



THE SEMANTIC CONCEPT OF COHESION IN THE PUBLIC DISCOURSE: ON THE EXAMPLE OF ASSERTIVE TEXTS IN THE MEDIA-TRANSMITTED PUBLIC DISCOURSE

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Cohesion is one of the most important factors of text creation. It is a semantic concept which occurs when the interpretation of one element in the text depends on some other element. Two mutually dependent elements form a cohesive connection, which means that one element presupposes the other in such a way that it cannot be decoded and understood without that other element with which it is semantically related. Due to the fact that cohesion is confirmed in the connections among the utterances within the text and it is represented through the use of lexical and semantic means, the use of cohesive means makes the communication easier for the recipient. Cohesion refers to the ways in which the components of the surface structure of the text are interconnected in the sequence. These surface components are mutually interdependent and are in accordance with grammatical forms and conventions. The paper presents the analysis of the semantic aspect of cohesive links in the assertive texts and media-transmitted public discourse in the Croatian language. Special attention will be paid to the description of functions of the four basic types of cohesion: reference, ellipsis, cohesion realized with connectors and lexical cohesion. These will be studied with regard to the outer and inner relationships which are established among those linking devices and which occur in the corpus collected. In the analysis of the examples of cohesive types, semantic as well as syntactical and pragmatic aspects of linking will be brought together. In other words, linking within a text will be studied in the entirety of the communication process.

Keywords: Cohesion, Public communication, Semantics.

Introduction

In the frame of text linguistics and discourse analysis cohesive means are one of the most important factors in creating text, the semantic concept in which interpretation of one element in text depends on another element. The cohesive relationship thus creates two interdependent elements in which one element presupposes the other in such a way that it cannot be decoded and understood without the other element to which is semantically related. As cohesiveness is asserted through relationship among statements within a text and it is presented with lexical and semantic resources, the use of recipient's cohesive means certainly facilitates communication. Cohesiveness in fact refers to the ways in which components of the text surface structure are connected in sequence, whereby the surface components depend on each other according to the grammatical forms and conventions. In construction of each text, cohesive means are the ones which are connecting sentences in a text unit. This textual principle refers to

the text properties and it is easy to perceive it in the text structure. Recent literature has offered, more or less, similar typology of cohesive means according to the theoretical model which was defined and systematically developed by Halliday and Hassan (1976) and later Brown and Yule (1983), so cohesive means are typically broken down into five types: reference, substitution, ellipsis, conjunctions (connector cohesion), and lexical cohesion. According to the common features that connect them, cohesive means can be classified into two basic types, grammatical and lexical. Grammatical cohesive means encompass reference, substitution, ellipsis and conjunction, and lexical repetition, synonymy, collocation, as well as other lexical-semantic relations. Cohesiveness as a fundamental textual principle and first textual principle, according to de Beaugrande and Dressler (1981) confirms itself at all functional-style levels.

This paper analyses the semantic aspect of cohesion relationships of written and oral communication in public¹, media-mediated, discourse of the Croatian language. Public dimension of human communication is linked to the functioning of human societies, so it reflects the social needs and relationships among members of social groups. Therefore, the public discourse can – depending on the social use and relationship among participants of the communication process – identify political, journalistic, and religious discourse types (Badurina, 2008, p.130). The media mediates messages originating in other domains of public communication and distributes them to a wide range of recipients while trying to adapt the language and content to recipients' interests and competencies. Therefore, the media also act as a tool which directs public opinion in a certain direction (Škiljan, 2000). Public opinion directing and manipulating can be achieved in different ways: from the choice of material, i.e. events that will be converted into news, to their driven and focused interpretation. Based on the collected corpus, this paper will try to show how this process takes place in public discourse with particular regard to the semantic connections which are realized at different relations - text and context, i.e. text associated with the structures and strategies of personal and social mind, as well as of those of social conditions, social interaction and societal structures.

The first part of the corpus is made of informative, i.e. assertive texts with purpose to inform collected from the daily newspapers (*Večernji list* /i.e. *Evening Gazette*/ and *Jutarnji list* /i.e. *Morning Gazette*/, April, May, June 2010 and September 2011), electronic media (*Croatian Radio Television's* (HRT) program and Teletext, and Internet portals (*t-portal*). The second part of the corpus is made of selected public political speeches of the Croatian Parliament members from 1995 to 2010 which were regularly broadcasted on the Croatian Radio and Television's second channel. These speeches are, for the research purposes, transcribed. That is how the corpus has been obtained, consisting of public, media-mediated, as well as of spoken and written texts of various journalistic types and political speeches. In the research, qualitative analysis has comprised, along with semantic, pragmatic aspect of connectivity, i.e. the connectivity within a text was explored within integrated communication process.

Cohesive Means

The term *cohesion* is primarily associated with natural sciences where, as in the computer science and linguistics, it denotes a kind of correlation – relationship among elements that forms a whole. In the linguistic literature, the term *cohesion* has been introduced by Halliday (de Beaugrande & Dressler, 1981, p.12), and it was also a subject of interest, among other things they dealt with, of Hasan (1976), Coulthard (1977), de Beaugrande and Dressler (1981), Brown and Yule (1983), van Dijk (1986), Toolan (1998), Tanskanen (2006), and in recent years of many other linguists. Cohesiveness as a constitutive principle focused on a text linguistic level presents one of the text essential features which, to a greater or lesser

¹Public communication understands communication acts which are exercised in public sphere. Although the existence of public discourse assumes the existence of the private one, the boundary between the discursive fields is not possible to pull easily and solid. Badurina (2008:127) points out that *public and privacy* are not absolute, even the “plus” and “minus” categories, and that the only real private sphere is the one which is realized in the narrowest family circle when the social roles are solely defined (or almost exclusively) by family relations.

extent, must be expressed so that text recipients can identify it. However, for a text to accomplish successful communication, the text final point has to be accomplished through an interaction of cohesiveness with other textual criteria. Cohesion, therefore, never serves for its own purpose (Brdar & Brdar-Szabó, 1997, p.47; de Beaugrande & Dressler, 2010, p.15). Since cohesion refers to the surface text structure, it is confirmed by grammatical, lexical and semantic relations among statements which unite them into one comprehensive text. These relations are based on the use of various language means that allow interconnection of text formal parts in its sequence (Badurina, 2008, p.58, 88). The relationship between the whole and its parts is not random, but the text elements form an entity by clearly defined rules, and at the same time also depend on the whole that shapes them according to itself (Velčić, 1987, p.13). Text sentences cannot be considered in isolation; it is necessary to understand their dependent correlations, then their relation with the text as a whole, as well as relation between the text and out-linguistic circumstances so that the text meaningfulness would be fully reached (Van Dijk, 1997, p.8).

Cohesive means include the use of identical expressions and sentence structures, semantically related lexemes, personal and demonstrative pronouns, different verb tenses, conjunction means and phoric elements (Badurina, 2008, p.39). Linking with these linguistic means can be achieved in two ways: formal-logical syntactic form of connecting sentences is presented by linking means such as conjunctions, articles, pronouns and the like, time and verb aspect forms relation and word order, while lexis-semantic form is presented by various repetition of common elements (Velčić, 1987, p.18). Their use contributes to the text stability which is realized thanks to such organized language form. In addition, cohesive means contribute to textual material efficiency, because once used structures and patterns within the same text are reused, transformed, summarized or simplified, and thereby they build a strong network of related statements (de Beaugrande & Dressler, 2010, p.61-62).

The most common cohesive means are primarily the two types of repeating phrases: explicit and implicit. The difference between the two can be seen in relation to their reference to out-linguistic reality. With explicit repeating, two different phrases relate to the same objects in out-linguistic reality, i.e. they must have the same reference, while implicit repeating of phrases does not have the same reference, but there are a semantic association and relation involvement among expressions (such as hyperonym - hyponym relations). With explicit repetition, relation between the first and repeated statement is contained in linguistic system, and with implicit repetition relation is based upon encyclopedia knowledge and semantics (Glovacki-Bernardi, 2004, p.41). Repetition of elements and structural text parts includes recurrence, partial recurrence, substitution, pronominalization and parallelism. Usually, these means are used to emphasize equivalence, similarity or connection between elements and content within a text (de Beaugrande & Dressler, 2010, p.75). In addition to different repetition types, remained cohesive means are ellipse, verb use and connectors. In addition, the meta-communication is attributed to cohesion, and if the subject is a spoken text, intonation is considered as one of the cohesive means (Ivanetić, 2003, p.7). The mentioned means are often involved in creation of phoric relations within text so their role is associated with this constitutive principle.

Cohesive Means in Public Discourse of the Croatian Language

Referential cohesion, with endophora and exophora as its subdivisions, implies reference of certain text elements to the text sections which were previously mentioned or will be mentioned. Text elements that refer to other text parts are not carriers of meaning, but their importance is visible from their relationship with the text part they refer to. In the analysis of cohesion links in the corpus of media-mediated texts of the Croatian language, Toolan's (1998) and Halliday's (1994) cohesion funds divisions served as a starting point. There have been attempts to explore text connectivity within the communicative process integrity, since the grammar and pragmatics are closely linked in the communication process.

In an example of political speech expressions *generals* and *Hague indictees* imply to the same referents, generals Gotovina, Markač and other Croatian generals who were indicted by the Hague

Tribunal (ICTY). In this way, *coreference* has been achieved within a text since two different expressions have the same referent, that is, they refer to the same entity:

We know ourselves that the Presidential campaign is over, that we conducted a plenary hearing in relation to this request, and we specially know what a difficult problem exists with the so-called Brijuni's transcripts of the 31st of July of ninety-five which serve as the main evidence to the Prosecutor's Office for the so-called crime and criminal action on which the indictment against *generals Gotovina, Markac and all our other generals* have been based. Therefore, no more Presidential campaign, it is all over, we must help *the generals* and I ask you, the Prime Minister, and also the president of HDZ (Croatian Democratic Union) whether you personally support the need of establishing this committee in order to define the full truth, and in this way help the *Hague indictees*.

Coreference is very common in media-mediated texts because it achieves expressiveness and labeling:

There is no money in a referendum on Labour Law (Zakon o radu)?!²

The RC Government will support a referendum on Labour and propose a special session to the Parliament where the main topic will be a revised budget in order to raise money for the same, for which according to the assessment of *Government's house (Ban's Palace)* should be separated 170 million kunas, it could be heard at today's session of the Government.

In this news, coreferential expressions: The RC (Republic of Croatia) Government, Government's house (Ban's Palace) and the Government are relating to the same institution. As a cohesive mean in this text appears, in the administrative style of the Croatian language often used, partial ellipse in which the adjective *the same* is used in a pronoun function in a place where *this, mentioned, above mentioned* etc. could stand.

The media is a common example of cataphoric and anaphoric reference. In coreferential relation within a text, parts of sentences, whole sentences or a larger text may go along with a pronoun. However, although different expression may be used as anaphoric expressions, anaphoric relationship is usually achieved with a usage of personal pronouns as in the example of a political speech, in which the pronoun *it* refers to the antecedent *Croatian Government*.

Playing with a flat's standard value nor is fair, nor is it in an accordance with the Act and the Constitution, so I ask the Croatian Government, whether it is to discuss the matter and whether the publication of the Minister will be revoked so the things would stay as they were before.

This is the simplest cohesion form that is often used in the Croatian language in which the term to which the pronoun relates is expressed in the preceding sentence. In the studied public media discourse cataphora is most commonly used in newspaper articles' titles to make readers interested in reading that article and in headlines, as it can be seen in the following example:

720.078 signatures!

The unions announced at the press conference that they have collected 720,078 signatures for a referendum against amending the Labour Law.

They point out that all the signatures are verified, each has a registration number as a proof and no one signed twice.

The final number of signatures will be published next Wednesday, June 30th.

This is a victory of the citizens of Croatia, although the true victory will be when we create the Labour Law according to workers' needs and force the Government to shift their way of governing, said Ozren Matijasevic.

² *Labour Law*

In Parliament Members' speeches cataphoras are quite rare, which is expected given the administrative discourse characteristics in general. Even the first sentence of a Parliament speech rarely contains cataphora, although cataphora in such place has a function to draw listeners' attention and motivates them to listen. In the following example the demonstrative pronoun *this* cataphorically relates to the entire sentence that follows. It may be noted that beginning which contains cataphora draws attention.

Madam Vice-President and colleagues, this, what is the reasons of our today's discussion, documents, suggestions, documents sent by each political party including the party to which I belong, SDSS, and declaration proposals and joint statement recommendations as well as decisions about national committee establishment, are instruments two-sided by their character ...

In political speeches corpus a starting a sentence appeared in which cataphora has a strong effect in attracting listeners' attention:

Madam presiding, Mister Chief Negotiator, ladies and gentlemen, we are facing a big paradox!

Exophora, unlike *endophora*, does not participate in a text cohesion creation. *Exophora* occurs when understanding of an expression in a text depends on extralinguistic referent, where, according to Petrovic (2005, p.158), you should not refer to another term. *Exophora* is realized as *deixis*, i.e. as a reference to extralinguistic statement context, as well as *homofora*, i.e. a dependence on cultural or general knowledge. *Exophora* as a type of reference is often used in political speech and news headlines, so that the listeners who do not have information on the extralinguistic referent cannot interpret the content. For example, in the next title on the front page of daily newspapers:

Croatia has fulfilled the conditions!

or

James B. Foley, U.S. Ambassador:

Croatia is cooperating with the Hague Tribunal. We want Croatia in the EU because it is important that these doors are open for other countries as well.

A similar example of a political speech, in which it is expected from a listener to know that the noun *house (dom)* refers to the Croatian Parliament, upon which in the Croatian language depends writing with big or small letters. Until 2001, in Croatia the Parliament was bi-cameral, composed of the Chamber of Deputies and the Chamber of Counties, which was abolished that year, so the Parliament of Croatia has become unicameral. From that time the name *House (Dom)* for the Parliament, although it is less and less used:

The Croatian Government on its first session with an aim to encourage savings program, which will be presented, and through the budget, and through all activities of the Government, has proposed a reduction to officials.

After conducted discussion in this House and suggestions which we received, a final laws draft has been prepared that we sent you to procedure.

In the studied corpus, metonymy is often used to expresses something with a word of another meaning. Metonymy is directly related to the creation of semantic concept of cohesion, such as The Hague tried them ... that does not relate to Hague, but The court in Hague.

In the collected corpus, cohesion is usually achieved by using various connectors. As noted above, it is difficult to form phrases with a linking function into certain categories, so their uniform division does not exist in the literature. In connector service words that are formally the same as connectors appear, i.e. conjunctions of independent complex sentences, such as the word *but*:

I am not defending the Privredna bank; I said my stand, where the part of small depositors, with up to five thousand marks, was recompensed, which had an impact on increasing the foreign currency savings. And that should be viewed in this context when the damage is compared to the benefits, and this is the reason why we felt that with overall measures and decisions brought by the National Bank and the Government there will be no damage. But we clearly repeat, we will not tolerate that and such a form of preferential treatment of small depositors cannot be tolerated.

In this case *but* is the opposite (confrontation) connector that connects the content of the preceding discourse with the opposite meaning of the discourse that follows. In fact, the speaker in the first part of the discourse seeks to justify his own, earlier spoken, attitudes related to intrusion into the Monetary Fund, which was performed by Privredna Bank stating that the damage should be compared with the benefit, but that this act should be condemned, and in the sentence that follows the opposite connector *but* explains that this will not be tolerated. At the same time, to amplify the effect of contrast used the speaker uses construction *we clearly repeat* after the connector. On the rhetorical point of view, it is interesting that the speaker in order to avoid personal responsibility uses plural – *we*: *we* repeat, *we* will not tolerate.

Also, an example of connecting the content with an opposite connector extracts. This is a connector *to the contrary* which in this part of a political speech is used in two places. The whole passage has an interesting rhythm of speech, to which a repetition of the connector contributed a lot.

In this sense, is not necessary to emphasize that this level of agreement is not a level for silence. On the contrary, it is a new level for quality discussion in the Parliament and outside. This is not a consensus to cancel the mutual confrontation, opposition and fighting for better situation in the country. But on the contrary, just to raise these discussions. So that I don't listen to what we knew to listen here and not watch what we knew to look outside the Parliament. That is how I perceive it.

In a political speech explanatory connectors are common such as *in fact* with an example from the same speech in which the speaker discusses Privredna Bank's intrusion into the Monetary Fund.

By intruding into the monetary system a chance for realization of yet another big goal has been created, i.e. that the Privredna Bank to their special clients, customers, to which it provides companies and real estate, without their public exposure, transfers these goods at special bargain-basement prices. In fact, in order to rehabilitate conditions created by illegal activities, the Bank will now have to, in quotes, to sell the acquired businesses, that is, properties, substantially below the prices paid and the actual values. (Parliamentary speech)

The entire speech tries to explain very important and sensitive economic and political event which left an impact on the entire Republic of Croatia, and also encouraged discussion of similar events.

Cohesion is also achieved with elimination of certain statements parts, that is, with the *ellipse*. Ellipse realizes its figurativeness with recipient's commitment to finding omitted components and with the choice between numerous lexemes in a particular semantic field, in which the basic backbone is context (Katnić Bakaršić, 2007, p.253).

A complete ellipse is a feature of newspaper titles. Newspaper writers often leave out some words in order to achieve expressions' dynamic and brevity. Regularly, it is the cataphoric ellipse that arouses reader's or listener's interest to the text that follows, so that the reader or listener will look for the reference in it. Beaugrande and Dressler (1981, p.61) indicate that with the cataphora, generally it is the mechanism which creates a temporary empty space, which they call *temporarily empty slot*, filled by a replacement element until the text does not find coreference necessary for interpretation of this alternative element. With the ellipse, replacement element is not expressed by linguistic means, but its place is left empty.

720.078 signatures!

The unions announced at the press conference that they have collected 720,078 signatures for a referendum against amending the Labour Law.

They point out that all the signatures are verified, each has a registration number as a proof and no one signed twice.

The final number of signatures will be published next Wednesday, June 30th.

This is a victory of the citizens of Croatia, although the true victory will be when we create the Labour Law according to workers' needs and force the Government to shift their way of governing, said Ozren Matijasevic. (Teletext)

Radio and television news the complete ellipse is mostly used in announcements, such in this of the first national radio program.

Good evening, dear listeners here is the brief news content:

- The unions and the SDP do not believe that implementation of the referendum on Labour Law and the floods in Slavonia are reasons for budget revision.
- Many students with the highest average score are left at the doors of the best gymnasiums.
- Croatia and Serbia signed an agreement on mutual extradition of their citizens convicted for crime and corruption.
- America shaken with discovered Russian spies.
- Weather tomorrow: Sunny and hot, the highest temperature up to 32 degrees.

In this news announcement the ellipse appears in many places. For example, already in the first sentence, the verb is omitted. It could be: *Good evening, dear listeners, we will tell/listen briefly to the content of the broadcasts.*

Weather forecasts, in print and electronic media, are regularly based on the ellipse and for this assertive text type it is often specific to omit all verb forms to create a dynamic text and to save linguistic material due to a limited newspaper space.

Strong south wind, in the North wind storm. (Jutarnji list 4420, October 25, 2010)

Air temperature without significant change. (Jutarnji list 4420, October 25, 2010)

In the afternoon in the northern part storm wind with hurricane blows. (Jutarnji list 4420, October 25, 2010)

Relatively warm. (Jutarnji list 4426, October 31, 2010)

Mostly sunny, in the morning frost and fog, weak wind. (Jutarnji list 4424, October 29, 2010)

In the last example, which has the function of weather forecast title (and it momentarily provides some basic information about the weather), it can be seen that not only verbs are absent, but often in such phrases the noun *weather*, which has already been exposed in the text type name and its self-explanatory, can be omitted to save space, and that the message is still completely clear to the listeners. If all omitted parts are added, the sentence could be broken down into three shorter sentences and then it might sound like this: *It will be mostly sunny weather. In the morning we expect frost and fog. The wind will be weak.*

Lexical cohesion as “phoric” cohesion is created through lexical structure, that is, with a vocabulary so it is constantly present at lexical-grammatical level and in all studied text types. It is created by words which in a text refer to the same referent, that is, to the extra-linguistic present object, but it also can be created by words which do not refer to the same referent or they exclude it so it connects larger text parts and it is accomplished with repetition and collocations. Synonyms and hyponyms belong to the lexical cohesion means of repetition.

Types and ways of how lexical text units correlate to each other in a synonymic relation are very heterogeneous. Their approximate positions range from an immediate, direct contact position to a maximum distance, and they also can be found in statements of different speakers, from them different lexical or syntactic means or their combinations which allow development of synonymic relations can be created. Petrovic (2005) points out that on a syntactic level in synonymic relations can also be included units that do not always belong to the same subsystem, such as loan words, archaisms, dialects, slang words, colloquialisms, vulgarisms. Spatially, temporally, stylistically and socially marked lexemes in a text can be synonymic. Unlike units in the lexicon whose synonymy is limited by system features, synonymic units in a text belong to different linguistic subsystems.

Loanwords usage along with original Croatian words is one of the most common lexical peculiarities among synonymic units in context. These words in Croatian language usage are encountered so frequently that an average user barely perceives them as foreign and can identify them outside of the context with no problems. Such cases are generally synonyms out of context as well, so it can be said that synonyms are synonymic such as expressions *firm* 'trading house, enterprise (commercial or industrial) represented by a name' and *company* 'entrepreneurial, commercial or industrial association':

The former president often emphasized mutual friendship and how with his relationships he found lucrative jobs for our firms in Libya. In the book "The Age of economic diplomacy," which he wrote with Jasna Plevnik, Mesić pointed out several examples how he directly helped Croatian companies to get lucrative jobs in Libya. (Večernji list 17 129, September 2, 2011)

A similar situation can be seen in the following example with an anglicism fan meaning 'fan' (Croatian: navijač):

Of course, the eruption of enthusiasm did not flood only local fans (cro. navijače), but also a lot of fans around (cro. fanova) the world who, like those in Zagreb in Movieplex two halls, Split and Osijek in Cineplex, watched the event directly on cinema screens. (Večernji list 17 128, August 1, 2011)

In lingual usage as synonymic terms do not only occur loanwords which have more or less adapted to the Croatian linguistic system, but also foreign words that do not belong to the Croatian language, although they can be found in texts mainly for terminological or stylistic reasons. Along with these phrases, which retain original written form, a word from the Croatian language system appears as a synonym in a text, if such a word exists in the system.

The introduction of dialectics in written and spoken forms of the modern Croatian standard language is uninvestigated phenomenon that should be given special studies. The specificity of the Croatian language is reflected precisely through interference of standard linguistics and dialectics, and its speakers that possibility, diachronically and synchronically conditioned, express in different ways and at different language levels. The intertwining of dialects and standard linguistic forms is reflected in written and spoken forms, such as in expressions *brodogradilište* (Croatian standard word) 'company for construction and maintenance of smaller or larger ships' and *šuver* 'dialect for shipyard':

Croatia is both financial and political hostage of shipyards (cro. brodogradilišta). Financially, this situation is measuring just this year 14 billion kunas, which are state guarantees to shipyards (cro. šverovima), of which two-three billion kunas could be charged. (Jutarnji list 4422, October 27, 2010)

Words or phrases typical of conversational style are primarily featured for verbal communication, but they are often in written forms of communication as well. As they are primarily realized in speech, they fulfil conversational language usage function and are features of everyday, informal communication which is characterized by spontaneity, informality, naturalness and unpreparedness. In a way, colloquialisms create lexical interlayer between standard language and dialect. The frequency of verbs and reduction of noun forms has been noted. In written forms, colloquialisms are peculiarity of a journalistic style:

I threw party after party waiting for the moment when I will grab him and take him away from others. [...] All in all, fun was cheerful and noisy. (Jutarnji list 4426, October 31, 2010)

Party is described as 'slang a. the fun reception which is organized at someone's house or in public places (night clubs, sports halls, stadiums, etc.) b. transf. spree, mess, binge, revel [*throw the party*].'

Among synonymic text elements, and especially among nouns, relationship between hyponymy and hyperonymy is very broad. This relation actually occurs in conjunction with coreference which in a text in different ways expresses an extension of general referent. As a necessary condition of hyponyms and hyperonyms synonymy two factors can be determined: on one hand, coreference that is coexistence must

be determined, and on the other hand in a text hyperonyms should stand before hyponyms. As a rule, synonymy relations between hyperonyms and hyponyms in a text arise when a hyperonym is used with its coreferent hyponym:

A guy masked and armed with a gun came into the store. [...] a robber disarmed him within a second disarmed threatening him with a weapon. (Večernji list 17 128, September 1, 2011)

An alleged rape happened in the apartment in downtown Manchester. Police arrived on the scene about 5 am on a call of a girl who accuses N. N. for the sex crime... (Jutarnji list 4424, October 29, 2010)

Both examples show a typical case when a hyperonym introduces a referent, and then hyponym achieves referential uniformity with the first expression. Referential is the uniformity emphasized by used demonstrative pronoun in the second example. The choice of a hyperonym is often the only solution for an article author, so that lexical repetition is announced and extension narrowed. Recognition of hyperonyms and hyponyms usually is not a problem of linguistic user, because it is a fundamental, underlying relation in the lexicon, which also has been confirmed by psycho-linguistical experiments (Chaffin and Glass 1990: 278). Usage of coreferential hyperonyms opens some other options for a sender, such as denotative, expressive and evaluation contents.

Conclusion

By studying the structure of assertive text types in daily informative-political newspapers *Jutarnji list* i *Večernji list* (Morning and Evening Gazette newspapers), it can be noted that all cohesive devices are involved in their surface structure construction. Differences occur in their frequency which depends on text type function and size which is often limited by newspaper space. Assertive text types with a clear, low and fixed structure, like many public speeches, show lack of cohesive means usage, while others, especially stylistically freer assertive confirm the use of all linguistic connections forms. To fully understand the semantic features of cohesion in the public discourse of the Croatian language, it is necessary to separately analyze their functions, contents, macrostructures and microstructures. Such a study observed that all types were reasonably allocated in common text classes with the same function, but also that each of assertive text types is characterized by specific properties for which in most cases, at first glance, is distinguished by recipients. However, understanding of communication which is realized through these texts between an issuer and recipient is a complex process that opens up possibilities for further researches, not only of cohesive means, but also of other constitutive and regulative principles which a text gets its full meaning in a language and extra-linguistic level.

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