

CLASSIFICATION OF FUNCTIONAL STYLES

Lecture 2 - continued



The newspaper style

The newspaper style

- Is it a functional style?
 - newspapers carry extremely diverse printed matter and samples of practically any style are to be found on newspaper pages, including official documents and scientific articles ;
 - different genres of newspaper articles perform different functions.
 - = There is no newspaper style, but a conglomerate of specimens of different styles in the English newspapers.

The newspaper style

□ **BUT:**

- specimens of different styles are commonly found side by side between the covers of one book ;
- official documents are never published intact, in full (a journalist **rewrites** what he believes are the most essential parts of a document **in his own words**, quoting from the original text);
- articles on scientific problems are not written by specialists (“by / from our science correspondent”), i.e., **original information is adapted** to the needs of the newspaper and **subjected to the norms of NS**

N.M. Naer:

Newspaper style can be defined as a socially recognized and functionally conditioned system of interrelated language means that serves the purpose of informing the reader of the events of the day and instructing him as to the evaluation of such events.

The newspaper style

- Plays a decisive role in shaping the standards of present-day English.
- Is a socially conditioned and functionally oriented linguistic unit.
- There are 2 interrelated functions of NS:
 - the informative
 - and the evaluative.

All genres are evaluative, but in different degree.

Features of NS

- BREVITY
- Newspaper clichés (defect of style vs. an indispensable element: *vital issue, informed sources, top priority*);
- special terms and special vocabulary, political vocabulary (*republic, summit talks*, names of political parties and diplomatic terms);
- abbreviations: frequent, familiar. In announcements and ads – clipped words: (*1 bedr apt Feb*).

Features of NS

- noun + noun constructions (smtms they are purely situational, require context: *Drainpipe rescue for children*);
- emotive vocabulary: words with emotive meaning and connotation, colloquialisms and slang units (esp. - in headlines);
- periphrases and metonymy (*White House demands... the Kremlin refuses...*);
- allusions to current facts, historical events;
- small paragraphs;

Features of NS

- short words (1-syll., esp. in headlines);
- assimilated terms of other special fields:
 - sport: *a dark horse, to win a race, to hit below the belt;*
 - military: *to attack, to be under fire, to catch flak;*
- foreign words and barbarisms: *status quo, per capita, persona non grata;*
- neologisms: *stagflation, to black – to boycott;*
- graphic means (esp. in popular press);

Features of NS

- complex syntactical structures (esp. in brief news items);
- specific word order (esp. in brief news items);
- violation of the sequence of tenses rules (in news stories);
- the most common stylistic devices are
 - repetition, allusion, periphrasis, simile, epithet, metaphor, metonymy, decomposition of phraseological units + word-building means

Examples

- *The national political football season has [begun...]*
- *Mr. ... doesn't strike the public just now as a natural Santa Claus. More like Scrooge.*
- *'Pie in the sky' is too colourless a phrase to describe Mr. N's closing speech to the Tory party conference. It was more like caviar in the stratosphere. He set a new record for the gap between promises and performance.*
- *Where there is a bill, there is a way.*

Newspaper headlines

- Aims:
 - to attract the reader's attention, hence:
 - graphical means – type, its choice and change
 - to give a hint about the contents
 - to preserve enigma

Three-Power-Nuclear-Test-Ban Talks in Geneva

Newspaper headlines

- Structure:
 - Elliptic (omit articles, pronouns and the verb *to be*):
Moscow silent on Paris talks;
 - Interrogative sentences: *What oils the wheels of industry?*
 - Full declarative sent-s: *Policeman finds girl in river;*
 - Phrasal verbs (brevity): *Keeping prices down;*
 - Stone-wall constructions: *Baby death rate drop;*
 - Set expressions: *Don't cry over spilt milk;*

Newspaper headlines

- Other features:

- The use of the imperative mood, direct speech;
- New words are coined:

Teascape: *Two prisoners have escaped from a police station first floor cell by digging their way out with a teaspoon.*

- Alliteration: catches the reader's eye and holds his attention:

Karen, In Bed Beats the Bailiffs.

Newspaper headlines

- Other features:
 - eye-catching words;
 - purely evaluational headlines: *If only...*
 - short one-syllable words: *ban, bid, crash, hit*;
 - emotional vocabulary: *fury, sad*;
 - colloquialisms, slang units, vulgar words,
 - trite metaphors and similes: *rising like a Phoenix*;
 - metonymy.

Types of headlines

- Subheads – brief headings within the body of a news story when one long part is over, for the reader to follow.
- A jumphead – the headline of a part of a news story or article, which is continued from the preceding page.

It is a modification of the original HL:

(Act To Set Warren Free – Free Warren)

Brief news items

- Present the principle vehicle of information.
- The brevity is accounted for by several reasons:
 - historical,
 - technical (limitations of space)
 - and pragmatic (catch the reader's eye).
- Usually range from 1 to 4-5 sentences;
- As a rule are anonymous.

Brief news items

Morphological features:

- special use of tense forms:
 - Present Ind. and Pr. Perf.;
 - sequences of tenses is sometimes violated

Vocabulary features:

- cliches.

Brief news items

Syntactical features:

- the shorter the news item, the more complex the syntactical structure;
- the BNI contain
 - verbal constructions,
 - compressed syntactical structures,
 - in order to cram into 1 sentence as much information as possible.

Brief news items

Composition:

- more essential facts (what happened),
- facts of less importance (where, when, how).

Hence the rule of 5 W's:

- Who – What – Why/How – Where – When
- S - P(O) - Adv. modifiers of reason, manner, place and time

Newspaper articles

- comment upon events,
- naturally reflect the paper's attitude
- bear a subjective character in their interpretation of events.

Consequently:

- emotional colouring
- wide use of various SDs;
- special terms;
- phraseology.

Feature articles

- carry abundant and detailed information about the subject in question
- are extremely diverse in subject-matter (politics, society, economy, science, art, literature, medicine, education, household matters, latest fashion, etc.);
- elements of different styles + different groups of specific vocabulary.

Editorials

- are a principle vehicle of commentary;
- deal with socio-political matters and comment on the political and other facts of the day;
- the main **purpose**:
 - to give an adequate interpretation of the news
 - in line with the stand of the editors
 - and with the policy of those who back the paper.
- **The function** – to influence / form the reader's opinion by
 - logical argumentation (reasoning) + appeal to the reader's senses (rather than to his mind).

Ads and Announcements

- have become an indispensable part of the news page.
- The **purpose** of an ad or announcement – to inform the reader.

Classified

- according to their subject-matter
- are arranged into separate sections (*births, marriages, deaths, in memoriam, business offers, personal, situations / positions vacant*);
- the structure is absolutely identical (clichés);
- elliptical sentences, absence of articles and prepositions (economize space!);
- the vocabulary is neutral (but for personal ads).

Non-classified

- show a high degree of variation both in graphical forms and linguistic means;
- are commonly printed in separate boxes, sometimes with a picture in $\frac{1}{4}$, $\frac{1}{2}$ or a full page, [possess] various shapes and colours.
- Elliptical, interrogative, exclamatory sentences are used to convey a kind of personal touch, direct address: *Think of buying a home?*

The newspaper style

□ **Summary**

- special political, economic terms;
- non-terminological political vocabulary;
- newspaper clichés;
- abbreviations;
- neologisms.