

***Особенности современной  
газетной лексики  
(на примере британской прессы)***

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# Типы газет

Tabloids	«Quality» papers
«Daily Mail» «Daily Mirror» «Daily Express» «The Sun»	«The Times» «Financial Times» «The Guardian» «The Daily Telegraph»

**DAILY Mirror** February 22, 2008 40p  
A BETTER READ GUARANTEED

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MUM OF CHILDREN KILLED BY TRUCK IN 1997: HAS PRIDE IN NEW AMY SPANGLER

**WORLD EXCLUSIVE**

**MADONNA: I WANT A DIVORCE**

By GRAMER BODDIE  
MADONNA told Guy Ritchie she wants a divorce after the couple agree they had hit rock bottom. They admitted to each other their secret sex arrangements weren't because they had sleep problems. A friend said her advice: 'they have broken their hearts. Madonna told Guy: 'The more I think about it, the more I want to get a divorce. It's not a good idea. It will quite possibly ruin my life.' Guy, 36, has taken to a top London law firm. She and Ritchie, 40, were to ensure the break-up is amicable. FULL STORY: IN Q&A 4 & 5

▶ What she told Guy ▶ He calls in lawyers



540 Madonna and her husband Guy

Typical front page of British tabloid (Daily Mail)



## How to survive a nightmare boss

times2

Why working mothers have better health

NEWS PAGE 3

### £100 for miners, millions for lawyers

Thousands of miners with chronic chest disease have been paid less than £100 in compensation, under a programme that costed their solicitors 20 times as much per case, according to newly released details of the £7.5 billion scheme.

NEWS page 6

### Murder suspects

Two men are believed to have been involved in the attack that left a special constable dying outside her front door. One was seen walking calmly away as she screamed for help.

NEWS page 7

### Aid freeze anger

Mesro Zenawi, the Ethiopian Prime Minister once hailed as one of the "new bosses" of African leaders, has turned on Britain for freezing hundreds of millions of pounds in aid.

WORLD NEWS page 29

### AMSTERDAM BUDAPEST PARIS DUBLIN

10 AIRMILES page 35

### Dollar-yen fears

Nervous dealers will return to their desks in the City today after Friday's sharp falls on world stock markets with a close eye on the important dollar-yen exchange rate.

BUSINESS page 37

### England labour

England should beat Sri Lanka at Lord's today, but they made such hard work of bowing them out a second time that it did not appear well for their Ashes chances this winter.

SPORT page 72

Scarlett Johansson has raised a vexed issue: what can a grown woman call her bazoomikas?  
CAITLIN MORAN times2

## Shoppers duped in organic meat scam

By Valerie Elliott Consumer Editor

AN INVESTIGATION will be launched into the sale of bogus organic meat in butchers' shops and at farmers' markets around Britain. The Times has learnt.

Enforcement agencies will start a nationwide inquiry into the sale of ordinary meat labelled as more expensive organic produce, after a growing number of reports of the practice.

Some butchers are believed to be cashing in on the higher value of organic meat, which sells for up to five times the price of that from a conventionally reared animal. The crime carries little risk because it is very difficult for shoppers to tell when they are being duped.

Some farmers are also believed to be selling meat as organic at farmers' markets and food fairs when they are not certified to do so. Trading Standards officers will lead the investigation, which will also include sales of meat conducted over the internet.

Sales of organic food in Britain are rising by 12 per cent a year and are worth £1.2 billion annually. With sales of organic meat, home produced and imported, valued at more than £200 million, enforcement agencies said they were not surprised that rogue traders were seeking to move in on such a lucrative

sector. A chicken worth £2 to £3 can fetch £10 or £11 with an organic label. Ordinary steak that sells for £12 to £15 per kg can fetch as much as £29.59 per kg if it is said to be organic.

The Food Standards Agency is funding the development of a test that can detect the amount of antibiotics in meat to identify if it is genuinely organic. Organic producers must follow strict rules that limit drug use in animals.

This test, developed by experts at the Central Science Laboratory, can be used by Trading Standards officers. At the moment they can investigate only by examining paperwork.

The Trading Standards Institute was alerted last year when two traders were fined for using organic labels on ordinary meat. Since then there have been reports of breaches from all round the country. David Pickering, of the institute, told The Times: "We have believed for some time that there are some strange things taking place in the organic food market. The problem is that when meat is sold unwrapped it is extremely difficult to see any physical differences between organic and conventional meat."

"We are now working out exactly how this area should be policed. It is obvious with such a fast-growing market

Continued on page 2, column 3

## One epic final over: now the World Cup



Steven Gerrard lifts the FA Cup aloft with Jamie Carragher and his son as the Liverpool team celebrate their victory with a parade through the city on an open-top bus yesterday. Thousands turned out to cheer the team, who beat West Ham on penalties after the game was drawn 3-3 at the end of extra time

THE GAME EVERY KICK EVERY GOAL

### Beating Dan Unknown author outsnells The Da Vinci Code

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BUSINESS 30 TELEVISION &  
REGISTER 30 RADIO times2

timesonline.co.uk

Front page of a «serious» British newspaper (The Times)

# Заголовки газет

Заголовки в английской прессе — многоступенчатое изложение основных положений газетной статьи или сообщения.

Заголовки должны привлекать большое число читателей, поэтому имеют внешнюю особенность: иногда они напечатаны столь крупным шрифтом, что занимают значительную часть полосы.

# Типы заголовков в британской прессе

- «Прямые» заголовки ( Britain ready to use force to free Libya)
- Заголовки «с намеком» (The Brits are coming)
- Заголовки-вопросы (Can King`s speech win help UK film?)
- Заголовки-повторы (Help! Help! Help!)
- Заголовки, состоящие из одного слова (News)

# Способы образования новых слов

- Словообразование (Stay – in, Take-over, Lay-out)
- Аффиксация (Snowmanship, Leonize, Westernize)
- Конверсия (A hit)
- Сокращение (НО, WHO, NASA)

# Словообразование

Словосложение как тип словообразования представляет собой слияние двух или более основ для образования нового слова. Для сложных английских слов наиболее частотными являются образования, состоящие из двух основ.

# Аффиксация

Это образование новых слов с помощью суффиксов и префиксов. Для газетного стиля характерно появление аффиксальных неологизмов с определенным набором аффиксов, а также необычное сочетание основ и аффиксов, которые в других стилях речи являются непродуктивными. Во многих случаях такие аффиксы развивают новые значения, ранее им не свойственные.

# Конверсия

Конверсия — переход из одной части речи в другую, приводящий к образованию нового слова без изменения его начальной формы . Чаще всего это глаголы, образованные от существительных, и существительные, образованные от глаголов.

# Сокращение

Еще один тип словообразования, также являющийся источником неологизмов

Обилие сокращенных слов, особенно часто встречающихся в заголовках – характерная черта языка газеты.

# Газетные штампы

Газетные штампы — слова и словосочетания, повторяющиеся из номера в номер, предназначенные для упрощения понимания газетного текста.

# Примеры газетных штампов

- International relations (международные отношения)
- Joint research (современные исследования)
- To have priority (иметь преимущество)
- World community (мировое сообщество)
- Big business (большой бизнес)
- To be in effect (быть в действии)

# Вывод

- Изучив материал по исследуемой теме, можно прийти к выводу, что газетная лексика достаточно специфична и существенно отличается от лексики, используемой в художественной литературе, научно-публицистических статьях, разговорной речи.
- Способы донесения информации отличаются обилием неологизмов, интернациональных слов, использованием суффиксов в различном контексте, клише и сокращений.
- Интригующие заголовки, целью которых является привлечение внимания читателей и, следовательно, реализация газетного тиража, тем самым, обеспечивают нормальное функционирование самой газеты.