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**STATE OF EMERGENCY IN TUNISIA (2011) IN TABLOID
AND BROADSHEET PRESS: COMPARATIVE DISCOURSE
ANALYSIS**

Bakalářská práce

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Prohlašuji, že jsem závěrečnou práci vypracovala samostatně a použila jen uvedených pramenů a literatury.

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Abstract

The bachelor thesis deals with the style of Tabloid and Broadsheet Press. In the first part graphical layout of the chosen printed issue of The Sun and The Guardian is compared. The lexical and grammatical analysis is focused on the online articles that deal with the crisis in Tunisia. Both newspapers and chosen articles can be found on enclosed CD.

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INTRODUCTION

The aim of this thesis is to compare a tabloid and a serious newspaper. As the name of the thesis is Comparative Discourse Analysis, it is necessary to explain what discourse means. It is “ a long and serious discussion of a subject in speech or writing “(Oxford Wordpower Dictionary, 2006, p. 209). This discussion will be represented by online newspaper articles that were chosen for this analysis. This will be accomplished by comparison of the style and language of chosen articles from The Sun and The Guardian that deal with the crisis in Tunisia. Firstly, a general description of a serious and a tabloid press will be introduced. The graphical comparison of the Sun and the Guardian will follow. In the graphical part the whole layout of both newspapers will be investigated in general, mainly the size of photographs, headlines and division of newspaper sections. The printed issue of The Guardian from January 5, 2013 and The Sun issue of January 20th, 2013 were chosen for the graphical analysis and for the analysis of the newspaper sections.

The lexical analysis deals with the articles that are available online. Firstly, an occurrence of the features that are connected with figures of speech is compared. Features like personifications, similes, expressions based on metaphors and synecdoches are compared in this part. Secondly, the incidence of linguistic features like abbreviations, phrasal verbs, emotionally marked words, foreign words and expressions, contracted forms and informal expression is examined. These features were chosen for the analysis as they occur in the newspapers quite often and the style of the newspapers could be characterized through them.

In the grammatical part of the analysis mainly the features that are connected with the structure of the sentences appear so that they can suggest what is typical for a tabloid press and for a broadsheet press. This part of the analysis is focused on comparison of direct speech, finite and nonfinite verb forms, active and passive voice, sentences simple and complex/compound sentences and also the pronouns.

1. Journalism

Journalism is an activity that involves work in mass media, mainly work for newspaper, magazines, radio, television and others. The term journalism is also used when talking about a branch of study called journalism. Journalism is also considered to be work of journalists and writers in mass media. These people inform us about current issues and comment on them (Čechová, 2008, p. 244).

Daneš states that journalism involves collecting, editing and distribution of news and their commentaries. Journalism is an important part of our society as it forms and influences people's opinions. Daneš also defines major functions that journalism has, such as reporting news, assessment and sometimes it can also have an educational function. However, nowadays the press is becoming mainly a source of entertainment for many readers. Another function of mass media is production of profit. Mass media get the main profit through advertising. Currently there are many newspaper publishers, which means that competition among them is enormous. Tabloid and broadsheet press could be considered as the main rivals (Daneš, 1997, p. 42).

1.1 Serious Press

Serious Press brings news about current events. News is accurate and it is shown in an adequate context. News of good quality gets to the reader quickly and it discovers the real nature of the problem. The author's view should not be one-sided, which means that even contradictory point of view is beneficial (Daneš, 1997).

The main functions of the press can be described as informative, assessive, persuasive (Čechová, 2008). Mlčoch formulates the rules that journalists should follow. For instance he claims that an author of an article is obliged to publish only those articles whose sources are known. The author ought to stay objective and try to avoid his biased opinion. A journalist should not try to obtain information, photographs and other sources in a dishonest way. A journalist should refuse to publish news that is not truthful even when somebody forces him to. If the journalist makes a mistake and his information proves to be inaccurate he ought to correct it immediately (Mlčoch, 2002).

1.2 Tabloid Press

Tabloid press is sometimes also called penny press or yellow press as it is sold for a considerably lower amount of money than for instance broadsheet press. It was typical that tabloid was first being sold by people on the streets (Hvížd'ala, 2007 [online]). Authors of tabloid press try to satisfy human desires and because of that topics like: death, fear, disasters, eroticism and many others appear as they appeal to the masses. Daneš also states that news that is only relevant is not that attractive for readers as the one that is sensational. Tabloid press very often obtain their information unethically and dishonestly (Daneš, 1997), which is related to work of the so called paparazzi that do not respect people's privacy (Hvížd'ala, 2007 [online]). Tabloid newspaper can be distinguished by large headlines and photographs. There is also a considerably smaller amount of text than in a broadsheet press (Daneš, 1997).

Tabloid press was primarily aimed at people with a low level of education and because of that everyone could understand it. However they gradually became a symbol of distaste and their employees were known for their unfair behaviour when obtaining material for their articles (Osvaldová, 1999).

2. Graphical level of newspaper in general

As mentioned, the press needs to be persuasive and this function can be accomplished through “visual devices“ (Jaklová, 2002 [online]). that are used in the newspaper. These visual devices can be divided further on into “ideographic devices and graphical devices. Ideographic devices represent photographs, pictures, diagrams, tables, surveys and many others“ (Jaklová, 2002 [online]). As for graphical devices there are “several types of headlines, their colourful designs, typography, structures of the pages and punctuation“ (Jaklová, 2002 [online]). The authors of the newspaper want to attract attention of many readers and because of that they divide the text into paragraphs, which helps better orientation in the texts. They pick up different font types, colours and sizes of the headings. If the page is arranged well, it can capture attention of more buyers and increase the profit of the newspaper (Jaklová, 2002 [online]). Another thing that is related to division of the text in newspaper is division into newspaper sections. The sections are usually focused on topics like privacy of celebrities, violence, disasters and sport. On the contrary, in

broadsheet press sections deal with news from home, foreign news, economy, politics, sport and culture could be found (Mlčoch, 2002).

2.1 Headlines and the logo

According to Burns, creators of headlines have an important task. They have to make headlines appealing to catch reader's attention instantly. The authors need to persuade readers that they actually want to read the whole article after seeing just the headline. Another task that an author of the headlines has to fulfil is to make the length of the text in the headline accurate. It has to fit properly into the graphical layout of the newspaper. Tabloid newspapers are usually of a smaller format and the font of the headlines is usually rather big. On the contrary the format of the broadsheet press is large and the font of the headlines is smaller. Headlines can influence people's emotions. They can cause sadness, amusement, fear or rage. A good title should make people curious and it should also tell the readers what the article will be about (Burns, 2004). Headlines can have many forms. They can differ in shape, size, colour. They can be put into frames. Headlines are often accompanied by photographs and pictures. Some readers of the tabloids are satisfied only with the striking headlines and pictures and they do not read the whole content of the newspaper (Daneš, 1997).

2.1.1 The Sun

The logo of The Sun is set into a rectangular frame situated in the upper left corner of the front page. The frame is of a bigger size. The background of the frame is printed in red colour and the letters are white. The colour of the logo is symbolic for the tabloid press as they use red colour very often to draw reader's attention.

The appearance of the headlines sometimes corresponds with the content of the article. For instance in The Sun issue of January 20th, 2013 the article with the name "*Bizzarre*" that deals with celebrities who are dressed in strange frightening costumes is made into a green design that looks like from a horror film.

In another headline from Sport section “*Cole £10M to stay*“ the sum of £10M is coloured in gold, which symbolizes the wealth.

An article with the football statistics with the headline “*Most shots on target this season*“ has a target underneath that corresponds with the topic of the article that shows achievements of football players in the season 2012-2013.

The headline “*Trigger Happy*“ that belongs to the same article is printed in fair brown and it is set into a wooden frame. The frame has holes after shooting. It represents shots on the goal, which is also the topic of the article.

In the Sun we can see that some of the pages are colourful, however, majority of them is printed in black-and-white. Dominating colour of the headlines is black-and-white. Headlines with black letters on a white background or vice versa are prevailing. Red colour is also widely used to make some headlines more noticeable or to distinguish some parts of the text. Headlines could be red on a white background or the other way around.

Red colour is very commonly used to distinguish people’s names like in : “*Sarah Beeny, Time to get a move on,* “ and “*AVB said I could go but I knew I’d get back in team, Michael Dawson.*“ Red colour is also used in the headline “*L-test lingo ban*“ where both letters L are printed in red. Alliteration is distinguished by red colour in the headline. Graphic designers used also colours like violet and pink in the headlines of this issue. Many of the headlines are put into frames and underlined to be more appealing. The font size of the headlines is very big in comparison with the rest of the article and it is bold printed. Most headline words are written in capital letters.

2.1.2 The Guardian

The Guardian’s logo is situated in a rectangular frame that also functions as a heading of the page. Two dominating colours are blue and white. The frame is printed in marine blue and the word “*the*“ is in fair blue and the word “*guardian*“ is printed white. The logo is subtle and colours are not so radiant like in The Sun.

In The Guardian issue of January 5th, 2013 the headlines are very decent in comparison with The Sun. Majority of pages are printed in black-and-white. Headlines with black letters on white background are prevailing, they are larger than other letters but not as much as in The Sun. Headline “*Review*” is printed in orange colour as it is marking a beginning of a new section of the newspaper. Then “*Travel*” is printed in blue as it also stands for another newspaper section. The colour again corresponds with the topic as blue symbolizes the sea, which many people associate with traveling. Sometimes the words in the headlines are highlighted in orange. However it is not as striking as in The Sun as the words are not of a big size. The purpose of colourful distinguishing is mainly for better orientation in the text. Headlines do not occupy the majority of the the page and their appearance is not that outstanding.

2.2 The photographs

The photographs are inherent part of the newspapers. The newspapers without photographs would be plain and unattractive. Therefore there are many photographs in The Sun and in The Guardian as they are more likely to attract the attention of the readers. However, not all of the photographs are the same. There were some differences found between the appearance of the photographs in The Guardian and in The Sun. To compare a size of the photographs the more space on almost every page of the Sun is devoted to photographs and the rest of the page is reserved for the text. Large photographs are one of the main characteristic features of The Sun.

As Burton and Jiráček suggest it is essential to take into consideration from what kind of perspective the reader can see the photographs. If the photographs were taken from immediate proximity the readers can feel like they are part of the story. It may seem they have actually been there (Burton, Jiráček, 2001, p.36). Another thing that is important to spot is the “*content*” of the photographs, simply what we see in the photographs. The “photographs editing” also have to be considered as it is also an important feature that can influence the reader (Burton, Jiráček, 2001, p. 36-37). “Some parts of the photographs can be blurred on purpose or they can get a vintage look eventhough they were taken in present days” (Burton, Jiráček, 2001, p. 36)

2.2.1 The Sun

The Sun works with the idea of taking photographs from the immediate proximity very well as many of the photographs were taken from a very close distance also thanks to the paparazzi who are not afraid to intrude into people's privacy. Despite their privacy intruding methods they can get the best shots which can absolutely draw the attention of the buyers. The Sun newspaper from January 20, 2013 is full of photographs that show celebrities in intimate situations.

The front page with a wedding photograph of Katie Price and her husband is accompanied by another small photograph that shows the same couple kissing. The photograph completes the striking headline "*Katie hubby in porn star sex tape*," which is definitely the typical example of photographs that appear in the tabloid press. The photograph on the third page of the semi-naked model Miranda Kerr is filling a half of the page.

The next double page is covered with a large photograph of a Lithuanian mother as the article is dealing with a young woman who does not work and she just uses state benefits. The photograph of the woman was taken at her home. In the photographs she is playing with her child and cooking. The woman is portrayed in her everyday routine and as the photographs were taken inside her house she also reveals a little of her privacy. Because the photograph is very personal, readers can feel as if they already knew her and they can identify with her. They can get the idea of being part of the story.

Looking at the photograph on the ninth page it is apparent that the photograph is of a really bad quality and everything in the picture is blurred. The poor quality of the photographs is a common feature that can be observed in many of the pictures in The Sun. Other examples of photographs of poor quality shown in The Sun are for example a photograph of a kissing couple on the page 17, photograph of a man after an accident on the page 21 and a photograph of Kim Kardashian and Kanye West on the page 37 and many others. The reason that explains a bad quality of the photographs that appeared in The Sun is simple. In the most cases the photographs of a bad quality were not taken with a permission of the people who appeared in the newspapers, which means they were taken secretly in a hurry and without proper equipment.

The Sun has quite a large Sport section in which many photographs of sportsmen appear. There are mostly photographs of football players, some of the pictures are very colourful and the rest is in black and white colours. The football players are prevailing in the photographs of Sport section as on the pages 2 - 21 of Sport section there are mainly photographs of footballers and other photographs of them can be also found on the pages 64 – 72.

2.2.2 The Guardian

Some of the photographs in The Guardian are colourful, however, the majority of them is in black and white colour. The photographs in The Guardian from January 5, 2013 are not as large as in The Sun. The photographs are not the main draw of The Guardian newspaper as it is in The Sun. They are proportionate to the text. There is more text in the articles of The Guardian than in The Sun. In the case of The Sun there are just photographs and a small amount of the text in the articles.

There are mainly photographs of the people and places that are connected with the topic of the article. For instance a photograph of nurses with a girl Malala Yousafzai appears on the front page as the title of the article suggests *On the road to recovery, Malala leaves hospital*, the topic is connected with the recovery process of the girl in the hospital so the nurses are photographed with her. In the article with the name *Floods are now UK's top weather threat* and its subheading *Climate is more volatile, say scientists, and now even areas previously thought safe could be inundated*, photographs of British children holding a national flag in one hand and an umbrella in second hand appear. Then there is a man wading through water or a woman with a bicycle walking when it is snowing outside. The photographs correspond with the topic of the weather changes in the Britain. There is a striking difference between the photographs in The Guardian and The Sun. There are more decent photographs in The Guardian. No semi-naked photographs of people appear. The Guardian does not intrude into people's privacy by publishing photographs of people in intimate situations and it is not focused on scandals of celebrities and their photos in inappropriate situations.

The Sport section in The Guardian is not as large as in The Sun. There are 11 pages that are dealing with football where photographs of the football players can be found but not so many of them. It is interesting to notice especially on one photograph of a football player on the page 10-11 in a Sport section, how it is possible to work with editing of the photographs. The player that should be seen is in the foreground of the photograph and the rest is intentionally blurred so that reader can see just what is important and the photograph even looks aesthetic.

To sum it up, The Sun has very big photographs with small amount of the text around on the page. There are mainly photographs of celebrities and they are usually caught in intimate situations. There are many photographs of football players. Many photographs in The Sun are of a bad quality which is usually caused by dishonest practice of paparazzi. On the other hand, there are smaller photographs in the Guardian if we compare them with the photographs in The Sun. It is also caused by a different newspaper size. There is more text than in The Sun and photographs are of better quality. The Guardian photographs do not focus on celebrities and there cannot be found photographs that intrude privacy of people.

3. The newspaper sections

3.1 The Sun

The Sun's front page is covered with three main headlines of the articles. The biggest headline *You're a soft touch* is commenting on a Lithuanian woman who does not want to work and she just uses benefits she gets from the UK. The headline is set into a large black frame and there is a small photograph of the woman. On the right side a photograph of Katie Price in a wedding dress with her husband appears and it is accompanied by another photo of the same couple kissing with a pink headline *Katie hubby in porn star sex tape*. The third article with a title *Six siege Brits die* is accompanied by a blurred photograph of a criminal. The first 37 pages of The Sun include various types of the news and they are not divided into sections. There are many articles about celebrities like Miranda Kerr, Elton John, Katie Price, Mel B, Jennifer Metcalfe and their relationships and private

affairs. Then The Sun is dealing with current topics like problems at the Heathrow airport that were caused by unexpected weather conditions. The following article informs about the terrorists in Algeria that killed British citizens. Another article is about a man who was hit by a helicopter wreck and survived and there are many others. The articles share the same intention to provoke emotions like fear, disgust, anger or happiness in people. Then there is a Sport section which could be distinguished by the photographs of football players, however, there is no headline that would mark the beginning of that section. The Sport section consists of 24 pages and there are articles about football only. In general, there are mainly photographs to be found in this section. Then there is a double page devoted to football results. After that another part of the newspaper follows with the headline *Gossip food entertainment review TV*. Then there are pages with recipes and beauty bargains. On the next page a man called Mr Money gives advice to people who have some financial issues. The page number 42 with the topic Motors deals with interesting cars and the equipment for a ride on motorbike. Then a review of computer games follows and there is also a page where property expert is trying to help people. The double page 46-47 is dedicated to quizzes and puzzles. The Travel section in The Sun is much smaller than The Guardian's one. It consists of 5 pages with a few tips for holiday. Then a TV section follows where and there are articles about what is going on in TV and a TV programme for next days. The last pages 60-72 are dedicated to sport again where the majority of the pages is full of articles about football players and their photographs.

3.2 The Guardian

On the front page of The Guardian issue from January 5, 2013 appear headlines of current topics like the biggest headline *Ruling that gay clergy can be bishops reignites church feud*. Then in the middle of the page there is a photograph of a girl Malala with nurses when she is leaving hospital. *On the road to recovery* is the headline of the life story of Malala accompanied by that photograph that is trying to catch the attention of the readers. The next bigger headline *Campaigners' warning over 'crack cocaine of gambling'* deals with the next current issue and then there is a column on the right side of the front page where particular sections are introduced. There is always a small photograph and a headline of one chosen article from the section. For example Travel section with

a photograph of a white sandy beach in the background is revealing a headline of the article called *Winter blues? Plan your escape with 100 bargain breaks*.

Then there are two opening pages commenting on current news from Syria and the UK.

The first section is called National (p. 6- 21) so that it is obvious that it is focused on the news from The United Kingdom. The National section is 15 pages long. There can be found articles with various kinds of current topics in the UK. For instance on the page six there is an article that is dealing with the tax cheaters or another article is commenting on people who suffer from incurable illnesses and have problems with the system of benefits. The other article is dealing with dramatical weather changes in the UK and so on.

The International section (p. 24 – 31) follows where news from all over the world could be found. There are articles from Venezuela, Russia, Asia and other countries. The International section is 8 pages long and this section is completed by 2 pages of photographs of interesting events that happened all over the world and it is called *Eyewitnessed Pictures of the week*. There is for example fireworks in Rio de Janeiro or Barack Obama on holidays in Hawaii.

Then there is individual and 14 pages long Sport section where the majority of the articles bring news from football however there are also articles about rugby, bobsleigh and horse races.

The individual section called Review, that is 17 pages long, follows and it is focused on interesting books that are worth reading in 2013. It also deals with authors of the books, plots and even a poem appear by Nick Laird on the page 11.

The next individual section is called Family and it is rather short as it consists of 8 pages. The Family section deals with family topics like relationships, hobbies and other issues. The first article in the section brings the issue of a mother that did not feel so well when her son brought his girlfriend at home but finally she really liked her and now when they broke up she is quite sad about that. Then another article presents a family that has very unusual pets at home like meerkats, cockroaches or snakes. And there are also other stories about family.

Individual Travel section consists of 16 pages and as the title under the headline states *100 Holiday bargains for 2013* there are recommendations for travelers and tips for holiday

destinations. There are plenty of tips for holiday at the seaside, countryside, mountains or in the city. There is also an article that can meet the requirements of travelers who seek for an adventure. Travel section is accompanied by nice photographs of holiday destinations and there are also many advertisements of travel agencies offering interesting vacations.

Individual section that is ten pages long is called Money mostly deals with financial difficulties and it tries to teach people to have their spendings under control. There are also tips where to take out a mortgage and in which bank people save the most of their money. The money section includes 2 pages that are focused on work opportunities. There is one article that deals with problems at work and then there is a page full of work offers.

The Financial section (p. 32 – 36) consists of 4 pages where the issues connected with finances are discussed. Some of the articles deal with the closure of a megastore in Paris because of Virgin France collapse or with the closure of one of the oldest Swiss banks.

As this is a weekend edition of The Guardian there is also a section called Saturday (p. 37 – 49) that is 11 pages long and it states in the opening page of this section that *features*, *comments* and *reviews* could be found there. The first article is an interview with Oona King a politician. Then conversation with campaigner for pedestrians and cycling blogger follows and there are also many other articles, comments and debates. There is one page devoted to replies to readers of The Guardian. At the end, the page called Obituaries is devoted to important people who died recently and the articles are dedicated to an actor Henry George Carey or a poet Dennis O'Driscoll. The last page called Weather and Crossword is dealing with weather forecast and a few crosswords, puzzles and also sudoku could be found there.

4. Lexical analysis

As the lexical analysis or lexicology studies “the words we use“ and “the vocabulary of language“ (Simpson, 2004, p. 5) the vocabulary of the articles is examined in this section. Kvetko specifies that “lexicology deals with the meaning and use of words (lexical items) and their mutual relations“ (Kvetko, 2009, p. 13). Mainly a formality and informality of the

language, the usage of euphemisms and dysphemisms, personifications, metaphors, abbreviations and other.

These features were chosen for the analysis as they are found in the newspapers very often and they are typical for the language of the newspapers. Informative and persuasive function of the newspapers is emphasized by intentional usage of emotionally marked expressions. Personifications, similes, metaphors or expressions based on metaphors have informative function in the newspapers. What is more, they attract reader's attention and they make language more vivid and lively (Čechová, 2008).

4.1 Personification

Personification is "a figure of speech by which animals, abstract ideas or inanimate things are referred to as if they were human" (Baldick, 2008, p. 254). There were some personifications found in the articles.

*The meeting, which was supposed to deliver a strong political message and **calm things down*** (The Guardian, December 28, 2010)

The country also suffers (The Guardian, January 14, 2011)

Events in Tunisia are moving fast (The Guardian, January 14, 2011)

*assassination has cast a **growing shadow*** (The Guardian, July 26, 2013)

Gun battles raged across (The Sun, January 27, 2011)

The country slipped towards anarchy (The Sun, January 27, 2011)

Figure 1

Personifications	
The Guardian	The Sun
4	2

Eventhough personification is more typical for poems we can find it in the newspaper articles as well. As Vodičková states: "In comparison to ordinary language figurative language looks for original and fresh figures of speech, or tropes" (Vodičková, 2006, p. 71). That suggests that writers who use figures of speech in the articles want to make their

language more unique and they want to differentiate from other writers. There were four personifications found in The Guardian and two personifications in The Sun.

4.2 Expressions based on metaphors

Metaphor is another figure of speech that was widely found in the chosen articles. Metaphor is “a word or phrase that is used to show that one thing has the same qualities as another; a way of making a comparison“ (Oxford Wordpower Dictionary 2006, p. 458).

<i>a wave of protests</i>	<i>(The Guardian, December 28, 2011)</i>
<i>Ben Ali, is facing</i>	<i>(The Guardian, December 28, 2011)</i>
<i>a long-standing devil’s compact</i>	<i>(The Guardian, December 28, 2011)</i>
<i>they are victims of an educational system</i>	<i>(The Guardian, December 28, 2011)</i>
<i>protesters chant colourful insults</i>	<i>(The Guardian, January 14, 2011)</i>
<i>cut essential food prices</i>	<i>(The Guardian, January 14, 2011)</i>
<i>the iron-fisted government</i>	<i>(The Guardian, January 14, 2011)</i>
<i>gunshots are now ringing</i>	<i>(The Guardian, January 14, 2011)</i>
<i>beacon of calm</i>	<i>(The Guardian, January 14, 2011)</i>
<i>shaken by protest</i>	<i>(The Guardian, January 14, 2011)</i>
<i>sickening corruption</i>	<i>(The Sun, March 05, 2011)</i>
<i>festerring unemployment</i>	<i>(The Sun, March 05, 2011)</i>
<i>his family’s main bread winner</i>	<i>(The Sun, March 05, 2011)</i>
<i>The frustration just boiled over</i>	<i>(The Sun, March 05, 2011)</i>
<i>flames of revolution</i>	<i>(The Sun, March 05, 2011)</i>
<i>revolutionarie’s greatest scalp</i>	<i>(The Sun, March 05, 2011)</i>
<i>Mohamed is the candle who illuminated our nation</i>	<i>(The Sun, March 05, 2011)</i>
<i>the sea of refugees</i>	<i>(The Sun, March 05, 2011)</i>
<i>violence spilling on to the streets</i>	<i>(The Sun, January 27, 2011)</i>
<i>capital could spell disaster</i>	<i>(The Sun, January 27, 2011)</i>
<i>my birthday but it’s a nightmare</i>	<i>(The Sun, January 27, 2011)</i>

Figure 2

Expressions based on metaphors	
The Guardian	The Sun
10	11

Ten expressions based on metaphors were found in The Guardian and eleven expressions based on metaphors appeared in The Sun. The Sun contains more of these expressions however the difference is very small. The writers use metaphors to make the language of the articles more attractive.

4.3 Simile

Simile “compare things that share similar properties“ and it “uses connectives such as *like* or *as*“ (Vodičková, 2006, p. 71). Similes appeared in the articles that were chosen for the analysis.

- most outspoken critics described the events as a “regime change“*
(The Guardian, January 14, 2011)
- WikiLeaks acted as a catalyst* *(The Guardian, January 14, 2011)*
- As in Cairo* *(The Guardian, July 26, 2013)*
- known to his long-suffering subjects as “Ben A Vie“*
(The Guardian, January 14, 2011)
- who like Ben Ali keeps* *(The Guardian, January 14, 2011)*
- almost twice as rich as Syria* *(The Guardian, January 14, 2011)*
- bandaged up like a mummy* *(The Sun, March 05, 2011)*
- He is part of what UN officials have described as a “migration tsunami“*
(The Sun, March 05, 2011)
- As many as 15,000 had been* *(The Sun, March 05, 2011)*

Figure 3

Expressions based on metaphors	
The Guardian	The Sun
6	3

In The Guardian simile was found six times and in the articles of The Sun simile appeared three times which means that there was not such a big difference.

4.4 Synecdoche

Synecdoche is a figure of speech in which “the whole is replaced by the part, or the part of the whole“ (Vodičková, 2006, p. 72). People use synecdoche in ordinary speech or writing as it makes communication shorter and easy.

The Sun

Britain has donated 1,500 tents
First Choice said it had
 Last night *Thomson* and *First Choice* said
Tunisia has been rocked by unrest
Thomas Cook said today
 The *Foreign Office* has advised

The Guardian

When the *government* harassed
 Protests against the *Ceausescu regime*
 Victims of an educational *system*
 The UK *Foreign Office* is advising
 The *country* also suffers
 The *White House* has issued
 The *US* believes
 The *office* of the French president, Nicolas Sarkozy had said
Al Jazeera is reporting on
Army has taken control
Air France has confirmed
AFP is reporting
 The *UGTT* trade union confederation had called for
Thomas Cook is evacuating
Amnesty International has called on
France on Friday urged

Figure 4

Synecdoches	
The Guardian	The Sun
16	6

There were found 16 instances of synecdoche in The Guardian and 6 instances of synecdoche in The Sun. The Guardian articles contain more instances of synecdoche than The Sun articles. As the articles of The Guardian and The Sun share a similar topic some of the synecdoches repeat like *Thomas Cook* and *Foreign Office*. In a statement *Thomas Cook is evacuating..* the title of the travel agency Thomas Cook suggests many associations like the delegates, cabin crew and other staff of Thomas Cook agency that were involved in evacuation of tourists. *The Foreign Office* apparently suggests only one

association with representatives or workers of the department of Foreign Office. Other synecdoches mentioned usually represents the people who work for those institutions like Al Jazeera, Amnesty International, Army, the White House, First Choice and so on. Nevertheless there are some exceptions like in the case of statement *Tunisia has been rocked by unrest...* where Tunisia stands for inhabitants of the country. Then in another interesting synecdoche *The US believes...* The US may be connected also with inhabitants of the USA or more likely with the representatives of the government and people who are in charge of the country.

4.5 Abbreviations

An abbreviation is “a short form of a word or phrase“ (Oxford Wordpower Dictionary 2006, p. 1). There are more methods through which shortening of the words can be accomplished. One of them is a clipping. Clipping is “a reduction of a word to a shorter form. It is a cutting off (removal of) one or more syllables of a word“ (Kvetko, 2009, p. 39). These types of clipped words are commonly used in informal speech or writing (Kvetko, 2009). Other forms of shortened words are acronyms and initialisms. Acronym words are “formed from the initials of expressions consisting of more than one word and read as ordinary words“ (Kvetko, 2009, p. 40). Initialisms are formed in the same way however they are usually formed from a phrase of two or three words and they are read alphabetically (Kvetko, 2009). The usage of acronyms and clipped words in the newspaper can be sometimes confusing for readers so that it is better if they are explained in the articles. Here are the clipped words and acronyms that were found in the chosen articles:

*Mohamed Sakhr el-Matri whose **OTT** lifestyle*
(The Guardian, December 28, 2010)
*by the **US** ambassador*
(The Guardian, December 28, 2010)
*the **UK** Foreign Office*
(The Guardian, January 14, 2011)
*the only Arab country that is a member of the **G20***
(The Guardian, January 14, 2011)

*says in a **TV** address*
(The Guardian, January 14, 2011)
***AFP** is reporting that*
(The Guardian, January 14, 2011)
*The **UGGT** trade union confederation had called for*
(The Guardian, January 14, 2011)

*from Tunisia has been telling **BBC** News about*
(The Guardian, January 14, 2011)

*To **recap**, they are calling on him* (The Guardian, January 14, 2011)

*Tunisian Worker's Communist party (Parti Communiste des Ouvriers Tunisiens, **PCOT**)*
(The Guardian, January 14, 2011)

*the government amid rioting, **AP** reports*
(The Guardian, January 14, 2011)

*Standing on his rickety fruit and **veg** cart*
(The Sun, March 05, 2011)

*arabic **TV** channel Al Jazeera* (The Sun, March 05, 2011)

The man ex-US Presiden Ronald Reagan
(The Sun, March 05, 2011)

***Brit** relief* (The Sun, March 05, 2011)

*He is part of what **UN** aid officials* (The Sun, March 05, 2011)

*Melissa Fleming, from **UN** refugee agency **UNHCR***
(The Sun, March 05, 2011)

*safely back to the **UK*** (The Sun, January 27, 2011)

*customers of **Abta** members* (The Sun, January 27, 2011)

*local authorities and **FO*** (The Sun, January 27, 2011)

*Shocked **hol** Brits* (The Sun, January 27, 2011)

*tourists will be deterred by the **demos***
(The Sun, January 27, 2011)

*because **BA** has no room* (The Sun, January 27, 2011)

*the headquarters of the **RDC*** (The Sun, January 27, 2011)

*between 1,000 and 1,500 **expats*** (The Sun, January 27, 2011)

Figure 5

Acronyms	Clipped words
10 (The Guardian)	1 (The Guardian)
9 (The Sun)	5 (The Sun)

As the articles of The Sun and The Guardian share the same topic some of the acronyms are used in both of the newspapers. Most of the acronyms found in the articles were explained in the articles or at least used in their full form. Acronyms like the UK, the US, G20, BBC and OTT were not explained as the authors assume that almost everyone is familiar with the meaning of these acronyms. In The Guardian acronyms: AFP which means Agence France-Presse and AP (the Associated Press) were not explained and in The Sun acronyms UN (the United Nations) and UNHCR (United Nations High Commissioner for Refugees) were not specified either. Despite the fact that some of the readers can identify the acronyms it is better to explain them in the text to avoid the confusion.

Acronyms can be used in the formal texts, however, clipped words that do not fit into the category of acronyms are rather colloquial. Clipped words like veg (vegetable), brit (british), hol (holiday), demos (demonstrations) and expats (expatriots) that appeared in The Sun articles are typical for informal style. To sum up there were 10 acronyms and 1 clipped words found in chosen articles of The Guardian. In the chosen articles of The Sun 9 acronyms and 5 clipped words appeared. It means that more clipped words that are considered to be informal were found in The Sun.

4.6 Phrasal verbs

An occurrence of phrasal verbs is rather high in both newspapers. However, higher number of phrasal verbs was found in The Sun as it is visible from the table below. According to Marks, “some phrasal verbs are informal, and some are formal, but most are neutral“ (Marks, 2005 [online]). Marks also states that “widespread use of phrasal verbs is not evidence of lack of education or linguistic competence“ (Marks, 2005 [online]). On the other hand, Stephens suggests that : “In most cases the phrasal verb is less formal, more colloquial and more image-and/or emotion-laden than the single word“ (Stephens, 2002 [online]). Eventhough not all of the phrasal verbs are informal, some of them tend to be used mainly in colloquial discourse. It is not surprising that more types of phrasal verbs were found in The Sun as the language of the tabloid press is characterized by using informal language.

Figure 6

Phrasal verbs	
The Guardian	The Sun
34	45

4.7 Emotionally marked words

Writers of newspaper articles are trying to evoke various kinds of emotions in readers and they do that by using words that are emotionally marked. According to Van Lier “words may have emotional (positive or negative) meanings associated with them, called connotative meanings“ (Van Lier, 1995, p. 60). As the main topic of the articles is the

crisis in Tunisia, there were predominantly words with negative connotation found. Most of the words are evoking fear, anger and displeasure. Because of the fact that the articles of The Guardian and The Sun share common topic similar words with negative connotation were found in both of them. The similar words found were for instance *fear, death, riots, corruption, killed, emergency, worries, unrest, violence, anger, bad, protests, outraged, risk.*

Figure 7

Words with negative connotation	
The Guardian	The Sun
83	96

As the table above shows the higher occurrence of words with negative connotation was found in The Sun, which proves that a tabloid press is orientated on affecting people's emotions so that higher occurrence of emotionally marked words is not surprising. Further on it is important to notice that in the articles of The Sun dysphemisms can be found. Van Lier offers explanation of dysphemisms as follows "people sometimes deliberately use rough and negatively loaded words to shock, to show solidarity with friends, or to express anger or contempt. Such usage, being the opposite of euphemism, is often called dysphemism" (Van Lier, 1995, p. 60). The Sun's articles contained dysphemisms like: "*it was horrific*" where horrific is just expression for to be scared but it has a higher degree of anxiety. Then there could be found interesting phrases like "*sickening corruption*" or "*festering unemployment*" in both cases the words sickening and festering could be substituted by synonyms that are not so negatively marked. There are also other words that could be replaced by synonyms that do not have so high negative connotation like: *despots, exhausted, yell or nightmare*. In The Guardian dysphemisms are not so obvious as in The Sun however a few of them was found. For instance the words *misery, brutally, suffer* or *sinister* could be considered as dysphemisms.

4.8 Foreign words and expressions

Some foreign expressions were found in The Guardian as for instance: *his regime now has a fin de siècle air about it*. *Fin de siècle* is a French idiom and it means the end of the century. Another French expression used in the articles is *Union Générale Tunisienne du*

Travail however it is just name in French for The Tunisian General Labour Union. The next interesting expression that appeared in the articles is “*Ben A Vie*“ the expression is explained afterwards in the article as “*president for life*“. It is not surprising that French expressions were found in The Guardian as French language had an important influence on English. The United Kingdom was ruled by French kings after Norman invasion and the ruling class spoke French language which means that French influenced also ordinary people. Because of that English took over many French words and its influence is still present in the society. Another foreign expression found in direct speech in the articles “*Inshallah*“ that is of Arabic origin and as Tunisians are an Arabic nation it was used as quotation of one of the citizens of Tunisia. On the other hand, in The Sun no foreign expressions were found. It may be caused by the simple language they use as they want appeal to everyone and to focus on larger group of readers.

Figure 8

Foreign words and expressions	
The Guardian	The Sun
4	0

4.9 Contracted forms

It is quite necessary to compare occurrence of contracted forms in the articles of The Sun and The Guardian. There were found many instances of contracted forms in The Sun: *doesn't, who've, don't, what's, they're, can't, life's, haven't, there's, I'll, didn't, I'm, wasn't, that's, here's, we've, it's*. These 17 instances of contracted forms occurred in the articles of The Sun and some of them repeated in the articles several times. On the contrary, occurrence of contracted forms in the articles of The Guardian are rather rare. There were found 5 contracted forms: *can't, don't, here's, I've, there's* in The Guardian altogether. As contracted forms are largely used in colloquial speech and writings they are considered to be rather informal. The contracted forms are prevailing in The Sun which means that the occurrence of informal expressions in The Sun is higher than in The Guardian.

4.10 Informal expressions

The articles that were chosen for this analysis are dealing with the topic of crisis in Tunisia. Because of that the articles tend to have rather informative character, which means that there is not much space for informal expressions in the articles. However, some informal words or slang words appeared. Informal expressions like: *cops*, *pals*, *havoc*, *guys*, *a lot of*, *horrific* and also an idiom *put the dampeners on it* were found in The Sun. The expression *cops* could be classified as a slang expression that is usually used in colloquial speech. Expression *pals* which stands for friends, *havoc* that means chaos and *guys* that is an expression for the men are considered to be informal words. Then *a lot of* that can be replaced by much or many that are used in formal texts and *horrific* that could be also substituted by a word which is more formal. An idiom that could be also considered as informal *Put the dampeners on it* may be explained as „to stop an occasion from being enjoyable“ (Cambridge Dictionaries Online, 2014 [online]). In comparison with The Sun in The Guardian very little of informal or slang expressions were found. The few expressions found that could be considered as informal could be *lots or thanks*.

Figure 9

Informal expressions	
The Guardian	The Sun
2	7

4.11 Summary

To sum up, there were some differences found between the lexical devices that appeared in the articles of The Sun and The Guardian. As for the figures of speech there was no striking difference between The Sun and The Guardian. However when inspecting the abbreviations it was found that more clipped words appeared in The Sun which means that The Sun uses colloquial language more.

As for the devices that are connected with informality in language like phrasal verbs, contracted forms and informal expressions they occurred more frequently in The Sun than in The Guardian. More words with negative connotation were also found in The Sun which

is not very surprising as the main aim of the tabloid press is to evoke emotions in people. Taking into consideration foreign expressions they were found only in The Guardian. That could be explained by the fact that The Sun is aimed at everyone and its language is not complicated and because of that they do not include foreign expressions as not every reader could understand them.

5. Grammatical analysis

The grammatical discourse of the articles will be examined in this part of the thesis. Therefore it is important to explain what exactly a grammar is. Grammar could be “traditionally subdivided into two different but inter-related areas of study – morphology and syntax“ (Radford, 1997, p. 1). And Radford “characterizes grammar as the study of the principles which govern the formation and interpretation of words, phrases and sentences“ (Radford, 1997, p. 1). In this section occurrence of finite and nonfinite verb forms, pronouns, simple and complex or compound sentences and direct speech will be compared.

5.1 Direct speech

According to Krestel direct speech is becoming more widespread in the newspaper articles. That is mainly because direct speech serves as some sort of evidence that can support the credibility of the articles (Krestel et al., 2008). Direct speech appeared in both of the newspapers. There were found 82 sentences in direct speech and 5 fragments of the sentences in The Sun. The Sun newspaper quotes very often and direct speech is very frequently used. Some of the articles consist mostly of direct speech. Direct speech in The Guardian is also widely used, however, not as much as in The Sun. The Guardian contained 33 sentences and 8 sentence fragments. It is important to notice that there are mostly ordinary people quoted in The Sun. On the other hand, The Guardian tends to have more official sources eventhough even in The Guardian common people who cannot be considered as official sources are quoted but not in such a large quantity as in the articles of The Sun. There were mainly unofficial sources quoted in The Sun. People quoted in The Sun were for instance: Mohammed Bouazzi, ordinary man selling fruit who set himself on fire on the protest, his mother, stepfather, sister were quoted. Then for example

Bangladeshi labourer M. Faruk, E. Mwanko builder, security manager, retired J. Wells and tourists Shelina, R. Wiseman, L. Gibson. M. Benna. Official sources that were quoted was the travel agency Thomas Cook, ABTA (Association of British Travel Agents), spokesman of the Foreign Office, M. Fleming from UN refugee agency and other travel agencies. One of the sources that appeared in The Sun was also a woman who did not want to be named. The Guardian also quotes some ordinary people like jobless young man, one journalist, protesters, British holidaymaker and there are also some tweets of Egyptian commentator, Hisham G. and of one Tunisian that are not official either, however there is considerably smaller amount of such sources in The Guardian. As official sources could be considered the US Ambassador, Dr. Larbi of Exeter University, president Nicolas Sarkozy, opposition leader N. Chebbi, The White House, Reuters, The Economist, BBC's correspondent, correspondent J. Hooper, state TV and others.

Figure 10

Direct speech	
The Guardian	The Sun
33 sentences	82 sentences
8 fragment sentences	5 fragment sentences

5.2 Finite and nonfinite verbs

Many verb forms were found in the articles. The occurrence of finite and nonfinite verbs from the chosen articles will be compared in this subchapter. "The term finite verb/clause denotes an auxiliary or nonauxiliary verb, or clause which can have a subject with nominative case like I/we/he/she/they"(Radford, 1997, p. 260). In broad terms Radford explains that: "finite verbs carry tense/agreement properties, whereas nonfinite verbs are tenseless and agreementless forms" (ibid.). It means that forms like infinitives, gerunds and participles are nonfinite verb forms (ibid.).

Figure 11

Finite verbs	Nonfinite verbs
---------------------	------------------------

557 (The Guardian)	534 (The Guardian)
435 (The Sun)	368 (The Sun)

As it is visible from the table above, in both newspapers finite verb forms prevail above nonfinite verb forms. It means that finite verb forms are forms that have subject expressed and they may function as the root of an independent sentence. These types of verb forms were used more often in both newspapers. Taking into consideration the articles of both of the newspapers there were more finite and nonfinite verb forms found in the articles of The Guardian. The Guardian includes more verb forms in general as there is more text in its articles.

5.3 Pronouns

An occurrence of different types of pronouns will be compared in this part of the thesis. A pronoun could be defined as: “a word used in place of a noun expression“ (Radford, 1997, p. 270). “Pronouns differ from nouns in that they have no intrinsic descriptive content, and so are functors“ (ibid.). Pronouns can be divided into different categories. In the first category of personal pronouns like “I/me/we/us/you/he/him/she/her/it/they/them“ (Radford, 1997, p. 43) could be included. They are called personal pronouns because “they encode the grammatical property of person“ (ibid.). Further on pronouns could be divided into possessive pronouns, demonstrative pronouns, interrogative pronouns, indefinite pronouns, relative pronouns, reflexive pronouns and intensive pronouns (Greenbaum, Quirk, 1990).

5.3.1 The Guardian

After looking at the pronouns in the articles of The Guardian, it was discovered that the demonstrative pronoun *that* is the most frequently used pronoun in the articles. The second pronoun that was widely found is *it*, which is personal pronoun and it stands in most of the cases for subject in the sentences. The third pronoun that was used the most is *his*, which is called a possessive pronoun. This pronoun was mostly used when speaking about the Tunisian president, who is widely talked about and also about Tunisian Prime minister. Other personal pronouns that occurred in the articles the most often were *he*, *we*, *they*, *you*,

them. The pronouns *he, we, they* and *you* stand in the position of subject and the pronoun *them* usually stands in the position of object in the sentence. The pronoun *he* usually refers to people like presidents and prime ministers whose statements are often quoted. *He* also refers to a man called Mohamed Bouazizi who set himself on fire. He is talked about in both newspapers.

Possessive pronouns that appeared the most were *his, its, their, our, my*. The pronoun *their* is usually used when referring to politicians, people in Tunisia and police. *Our* is mostly used when talking about correspondents of The Guardian.

Then there appear other demonstrative pronouns like *this, those* and only once the pronoun *these* was found there. Demonstrative pronouns „this/these suggesting relative proximity to the speaker and that/those relative remoteness“ (Greenbaum, Quirk, 1990, p. 120) which is evident in these parts of the sentences : *all those who have helped to keep the Ben Ali, If those claims are true, and those who directed them, later this year, earlier this week* and others. From relative pronouns which *which, what, whatever, who* and *whose* appeared in the articles.

5.3.2 The Sun

Subjective personal pronouns *we, he, they, it, I, she, you* that were found in The Sun were used the most frequently. The pronoun *we* that occurred the most often from all of the pronouns that were found in the articles refers to the tourists who do not feel safe in the Tunisia. *We* is widely used as the tourists are often quoted when talking about their situation in Tunisia and their feelings. *We* also refers to travel agencies and Britain in general, who helps tourists in Tunisia. Pronouns *he* and *his* belong to the pronouns that occur in the articles very frequently. These two pronouns mainly refer to Mohamed Bouazizi as he was mentioned also in the articles of The Guardian, however, the articles in The Sun talk about him in a more extensive way. Objective personal pronouns *me, you, him, her, it, them, us* were found. Among possessive, there were found pronouns *his, their, your, her, my, its*.

Then demonstrative pronouns like *that, those, these* and *this* appeared in the text. From all demonstrative pronouns, *this* was the most frequent one. It usually identifies the nouns like in the case of the articles in The Guardian.

Relative pronouns that were found in The Sun were *who, which, whose, whom*. *Who* was the most frequent relative pronoun.

Reflexive pronouns did not appear very often, however *himself* that refers to Mohamed Bouazizi was found. Then there were pronouns *myself* and *themselves* that appeared only once.

Indefinite pronouns appeared in the articles very rarely. For instance *some, both, one* and *everybody* were found.

Figure 11

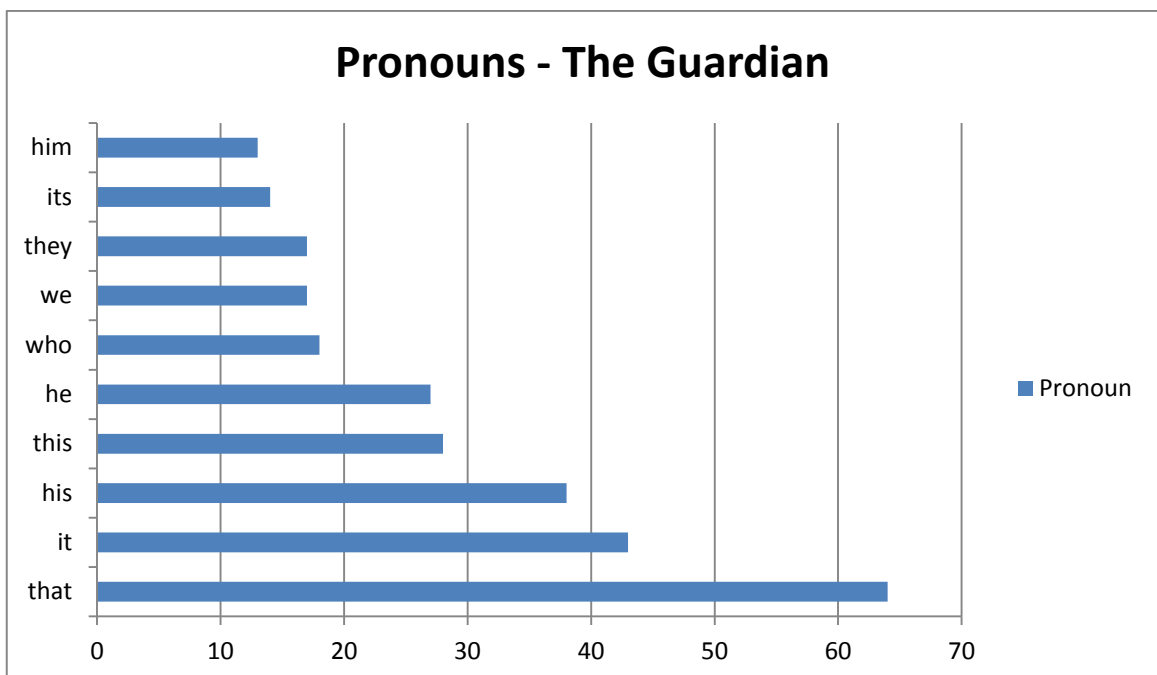
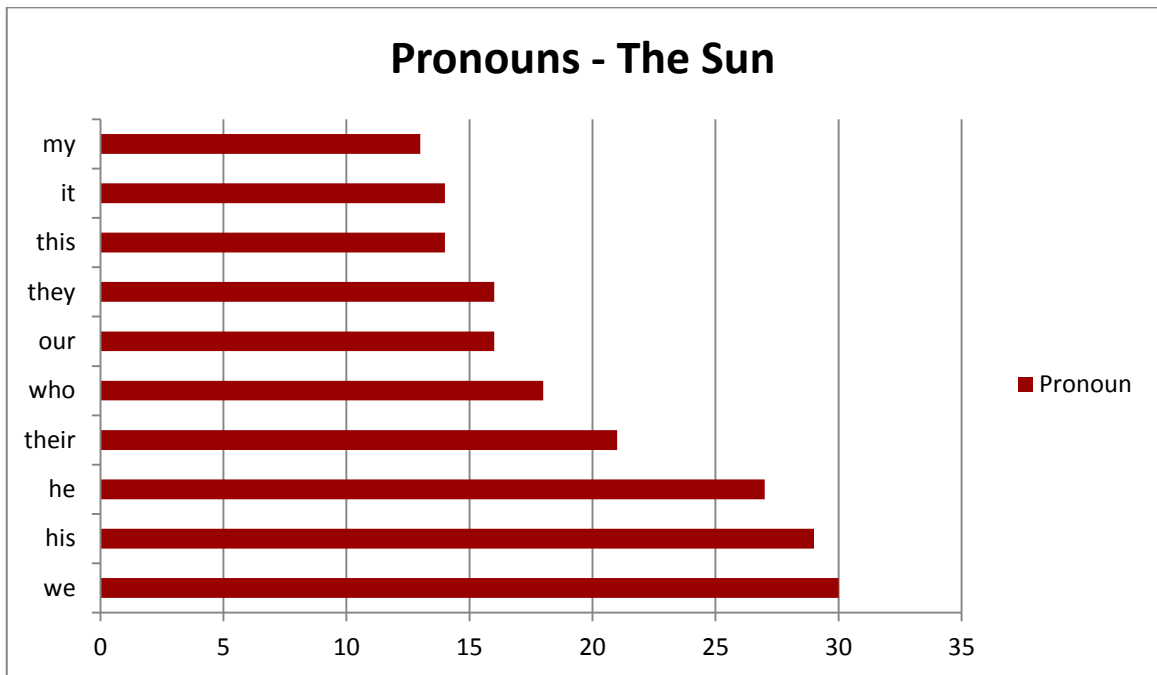


Figure 12



As it is visible from the chart above, the most frequent pronoun that was used in The Guardian is *that* and the most frequently used pronoun in The Sun is *we*. The low occurrence of the pronoun *that* in The Sun can be explained by the fact that in some cases the pronoun is simply omitted. Like in the sentences below:

He didn't want them to suffer the same poverty he suffered.

(The Sun, March 05, 2011)

Speaking through a translator at the modest, single-storey home in Sidi Bouzid she shared with Mohamed and three of his siblings...

(The Sun, March 05, 2011)

But in most cases it is caused by the usage of direct speech. Instead of *that*, the colon is used and the direct speech follows.

Mannoubia revealed: "Mohamed felt humiliated and insulted.

(The Sun, March 05, 2011)

As rioters roamed outside, Shelina Begum said: "People are running around with guns.

(The Sun, January 27, 2011)

Shelina added: "This was supposed to be a holiday.....

(The Sun, March 05, 2011)

The mother-of-two added: “One of my husband’s neighbours was shot....

(The Sun, January 17, 2011)

The first four pronouns that appeared in the articles of The Sun most often were all personal pronouns *we, he* and possessive pronouns *his, their*. In The Guardian it was different. First four pronouns most frequently used in The Guardian were *that, it, his, this*. Frequent occurrence of the possessive pronoun *his* could be explained by the fact that it was widely talked about presidents, ministers and also Tunisian man Mohamed. There was higher number of pronouns found in the articles of The Guardian as its articles contained more text.

5.4 Passive voice

This part deals with the passive voice and because of that it is important to explain the difference between the active voice and the passive voice. “The passive voice involves both the verb phrase and the clause as a whole. In the verb phrase, the passive adds a form of the auxiliary *be* followed by the *-ed* participle of the main verb. At the clause level, changing from active to passive has the following results:

- (a) the active subject, if retained, becomes the passive AGENT.
- (b) The active object becomes the passive subject.
- (c) The preposition *by* is inserted before the agent “ (Greenbaum, Quirk, 1997, p. 45).

Figure 13

Sentences where the passive occurred	
The Guardian	The Sun
76	47

More passive forms were found in the articles of The Guardian as the passive voice appeared in the seventy-six sentences. Less sentences with passive voice appeared in The Sun. However, it needs to be taken into account that there is less text in The Sun.

Fourty-seven passive forms appeared in the sentences of the articles in The Sun. As Crystal and Davy claims that “The tendency in the popular press is to use active voice rather than the passive“(Crystal, Davy, 1997, p. 187). The lower occurrence of the passive voice in The Sun suggests that the active voice is used more often than in The Guardian. As The Sun is considered popular press it corresponds with Crystal and Davy’s claim, where he states that active is used more in the tabloid press.

5.5 Compound and complex sentences vs. simple sentences

Various types of the sentences were found in the text. In both newspapers, simple sentences and complex or compound sentences appeared. The compound sentence could be defined as “a sentence which consists of a string of coordinated clauses“ (Wekker, Haegeman, 1989, p. 27). The complex sentence is a sentence that consists of a main clause and at least one clause that is dependent. Also a combination of both sentences mentioned can appear which is called compound-complex sentence (Wekker, Haegeman 1989). The simple sentence is “a one clause sentence“ (Wekker, Haegeman 1989, p. 29).

Simple sentences	Complex and compound sentences
85 (The Guardian)	201 (The Guardian)
70 (The Sun)	157 (The Sun)

The table above suggests that in both newspapers complex and compound sentences prevail over simple sentences. It is mainly caused by the fact that in both newspapers many people are quoted which is the reason why the sentences are longer and complex. However when comparing the sentences in The Sun and The Guardian, it is obvious that The Guardian uses longer sentences than The Sun.

5.5.1 The Guardian

More complex and compound sentences were found in The Guardian than in The Sun. In The Guardian direct speech does not appear as often as in The Sun and the sentences are often paraphrased and because of that complex and compound sentences emerge. In the

articles that were chosen for the analysis appear more sentences that are commenting the whole situation and not just paraphrasing or presenting the opinions of others like it is in The Sun.

Here are several examples from The Guardian:

Most Arab regimes rely on patronage networks to keep themselves in power but Ben Ali's support base looks comparatively small and increasingly fragile, as the US ambassador noted last year in one of the WikiLeaks documents. (The Guardian, December 28, 2010)

The sentence consists of two main clauses and two subordinate clauses. The sentence is compound.

As in Cairo, it has failed to reform the police or the justice system and, again as in Cairo, it has seemed slack in pursuing extremists on its side of the political spectrum.

(The Guardian, January 14, 2011)

The sentence consists of two main clauses and two subordinate clauses and it is a compound sentence.

Echoes of Tunisia's unprecedented mass unrest are reverberating across the Arab world – which is watching in fascination as one of the most repressive regimes in the regions makes far-reaching concessions to people in power.

(The Guardian, January 14, 2011)

This sentence includes one main clause and two subordinate clauses. It means that it is a complex sentence.

Arab excitement has been maintained by al-Jazeera, the freest and feistiest TV channel in the region, which has broadcast riveting pictures of Tunisian crowds facing down well-equipped security forces.

(The Guardian, January 14, 2011)

The sentence consists of one main clause and two subordinate clauses. It is a complex sentence.

It is obvious from the examples that in the subordinate clauses finite forms prevail.

5.5.2 The Sun

In the articles of The Sun around 157 complex and compound sentences appeared, which is less than in The Guardian. However, The Sun's articles do not contain so many sentences

as The Guardian's. Eventhough there are more complex and compound sentences than simple ones in The Sun, they are generally shorter than The Guardian's sentences and their structure is simpler. As it was mentioned before direct speech is very common:

“He was a good Muslim who said his prayers but he wasn't a fanatic and he wasn't political.”
(The Sun, March 05, 2011)

The sentence consists of three main clauses and one subordinate clause. It means that the sentence is compound.

“Our experienced overseas teams are updating our customers in resorts of the situation and we are organising aircraft today for those customers wihing to return home.”
(The Sun, January 27, 2011)

This sentence includes two main clauses and two subordinate clauses. It is a compound sentence.

“In the complex we didn't see much, except on the balconies you could see in the distance fire and smoke covering the towns,” he said.
(The Sun, January 27, 2011)

The sentence consists of three main clauses and one subordinate clause. This sentence is compound too.

“The situation is unpredictable and there is the potential for violence to flare up raising the risk of getting caught up in demonstration “
(The Sun, January 27, 2011)

There are two main clauses and three subordinate clauses. It is a compound sentence.

In The Sun, the shorter lenght of the sentences is typical as such sentences are easier to follow and the reader does not have to focus much. Because of that, this type of newspapers, is widely read. The examples also suggest that the sentences in The Sun consist of main clauses and that in subordinate clauses nonfinite forms prevail.

5.5.3 Summary

Some difference were identified between the articles of The Guardian and The Sun.

After analysing the articles, it turned out that The Sun includes more direct speech in the articles. There is less official sources quoted in The Sun. Finite verb forms prevail over

nonfinite verb forms in The Sun. Possessive and personal pronouns appeared the most as they referred to people who were often quoted in the articles. In The Sun more active voice appeared. Complex and compound sentences prevailed over simple sentences, which can be quite surprising.

The articles in The Guardian differ in the usage of the direct speech. Direct speech appeared in The Guardian less often and more official sources were quoted. Demonstrative, personal and possessive pronouns were used the most frequently. The usage of passive voice and usage of complex and compound sentences prevailed.

6. Headlines

When the writer creates the headline he needs to pick the best words and put them together. The headline has to be attractive and appealing and the reader has to feel the urge to read the article after seeing the headline. A good headline is the one that completely captures reader's attention. The headlines usually inform readers about the content of the articles and they provoke emotions (Burns, 2004). The headlines are „radically different from the rest of newspaper reporting language“ (Crystal, Davy, 1997, p. 180). This part of the thesis deals with the headlines of the articles from more linguistic point of view.

6.1 The Sun

The first headline from the articles of The Sun that were chosen for the analysis is: *Our son set himself alight and brought this flame, this fire, to the Arab world. I am so proud.* This headline is the longest one from all of the headlines that were found in these articles. It consists of two sentences. In the first sentence an alliteration is used, which is a figure of speech that could be characterized as “repetition of initial sounds“ (Vodičková, 2006, p. 53). Through alliteration, writers are trying to catch the attention of the readers. In comparison with the first one, next headline *Brit relief* is very short. It is not even a complete sentence as it does not include a verb. This headline could be characterized as a noun phrase which is “a phrase whose head is a noun“ (Radford, 1997, p. 266). This is one of the headlines that does not reveal much about the content of the article as the

headline is really short and it should probably motivate the reader to buy the newspaper and read the article. In this headline it is important to notice that the word *Brit*, is rather colloquial

The headline *State of emergency declared in Tunisia* follows. There is a nonfinite verb form *declared* in the sentence and an auxiliary word is ellipted. Then the headline *Shocked hol Brits flee bloodbath in Tunisia* appeared. This headline represents the characteristic style of the tabloid press. Two clipped words (*hol*, *Brits*) appeared in the headline and as they are considered to be rather informal, they define the colloquial style of The Sun.

Other typical feature of the tabloid press is usage of words with high connotation. Among words with negative connotation *shocked* and *bloodbath* appeared. These words should be striking and they should affect people's emotions. Another headline *Wikileaks revolution* is rather short and it could be also defined as a noun phrase. The word *revolution* has again a negative connotation that should make the reader to want to read the article as the headline does not reveal much about the story of the article. In the headline *Hol Brits flee Tunisia anarchy*, the use of colloquial language could be observed again. The words *Hol* and *Brits* are informal clipped words. The word *anarchy*, which appeared in the headline, has negative connotation, which is quite typical for the articles in The Sun.

The headline *Brits in Tunisia 'fear for lives'* is quite different from the others as there appeared direct speech '*fear for lives*', which are the words through which tourists described how they felt. The clipped word *Brits* appears as in the headlines before.

The following headline *Shootings, riots, bodies in street... it was horrific* differs from the others as the first part of the headline is just a list of expressions. This headline is just paraphrasing words that some of the tourists used when they were describing the situation in Tunisia. This title should be again striking as there are mainly words with negative connotation.

6.2 The Guardian

It is important to mention at the beginning that less headlines were found in The Guardian. It is mainly because there is one very large article with only one headline that is commenting on the whole development of the situation in Tunisia.

The first headline is *How a man setting fire to himself sparked an uprising in Tunisia*. In this headline the word *uprising* has a negative connotation. The phrase *sparked an uprising* could be described as an expression based on metaphor. The headline can be classified as longer one. The headline of the article *Tunisia crisis: as it happened*, is simple and accurate as it tells readers what the article will be about as it is regular update about developments in Tunisia. The following headline has almost identical structure as the previous one. There was also colon used in the title *Tunisia: moment of crisis*. There is no verb present in this short headline and the noun phrase *moment of crisis* occurs. The headline includes a negatively marked word *crisis* which symbolizes the current situation. The last headline is *Tunisia unrest a wake-up call for the region*. In this headline the expression *wake-up call* could be considered to some extent also metaphorical. There is no verb present in the headline.

6.3. Summary

To sum it up, the headlines in The Sun use more colloquial language. Their headlines are shocking, emotional and attractive. Emotionally marked expressions are characteristic for the language of the headlines in The Sun. More headlines appeared in The Sun.

The Guardian does not use colloquial language in the headlines. There is less headlines as the events are usually summarized into one long article. Emotionally marked expressions appeared in the headlines of The Guardian as well.

7. CONCLUSION

As it is obvious from the chapters of this thesis, the most striking difference between The Guardian and The Sun could be observed in the graphical layout. The Sun is generally more colourful, various kinds of colours are used to create impression and to attract. The red colour is frequently used. The headlines are made into different shapes and they are much bigger than in The Guardian. The photographs are very large in The Sun and they are usually shocking and scandalous. On the contrary, The Guardian is rather decent as for the photographs and their size, colours, the size of the headlines and the whole graphical layout. It was rather surprising that The Sun does not have the newspaper sections clearly marked and divided. Because of that The Sun can seem quite chaotic. On the other hand, The Guardian has the sections in the newspaper divided very clearly.

As for the lexical analysis, it was found out that the occurrence of features like personifications, similes, synecdoches and expressions based on metaphors was almost identical, which can be quite surprising. Comparison of features like abbreviations, phrasal verbs, emotionally marked words and others revealed that the language in The Sun tends to be more informal and colloquial.

The grammatical analysis proved that the articles in The Sun are mainly based on the use of direct speech and not much is produced by its writers like for instance comments on the situation and the whole matter. Eventhough, it was expected that more simple sentences will be found in The Sun, it was not really true. In both newspapers complex and compound sentences prevailed. However, the sentences in The Sun are generally shorter and more simple. The Sun uses more personal pronouns.

The last part that was inspected were the headlines. The headlines in The Sun could be characterized as more colloquial and more dramatic, as many emotionally marked expressions appeared in the headlines of The Sun. In general, it was proved that The Guardian is more formal and decent kind of the newspaper than The Sun.

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RESUMÉ

Tato bakalářská práce se zabývá porovnáním stylu bulvárního deníku, konkrétně The Sun, a seriózního tisku, The Guardian. Nejpatrnější rozdíly byly nalezeny při grafickém porovnání novin The Sun a The Guardian. Lišily se celkově velikostí fotografií a nadpisů a také rozsahem textu u jednotlivých článků. Byly porovnány také sekce novin. Po porovnání bylo zjištěno, že The Guardian má sekce odděleny mnohem přehledněji. Ke grafické analýze bylo použito tištěné vydání novin, které jsou přiloženy k práci na CD.

Analýza titulek, lexikální stránky a gramatické stránky byla zaměřena na články dostupné na internetu, které se zabývají krizí v Tunisku. Tyto články jsou také přiloženy k bakalářské práci na CD. Lexikální analýza se zabývá výskytem neformálních výrazů, zkratk, frázových sloves, cizích slov a dalších útvarů, které většinou souvisí s formálností a neformálností jazyka. Dále jsou porovnány útvary související s řečnickými figurami a tropy. Gramatická analýza porovnává výskyt přímé řeči, určitých a neurčitých tvarů sloves, užití pasiva, souvětí a vět jednoduchých. V poslední části jsou porovnány titulky obou novin.

ANOTACE

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Rok obhajoby:	2014

Název práce:	Stav nouze v Tunisku (2011) v bulváru a seriózním tisku: Srovnávací analýza diskurzu
Název v angličtině:	State of emergency in Tunisia (2011) in Tabloid and Broadsheet Press: Comparative discourse analysis
Anotace práce:	Bakalářská práce porovnává rozdíly mezi novinami The Sun a The Guardian. Nejprve je porovnán grafický vzhled vybraného vydání tištěných novin. Poté následuje porovnání článků zaměřených na krizi v Tunisku, které jsou dostupné na internetu. V této části se porovnává a zkoumá lexikální a gramatická stránka článků. Zejména dochází k porovnání formálnosti a neformálnosti jazyka, užití přímé řeči, porovnání titulků a dalších prvků.
Klíčová slova:	Bulvár, seriózní tisk, The Guardian, The Sun, lexikální analýza, gramatická analýza, grafická úprava, titulky, neformální jazyk, formální jazyk
Anotace v angličtině:	The thesis compares differences between The Sun and The Guardian. Firstly, the graphical layout of chosen issue of printed newspapers is compared. Then a comparison of the articles focused on emergency in Tunisia, that are available online, follows. In this part, lexical and grammatical levels of the articles are examined and compared. Mainly formality and informality of the language is compared, usage of direct speech, headlines and other features.
Klíčová slova v angličtině:	Tabloid, Broadsheet Press, The Guardian, The Sun, lexical analysis, grammatical analysis, graphical layout, headlines, informal language, formal language
Přílohy vázané v práci:	
Rozsah práce:	44 s.
Jazyk práce:	Angličtina