

# THE FEATURES OF THE ENGLISH NEWSPAPER STYLE

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*Annotatsiya: Ushbu maqolada ingliz matbuot matnidagi yangiliklar matnining turlari va ularning uslubiy xususiyatlari borasida fikr yuritiladi.*

*Аннотация: В данной статье рассматриваются виды и особенности новостей в таблоид и широкоформатных газетах и печатных изданиях.*

Publicist style is used in newspaper or magazine articles, public speeches, essays, radio or TV comments. The function of publicist style is to influence the public opinion. The main feature of the usage of this style is the combination of logical argumentation and emotional appeal to the audience, i.e. readers and listeners. Moreover, the special elements from scientific as well as from emotive prose are found in publicist style [Denisova&Pozniak, 2014:111].

The newspaper is the most readable source of information throughout the world. The facts in the newspaper are presented objectively and fairly. The language is clear and acceptable. One of the main functions which publicist style has to contain is that the information in the newspaper should be relevant.

“The news media select events for reporting according to a complex set of criteria of news worthiness; so news is not simply that which happens, but that which can be regarded and presented as newsworthy. In other words, news does not have to be just simple description of events, but also has to be meaningful” [Fowler,1991:13]

Another feature that plays a huge role on the news is the use of colloquialisms, incomplete sentences, questions and a varied typography suggesting variations of emphasis, the written text mimics a speaking voice, as of a person talking informally but with passionate indignation [Fowler, 1991:39]. In addition, the publicist style takes some features from emotive prose: the use of stylistic devices and imagery as well as brevity and expression [Denisova&Pozniak, 2014:119]. The scientific elements found in publicist style include the logical structure of the news presentation, clear paragraphing and consecutiveness.

It could be stated that specific linguistic means used in the writings of the publicist style (in this case newspapers) have strong meaning in creating the language attractive, interesting and informative to the reader as much as possible. The following part will be based on the features of the newspaper style.

The word *newspaper* suggests that its main function is to give news. Despite this, it is used to educate, enlighten or entertain people. The newspaper also seeks to influence public opinion on political, economic and other matters. Newspapers can provide a medium of information to those who do not have television, radio or the internet. According to J. Tunstall[Reah,1998:2] there are three types of newspapers:

1.The broadsheet newspapers (e.g., the *Telegraph*, the *Independent*, the *Times* and the *Guardian*);

2.The middle-range tabloids (e.g., the *Express* and the *Daily Mail*);

3.Tabloids (e.g., the *Sun*, the *Mirror*, the *Star*).

The tabloids and broadsheet newspapers have different functions to perform. As *The New British Politics* [2007:301] states, tabloids are less serious (popular) daily or Sunday papers so called because of their smaller size. It is added that the broadsheets now publish in

a tabloid format, but are still known as broadsheets, or quality papers. It should be mentioned that tabloids tend to focus on personalities and gossip, stories found in these newspapers are smaller comparing to broadsheets, the writing style is less formal and slangy, more pictures are found. While the broadsheets are described as serious (quality) national daily or Sunday papers so called because of their size (Ibid). It is generally believed that broadsheets contain more serious news than tabloids and are read by more educated people. Information in the middle-range tabloids focuses on the sensational stories as well as on the important news events.

There are two types of news that can be found in broadsheets or tabloids: *hard news* and *soft news*. C. Rich [2010:17] points out that *hard news* includes stories of a timely nature about events or conflicts that have just happened or are about to happen such as fires, crimes, meetings, protest rallies, speeches and testimony in court cases. *Hard news* has little value after 24-48 hours. The news of such themes found in broadsheet newspapers tend to focus on the main and the most important details related to the story. Another type of news is called *soft news* and Rich (Ibid) states that *soft news* entertains or informs, with an emphasis on human interests and novelty and less immediacy than hard news. Unlike the *hard news*, *soft news* pay attention to the things related to the minor things of the story e.g. personal life, work, etc.

It should be mentioned that the distinction between the two types of newspapers disappears as broadsheets tend to entertain more and tabloids include more serious articles. However, the use of gimmicks, allusions, pictures and images for entertainment purpose in broadsheet newspapers are rather of educational nature.

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