



Newspaper Style



A large yellow diamond shape serves as the background for the text.A red crayon with a yellow body and black outline is positioned at the top left, pointing towards the center. A small red squiggle is drawn below its tip.

Journalistic Style

A blue crayon with a yellow body and black outline is positioned at the bottom right, pointing towards the center. A long, wavy blue line is drawn from its tip across the bottom of the diamond.

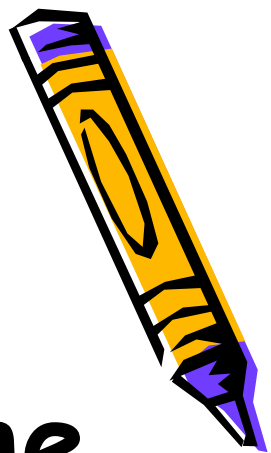
NEWSPAPER STYLE

- purposeful and thematic arrangement of interrelated lexical, phraseological and grammatical language means as a separate unity



NEWSPAPER STYLE

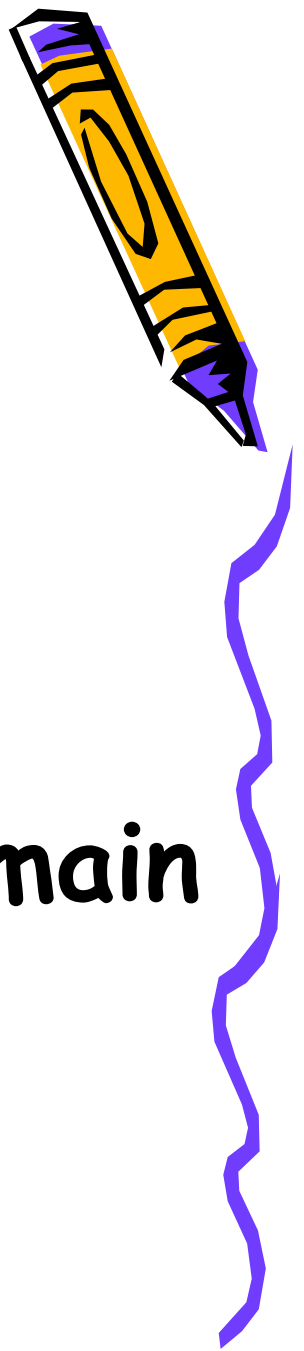
that basically serves the
purpose of informing and
instructing the reader
in order to bring
up-to-date, accurate,
convincing information on
current affairs



NEWSPAPER STYLE

D. Crystal:

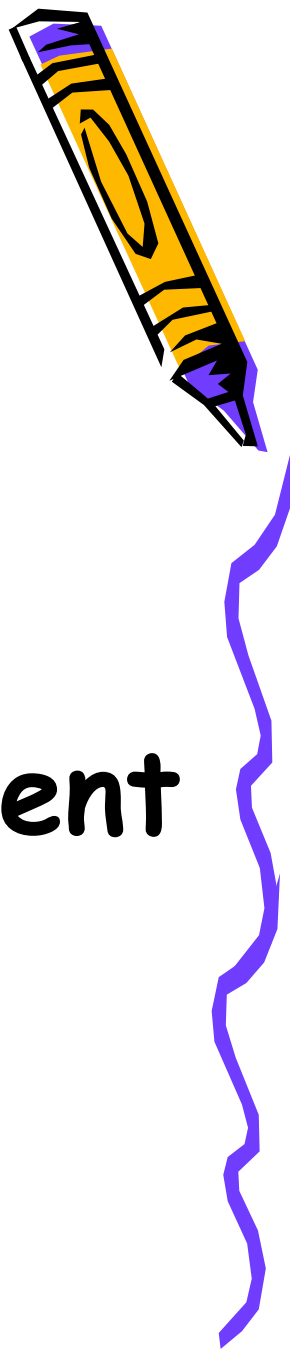
"... present a wider range of linguistically distinctive varieties than any other domain of language study".



NEWSPAPER STYLE

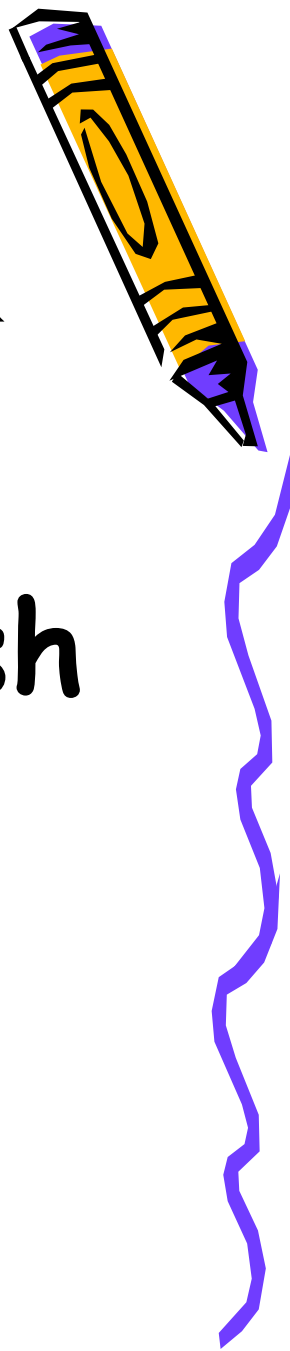
text

being compact and coherent



NEWSPAPER STYLE

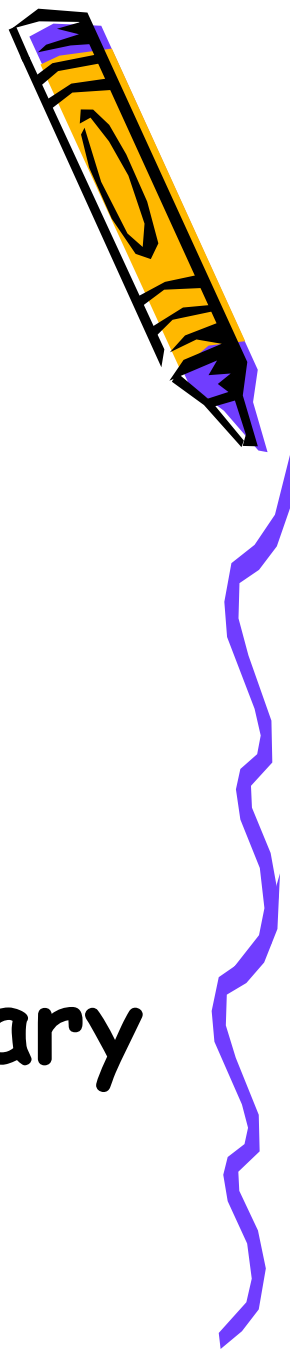
- the last of the English literary styles to be recognized



NEWSPAPER STYLE

Features:

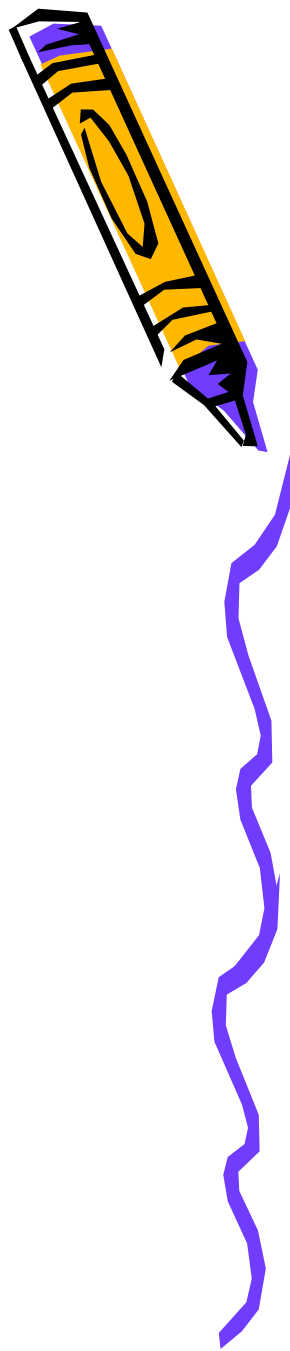
- 1) Special political and economic terms
- 2) Non-term political vocabulary



NEWSPAPER STYLE

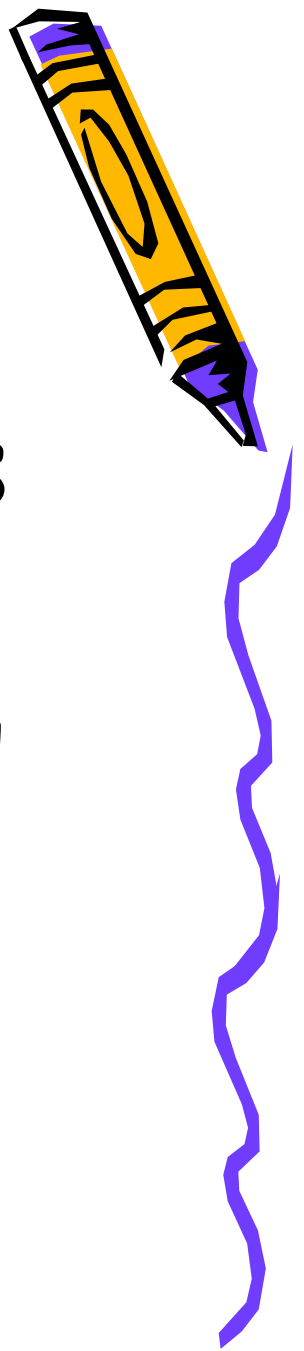
3) Newspaper clichés

4) Clichés



NEWSPAPER STYLE

5) Abbreviations of various types as it helps to save space and time

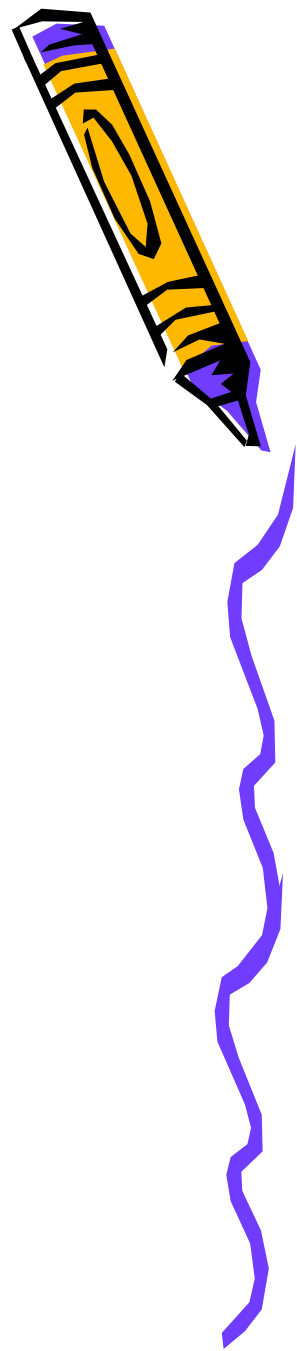


NEWSPAPER STYLE

read as individual letters:

WHO

World Health Organisation



NEWSPAPER STYLE

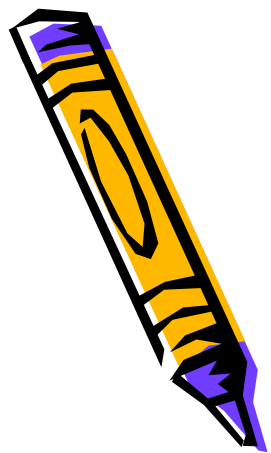
NATO /'neitou/

North Atlantic Treaty Organisation

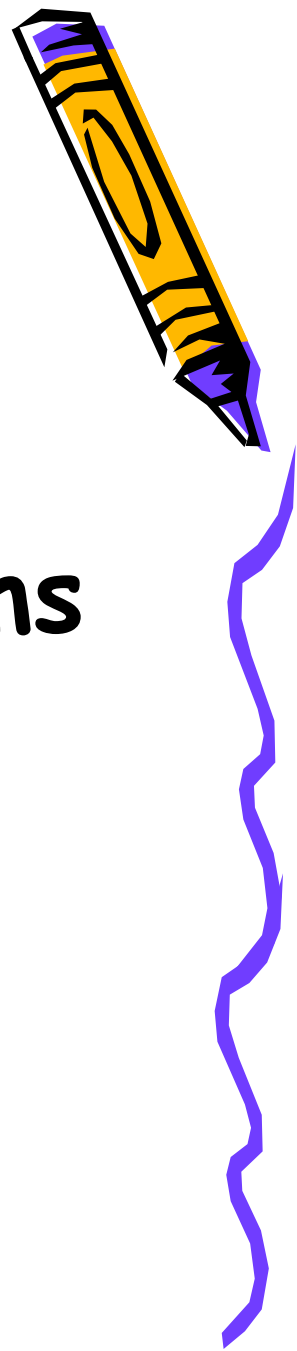
OPEC /'oupek/

Organisation of Petroleum Exploring
Countries

acronyms



NEWSPAPER STYLE



6) Abundant use of Neologisms

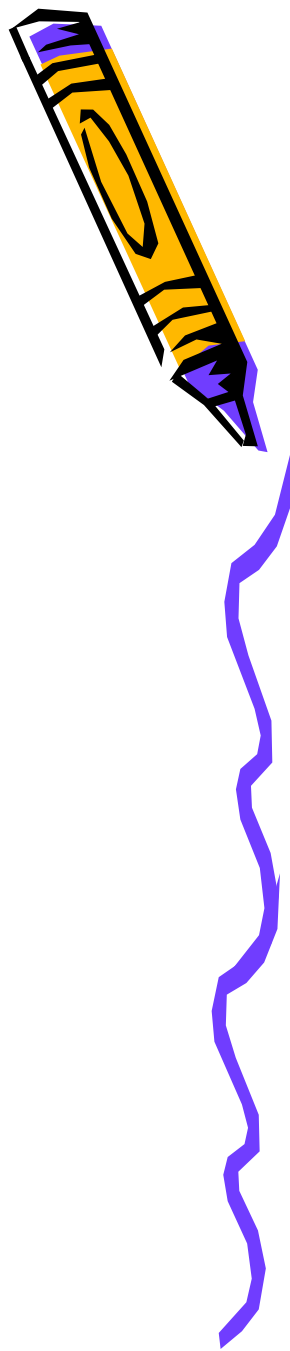
(Gorbymania)



“WEEKLY NEWS”

First English Newspaper

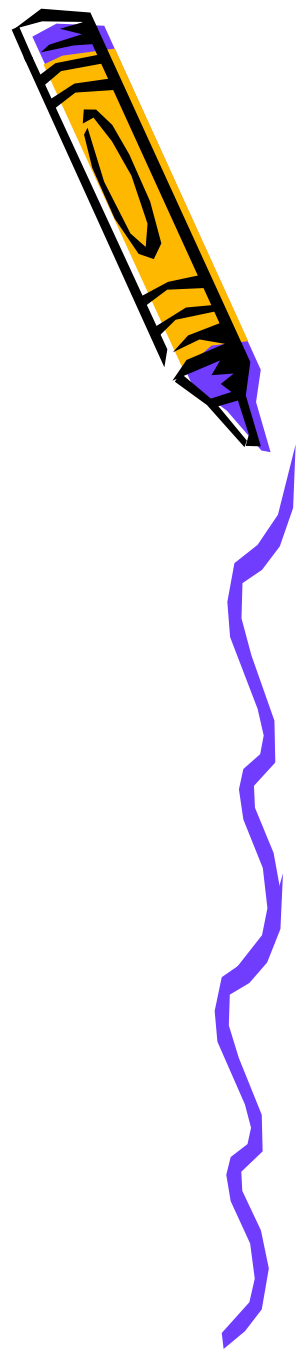
May, 23, 1622



“LONDON GAZZETTE”

**The first
governmental newspaper**

February, 5, 1666



“DAILY COURANTS”

First English daily newspaper

March, 11, 1702



EARLIEST ENGLISH NEWSPAPERS

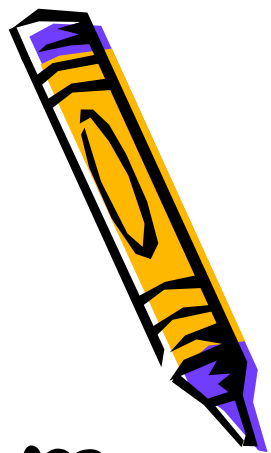


Absence of any comments



HEADLINES

title given to a news item
or
a newspaper article

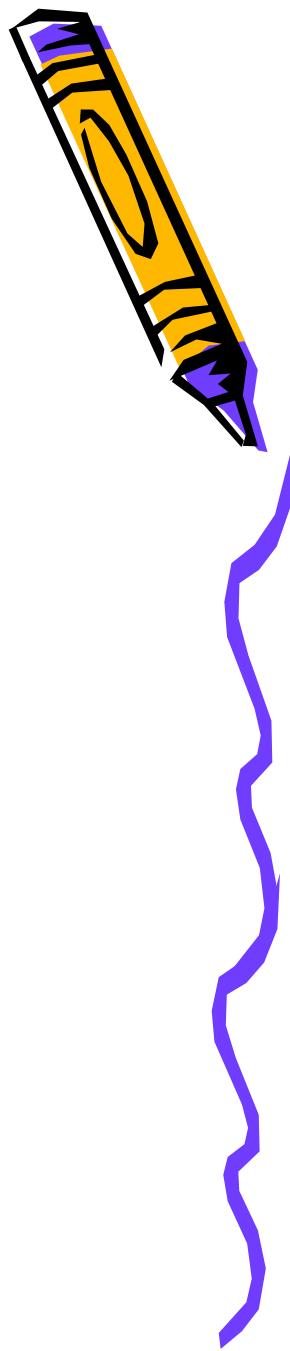


HEADLINES

Function:

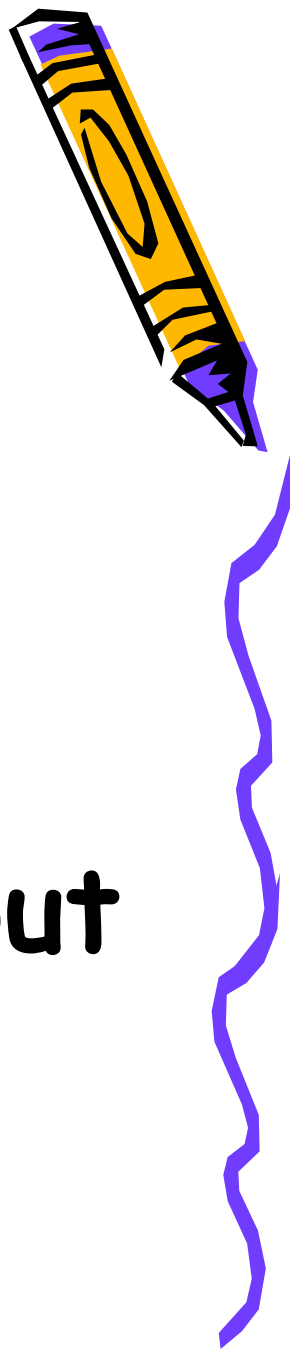
to catch the readers'
attention

and at the same time



HEADLINES

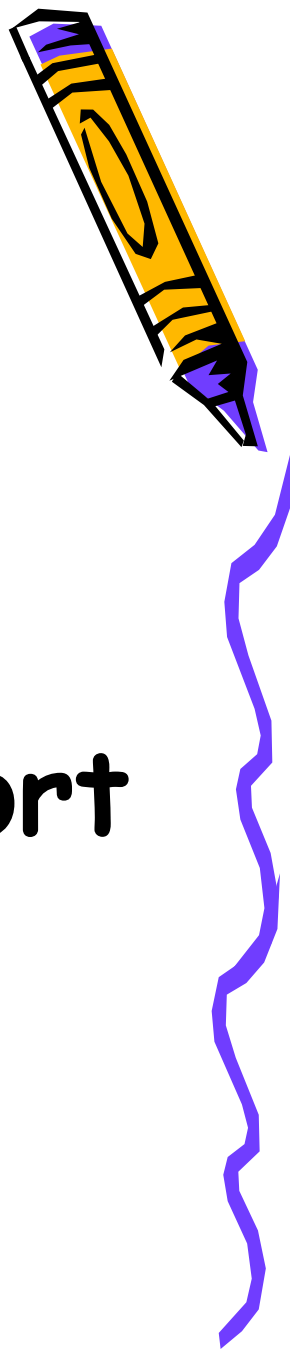
to provide brief
information what the
news that follows is about



HEADLINES

Features:

- as few words as possible
- the words tend to be short and sound dramatic



HEADLINES

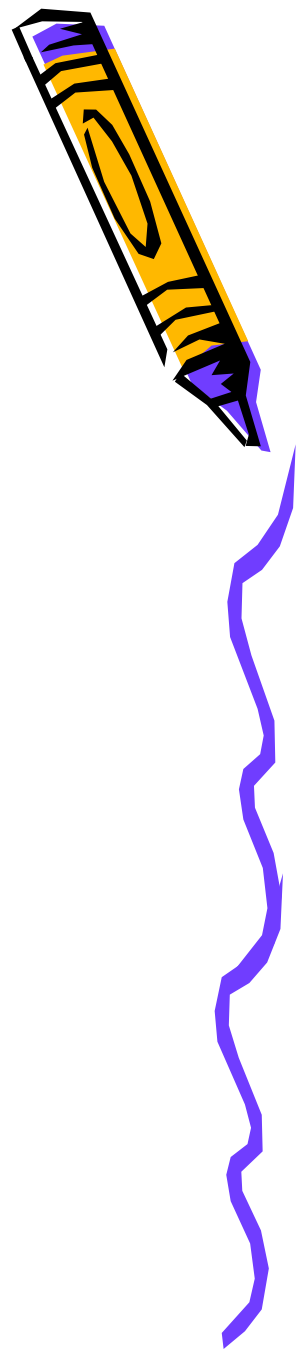
□ Concise syntax

- Full declarative sentences
- Interrogative sentences
- Rhetoric questions



HEADLINES

- Nominative sentences
- Elliptical sentences
 - a) auxiliary verb omitted
 - b) subject omitted
 - c) subject and part of the predicate omitted

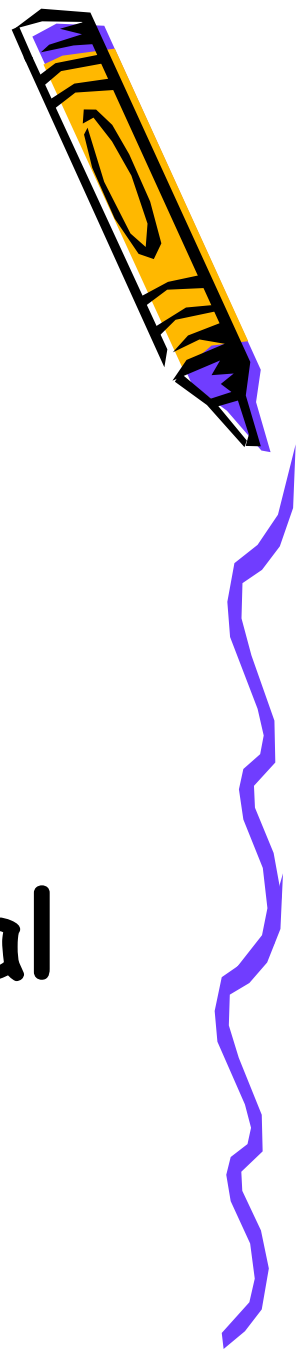


HEADLINES

Phrases with verbals

a) infinitive standing for
“going to happen”

b) participial and gerundial
constructions



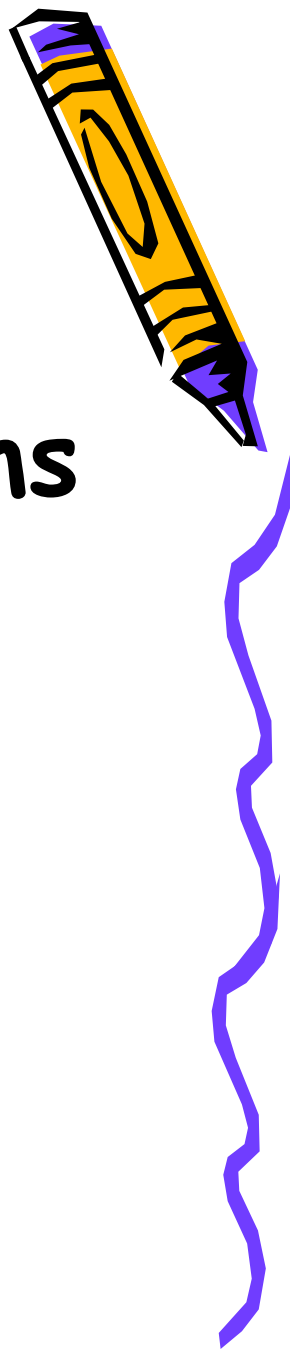
HEADLINES

- Use of direct speech
- Emotive syntax and vocabulary suggestive of approval or disapproval
- Allusive use of self-expressions and sayings



HEADLINES

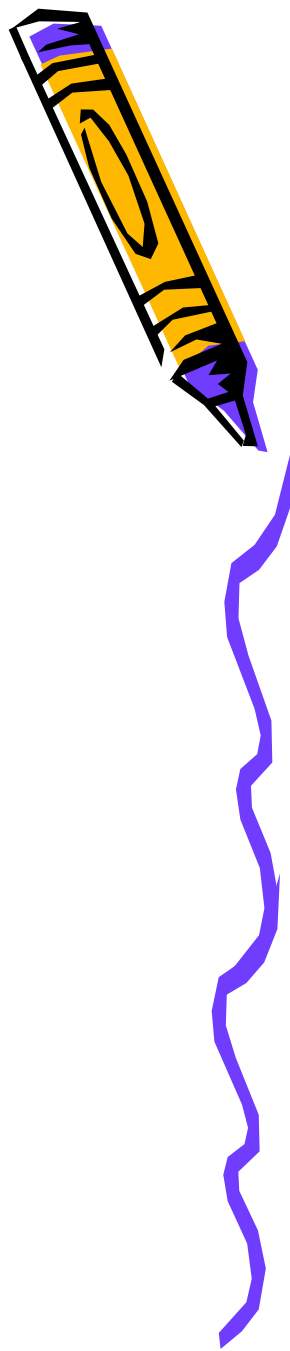
- Deformation of special terms
- Use of stylistic devices producing strong emotional effect



BRIEF NEW ITEMS

Function:

To inform the reader



BRIEF NEW ITEMS

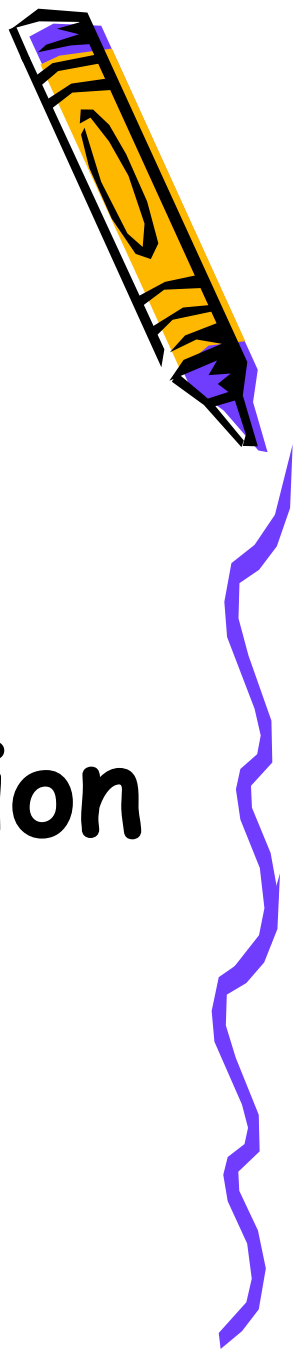
state facts without giving
explicit comments



BRIEF NEW ITEMS

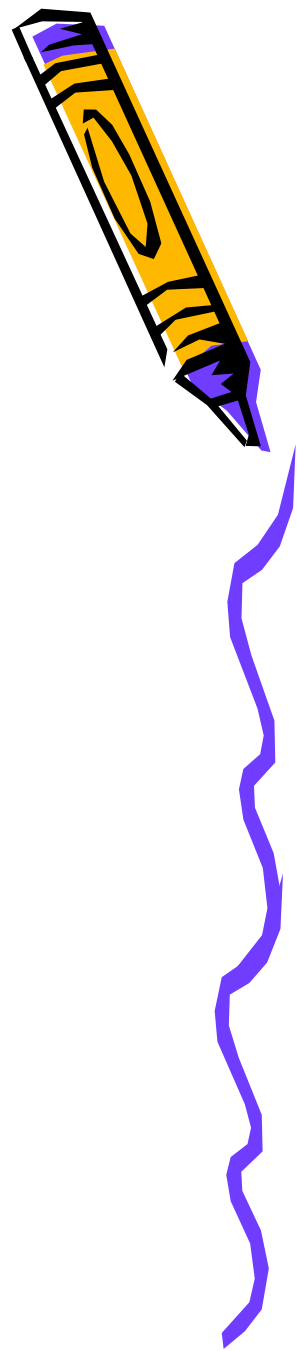
Features:

- 1) absence of any individuality of expression and lack of emotional colouring



BRIEF NEW ITEMS

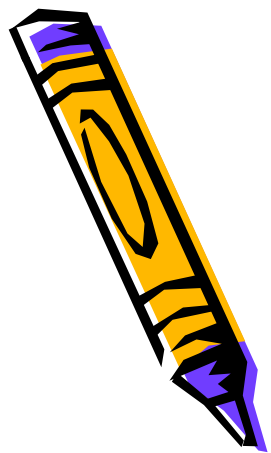
2) matter-of-fact and
stereotyped forms of
expression



BRIEF NEW ITEMS

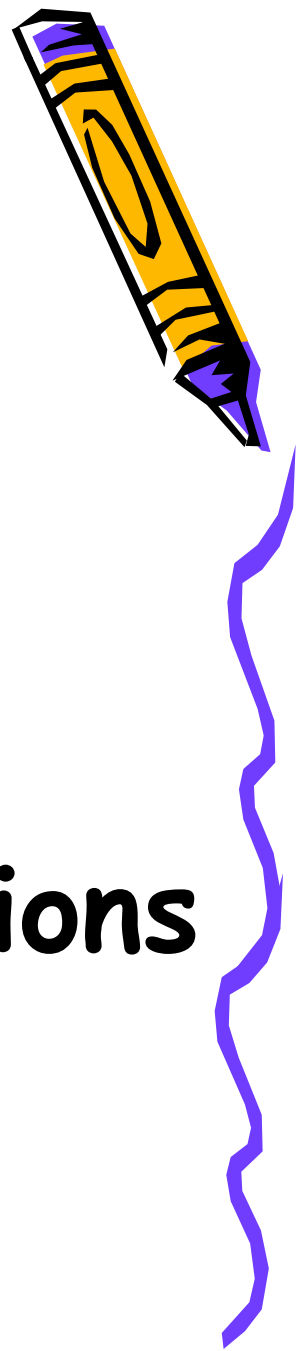
3) peculiar syntactical structure as the reporter is obliged to be brief:

a) complex sentences with a developed system of clauses



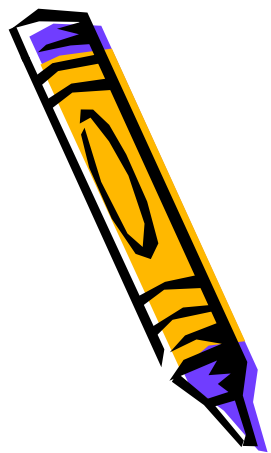
BRIEF NEW ITEMS

b) verbal constructions
(infinitive, participial,
gerundial);
and verbal noun constructions



BRIEF NEW ITEMS

c) syntactical complexes,
esp. the nominative with the
infinitive, used to avoid
mentioning the source of
information



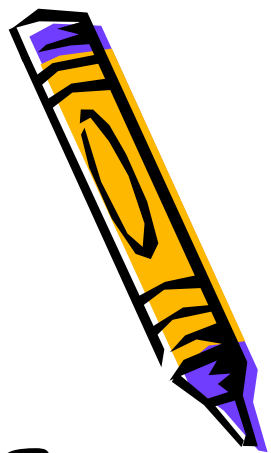
BRIEF NEW ITEMS

d) attributive noun groups

e) special word order

f) occasional disregard for
the sequence of tenses

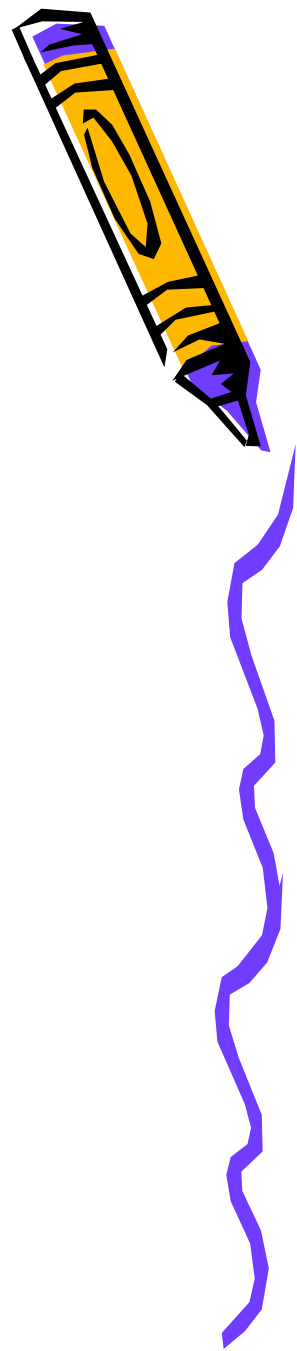
rule



ADVERTISEMENTS & ANNOUNCEMENTS

Function:

to inform the reader



ADVERTISEMENTS & ANNOUNCEMENTS



- **classified**
- **non-classified**



ADVERTISEMENTS & ANNOUNCEMENTS

Classified:

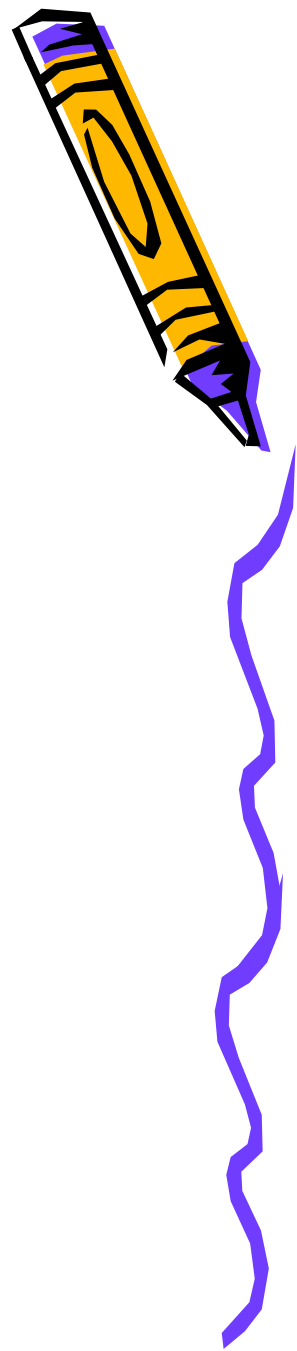
birth

marriages

death

in memoriam

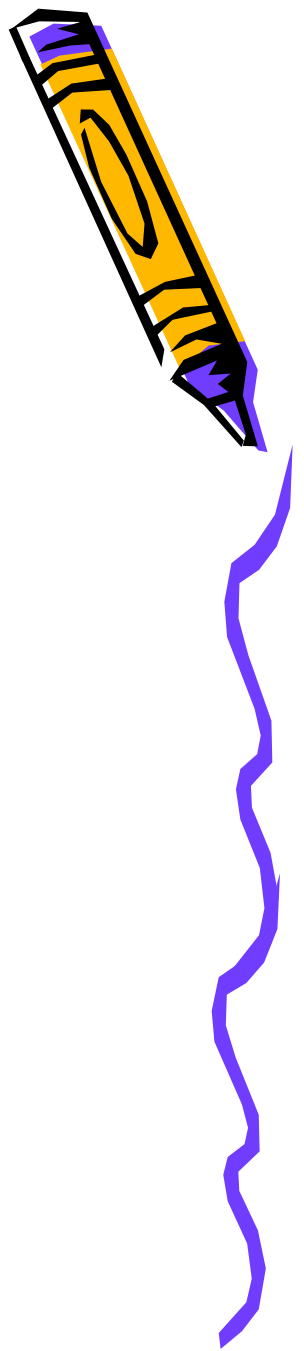
business offers



ADVERTISEMENTS & ANNOUNCEMENTS

Features:

- mostly neutral vocabulary with rare usage of emotionally coloured words or phrases used with the only purpose of attracting readers' attention



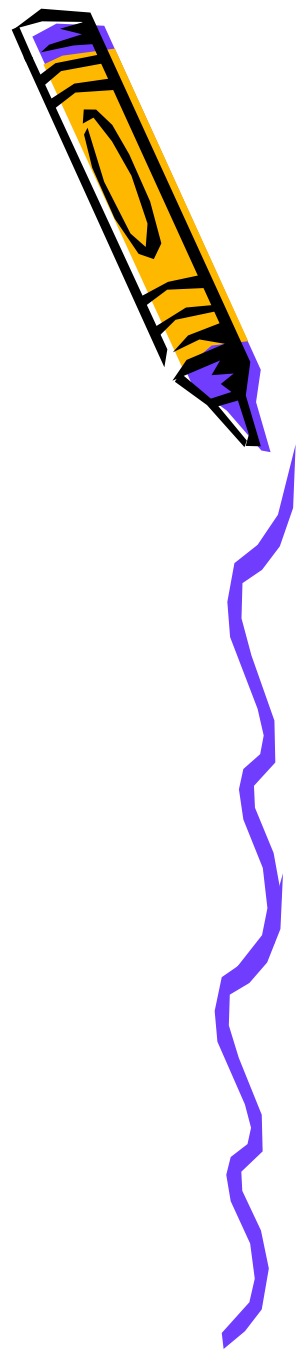
ADVERTISEMENTS & ANNOUNCEMENTS

- fixed, often elliptical, pattern
- telegram-like statements, with articles and punctuation marks omitted



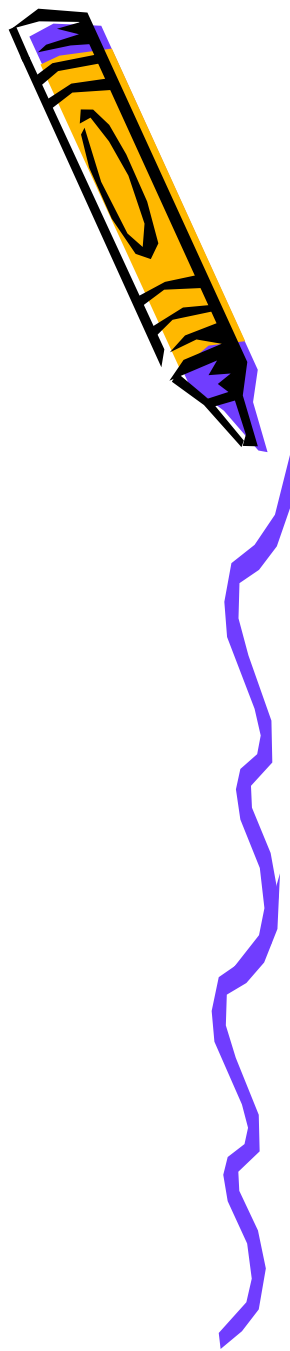
ADVERTISEMENTS & ANNOUNCEMENTS

**Non-classified
the variety of
language forms and
subject-matters**



ARTICLES

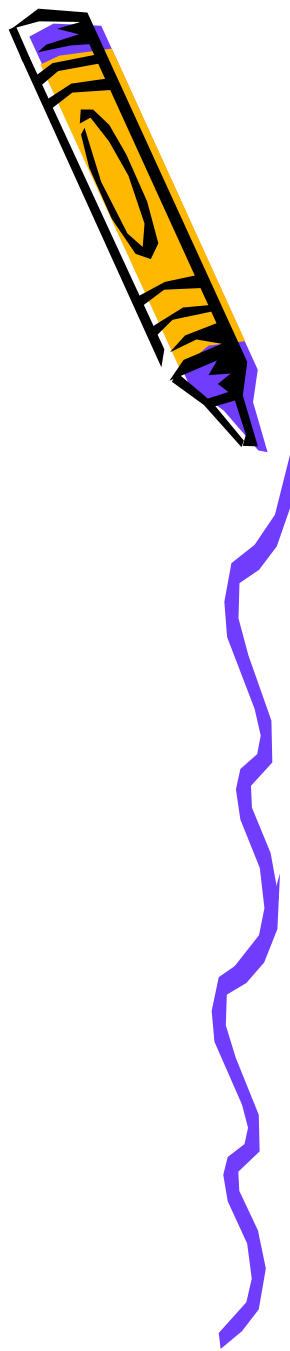
- Feature article
- Reports
- Editorials



ARTICLES

Function:

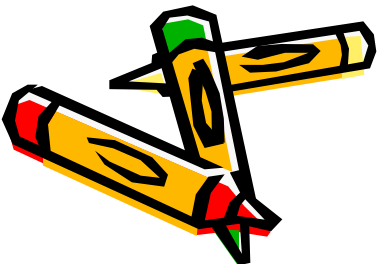
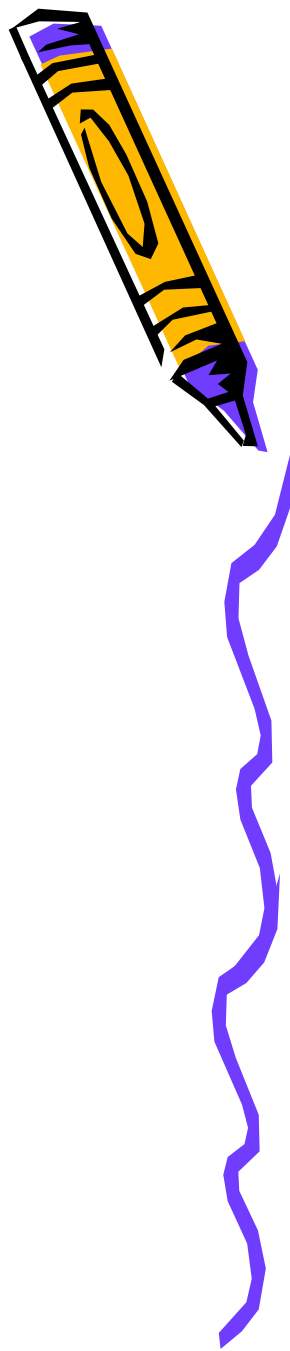
to influence the reader by
giving an interpretation of
certain facts



ARTICLES

Features:

- combination of different vocabulary strata



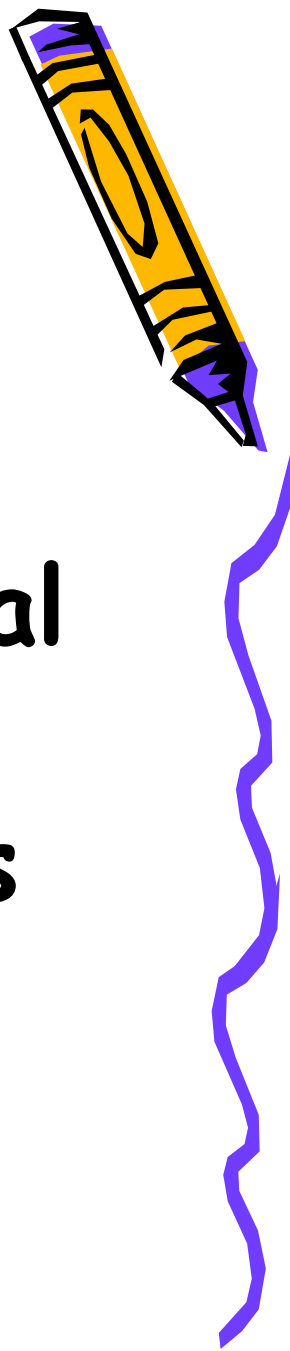
ARTICLES

- usage of emotionally coloured language elements, both lexical and structural



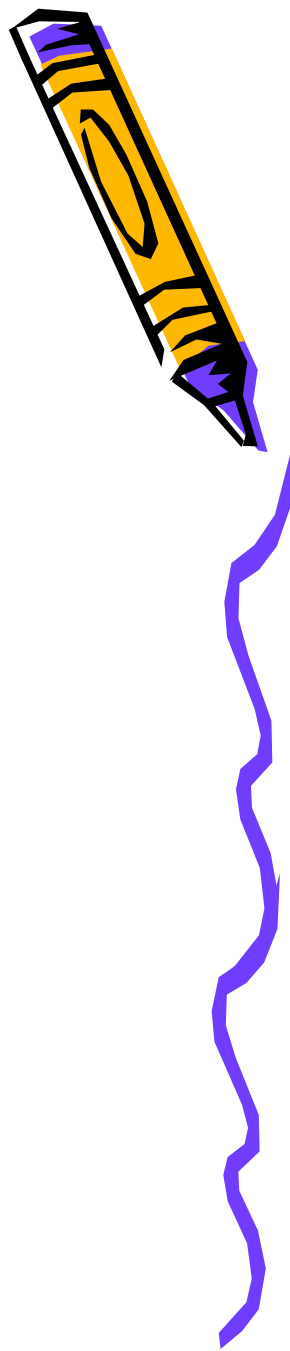
ARTICLES

- accepted usage of colloquial words and expressions, slang, and professionalisms



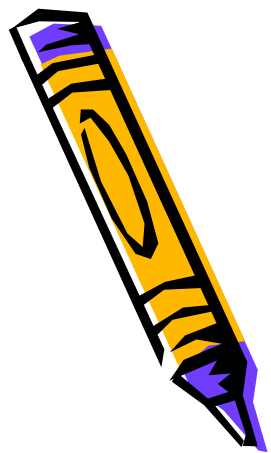
ARTICLES

- usage of various stylistic devices but trite and traditional in nature



ARTICLES

traditional periphrases,
Wall Street (American financial circles),
Downing Street (the British Government),
Fleet Street (the London press),
the third world
(the remnant of the dated division of the
world into three parts - socialist,
capitalist and developing countries)



ARTICLES

- genuine stylistic means also possible, but comparatively rare

