

BRITISH NEWSPAPER DISCOURSE: FROM NOTION TO LEXICAL AND GRAMMATICAL FEATURES

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The present article deals with the notion of discourse in general, and newspaper discourse in particular. Newspaper discourse is considered to be a special form of the language functioning, the aim of which is not only the transferring of information, but also the manipulating of thoughts and views of a recipient. The research pays attention to lexical and grammatical features of British newspaper discourse. The paper analyses the titles of the newspaper texts, key word-combinations as the media of stereotypical information; determines the role of phraseological units for intensification of nominative and stylistic content of the utterances. It characterizes the syntactic typological features of modern British newspapers. The results of the research prove that the main features of British newspaper discourse are expressiveness, a concise and evaluative character of information.

***Keywords:** newspaper discourse, online publication, lexical features, grammatical features, evaluative information.*

Introduction. Nowadays the newspaper discourse is mirrored in a number of different linguistic studies. Many philologists and translators show great interest in this type of discourse, and determine it as a powerful tool for manipulating the masses. It is researched from different linguistic aspects, including lexical and grammatical ones. Publicistic writing aims at influencing a recipient's views and persuading him/her. This type of discourse is also identified with an organized structure of utterances, brightness and expressiveness of information, evaluative nature of articles. Thus, newspaper discourse could involve both intellectual and emotional impact on a reader.

The newspaper discourse was the area of interest and research for M. Stubbs, Z. Harris, R. Hodge, Ch. Fillmore, R.W. Langacker, K.I. Bylinskyi, A. Chudynov, S.V. Beketova.

The relevance of the topic lies in the fact that in today's world the mass forms public opinion and creates the present-day picture of the world. The way information is presented influences a reader's conclusions. An article can have an impact on a reader's thoughts and even consciousness. That's why it is pivotal to analyze, check and research the articles. For performing that, one should know what language, stylistic and grammatical strategies are used by the journalists. Sometimes it helps a reader not to get caught up in different language tricks that can be misleading.

The objectives of the research are defining the notion "newspaper discourse", identifying its communicative and informational aspects, revealing lexical and grammatical features of the British newspaper discourse; and researching the specificity of writing the articles by British journalists.

The **subject area** of the research is the notion of newspaper discourse in general and British newspaper discourse in particular.

During the research, the following **methods** were used: observation method, general scientific methods of learning, communicative and pragmatic analysis of units, synthesis method, textual analysis.

Results of the research. The research reflexes the defining of the terms "discourse" and "newspaper discourse", and lexical and grammatical features as well. It helped to reveal the main features of the British newspaper discourses, which are the following: expressiveness, informativeness, a concise and evaluative character of information, and focus on a wide

sector of the population. The articles of such British online newspapers as The Guardian, The Daily Mail, The Independent were analyzed.

The word “discourse” comes from the Latin word “discursus” that means “thinking, speech”. “Discursive” means “that is performed through logical conclusions” [4, p. 284]. As a linguistic term, this notion was first used in 1950-s after an American linguist Z. Harris has published his famous article “Discourse Analysis” [3, p. 42]. The notion of discourse establishes associations with all expressions of communication in a society, expression of rules and norms of communication, methods of the embodiment of a speaker’s pragmatic goal. Discourse is a display of cultural communication; it embodies the pragmatic aims of the speakers and is formed under the influence of cognitive, linguistic, social and cultural factors [6, p. 1]. M. Stubbs distinguishes three main characteristics of the discourse: 1) in a formal sense – it is a language unit that is larger than a sentence; 2) in terms of content discourse is associated with the use of language in a social context; 3) in its organization discourse is interactive. Discourse is a closed and internal communicative situation [7]. Discourse has a pragmatic message that reflexes realization of language function. Such disciplines as linguistics, sociology, anthropology, philosophy, the theory of communication, social psychology, and artificial intelligence deepen and expand the notion of discourse. Discourse can evolve and become more complex [9, p. 44].

Newspaper discourse is a special segment of social activity the main function of which is the distribution of ideas, knowledge, artistic values and other information with the aim of forming certain views, associations and emotional state that influence people’s behavior. This type of discourse provides the main functions of communication – informative, functional, cognitive, function of persuading, emotional influence, regulative etc. [2, p. 235–236]. A newspaper article covers relevant problems of society and plays a very important political and ideological role as a mean for expressing a society’s opinion. This type of discourse is popular and highly demanded. Newspaper discourse has a potential danger of manipulation of a human consciousness as well. Special attention is paid not only to the content, but also to the way the material is presented. That’s why this type of discourse is rendered with the help of two methods – factual model (where the statement of facts is the key) and author’s model (when the fact gives rise to expressing an author’s thought). In the newspaper discourse, an author and a reader are disconnected in time and space.

Journalists and publicists are considered to be mediators of the newspaper discourse. Society is cut off from the world in itself since it doesn’t witness the global events. Journalists and publicists constitute a vital link between society and world events. Publicistic writing also defines the social activity of an individual [5]. This type of discourse is more well-argued and complete. It presents a special creative form of expressing the ideas; it polishes and normalizes a national literary language and has an evaluative character. Publicistic texts reflex a contemporary state of language development and combine logical reasoning with an emotional response.

British online newspapers are known far and wide. They have some features that make these newspapers popular, interesting and demanded. Texts of online newspapers help the language to function; they show the language situation and reflex events that happen in a country or in the world. Newspaper texts also influence the structure of language system. That is why language is used as a powerful tool for manipulating, since a successfully neat word, word combination or sentence can form a certain image, persuade, arouse suspicion and even frighten. Here language means serve for expressing the meaning in this or that statement [8, p. 85]. The following title of popular online publication – The Guardian – can confirm this statement:

1. *Bankers Think They Have to Behave Badly. Let’s Remind Them They’re Human.*

This title seems to turn a reader against bankers. Perhaps, the article doesn’t paint them in a negative light, but criticizes a certain part of their work. But the key word combination “*behave badly*” attracts a recipient’s attention and make him create a certain image.

Abstraction method and method of image generalizing prove their worth. These methods are often used in the newspaper discourse.

The titles of online publications under research are concise and able to interest immediately. One can single out just one newspaper that has very long titles – it is the British online publication The Daily Mail. The titles are complex, long and look like sentences so that it is not so easy to perceive the information given in these titles, for example:

2. *Fury as Yorkshire Ripper Peter Sutcliffe is seen in public for the first time in 34 years as he walks to an eye clinic without handcuffs.*

Lexical features of the titles include the usage of proper names, abbreviations, acronyms etc:

3. *George Osborne says NWA concert was his favorite ever show.*

4. *Why **Britain** is no unequal after all.*

Use of proper names of institutions, celebrities, politicians or famous abbreviations helps a reader create an associative flow that conjures up some memories, thoughts, and associations. In addition, the title that has a proper name looks more concise and attracts a reader's attention. It is easier to remember such a title. Creating the titles journalists rely mostly on artistic means, especially hyperboles. In order to engage a recipient's interest and highlight the importance and magnitude of an event, this artistic mean is often used. Titles are represented by the notional parts of speech: nouns, adjectives, ordinal and cardinal numbers, verbs, pronouns, adverbs, and modal verbs.

The titles are also full of phrasal verbs and set expressions such as *turn up, take off, sign up, call for* etc:

5. *Father of Oregon shooter **calls for** overhaul of US guns laws.*

Lexis of the newspaper discourse is mostly neutral; it doesn't have many terms and is not so specific. Publicistic writing is presented to the general population, that's why the usage of too complicated and unknown terms is inappropriate – the information has to be presented clearly. Newspaper discourse is characterized also by popularity and relevance in society. Every day a person needs a fresh batch of information because the world events encourage him/her to this. Social circle of this discourse is unlimited, as well as the scope of interest – politics, science, economics, sports, education, culture and so on. Other features of the newspaper discourse also include regularity and mass character, unlimited geographical spaces, ability to be in the middle of the world actions immediately, and the usage of technical media. An author perceives a recipient as a whole and generalized image and has a schematic representation of him/her. Newspaper online discourse under research is also full of evaluative lexis. This is the lexis that is dominant in newspaper articles. An article is an independently written statement of an author that expresses his/her ideas, thoughts and feelings. This lexis is characterized by the usage of colloquial words, set expressions such as *"I think...", "I guess...", "You might agree or not..."* etc:

6. *Here's what **I think** you should know before starting university.*

Due to evaluative lexis, an author can get closer to a recipient, transcend barriers of communication, and appeal to him/them. The evaluation function is performed by the adjectives that appeal to emotional and intellectual feelings (sensor evaluation), adjectives and their synonyms (absolute evaluation), and adjectives that describe a human's practical activity (rational evaluation):

7. ***The cutest** animal ever: melt at the Power of Sloth – in pictures.*

8. *Biker saves Skidmarks **the kitten** in the middle of busy Oklahoma crossroad.*

Jargons and phraseological units are also used for an emotional effect:

9. *Ashcroft's revelations are **pig in a poke**.*

10. *Richard III skeleton raises **bone of contention** over DNA evidence.*

The stylistic connotation of the newspaper discourse is achieved through emotional lexis, imagery, and other stylistic means. The aim of this type of discourse is not only to convey information, but to explain it as well, dividing it into segments for better comprehension. The informative function is combined with the function of emotional

influence and persuasion. As the newspaper article has information that aims at changing something in a human's mind, people use different means for achieving this. The words that negatively evaluate this or that event can be also met in the articles (*shamelessness, prudishness, hypocrisy*). Military terms that are used metaphorically also create an effect of seriousness, solemnity, anxiety, excitement or inner turmoil. It is quite possible that an article doesn't cover some terrifying event or phenomenon, but for creating a certain stylistic effect journalists use such words (*contest for influence, flames of war, war for domination*). One of the brightest examples is the title from The Guardian:

11. *Roisin Murphy review – **bombardment** by beats, bass, and lights.*

The word "bombardment" is a military term that means "shooting attack", "bombing attack". In the title, this word is used for emphasizing the magnitude and dynamics of the event – the concert of a singer Roisin Murphy. An author compares sound and light effects to a real attack of dynamics and energy on the audience. The magnitude of the event, the vitality of the singer and drive of the musicians are also highlighted.

Compound words also provide the effect of bookishness, solemnity, and seriousness (*community-minded, military-academic, scientific-technical*). Here are some examples from The Independent:

12. *Don't you love the way alleged socialists and the **community-minded** middle classes justify their biggest act of **hypocrisy** – claiming that they want better education for all, while paying through the nose to send their offspring to private schools?*

13. *I got invited to more conferences in my research area, I was asked to join more **scientific advisory** boards and rather dauntingly, requests kept coming in to give "inspirational talks".*

Evaluation expressed in publicistic texts is mostly determined by social and ideological factors. It is prompted by the opposition of ideologies and political forces, needs of positive, moral and ideological representations. Among other features, one can distinguish a strict division into paragraphs. It helps a reader to go over from one statement or quote to another. The newspaper text is very bright and diverse, that is why it is more comfortable to perceive the information in portions. Information in a publicistic text is presented briefly; it lacks less important elements of the message. It is made for a recipient to comprehend the message without stopping at complicated terms and word combinations. At the same time, journalists and publicists follow certain standards for writing articles. They complement these standards with an expressive component that renders an author's intention and his own attitude to the event. Because of that, publicistic writing is considered to be one of the most dangerous government's enemies. With the help of the power of the word journalists can have impact on people and try to turn them against the current authorities.

Speaking of grammatical features it is necessary to note that texts of newspaper articles have such characteristics as a logical and coherent link between sentences, schematic organization, and general thematic structure. The main requirements are literacy in sentence-building, competence in syntax, grammar, punctuation. Articles are distributed among society immediately, and the grammatical mistakes made by an author or editor are perceived or remembered unintentionally by a reader [1, p. 39]. Publicistic writing aims at polishing and improving national language so that every journalist or publicist has to adhere to the rules of grammar and punctuation. Grammatical features of British online publications also include using of sentences with different purpose of utterance (declarative, interrogative, exclamatory, and imperative); using of sentences with different structures (simple and compound). The titles that are represented by compound sentences are used rarely because such titles are hard to comprehend and grasp their meaning. A bright example from The Daily Mail shows it very brightly:

14. *"March of the migrants: Extraordinary pictures show thousands of men, women, and children braving mud and rain for days on foot in a bid to cross the Balkans and reach Western Europe".*

15. *Airbnb stay that became the holiday from hell: Photographer who took a friend to Amsterdam ended up being defrauded of £500, dumped in a filthy apartment and then fell victim to online hackers.*

Among other grammatical peculiarities of British articles, one can distinguish also use of complex sentences. Such sentences give more information, clarify and emphasize:

16. *Tori Bowie: 'The best thing about running is using the gift **that was given to me**'.*

Journalists use syntactic expressive means as well – nominative sentences, homogeneous parts of sentences, and repetitions. Syntactic expressive means are helpful in making the sentences brighter, wider and more informative:

17. *Catastrophe review – **depraved, sweet and very, very funny**.*

18. *But success depends on finding a **suitable location, backers and planning permission**.*

Inversion is also used in the articles for attracting a reader's attention, highlighting some name or word or creating a surprise effect. Such sentences (or titles) are usually imprinted in a reader's mind.

Conclusions. Thus, newspaper discourse is a very important segment of language communication. This type of discourse appeals not only to an intellectual, but also to an emotional aspect of a recipient, makes him/her think, draw conclusions or hesitate. British newspaper discourse was researched from two aspects – lexical and grammatical. In general, texts of British online publications are emotionally colored and have a concise structure. The newspapers under research cover all important world events. Texts are written with the usage of emotive language and different stylistic devices. Phraseological units, inversion, and colloquial words make the newspaper articles brighter and more informative. Lexis of the newspaper discourse is neutral and not so specific. Creating titles, journalists rely on artistic means, especially hyperboles. Titles are represented by the notional parts of speech – nouns, adjectives, verbs, pronouns, adverbs, and modal verbs. Newspaper articles are full of phrasal verbs and set expressions. Grammatical peculiarities of the newspaper discourse include the usage of sentences with different purpose of utterance, complex sentences, syntactic expressive means etc. Their main features are informative nature, stylistic density, the absence of complex terms and an evaluative character of articles. Texts of newspaper discourse are characterized by a logical and coherent link between sentences, general thematic structure, and schematic organization.

БРИТАНСЬКИЙ ГАЗЕТНИЙ ДИСКУРС: ВІД ВИЗНАЧЕННЯ ДО ЛЕКСИКО-ГРАМАТИЧНИХ ОСОБЛИВОСТЕЙ

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У статті досліджується поняття дискурсу загалом, та газетного дискурсу зокрема. Вважається, що газетний дискурс – це особлива форма функціонування мови, метою якої є не лише передача інформації, а й маніпулювання думками та переконаннями реципієнта. У дослідженні акцентується увага на лексичних та граматичних особливостях британського газетного дискурсу. Детально проаналізовано заголовки газетних текстів, ключові словосполучення як носії стереотипної інформації, визначено роль фразеологічних одиниць для інтенсифікації номінативного та стилістичного змісту висловлювань, охарактеризовано типологічні вияви й особливості синтаксису сучасних газетних британських онлайн-видань. Встановлено, що головними рисами британського газетного дискурсу є експресивність, лаконічність та оцінний характер інформації.

Ключові слова: газетний дискурс, онлайн-видання, лексичні особливості, граматичні особливості, оцінна інформація.

БРИТАНСКИЙ ГАЗЕТНЫЙ ДИСКУРС: ОТ ОПРЕДЕЛЕНИЯ К ЛЕКСИКО-ГРАММАТИЧЕСКИМ ОСОБЕННОСТЯМ

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В статье исследуется понятие дискурса в целом, а также понятие газетного дискурса в частности. Считается, что газетный дискурс – это особая форма функционирования языка, целью которой является не только передача информации, но и манипулирование мыслями и убеждениями реципиента. В исследовании акцентируется внимание на лексических и грамматических особенностях британского газетного дискурса. Детально проанализированы заглавия газетных текстов, ключевые словосочетания как носители стереотипной информации, определена роль фразеологических единиц для интенсификации номинативного и стилистического содержания высказываний, раскрыты типологические проявления и особенности синтаксиса современных газетных британских онлайн-изданий. Доказано, что главными чертами британского газетного дискурса являются экспрессивность, лаконичность и оценочный характер информации.

Ключевые слова: газетный дискурс, онлайн-издание, лексические особенности, грамматические особенности, оценочная информация.

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