

ЭЛЕМЕНТЫ ХУДОЖЕСТВЕННОГО ТЕКСТА В НАУЧНОЙ СТАТЬЕ
THE ELEMENTS OF FICTION IN A SCIENTIFIC ARTICLE

В работе рассматриваются различные случаи использования элементов художественного стиля в научном тексте. Рассматриваются и классифицируются заголовки научных статей. Обсуждается вопрос о возможности проявления индивидуальности автора в научном тексте.

In some scientific articles you can find the elements of fiction. The problem of author's personality is quite relevant for the scientific article. The author's personality manifests itself in his usage of emotionally-loaded, emphatic expressions and structures, metaphors and idioms. The popular trend in scientific text writing is that author's "ego" may be expressed almost as clearly as in fiction, which reflects a more general trend of humanization of science. Nowadays there are arguments concerning the classification of scientific texts containing elements of fiction (or using expressive means) as belonging to the purely scientific style. Opinions differ: some people think that stereotype scientific articles are dry and objective, the opposite opinion is that there are some scientific articles where the author's personality becomes apparent.

There are some means to attract the reader. Several texts containing elements of fiction were analyzed. The titles of several articles were classified and the following types were identified:

Question

For example: the article "*Are you a liar? Ask your brain*" is about using the fMRI – functional Magnetic Resonance Imaging to determine whether someone is fibbing by tracing blood flow to certain areas of brain, which indicates changes in neural activity at the synapses. The reader immediately asks himself if this concerns him.

Pun

For example: the article "*A towering engineering genius*" is about Gustave Eiffel who planned the Tower of Eiffel.

Alliteration

For example: the article "*Making sense of scents*" is about how do humans distinguish the tens of thousands of odours which assault them and why do some substances smell floral or fruity at low doses, but distinctly goat-like at higher concentrations.

Oxymoron

For example: the article "*The sincerest form of flattery*" is about modern computers that are "masters of disguise" and technological progress which is good at making computer hardware quicker, smaller and cheaper but often leaves behind the software that made the machines useful.

Metaphors

For example: the article "*Brain in love*" about using neurochemistry to try to unravel the experience of romantic passion

Literary associations

For example: the article "*To MBA or no to MBA?*" (*like to be or no to be? Shakespeare*) is about well-known studies of management and its advantages and disadvantages.

We also gave examples of different introductions to the articles, which can be a story, a legend or a quotation.

'Birds do it, bees do it, and, in departure from the Cole porter song lyrics, even fruit flies appear do it. Humans certainly do it. The subject is not love, but sleep. Shakespeare's Macbeth said it "knits up the raveled sleeve of care" and was the "balm of hurt minds, great nature's second course, chief nourisher in life's feast." Cervantes's Sancho Panza sang its praises as "the

food that cures all hunger, the water that quenches all thirst, the fire that warms the cold, the cold that cools the heart ... the balancing weight that levels the shepherd with the king, and the wimple with the wise” (“Why we sleep” by Jerome M. Sieget)

Usage of the literary elements in scientific article becomes more and more popular. It seems that scientists found the way to make a scientific text more understandable and more attractive for an average reader. However, understanding of literary associations, metaphors, idioms etc. depends on reader’s background, thus it can be difficult for a non-native speaker to understand some of them. Nevertheless, typical features of literary text are getting increasingly popular in scientific literature.