

STYLE

- Many linguists follow their famous French colleague Charles Bally, claiming that Stylistics is primarily the study of synonymic language resources.

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- Leech and Short (1981, p. 11) define style as ‘the way in which language is used in a given context, by a given person, for a given purpose, and so on’. In other words, style is by no means restricted to the style of a particular author, but can be characteristic of a situation, a character, a particular text, a particular linguistic expression that is investigated over time and so on. Hence, style may be seen as a particular way of writing or speaking. This is where the points of intersection between style, stylistics and rhetoric are most pervasive.

- Leech, G. and Short, M. (1981), *Style in Fiction: A Linguistic Introduction to English Fictional Prose*. London: Longman.

- *Functional stylistics*, which became and remains an international, very important trend in style study, deals with sets, "paradigms" of language units of all levels of language hierarchy serving to accommodate the needs of certain typified communicative situations. These paradigms are known as *functional styles* of the language.

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"a system of coordinated, interrelated and interconditioned language means intended to fulfil a specific function of communication and aiming at a definite effect."

- I. R. Galperin

- All scholars agree that a well developed language, such as English, is streamered into several functional styles. Their classifications, though, coincide only partially: most style theoreticians do not argue about the number of functional styles being five, but disagree about their nomenclature.

The rather widely accepted classification:

- 1. *official style*, represented in all kinds of official documents and papers;
- 2. *scientific style*, found in articles, brochures, monographs and other scientific and academic publications;
- 3. *publicist style*, covering such genres as essay, feature article, most writings of "new journalism", public speeches, etc.;
- 4. *newspaper style*, observed in the majority of information materials printed in newspapers;
- 5. *belles-lettres style*, embracing numerous and versatile genres of imaginative writing.

- It is only the first three that are invariably recognized in all stylistic treatises. As to the newspaper style, it is often regarded as part of the publicist domain and is not always treated individually.

- But the biggest controversy is flaming around the *belles-lettres style*. The unlimited possibilities of creative writing, which covers the whole of the universe and makes use of all language resources, led some scholars to the conviction that because of the liability of its contours, it can be hardly qualified as a functional style. Still others claim that, regardless of its versatility, the *belles-lettres style*, in each of its concrete representations, fulfils the aesthetic function, which fact singles this style out of others and gives grounds to recognize its systematic uniqueness, i.e. charges it with the status of an autonomous functional style.

- Each of the enumerated styles is exercised in two forms - *written* and *oral*: an article and a lecture are examples of the two forms of the scientific style; news broadcast on the radio and TV or newspaper information materials - of the newspaper style; an essay and a public speech - of the publicist style, etc.

Tips for writing a features article

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Here are some basic tips for people who are new to feature writing:

- Cover the essential elements of who, what, when, where, how and why
- Put the most important things at the beginning, preferably in the first paragraph
- Plan out what you are going to say beforehand

- Look at your chosen theme carefully. Consider the questions suggested and attempt to answer some of them
- But remember: you need an "angle" - a way to focus your feature. You can't answer all of those questions. This is journalism, and journalism needs to be new and original. That's why an "angle" is important: even if your topic has been covered in the past, there will always be something new to say.
- You need quotes. But if these quotes have been gathered by someone other than you, and in particular if they have already been published, you **MUST** say where they came from. If you don't, this is plagiarism and you will be disqualified.

General Structure of a Research Article

- Title
- Abstract
- Keywords
- Main text
- Introduction
- Methods
- Results
- Discussion

- Conclusion
- Acknowledgements
- References
- Supplementary Data

- The *colloquial type* of the language, on the contrary, is characterized by the unofficiality, spontaneity, informality of the communicative situation. Sometimes the colloquial type of speech is labelled "the colloquial style" and entered into the classification of functional styles of the language, regardless of the situational and linguistic differences between the literary and colloquial communication, and despite the fact that a style of speech manifests a conscious, mindful effort in choosing and preferring certain means of expression for the given communicative circumstances, while colloquial speech is shaped by the immediacy, spontaneity, unpremeditativeness of the communicative situation. Alongside this consideration there exists a strong tendency to treat colloquial speech as an individual language system with its independent set of language units and rules of their connection.