



Intertextuality as a Method of Myth Creating in the Russian Press

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KEYWORDS Articles. Intertextuality. Pushkin. Recontextualisation. Script

ABSTRACT The present paper investigates the use of quotations from the poetic texts of Alexander Pushkin in modern Russian newspaper articles with the purpose of discovering how Russian mass media create myths about Pushkin by transforming his famous texts into new signs filled with new sense by developing the theoretical framework of semiotic analysis and cognitive approach to discourse studies. The analysis investigates semantic transformations that several specially selected quotations expose to in new newspaper contexts with an emphasis on the modification of extension, mapping of source text scripts, redistribution of semantic features of source context models. The purpose of the study is to point out the role of mass media in constructing and reproducing some modern myths about Pushkin. The analysis commences with the overview of the “myth” as an ideologically loaded message, and the potential capacity of classical texts is investigated to be converted to myths.