hyperarticles are complete texts, as opposed to hyperfiction, they can be constructed – by a competent text constructor – to support salient lexical cohesion in the hypertextual dimension of textness.
Keywords: hypertext, saliency, lexical cohesion, hypertext construction

1 Introduction

The appearance of the World Wide Web has brought about various new text types, among which the most significant is hypertext, which provides a prosperous field for text linguistic research. Although research on hypertext reaches back to the late 1980's, hypertext analysis from a linguistic prospective is considered to be an innovative approach even today (Tyrkkö 2011: 12) because hypertext theorists' attention is directed mainly towards the aspect of computer science and interface issues (Foltz 1996: 109). It would be misleading to state that there is a 'hyperchasm' in textlinguistics, but hypertextlinguistics is definitely a direction, which has been theorized by some but examined by few. The term hypertextlinguistics was first used, "in an English speaking prospective" by Jucker (2002), who realized the significance of this direction and identified the three main areas of research "as interaction, links and nets, cohesion and coherence, and typology" in the novel research field (as cited in Tyrkkö 2011: 3). Jucker projected the potential of future research as the following:

> In the late sixties and early seventies linguists first started to move beyond the limitations of individual sentences and thus established the field of textlinguistics. With the advent of electronic hypertexts it has become clear that texts are not the limit. We need analytical tools to describe hypertexts, hypertext nets and, ultimately, the entire world wide web. As we now move from textlinguistics to hypertextlinguistics,

> we face a similar challenge. Some of the textlinguistic tools will continue to be indispensable, while others may need to be replaced by new tools that capture the features of hypertext (Jucker: 2002).

Despite the fact that Jucker marked a path to pursue, text linguistically and discourse analytically inspired studies examining an extensive collection of hypertext are scarce and a domain to be conquered.

The aim of this paper is "to move beyond the limitations of" individual text and focus on cohesion in hypertext, more specifically, cohesion in hyperarticles[1] based on specific linking strategies supporting saliency from *explicit discourse labeling* to *collocation* in order to demonstrate the significance of text construction in the new media. Before diving into this theme, it might be useful to shed some light on the terminology and various definitions of hypertext, moreover, on the linguistic framework of cohesion in hypertexts.

2 A brief history of hypertext theories from Bush to Barthes

Generally speaking, the aim of pioneering hypertext theorists was to develop a system and/or technology, which offers an immediate, efficient and flexible way to organize and access information. In 1945, Vannevar Bush envisioned "a mechanically linked information retrieval machine" called memory expander, or Memex (as cited in Landow 2009: 11) "a device in which an individual stores all his books, records, and communications, and which is mechanized so that it may be consulted with exceeding speed and flexibility" (as cited in Cicconi 1999: 1). The idea was partly inspired by the associative nature of the human brain. "In brief, the Memex is, as Bush himself tells us, an enlarged intimate supplement to the user's memory; it is an attempt mechanically to duplicate the processes of human mind" (Cicconi 1999: 22).

In some twenty years later in 1967, when technology was advanced enough to implement Bush's futuristic project, Theodore Nelson coined the term "hypertext", which he defined as a "combination of natural language text with the computer's capacity for interactive branching, or dynamic display of a nonlinear text which cannot be printed conveniently on a conventional page" (as cited in Foltz 1993: 11). He further explains that "by 'hypertext' I mean non-sequential writing – text that branches and allows choices to the reader, best read at an interactive screen. As popularly conceived, this is a series of text chunks connected by links which offer the reader different pathways" (as cited in Landow 2009: 2). Interestingly enough, the poststructuralist Ronal Barthes also joins the hypertext enthusiasts' club by a description of ideal textuality that echoes the notion of the later-to-be computer hypertext. In his ideal text

> […] the networks are many and interact, without any one of them being able to surpass the rest; this text is a galaxy of signifiers, not a structure of signifieds; it has no beginning; it is reversible; we gain access to it by several entrances, none of which can be authoritatively declared to be the main one; the codes it mobilizes extend as far as the eye can reach, they are indeterminable … ; the systems of meaning can take over this absolutely plural text, but their number is never closed, based as it is on the infinity of language (as cited in Landow 2009: 2).

Summarizing the above mentioned depictions, we can say that the following features of hypertext and hypertextuality are highlighted: fast, flexible, associative, branched, linked,

[1] By 'hyperarticle,' I mean articles published in online newspapers in the form of digital hypertexts including referential hyperlinks (see below the definitions of the aforementioned terms).

choice-oriented, dynamic, nonlinear, barrier free, mobile, and infinite. These characteristics are presented as ideal, beneficial, and convenient for the readers or, in general, for the users; however, the following questions may arise: Are hypertexts tailored to serve the users' needs as much as possible? Were we lost and bound in linear texts and found in hyperspace, or are we exposed to the burden of coherence and cohesion challenges? Before answering these questions, first, it is worth elaborating on the terminology of hypertext in greater depth.

3 Terminology of hypertext from a linguistic prospective

There are a myriad of technology and narratology oriented approaches (Tyrkkö 2011: 11) towards hypertextuality that forged its basic terminology, nonetheless, the center of attention is – in this paper – on the linguistic approach, primarily on textual analysis. While according to Nelson, whose definition of hypertext is rather technological in orientation, computer hypertext is "textually described by the terms *link*, *node*, *network*, *web* and *path*" (as cited in Landow 2009: 2), Tyrkkö, who evidently represents the textual analytic side, emphasizes *hyperlink*, *fragment*, *reading*, and *multilinearity* as the most important features of hypertexts; furthermore, he polishes and specifies "the most identifying features" and terminology of hypertexts, which I shall use henceforth in this paper.

Firstly, he explains that *fragment* is the most precise word for the "hypertext page" because it suggests that "an individual segment of the hypertext" is part of a larger whole, moreover, *fragment* can refer to a "major narrative episode" or a "minor descriptive snippet" (p. 21). Furthermore, unlike node, which is one of the most commonly used terms, fragment does not imply that it is part of a network but a component of a textual continuity. Besides, Tyrkkö named the two fragments connected by a hyperlink *source fragment* and *target fragment*. "A source fragment is the fragment where the hyperlink under discussion is located, while a target fragment is the fragment to which it leads" (p. 26).

Secondly, Tyrkkö defines *hyperlink* as "'a unity of connection in hypertext,' (as cited Berners-Lee 2000, as cited in Tyrkkö) a hyperlink is an overtly marked[2] textual element which indicates an interactive, referential,[3] and functional connection between two parts of a hypertext, or, in the case of an electronic network, between two hypertexts" (p. 21).

4 Cohesion in Hypertexts: beyond the limitations of individual texts and the significance of overt referentiality

Cohesion is obviously a defining element of both linear/individual texts and hypertexts. The primary conceptualization of this standard textual element is attached to the name of Halliday and Hasan:

> […] the concept of cohesion is a semantic one, it refers to relations of meaning that exist within the text,

[2] It has to be noted that electronic links are "not necessarily represented as a visible mark in the text surface" (Engebretsen 2001: 211), but these types of hypertexts are not concerned here, similarly, the discussion and analysis is limited to textual links.

[3] Huber introduces the distinction between "referential (association-based) and organizational (typified) links. Organizational links are predominantly aimed to help navigation, whereas referential links are embedded in the text, content-related, and have a semantic value" (as cited in Huguenin-Dumittan 2010: 369).

> and that define it as a text. Cohesion occurs when the INTERPRETATION of some element in the discourse is dependent on that of another. The one PRESUPPOSES the other, in the sense that it cannot be effectively decoded except by recourse to it. When this happens, a relation of cohesive setup, and the two elements, the presupposed and the supposed, are thereby at least potentially integrated into a text – capitalization in the original work (Halliday 1976: 4). […] typically, in any text, every sentence except the first exhibits some form of cohesion with a preceding sentence, usually with the immediately preceding (1974: 293).

Apparently, the definition of Halliday and Hasan remains only on the individual text level and describes ties between various parts of the text. However, besides the fact that it also has a text level, therefore there are "many continuities between conventional text and hypertext", hypertext is yet a "very different kind of beast" (Slatin 1991: 873). "Hypertext introduces a linguistic level above the text level: texts may be combined into hypertexts" (Engebretsen 2001: 210). Consequently, cohesion is also crucial in terms of interconnectedness between texts, more specifically between the source fragment and target fragment(s). As a result, applying the definition to hypertext, cohesion refers to relations of meaning that exist between texts, moreover, every target fragment exhibits (or at least should exhibit) some form of cohesion, either grammatical or lexical, with the source fragment.

Hypertextuality not only opens a new 'outer textual' dimension, but also sheds a different light on cohesion by having the distinctive feature of overt referentiality. It is clear that the referential potential is one of the key characteristics of hyperlink and strongly related to "overtly markedness" or to "the indexical quality of the link" (Engebretsen 2001: 219) because it enhances the semantic unity between the source fragment and the target fragment(s) fed upon "the main purpose of a link's form […] to inform the reader about the existence and information content of another part of the text or fragment" (Tyrkkö 2011: 23). Landow also argues that competent readers assume that "links represent useful, interesting – in a word significant relationships" (1995: 82).

5 Hyperlinking strategies of Jukka Tyrkkö in hyperfiction applied to hyper-journalism

In his dissertation, entitled *Fuzzy Coherence: Making Sense of Hypertext Narratives*, Jukka Tyrkkö dedicates a whole chapter to cohesion and hyperlinking, in which he identifies two principal modes of hyperlinking: "lexical reiteration and collocation". In addition, he further specifies these modes based on how much they enhance saliency; starting with the most salient and ending with the least salient one (2011: 168). Tyrkkö established these linking strategies to describe the lexical cohesive ties in hyperfiction, which is a genre in electronic literature that takes shape in a hypertextual form (Bishop 2009) in which the story unfolds as the reader chooses different reading paths by moving from one fragment to the next by clicking on hyperlink elements, which reveal different storylines.

My analysis presented in this paper is based on the linking strategies of Tyrkkö; however, I applied them to a pool of eighteen hyperarticles/source fragments – comprising a hundred and two hyperlink elements[4] – constructed by Alexandra Le Tellier and published in the "Opinion

[4] As opposed to a common hyperlinking method, all the working articles lead to complete text, not to a collection/archive of articles that contain the hyperlink element.

Pages" column of the *Los Angeles Times*. Because of the change in genre, through the process of analysis, it became evident that I had to alter and refine Tyrkkö's linking strategies.[5]

6 Discussion of the refinement of the linking strategies

The major differences between the linking strategies established by Tyrkkö and the altered and refined versions I propose are presented in Tables 1, 2, and 3. Furthermore, the most significant refinements are explained and illustrated below each table.

Linking strategies by Tyrkkö	Modified linking strategies
Strategy 1 on his list is *Explicit discourse labeling*, which means that the hyperlink element[6] is depicted as a "discourse topic of the target fragment", and reiterated right at the beginning of the target fragment as an "explicit fragment title".	**Strategy 1 a**: "The hyperlink element describes the discourse topic of the target fragment and repeated" – word by word – "as an explicit title of the target fragment". **Strategy 1 b**: The hyperlink element is a paraphrased version of the target fragment's title. Consequently, the hyperlink element describes the discourse topic of the target fragment.

Table 1: illustration of the differences between Tyrkkö's Strategy 1 and its modified versions (Strategies 1 a, 1 b)

Firstly, Strategy 1 b has appeared on the second list because even though it is possible that the cognitive processing of lexical repetition is more challenging than the word-by-word repetition of the hyperlink element, the hyperlink element describing the discourse topic of the target fragment by synonymy, antonymy, hyponymy, hypernymy, or meronymy strongly supports saliency. As an illustration (see also Sample Analysis), in the hyperarticle: "Don't mock the new ultrasound viewing parties"[7] the fourth hyperlink element, "women who choose to have babies sacrifice their careers", leads to a target fragment entitled "Are women really victims of the 'motherhood penalty'?" The subject of both the hyperlink element and the title of the target fragment are: women, more specifically, pregnant women. Moreover, the noun "victims" belongs to the same lexical field as "sacrifice"; furthermore, the expression "motherhood penalty" refers to pregnant women who "sacrifice their careers". Consequently, the hyperlink element and the title of the target fragment are close in meaning, which involves that the hyperlink element describes the discourse topic of the target fragment.

[5] It has to be noted here that, as opposed to hyperfiction, hyperarticles are complete texts; as a result, they are fully comprehensible without activating the incorporated hyperlink elements. Nonetheless, in the course of the analysis, it was presupposed that all the hyperlinks would be activated, which represents the text constructive prospective.

[6] Hyperlink element refers to all the words that a hyperlink consists.

[7] http://articles.latimes.com/2013/jan/02/news/la-ol-dont-mock-the-ultrasound-viewing-party-20130102

Linking strategies by Tyrkkö	Modified linking strategies
Strategy 2 is named *Repetition of simple hyperlink element;* in this case, the hyperlink element is a single referential item,[8] "which is repeated in the target fragment". **Strategy 3** *Repetition of simple hyperlink element through transferred reference* signifies that the referent of the semantically empty[9] hyperlink element is inferred from co-text, moreover, the co-textual element appears again in the target fragment. **Strategy 4** termed *Repetition of hybrid hyperlink element:*[10] the hyperlink element has various "potential referents" but only one referent is "repeated in the target fragment".	**Strategy 2 a**: Either word-by-word repetition of the hyperlink element, or reiteration of the hyperlink element by synonymy, hyponymy, or hypernymy as part of the target fragment's title. **Strategy 2 b**: Word-by-word repetition of the hyperlink element – which is always a content word related to the topic of the target fragment – in the body of the target fragment. **Strategy 3 a**: The hyperlink element derives its referent – which is a quotation from or a paraphrased content of the target fragment – from the co-text. The hyperlink element contains several content words that are closely related to the topic of the co-textual element. Consequently, the hyperlink element – separately or with its 'non-hyperlink element' subject or object – functions as a discourse label of the co-textual element. **Strategy 3 b**: The hyperlink element derives its referent from the co-text, and the co-textual element is repeated in the target fragment. The hyperlink element contains minimal semantic information that is closely related to the topic of the co-textual element; as a result, the hyperlink element – by itself – is referentially weak.

Table 2: illustration of the differences between Tyrkkö's Strategies 2, 3, 4 and their modified versions (Strategies 2 a, 2 b, 3a, 3 b)

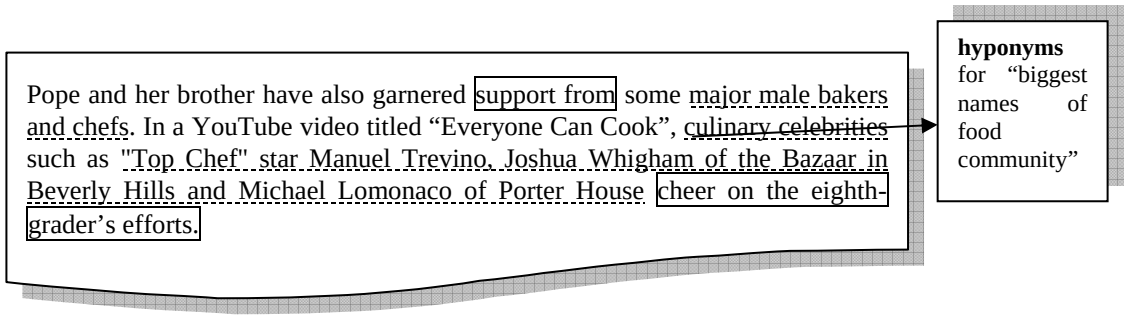
Secondly, the difference between single and hybrid hyperlink element is not highlighted on my list because regarding hyperarticles, in contrast with hyperfiction, the referent of the hyperlink element is unambiguous – regardless whether it is simple or hybrid – as it can be easily inferred from the co-text, which is a quotation or a paraphrased content of the hyperlink element, for the most part. Furthermore, from the fact that the hyperlink element is a single referential item such as 'Barack Obama' does not follow that it strengthens the cohesive bridge between the source fragment and the target fragment unless it functions as a discourse label of the target fragment.

Thirdly, instead of putting emphasis on whether a hyperlink element (HLE) is a single or hybrid referential item, it appears to be more relevant to make a distinction based on 'how much' semantic information that is closely related to the topic of the target fragment the hyperlink element contains. For example, the hyperlink element: food community show their support refers to "the biggest names of food community" that stand for the thirteen year old McKenna Pope's petition, and it leads to the target fragment that contains the following section:

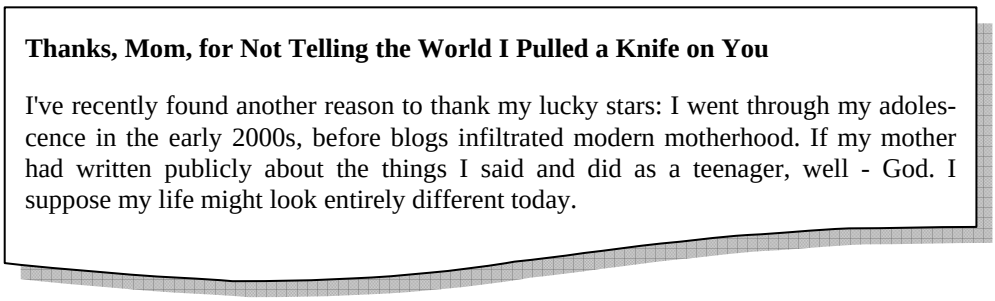
[8] By the term link element, Tyrkkö means the individual words of the hyperlink.

[9] Jucker draws a distinction between "semantically filled links" and "semantically empty links". The former indicates that the link element is a semantically explicit trigger, and it is repeated in the target fragment by lexical repetition. As an example for the latter, Jucker employs "footnote conventions of printed text that have been transferred to hypertexts" (Janoschka 2004: 185).

[10] Tyrkkö makes a distinction between simple and hybrid hyperlink elements. The former consists of only one referential item while the latter consists of more than one referential item (2011: 168).



In the HLE "food community" is a referent for "major male bakers", "culinary celebrities", and "'Top Chef' star Manuel Trevino, Joshua Whigham of the Bazaar in Beverly Hills and Michael Lomonaco of Porter House". Furthermore, "biggest names of food community", "major male bakers", and "culinary celebrities" are hypernyms for "'Top Chef' star Manuel Trevino, Joshua Whigham of the Bazaar in Beverly Hills and Michael Lomonaco of Porter House". In addition, "show their support" and "cheer on" also strengthen the cohesive tie by lexical repetition. Similarly, the HLE "I'm looking at you, Mommy bloggers" refers back to the co-textual element: "But note: The oversharing should end after the baby is born" (see Sample Analysis). At the same time, it is a relatively strong referential tie that connects the co-textual element with the target fragment (TF) because the TF is about the perils of blogging away the problems that mothers have come across while they are raising their children:



Thus, by pushing the boundaries of Strategy 3 b, I consider that the HLE, with its co-textual referent, acts as a discourse label of the TF.

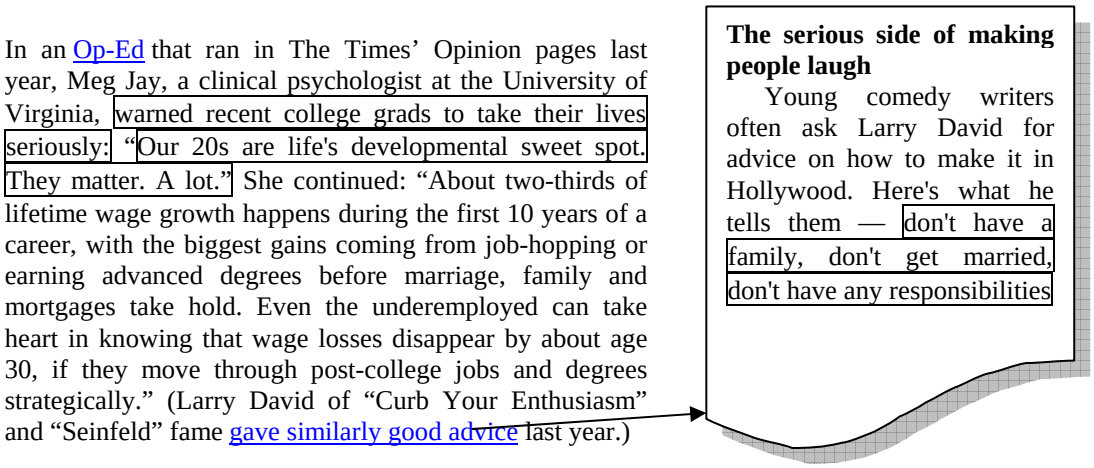
On the other hand, "Kropp told CNN",[11] or "piece"[12] are referentially weak hyperlink elements since they are not filled with semantic information that are closely related either to the discourse topic of the target fragment, or to the topic of the referred section of the target fragment. Obviously, "Kropp told CNN" contains more semantic information than "piece"; however, there is no information in the hyperlink element about the topic of the CNN article written by Kropp; consequently, both Kropp told CNN and piece belong to strategy 3 b. Besides, "gave similarly good advice"[13] is a hyperlink element, which separately does not

[11] "Let's hear it for the wunderteens of 2012": http://articles.latimes.com/2012/dec/13/news/la-ol-lets-hear-it-for-the-wunderteens-of-2012-20121213

[12] "Your iPhone could save your life": http://www.latimes.com/news/opinion/opinion-la/la-ol-healthcare-smartphone-20130125,0,2059242.story

[13] "The best way to enjoy your 20s: Totally stressed out": http://articles.latimes.com/2013/jan/24/news/la-ol-ok-to-be-a-stress-case-in-your-20s-20130123

give away much semantic information, yet it is a strong anaphoric, and cataphoric cohesive bridge between the source fragment (c.f. text on the left below) and the target fragment (c.f. bordered textbox).



The co-textual referent of the hyperlink element (HLE) is Meg Jay's advice that college student should "take their lives seriously"; the cataphoric referent in the target fragment (TF) is Larry David's "similarly good advice", which is basically a 'less to lose, more to gain' philosophy: "don't have a family, don't get married, don't have any responsibilities". Even though it is easy to follow and process the referential clues of the HLE, the referent of "similarly good advice" is unfolded only in the target fragment, moreover, the HLE, by itself, is filled with minimal semantic information. For these reasons "gave similarly good advice" is a HLE best described by Strategy 3 b.

Furthermore, although the hyperlink elements such as "piece", "article",[14] and "argues"[15] contain minimal semantic information, they are still filled with content, thus it would be misleading to call them "semantically empty". Therefore, the expression "semantically empty" is excluded from the definition of Strategies 3 a and b.

[14] "Why this health-conscious foodie won't vote for Prop. 37": http://articles.latimes.com/2012/oct/26/news/la-ol-why-im-not-voting-for-proposition-37-20121026

[15] "Celebrating the Midwest drought? Wait, hear me out…": http://articles.latimes.com/2012/aug/23/news/la-ol-celebrating-the-midwest-drought-20120822

Linking strategies by Tyrkkö	Modified linking strategies
Strategy 5 *Other types of classical cohesion*, denotes a cohesive chain, in which the hyperlink element is repeated "in the target fragment by means of synonymy, antonymy, or a general word". **Strategy 6** *Collocational discourse labeling* refers to the discourse topical function of the hyperlink element, in other words, the hyperlink element "acts as a discourse label, describing the discourse topic of the target fragment. There is no overt title in the target fragment, but the discourse topic is explicated by several items belonging to the same lexical field".	**Strategy 1 b**: The hyperlink element is a paraphrased version of the target fragment's title. Consequently, the hyperlink element describes the discourse topic of the target fragment. **Strategy 2 a**: Either word-by-word repetition of the hyperlink element, or reiteration of the hyperlink element by synonymy, hyponymy, or hypernymy as part of the *target fragment's title*.

Table 3: illustration of the comparison of Tyrkkö's Strategies 5 to Strategy 2 a and Tyrkkö's Strategy 6 to Strategy 1 b

In addition, Strategy 5 is integrated into the modified linking Strategy 2 a and altered in order to best describe cases in which salient lexical cohesion between the HLE and the target fragment is increased (compared to instances defined by Tyrkkö's Strategy 6) since the HLE is reiterated by "synonymy, antonymy, or a general word" at the beginning of the TF as part of the title of the TF. For further refinement, moreover, the list of "other types of classical cohesion" is expanded to include hyponymy, hypernymy, and meronymy. Furthermore, Strategy 6 is not applied in the novel analysis since hyperarticles contrast with hyperfiction works in generally not having an overt title in the target fragment. Naturally, cohesion based on collocation is present among the analyzed hyperarticles, for example, there is a collocative chain between the HLE: women who choose to have children sacrifice their careers and the title of the target fragment: "Are women really victims of the 'motherhood penalty'?" (see Sample Analysis). However, according to the modified system of the linking strategies, the discourse topical function of the HLE is primarily assigned to the fact that the title of the TF is the paraphrased version of the HLE.

Linking strategies by Tyrkkö	Linking strategies that I propose
Strategy 7 The last, thus the least salient linking strategy is *Collocation*, when "one or more items in the target fragment belong to the same lexical field and are judged to be related to the item in the link element".	**Strategy 4**: "*Collocation*: The hyperlink element is not repeated in the target fragment, but one or more items in the target fragment belong to the same lexical field and are judged to be related to the item in the link element" (Tyrkkö 2011: 169).

Table 4: illustration of Strategy 4, which is the same as Tyrkkö's Strategy 7

As it is evident from Table 3 that Strategy 4, *Collocation* is identical with Tyrkkö's Strategy 7, thus it was 'renumbered' not modified. An illustration for *Collocation* is "poultry and red meat"[16]. In the TF, there are several words and expressions that collocate with the HLE. For example, "livestock", "chicken", "pigs", "turkey", "cattle", and "cow" that belong to the same lexical filed as the HLE since they are hyponyms for the HLE. As another illustration for

[16] "Should food stamps pay for Cheetos?": http://articles.latimes.com/2012/sep/12/news/la-ol-should-food-stamps-pay-for-cheetos-20120912

collocation, there is real reform.[17] On the one hand, the cohesive bridge is built by opposition between the source and the target fragment since at the beginning of the TF the writer argues why Proposition 37 is a problematic initiative, thus it is not a "real reform". On the other hand, the target fragment comprises various suggestions for "real reform":

> **No on Proposition 37**
>
> […] What's needed is a consistent, rational food policy, not a piecemeal approach based on individual groups' pet concerns. […] The solution, though, is more independent study and, if necessary, stronger federal oversight and legislation, not a label that would almost certainly raise alarm about products that haven't been shown to cause harm

7 Sample Analysis

The Sample Analysis below is constructed to depict a complete hyperarticle written by Le Tellier entitled "Don't mock the new ultrasound viewing parties".

The central text is the source fragment, around which there are boxes (at which the arrows point) including relevant, analyzed sections of the target fragment, as well as, callouts with grey background that contain explanations of the cohesion clues from which the modified linking strategies follow. As is illustrated in the *Sample Analysis*, the hyperlink elements gender reveal fetes and pregnancy discrimination come under Strategy 2 b since they are both reiterated in the target fragment by words or expressions that belong to the same lexical field. More specifically, gender reveal fetes is repeated by its synonym "gender reveal parties" in the target fragment; whereas, pregnancy discrimination is not only repeated in the target fragment, but there are several items in the TF that collocate with "discrimination", for example, "Why Women Can't Have All", "obstacle", and "hindrance". As regards the HLE encouraged to hide their pregnancy, it is partly repeated in the title of the target fragment, thus it falls under Strategy 2 a,[18] furthermore, the word "pregnancy" and "hide" are present in the target fragment, as well as, "bumps" and "cover up" referring to hiding pregnancy. "The Latest Rage of for Self-Important Pregnant Women defers form encouraged to hide their pregnancy as "the latest rage" is a general word for "sonogram parties" or "ultrasound parties", consequently, the HLE functions as the discourse label of the TF and best described by Strategy 1 b.

[17] "Your iPhone could save your life": http://www.latimes.com/news/opinion/opinion-la/la-ol-healthcare-smartphone-20130125,0,2059242.story

[18] It is worth mentioning here that with its subject "women", the HLE and the title of the TF: "Why women hide their pregnancies" are close in meaning.

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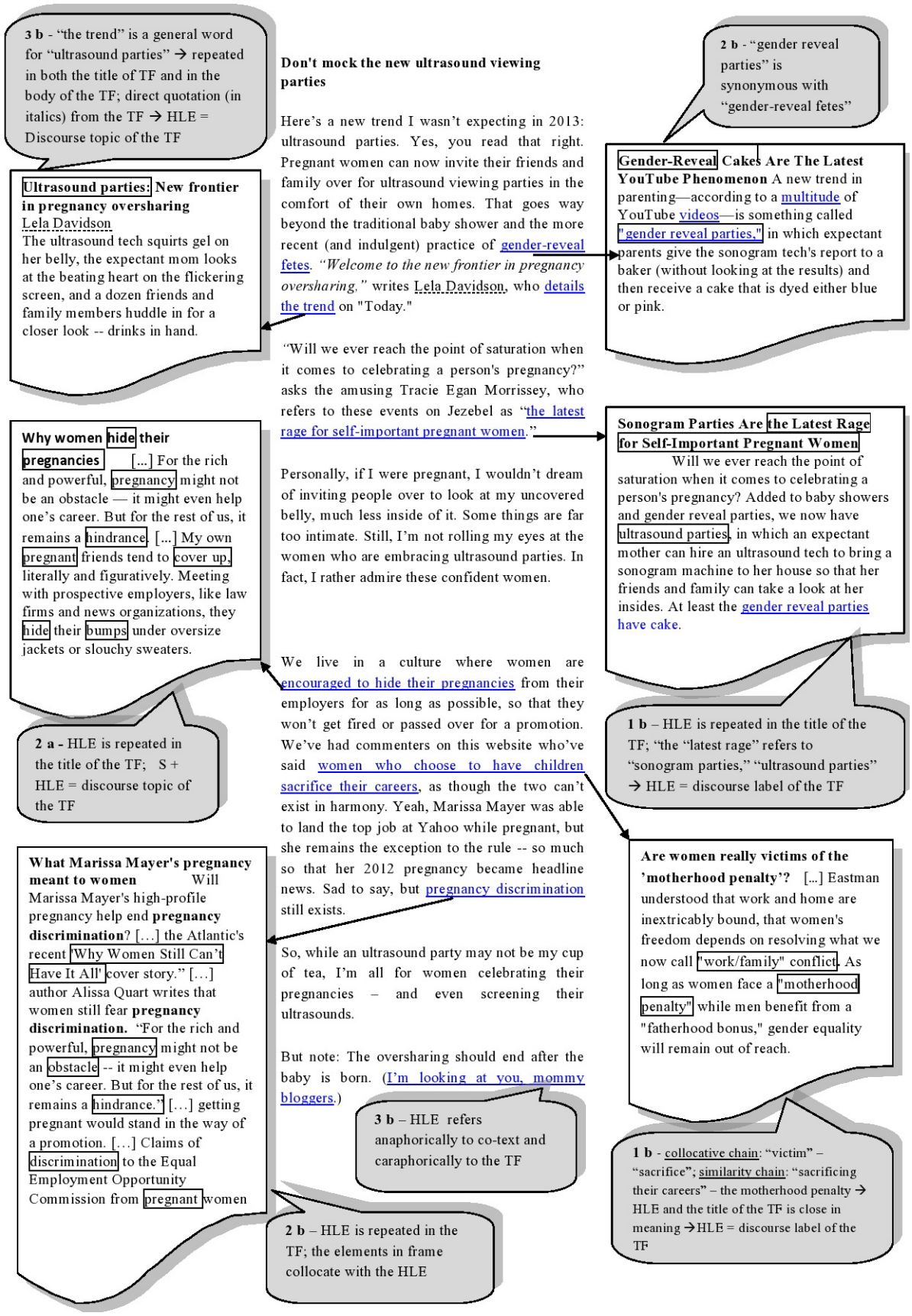

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8 Text construction, saliency, and the responsibility of the hypertext constructor

As was briefly discussed in the section "Cohesion in hypertext", overt markedness of hyperlinks is an indisputably significant and distinctive feature of hypertext in terms of text construction and cohesion formation. By marking a hyperlink overtly, the writer/designer gives increased referential potential to a hyperlink element. Furthermore, it is assumed that "links represent useful, interesting – in a word significant relationships" (Landow 1995: 82) – on the hypertext level – between:

- source fragment and hyperlink element;
- hyperlink element and target fragment;
- source fragment and target fragment.

Hence, compared to writers of linear text, constructors of hypertext have to face a more complex and challenging task when they forge "hyper cohesive ties' to support cohesion. In her hyperarticles, Le Tellier uses "the double edged sword"[19] (Landow 1995: 82) wisely since she controls hypertexual dimension by utilizing hyperlinking strategies based on lexical cohesion that reinforce the cohesive tie between her articles and the target fragments. In spite of the fact that she goes against "the most common type of lexical cohesion found in hyperlinking" (Tyrkkö 2011: 122), namely, she rarely employs hyperlinks that are cataphoric titles of the target fragment (see Figure 1 below), the cohesive clues in her hyperarticles can be followed efficiently. Figure 1 also depicts that Strategy 3 b is the most commonly used linking strategy among the analyzed articles. It results from one of the foregrounding features of the genre, namely, that hyperarticles are complete texts, thus it is optional to open the target fragment to obtain additional information about the overtly marked sections. In addition, the fact that Strategy 3 a and 3 b occur in 61 percentages of all the cases (see Figure 1 below) in the analyzed articles reveals that, most of the times, the target fragments are integral parts of the source fragments because the hyperlink element derives its referent both form the source fragment and the target fragment. Consequently, even though these hyperarticles are "self-supporting" (Lewis 2003: 97) fully comprehensible without opening the target fragments, cohesion between them and the target fragments is thoroughly transparent.

[19] Landow argues that "hyperlinking is a double edged sword that offers readers information in new, more efficient ways but, taken by itself, simple linking also has the capacity to confuse them" (1995: 82).

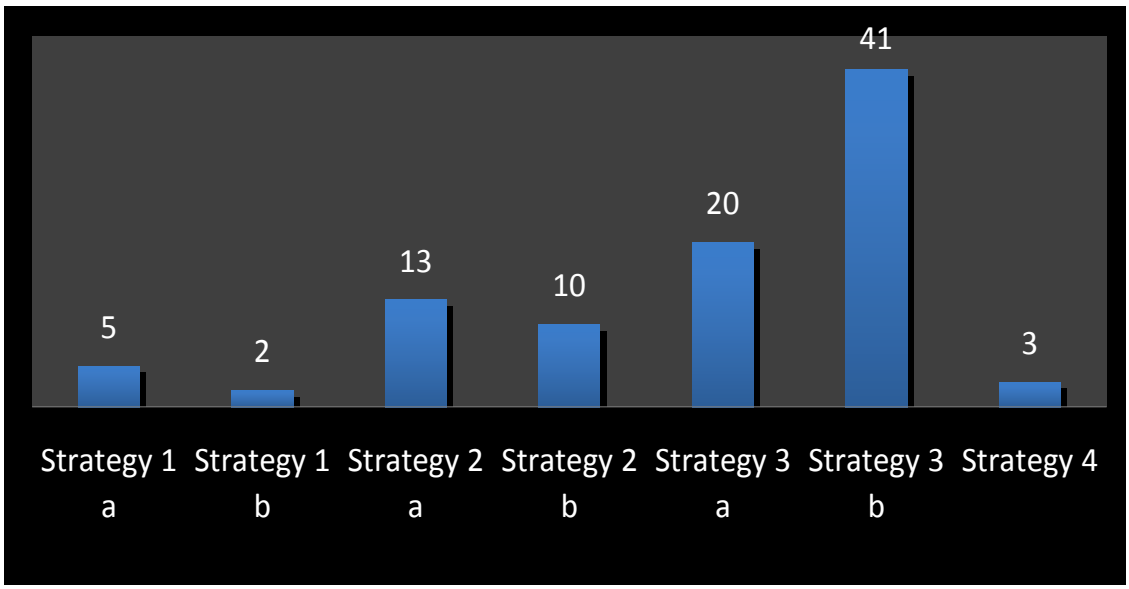

Figure 1: Occurrence of the eight linking strategies in percentage

Based on the previously mentioned reasons, it can be stated that the analyzed collection of hyperarticles are not overloaded with useless and confusing information; the hypertext construction method of Le Tellier does not permit 'loss in hyperspace' since the user's wandering through hypertexts are constantly supported by lexical cohesion cues. Thus, users of hypertext are definitely at the mercy of the hypertext constructor, consequently – answering the question raised at the beginning of the paper – when the connections on the hypertext level are sustained by salient lexical cohesion, the first step is taken by the hypertext constructor to avoid the burden of coherence and cohesion challenges.

9 Conclusion

This paper focuses on hypertext analysis from a linguistic perspective which is considered to be a novel field of linguistic research. The aim of this paper is to move beyond the limitations of the text level and investigate cohesion on the hypertextual level in hyperarticles by identifying seven linking strategies that support saliency from explicit discourse labeling to collocation in order to present the crucial role of hypertext constructor in the new media. Based on the analysis of Jukka Tyrkkö's principal modes of hyperlinking in hyperfiction, I altered and further specified his strategies to be more appropriate for the description of hyperarticles. These were then applied to eighteen hyperarticles – containing a hundred and two hyperlink elements – written by Alexandra Le Tellier and published in the "Opinion Pages" column of the *Los Angeles Times*. The results of the analysis demonstrate that although hyperarticles are complete texts, as opposed to hyperfiction, they can be constructed by a competent text constructor like Le Tellier to support salient lexical cohesion on the hypertextual level between: source fragment and hyperlink element; hyperlink element and target fragment; source fragment and target fragment. The topic of this study seems to be a fruitful area in need of further exploration that may include, for instance, a comparative analysis of hyperarticle supporting and hyperarticle challenging salient lexical cohesion, in

for example hyperarticles with hyperlink elements leading to a pool of 'related articles' that contain the hyperlink element. Although these target fragments are called 'related articles', they are – most of the times – referentially weak since they are not closely related to the topic of the source fragment, thus weaken the cohesive bridge between the source fragment and the target fragments.

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The analysis is based on the following articles:

Le Tellier, Alexandra. (2012, 2013), *Lost Angeles Times Times*

- "Celebrating the Midwest drought? Wait, hear me out…": http://articles.latimes.com/2012/aug/23/news/la-ol-celebrating-the-midwest-drought-20120822
- "C'mon, America, admit it: college isn't for everyone": http://articles.latimes.com/2012/aug/02/news/la-ol-how-to-make-college-worth-it-20120801
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- "Let's hear it for the wunderteens of 2012": http://articles.latimes.com/2012/dec/13/news/la-ol-lets-hear-it-for-the-wunderteens-of-2012-20121213
- "Money *can* buy happiness. Here is how.": http://www.latimes.com/news/opinion/opinion-la/la-ol-money-can-buy-happiness-economy-20121226,0,4473449.story
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