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Interpersonal function in media discourse (broadsheets vs tabloids)

Interpersonální funkce v mediálním diskurzu (seriózní vs bulvární tisk)

Diplomová práce

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I hereby declare that I have written this diploma thesis on my own and presented a full account of the works cited and the consulted literature.

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Content

ABSTRACT

The main objective is to analyse the interpersonal meta-function in articles coming from the online versions of The Guardian and The Daily Mirror.

The theoretical framework describes the journalistic style of writing and news values. The diploma thesis shows differences between tabloids and broadsheets. The following part describes the division of Halliday's meta-functions and the category of evaluation by Bednarek.

Practical part describes typical features of both types of newspaper. For this purpose 15 pairs on the same topic from both types of the newspaper were chosen. The results will be compared to illustrate the similarities and differences between the broadsheets and the tabloids. At the end of the thesis I summarize the findings to which I have arrived.

Keywords: newspapers, tabloids, quality papers, interpersonal meta-function, news values

ABSTRAKT

Hlavním cílem práce je analyzovat intepersonální funkci z článků, které byly publikovány na internetových stránkách novin The Guardian a The Daily Mirror. Teoretická část popisuje žurnalistický styl psaní a zpravodajské hodnoty. Tato práce ukazuje rozdíly bulvárního a kvalitního tisku. Dále se věnuje rozdělení metafunkcí podle Hallidaye a kategorii hodnocení, kterou popisuje Bednarek. Praktická část popisuje typické rysy pro oba dva druhy novin. K tomuto účelu bylo vybráno 15 dvojic článků na stejné téma, které byly otištěny v obou vybraných novinách. Hlavním cílem této práce je analýza použitých stylistických prostředků výchozích textů, které se následně porovnají navzájem. V závěru práce následuje shrnutí získaných poznatků.

Klíčová slova: noviny, bulvární noviny, kvalitní noviny, interpersonální meta-funkce, zpravodajské hodnoty

1. INTRODUCTION

1.1. Topic

Newspapers on the Internet provide the readers with better access to anything because they are available instantly. The importance of the media in the modern world is incontrovertible (Talbot 2007).

Online newspapers are redefining what is important in the printed version of newspapers. They play a significant role in our lives. News media cause a constant flow of information to its audience. News and information today flows to consumers via many traditional media, but this increasingly complemented, and in some cases preceded by computers, tablets, mobile phones and other devices.

Most newspapers feature stories that represent the opinion of the editors in the newspaper management. That is probably why they influence our life so much. They provide us with the news from the whole world as well as with the local news. The newspaper also give us additional information, these include e.g. newspaper advertisement.

There are various differences between different types of newspapers. The newspaper media are tailored to satisfy the expectations of the readers. Hopkinson et al. (2009) have posited hierarchical relationship according to the type of discourse, stating that *'communication is above all an interpersonal activity, and so the ideational and textual strategies are ultimately subordinate to the interpersonal strategic goals'* (Hopkinson et al. 2009, 11).

Most newspapers have an entertainment function as well, as they feature comics, puzzles and humour stories designed to amuse the reader. Colourful pictures and headlines of the front page catch the reader's attention. Other people prefer serious news and do not like the scandalous headlines. Newspapers can be issued daily or weekly and may keep the reader up to date with local, national and international stories.

The theoretical part briefly describes the history of tabloids and broadsheets in Great Britain as well as their layout, style, orientation, target readers and circulation. Furthermore, it discusses the main points of news values, soft and hard news.

The results will be compared to illustrate the similarities and differences between the broadsheets and the tabloids. The thesis presents how the tabloids and broadsheets covered the same event using different language. The quality method and the quantity method have been applied to analyse the broadsheets The Guardian and the tabloid Daily Mirror.

Only on-line editions of The Guardian and Daily Mirror have been used for the analysis. The thesis proves that there are huge differences in the quality press and the popular press in the UK.

Printed version of newspapers continue to survive globally despite huge competition from radio, television, and now the Internet, because they serve core social functions in successful cultures.

Initial chapters of this thesis provide an overview of the development of modern newspapers.

1.2.   Corpus and Methods

This chapter describes methods which are employed in my thesis.

The articles analysed in this thesis are from the online versions of the British tabloid The Daily Mirror (fifteen articles) and the broadsheet Guardian (another fifteen articles). The prerequisite for the choice of the articles was its topic. It was required that the topic was handled by both quality press and the tabloid. Having found fifteen pairs of articles on the same topic, the individual approaches towards particular events employed in both types of newspapers could have been compared - the differences in the discourse of the individual papers and how much attention is devoted to the same event in both newspapers on the basis of the headlines, length of the article and chosen interpersonal means. Everyday engagement with the media, then, is hugely significant and a theoretical understanding of this engagement is crucial (Talbot, 2007).

Concerning the chapter Evaluation, theoretical background for the thesis is predominantly based on Bednarek where the evaluation framework is explained.

1.3.   Structure

In the theoretical part the basic assumptions about the newspaper style are made. The main objective is to analyse the interpersonal meta-function in articles coming from the online versions of The Guardian and The Daily Mirror and what kind of language and expressive elements each of the newspapers uses.

Firstly, theoretical framework describes the journalistic style of writing and news values and then the diploma thesis shows differences between tabloids and broadsheets.

The thesis starts by providing a brief theoretical framework of Halliday's interpersonal meta-function, the distinction between soft and hard news, then the practical part follows. It introduces the source of the materials and the main differences between broadsheets and tabloids.

Secondly, the theoretical part also describes the division of Halliday's meta-functions, the importance of news values and the category of evaluation by Monika Bednarek. Next, the practical part describes typical features of both types of newspaper. For this purpose fifteen pairs on the same topic from both types of the newspaper were chosen. Following this, the texts are divided into sections and a practical analyses to highlight the similarities and differences in style, structure and approach. In my thesis I use the stylistic properties of the articles to expose the values encoded in the text. Later in my thesis I will use the texts to analyse the ways in which a reporter in broadsheets and tabloids make choices in the interpersonal component through various expressions to show how these different ways of writing the news can be achieved through language.

The conclusion compares the similarities and differences between the broadsheets and the tabloids and the final part of this thesis summarizes all the findings.

2. THEORETICAL FRAMEWORK

In the theoretical part I will introduce the newspaper style: that means all its linguistic levels and features which I will later use in my analysis.

The mass media has been viewed as effective source of information about hazards and disasters. It goes without saying that the various media influence public attitudes and help people in emergency situations. On the other hand, the mass media have been often criticized for biased and groundless reports of events. The journalists' viewpoint (which very often does not reflect reality) portrayed in critical situations (disasters, crime etc.) is a very common cause of distortions. According to Bell (1991, 46) up to eight journalists may be involved in the production of a single news story, which may potentially undergo as many versions. The question is how do journalists express their events, people, and situations they report on? Events do not become news because they are significant but, according to Trčková (2014, 32) '*rather because they can be represented according to a culturally-constructed set of criteria.*'

2.1. Halliday's meta-functions

Communication is an interactive process by means of language, language delivers messages from an interlocutor to others. Communication is influenced by the interlocutors. Therefore, it is important to pay attention to how language comprises meanings in spoken or written discourse.

The interpersonal meta-function covers all the ways in which we interact with people through language. This includes the basic mechanisms of interaction such as turn-taking, interruption and also the ways in which we seek to achieve things.

Functional Grammar was mainly developed by M.A.K. Halliday. It is a theory of language centred on the notion of function. Halliday (2000) proposed that language has three meta-functions, the ideational, the interpersonal and the textual. He states that they are 'different kinds of meaning potential that relate to the most general functions that language has evolved to serve' (Halliday, 2002).

Halliday distinguishes three components of the text – field, tenor and mode (1978, 110):

The field is the social action in which the text is embedded; it includes the subject-matter, as one special manifestation. The tenor is the set of role relationshps among the relevant participants; it includes levels of formality as one particular instance. The mode is the channel or wavelength selected…; it includes the medium (spoken or written).

Through the ideational function language users express their opinion. Secondly, through the interpersonal meta-function language users establish social contact. And finally, the textual meta-function brings the previous two together and organizes them in a way that is communicatively effective.

- Ideational meta-function – language is used to describe certain events and personal experience
- Interpersonal meta-function – language is used to interact with others, to express our emotions, to establish and maintain relations with people or to influence others (language serves as a medium). Interpersonal function is when 'we use language to interact with other people, to establish and maintain relations with them, to influence their behaviour, to express our own view point on things in the world and to elicit or change theirs' (Thompson, 2000, 28).
- Textual meta-function – the grammatical systems which are responsible for managing the flow of discourse, the text must be coherent, e.g. it coheres within itself and with the context of situation (when language is in use, playing the above two functions, it naturally forms a text).

FIELD Experiential meta-function	TENOR Interpersonal meta-function	MODE Textual meta-function
Action happening	Who are the participants, their roles	Kind of role the language is playing
Participants engaged	Relationship between the participants	The channel used (spoken or written)

2.1.1. Field

Field describes "the total event, in which the text is functioning" (Halliday and Hasan 1976: 22). Tabloid newspapers certainly do not use the language of journalism as the quality press does. The primarily function of a tabloid article is to attract the reader and the main function of the broadsheet is to inform the reader about the events that have taken place. The headline must be written in such a way that it evokes the interest and persuades the reader to continue reading.

2.1.2. Tenor

Tenor refers to the participants and their relationships, their social statuses, e. g. public or private, formal or informal. The main difference can be found in formality or informality. The tabloids try to be familiar and close to the reader. On the other hand, the newspaper article should be formal because it refers to the audience which is unknown.

The analysis of interpersonal function started a long time ago. Jakobson identified six functions of language (referential, poetic, conative, emotional, phatic and metalingual). The phatic function and the emotive function are mainly interpreted interpersonally through the emotive function language is used to express the speaker's attitudes, feeling and emotions towards what he is talking about. By the phatic function of language people start or stop communication, attract the hearer's attention or build up and maintain social relationships with others.

The word 'meta-function' uses the morpheme 'meta' meaning 'higher' to refer to general functions of language. The interpersonal function plays the role of setting

up and maintaining social relations, and indicates the roles of the participants in communication, interrupting and turn-taking (Halliday, 2002). We also use language to *construe* our experience of the world and our consciousness (the *experiential meta-function*), and to organise discourse and create continuity and flow in our texts (the *textual meta-function*) (Halliday and Matthiessen, 2004). The interpersonal meaning deals with tenor as its situational context. According to Martin (1992), tenor has three aspects, namely status, contact and affect. Status manages social status and social role of the participants. It can be equal or unequal. Affect comprises assessment, evaluation and judgment between participants in a text. Contact investigates the use of language in a text. It explains the familiarity of the language whether the language can be easily understood by all the participants or not.

The interpersonal meaning's roles are to set up and maintain social relations and indicate the roles of the participants in communication (Halliday, 2002). It is about the purposes when language is used to interact. Newspapers have particular power and ideology to influence readers and the whole society. There is disagreement about the extent to which the media reflect or form opinions. Of course, it does not necessarily mean that newspapers are influencing views. People often choose newspapers that reflect their already formed opinions.

2.1.3.   Mode

The channel of newspaper articles is written. The reader expects to be informed about the events he is interested in.

2.2.   Interpersonal meta-function in broadsheets and tabloids

The interpersonal meta-function is very important in this research as it enables the researcher to investigate the roles taken by the editors and how they express their ideology.

While broadsheets and tabloids centre on very similar content, obviously, their purposes are very different. They inform about the case of the news and argue for a particular line of thought on a given situation. Systemic focuses on 'how the grammar of a language serves as a resource for making and exchanging meanings'

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(Lock, 1996, p. 3). That is, it is concerned with the grammatical patterns and lexical items used in text, as well as choices of those items, focusing on 'the development of grammatical systems as a means for people to interact with each other' (Martin et al., 1997, p.1). Certain grammatical structures and certain words do not always make the same meaning; 'the same words can have a different communicative function in a different situation' (Bloor & Bloor, 2004, p.10). Its focus lies on textual meta-function through theme choice and on the interpersonal meta-function, through choices in the system of appraisal, especially through the sub-systems of attitude and engagement.

In my thesis I focus the interpersonal meta-functions to demonstrate the ways in which news reporters writing for the Guardian or The Daily Mirror make linguistic choices to express the news in different ways and different purpose. Bell (1999:236) says, 'Journalists do not write articles. They write stories'. A reporter of the broadsheet presents events that have taken place in an objective way. The reader expects the news article to be straightforward, to present the facts as they are. The purpose of the news story is to give the appearance of objectivity – to report on what other people say. On the other hand, the tabloids are written in such a way that the information presented may or may not be true. Tabloid newspapers evaluate or provide commentary on those events. For purposes of demonstration, I have chosen thirty texts. Each pair of texts (one comes from The Guardian and one from The Daily Mirror) discuss similar subject matter. Some of them, however, are written on the same topic. The pairs of sample texts were published within several days.

2.3.   Journalistic style

Newspaper discourse is characterized by following important features (Bell, 1991):

- the newspaper discourse has multiple creator or designers and a complex process of news writing news should be conceived as a product that derives from organizational structures and professional practices (Bell 1991, 38),
- the news is always an embedded talk and each has its own sender, receiver, place and also time (Bell 1991, 52).

According to Knittlová (2010, 169) the form of newspaper is distinguished according to the target reader. Nord also mentions his definition: Receivers "… texts are primarily addressed to receivers who have specific expectations." (Nord 2001, 80). According to that, we can distinguish two basic types of the newspapers: the quality papers or broadsheets, and the gossip magazines or the tabloids. The certain type of newspapers does not actually address the individual reader but the reader is addressed as a social group. To define the newspaper style I chose the definition by Galperin (1971, 307) that "the English newspaper style may be defined as a system of interrelated lexical, phraseological and grammatical means which is perceived by the community speaking the language as a separate unity that basically serves the purpose of informing and instructing the reader".
The main purpose of the newspapers, both the broadsheets and the tabloids, is to inform the readers as quickly as possible about events which happened around the world. Journalistic (newspaper) style belongs among functional styles. Newspapers, together with the other media – TV, radio, internet or the magazines belong to publicist style – they all provide public with the latest news. As for the definition of the newspaper style, it is said "the English newspaper style may be defined as a system of interrelated lexical, phraseological and grammatical means which is perceived by the community speaking the language as a separate unity that basically serves the purpose of informing and instructing the reader". Galperin (1971, 307)

Each news story has its own sender, receiver, and setting of time and place (Bell, 1991). News style is also controlled by some other general factors after (Van Dijk, 1988a, 74):

- News is a written type of discourse which qualifies the general limits imposed by written or printed texts.
- It is confined by the possible topics of news discourse i.e. politics, either at a national or at an international level, military conflicts, social concerns, violence, disasters, sports, artistic creations, science and issues of human interest in general.

- It is usually restricted to a formal communication style. It is every day, common, spoken language is deemed inappropriate, and only admitted within quotations 'at least in the broadsheets.'

- It is affected by time and space constraints. Its deadlines require fast writing and editing. Syntax and lexicalization must be of routine/ daily life to some degree. The fixed patterns of sentences are taught by journalism textbooks. Its room requires a condensed writing style to avoid repetitions. Sentences are crowded with much information in relative clauses; and nominalizations 'which capture whole propositions' are also significant.

- It is influenced by the specifics of printing and layouts. Last but not the least, mass media outputs appear periodically and are accessible to a large audience (Jucker, 1995).

According to Trčková (2014) newspapers provide particular ways of representing reality and also have the power to construct social relations between the participants.

2.4.   The role of the Internet

The end of the twentieth and is marked by the influence of the Internet. The Internet has become the most influential media in the whole world. It has already been stated that the Internet plays a significant role in our lives. Generally, the Internet and technology has improved the processes of identifying stories that are newsworthy. Its effect on news reporting is revolutionary. No longer are there any gatekeepers to information because the cost of distribution has, thanks to the Internet, completely disappeared. It has brought big change in communication as it can be accessed all over the world (which was unthinkable before the Internet arrived). The information presented not only in the news media but also in other webpages can be updated or replaced with another information. According to Askehave and Nielsen (2004) World Wide Web should be seen as a part of web genres.

With the access to the Internet every day there is a stronger tendency to read the papers online. However, there are still people who prefer to buy the printed form of their favourite papers. One of the biggest advantages of online newspaper

is that they are updated immediately when something happens or a new piece of information is added to what has already happened. While reading an article online, there are several links in the text or at the bottom of the webpage, concerning the events or information which had happened before and which are associated with the particular topic.

In the online versions of the newspapers, there is usually a place below the article to provide the reader with the opportunity to present his/her opinion. When comparing a popular press to a broadsheet, the tenors of the articles show big differences. The Daily Mirror chooses colloquial language. Casual language is chosen to evoke an informal atmosphere and to be nearer to the reader. The Guardian, on the other hand, presents impersonal atmosphere, uses standard language.

2.5. The role of hypertext in the news media

The following part of my thesis traces the role of hypertext and its role in newspaper discourse. More specifically, this chapter focuses on the newspaper consumers because the hyperlinks in news content lead to additional information of which they were not aware. This connectedness by links creates a hypertext system which is defined as a '*system of non-hierarchical text blocks where the textual elements are connected by links'* (Askehave and Nielsen, 2004:14).

By using the hyperlinks in the news media the journalists offer possibilities of access to other webpages, emphasize intertextuality and last, but not least, the journalists offer the possibility of active participation of the reader. There are many advantages of hyperlinks, e.g. offering a variety of association with other texts published previously. When using the hypertext, the online newspaper provide context for the event which has happened (by opening other sources on internal or external webpages) and they organise the news.

Most news organizations often provide support and background information to published articles, 'placing news events in a thematic frame' (Coddington, 2012). Hypertext is text with references (called hyperlinks) to other text that the reader

can immediately access.[1] Hypertext articles are interconnected by hyperlinks, which are typically activated by a mouse click. By connecting people to more information, hyperlinks can help the news readers to find more information and learn more about important issues.

Hypertextuality presents a dynamic way of reading as it respects readers' individual choice. Newspapers are inherently intertextual and they create a hypertext system. The reader chooses his or her path according to their interests and needs. Hyperlinks are useful for understanding the degree of connectivity between websites, and for mapping the flow of information (Weber and Monge, 2011).

Hypertextuality is to a certain extent related to intertextuality (intertextuality is text-generated, whereas hypertextuality is reader-generated) and makes the text more coherent to readers. Intertextuality allows a large quantity of information to move freely within interconnected network (i.e. newspaper media and other sources). Intertextuality means the extent to which messages are linked with each other. The linking on the online newspaper is done by hyperlinks (either internal or external hyperlinks). The readers decide which link they like to click on (if they want to continue reading and search for more information about a particular event), they can choose where to continue reading. 'For readers with general reading goals or trying to get an overview, the text could be presented as a single path through the text. For readers trying to find specific information, the text could provide search capabilities and appropriate background context of any relevant items.' (Foltz, 1996:19). The major reason for news websites to refer outwards to other web pages is a way of providing context or support to a story they are publishing.

There are contextual factors are as follows: economic, demographic, geographic and political.

News media use various strategies to introduce hyperlinks. 'Hypertext readers' can be divided into groups, e.g. most popular section, which lists the most frequently visited pages or recommended websites which is based on the story of the topic and/or of the reader's behaviour on the Internet.

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[1] "Hypertext" (definition). Marriam-Webster Free Online Dictionary. Retrieved November 23, 2017.

The hyperlinks presented in the analysed corpus are frequently internal, i.e. referring to the same newspaper. The other hyperlinks include news journals or various magazines. The whole hyperlink network provides a great support for the news media.

Tomášková (2009, 128) discusses readers and their reading techniques and explains that 'readers repeatedly go back to the same page (looping), jump from one place to another without any recognizable plan (jumping), instead of a close reading they prefer to pass through the text superficially and quickly (skimming)'.

In conclusion, hyperlinks are a big part of the World Wide Web. Interactivity is considered to be the core of online newspapers. The process of news production consists of several steps like collecting, selecting, editing and transforming material (Fairclough 1995b). The hyperlinks contribute to the flow of information as they enable the reader to trace back the news reporting. They serve as a useful tool in understanding the degree of connectivity between websites. They provide a personalized path of news reading. The importance of hyperlinks is very high due to their ability to provide facts and direct sources which support the credibility for news stories.

They also aim at different groups of readers: they make difference between those readers who are interested only in the headlines and those who are more interested in particular articles because hyperlinks the reader context and depth. They enable the writers to tell a story in its complexity, i.e. they can add the links which are connected with the particular topic. In case of breaking news they give further information. This is not possible with the printed version of papers. In that case the whole story is packed into one narrative. When reporting online, the journalist can break a complex story into a narrative with links to similar stories and background. Journalists often depend on information their colleagues have already reported. There are two main reasons why journalists draw upon official sources (Fairclough 1995b). Firstly, it saves time and effort (Fowler, 1991, 21). Secondly, Allan (2010, 21) states that '*the relative authority and prestige of these sources helps to enhance credibility of the journalist's account*'.

2.6.   Evaluation

Trčková (2014, 34) states that by *'portraying social reality in a particular way and imposing world views newspaper media have the power to shape the way readers understand and evaluate events and phenomena.'*

Evaluation is a very significant element of our lives because it serves as a device for interpreting the world and offering this evaluation to others. The importance of evaluation also derives from its multi-functionality: it construes the relationship between the author and the audience and to organize the text (Thompson & Hunston, 2000).

Monika Bednarek (2006) analyses the phenomenon of the writer opinion. She adopts Thompson and Hunston definition of evaluation. She identifies this set of values as evaluative parameters (a term adopted from Francis 1995). She assumes that writers can evaluate aspects of the world as:

- Good or bad (the parameter of emotivity)
- Important or unimportant (the parameter of importance)
- Expected or unexpected (the parameter of expectedness)
- Comprehensible or incomprehensible (the parameter of comprehensibility)
- (Not) Possible or (not) necessary (the parameter of possibility/ necessity)
- Genuine or fake (the parameter of reliability).

'Core evaluative parameters relate to evaluative qualities ascribed to the entities, situations or propositions that are evaluated' (Bednarek 2006, 3).

I will apply evaluation to study the differences between tabloids and broadsheets. In my thesis I concentrate on the online media, in tabloid Daily Mirror and broadsheet press The Guardian. The corpus on which my analysis is based consists of 30 news stories taken from newspapers. Fifteen come from the Guardian and fifteen come from The Daily Mirror. I have chosen to keep the subject matter constant in both types of newspapers so that the corpus consists of fifteen topics that are reported in each of the two newspapers.

Some of the events are negative, therefore negative evaluations appear. They are materialized by the employment of emotionally-coloured words. The force of the evaluations is intensified by two means: the use of intensifiers and the

employment of adjectives involving high degrees of intensity (Martin and Rose, 2007).

2.7. Discourse orientation of the participants (producers and the audience)

Participants of the text might be placed in the foreground as well as in the background (present in the text only implicitly).

Fairclough (1995a, 106) divides degrees of presence in the following way: absent, presupposed, backgrounded and foregrounded. Things which are presupposed are implicitly present in the text, part of its meaning and things which are explicitly present are foregrounded or backgrounded.

The discourse may be either reader-oriented or writer-oriented. This part of the thesis provides a deeper look at the role of the producer of the text and its audience. Through the interpersonal meta-function the participants establish their position in social relationships. Halliday (1970) says that the participants involved in the discourse are primarily the author and the reader.

When the author starts with speaking to 'you'

The reader can be put forward, mostly via the personal pronoun 'you'. For certain readers is simulates private atmosphere. Dušková (2008) explains the distinction between generic you and second personal pronoun – meaning the individual person. That is the way how the author of the article communicates with his audience or with the reader as an individual. The producer of the text is simply on his level when he speaks closer to him using the personal pronoun.

For example, when advertising, pronouns help to personalise products and producers and their relationship with the consumer. Li (2002) expresses an opinion that 'you' creates a dialog in the speech and maintains a close relation between the producer of the text and the audience. For example, an advertisement could sound as follows: 'You can afford to buy a new car. '

The strong presence of the author tends to be implicit in the field-dominated text. These texts involve those ones which are focused on the presented information and the author's opinion remains in the background. On the other hand, there are

texts where the author's voice is expressed by the pronoun I (author's self-mentioning).

2.8. Context

One of the most important factors that must be considered in an analysis of news stories is their communicative context, or 'production format' (Goffman 1981, 145). Context is viewed as the missing element in reporting today and something that the audience not only needs, but according to this group of thinkers, wants. Context is what the journalists take for granted when they're writing, because they assume that their readers already know - the background information necessary to fully understand the latest development in the article. Context refers to the words and sentences that surround any part of a discourse and that help to determine its meaning. It includes the social setting and the status of both the author and the person who's addressed. The situational context encompasses the things we see around us and we experience and the social context is about the background knowledge of the world, what people know about each other. (Paltridge 2006, 54)

In order to be able to properly analyse the piece of discourse under consideration, we need to take account of the context in which it occurs. The context covers the background to the utterance. Among addresser, addressee, setting (time and place of the communicative event), code (what language, or dialect, or style of language is used), message- form and event, Hymes (1986, quoted in Brown and Yule 1989) identified another feature/category of context, namely topic, which is defined as what is being talked about. "The notion of 'topic' is clearly an intuitively satisfactory way of describing the unifying principle which makes one stretch of discourse 'about' something and the next stretch 'about' something else" (Brown & Yule 1989, 70).

The producer of the text is called the writer and about the recipient is the reader. Hymes calls the participants addressor and addressee.

According to Hymes, "knowledge of the addressee in a given communicative event makes it possible for the analyst to imagine what a particular person is likely to say.

Knowledge of his addressee constrains the analyst's expectations even further.

The readers of the quality newspapers are better educated than those of the popular press.

The broadsheet newspapers address different readerships than the popular newspapers, they are distinct in language and content. They are largely concerned with politics and economics. On the contrary, tabloids cover less politics and they aim more at human interest stories. Both types of papers also differ in political orientation.

Talbot writes that in a "particular discursive event does not happen in social vacuum; it is shaped by situational, institutional and social structures." Then Talbot adds that the cues to those meanings "are interpreted with the help of other resources beyond the text. A text only has meaning when it is engaged with, but its formal features impose constraints on what it can mean, on how it can be interpreted." (Talbot, 2007)

Halliday (mentioned in the previous chapter of my thesis) mentions context as a vital feature in language analysis because every act of communication functions in context of a particular situation. Halliday presents three meta-functions: field, tenor and mode; those he defines as "sets of related variables, with ranges of contrasting values." The interpersonal meta-function resonates with tenor and refers to the participants of the situation and focuses on the roles the play in the socio–semiotic activity.

Bednarek uses the term context to refer to the textual, the situational and the socio-cultural environment of linguistic expressions, although it is mostly the textual environment that is particularly significant (Bednarek, 2006, 10)

2.9.   Soft and hard news

The basic distinction of news types is hard news and soft news. Soft news is often defined as human-interest pieces of journalism. On the contrary, hard news is in most cases used to inform the public of events which may could have some impact on citizens. Let us look at the deeper characteristics of these two types:

2.9.1.   Hard news

The hard news opening is most typically constituted of a headline and an opening sentence (the lead). The headline and opening sentence represent a single unit because, in most cases, the headline exactly repeats the information given in the lead. Hard news report presents the idea that model examples of such texts are "neutral". They report "just the facts" and they employ what is referred to as the "inverted pyramid" model. The descriptions of the inverted pyramid structure provide the journalist with two claims:

1. The news stories begin by providing a summary of the event and
2. Chronologically ordered reconstruction of what happened, e. g. the most important information comes first and the less important information comes after (Richardson 2010, 62)

'Hard' news has been defined and characterized in several ways. Limor and Mann (1997) note that it usually involves political, economic or social topics. 'Hard' news demands immediate reporting because they are important. Hard new generally refers to up-to-the-date news. On the contrary, Smith (1985) takes different approach, he states that 'hard' news remains relevant for a significant period of time.

The lead on a hard-news story is called a "summary lead" because it summarizes the main points about what happened. When writing a hard news story, the journalists use a clean writing. The article may start with a lead which consists of the journalists 5 W's (where, when, to/by whom, and why). The lead must be simple and as brief as possible as it gives the readers the information they seek.

Hard news is a narration. A hard news story must report the relevant statistics, it must describe how many (persons, things etc.) there are, where they are, and what they're doing etc.

The beginning of a hard news story firstly describes the most important, the end of the story comes first. Given a schedule of facts to arrange in the form of a newspaper article, the writer selects the most important fact or climax of the story and puts it at the beginning. The second most important fact comes second, the third most important fact third and so on. (MacDougall: 1987). It is typical for a broadsheet covers all the important events of the day. Hard news is event – centred, e.g. reports on government announcements, politics, war, economics and crime international events, various ceremonies etc.

2.9.2. Soft News

It is 'typically more sensational, more personality-centred, less time-bound, more practical, and more incident-based than other news'[2] said scholar, Thomas Patterson.

Soft news has little personal importance that is the reason why it can be reported at any time. A soft news story often involves: gossips and/or human interest stories. Entertainment news is perhaps the most popular component of soft news with the famous personalities becoming more popular and interesting than other news stories.

The soft news serves as a background information or human-interest stories. It has a low level of informational value. The rise of the popularity of entertainment comes probably as a result of the idea of the celebrities in today's society. Many people read about the shocking life of the rich people as a way to keep in touch with social trends. The entertainment news, as a whole, is becoming more of a priority for the public.

Soft news have sensationalist elements regarding famous personalities, or they are based on a specific event.

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[2] http://shorensteincenter.org/wp-content/uploads/2012/03/soft_news_and_critical_journalism_2000.pdf (Accessed 17 November 2017)

Summary

It is difficult to distinguish a boundary between what might be considered hard and soft news. It can be difficult to tell whether the certain article is about the importance of the person in society or only a lifestyle story.

The main difference between hard and soft news is the tone of presentation because a hard news story takes a factual approach. What happened? Who was involved? Where and when did it happen? Why? On the other hand, a soft news story tries to amuse or advise the reader.

The difference between hard and soft news is important because it helps the reader to develop a sense of how news is covered. It also enables the reader to choose news media because different sorts of news media publish different sorts of stories.

3. PRACTICAL PART

3.1.   Characteristics of analysed papers

By the 19th century, newspaper language was recognized as a particular variety of style, characterized by a specific communicative purpose and its own system of language means.

Newspaper is a device used to discuss about many things from current world news to sports, entertainment, life or business.

A modern newspaper has four main functions:

- to inform – reports news,
- to serve – to provide accurate information, such as weather forecast or daily news from the whole world
- to entertain – comedies, humorous stories, cartoons
- to interpret – additional information which helps the readers understand events and their impact on society

In the world of journalism, there are two main formats for newspapers – tabloids and broadsheets. These terms refer to the size of the papers, but both formats show huge differences. The Daily Mirror and The Guardian are considered left-wing papers and they are associated with liberalism and liberal parties.

On the other hand the right-wing papers are associated with conservative parties. For example the right-wing tabloids are The Sun or The Daily Telegraph.

In my thesis I will focus on The Daily Mirror and The Guardian.

3.1.1.   Layout of the webpages

Although the websites of the newspapers generally do not show big differences, some differences can be found between the websites of The Daily Mirror and The Guardian. The most remarkable one is the number and function of the photos. The Guardian shows no more than one picture for each text. On the

other hand, there are a lot of pictures in the Daily Mirror. In both cases it can be said that the picture supports the idea of the story.

Another big difference is the change of headlines. It is obvious that headlines in The Daily Mirror are shorter than those in The Guardian. In the Daily Mirror, the headlines are bigger, colourful and bold. Headlines are made to be easily recognizable at first sight: they are bold, written in italics, coloured and (sometimes) in capital letters. Crystal (1973, 174) says that the function of headline is complex and it has to contain a clear message to spark interest in the potential reader.

The online version of the newspapers gives the reader the opportunity to share his thoughts and pass the comments. There is usually a space below the article where the reader can post his comments or questions. Other possibility that the Internet gives the reader is that he can read an up-to-date article. The article does not need to be rewritten but only updated and the date, together with the exact time, is placed usually below the headline. A great advantage of online version of printed media is the possibility to add a video to the article.

3.1.2.   The Guardian

The Guardian which was founded in 1821 is a left-wing newspaper which originated in the North and became a national broadsheet in the 20th century. It is closest to the Liberal Democrats and social-democratic. It offers a wide variety of info on arts, books, films and education. The Observer is its Sunday version. Its readership is generally on the mainstream left of British political opinion.

3.1.3.   Daily Mirror

Daily Mirror belongs to the daily tabloid 'red top' newspaper which was founded in 1903 and it is run by the Trinity Mirror Group. From 1985 to 1987, and from 1997 to 2002, the title on its masthead was simply The Mirror.it is a left-wing newspaper that has supported the Labour Party. Its Sunday sister paper is the Sunday Mirror. As it was said, this is tabloid so it attracts readers by publishing "guaranteed" information about affairs of any kind, revelations, confessions and

gossips which are inset with news of a serious matter, but which have to be alerting. Informal style prevails with tendencies to exaggerate.

3.2.   Tabloids vs broadsheets

Broadsheets and tabloids have their own style recognizable from the others. Crystal and Davy (1969, 18) describe it as "study o f a language's writing system, or orthography, as seen in various kinds of handwriting and typography." Their purpose is the same: to give information to the reader. The intention of the quality papers is mostly to inform the public, let them be aware of events happening within the country or abroad. On the contrary, the tabloids aim is simple: to shock the reader. They have the tendency to dramatize and provide trivial stories. The more shocking and "revealing" the article is the better. People love scandals, tragedies or various affairs. The audience is different and the producers of the texts are aware of this fact. Therefore they adjust the style and the topics to the target group. Thus broadsheets are larger sized print-outs, more pages, factual, etc. and the tabloids use large and colourful headlines.

Concerning the process of news consumption, reading a newspaper constitutes an active and creative process (Fowler 1991, 43). The readers of both tabloids and broadsheets actively interpret the absorbed text.

3.2.1.   Broadsheets

Broadsheets are considered serious or quality press. The layout has usually no colour or the colour is limited and it uses smaller font and subtle images. There are longer articles and the number of pictures is limited. Therefore, reader is supposed to select only articles that he or she is interested in and not all of them. (Tunstall 1996)

The headlines are more serious and focus on the main and shocking point, they do not make jokes and try to capture the facts of the story. The focus is on the main issues of the day, mainly in politics as well as international news. "Matter-of-factness is an expression of an effort to stay objective" (Urbanová 2008, 74). Advertisements are the main source of financing. Broadsheets mostly offer the

readership serious news. That includes serious financial and political news. It also includes art, sport and entertainment part.

On the contrary, tabloids are considered popular press. This type of newspapers often has a dramatic effect. The contents of tabloid are mainly made up of images which catches reader's attention. They are smaller in size. They have a bold layout, the front page is colourful. There are usually large images and shorter articles which are easy to read. Tabloids tend to use slang in their writing style. It also uses large font which fills majority of the page and it is eye-catching.

The focus lies on controversial or dramatic stories, they are not factual and they aimed at the life of various celebrities. They also tackle serious issues but their approach is different.

In general, there is another very important difference between tabloids and broadsheets: the way they uses language and tone. The broadsheets use a more formal style and they appeal to reason. On the other hand, tabloids use much more colloquial. The tabloids generally tend to contain information on matters such as entertainment and fashion, while broadsheet are devoted to news on serious matters such as politics, government, business and industry.

3.2.2.   Tabloids

The British popular tabloids have a long and colourful history, which impacts on the way that they are discussed and read today. Tabloids can be found everywhere: aboard of the trains, cafés, pubs, buses, waiting areas, restaurants and pavements. The headlines of these reports are such that would appeal to the readers' curious minds so that they are influenced to purchase the product. The content of the tabloids is controversial. They [the tabloids] are illiberal, reactionary, negative, pessimistic and infected with a sentimentality which appeals to readers' emotions rather than their intellect. They appeal to the basest of human instincts.[3] The potential reader is influenced to purchase the product because it appeals to his curious mind. Fairclough (2003, 23) calls newspaper

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[3]**Religion in the Media: A Linguistic Analysis** By Salman Al-Azami

reporting a social practise to create a product that can attract its readers based on their research on what the readers want.

The recognizable features of the tabloids include the typically sensationalist and personalised news style. The design of tabloids forces readers to go through all the pages which is the main aim of this type of newspaper. (Tunstall 1996)

The boundaries between private and public are blurred, often offering paparazzi coverage. Despite the controversy of tabloids, they are very popular. The reason might be that the language used in this type of newspapers is very close to spoken English. In the articles they inform about every detail (rely on peoples' observations) required to chock or bemuse.

Tenor, as already mentioned, refers to the participants, to their relationship and their attitudes. The main difference lies between formality and informality and public and private communication.

In newspaper media, the participants of communication do not know each other. As Thompson (1990, 15) points out, *'mass communication institutes a fundamental break between the producer and the receiver* which means that the recipients have little capacity to intervene to the communicative process.' Despite this, there are various researches that inform the authors about the target group of readers.

The language of The Daily Mirror and other tabloids tend to be familiar even though the language of newspapers is often formal because of the distance between the author and the audience. The Guardian, on the other hand, uses rather formal as it is a public means of communication and refers to the audience which is in the majority of cases unknown.

DAILY MIRROR	THE GUARDIAN
Short paragraphs (usually one or two sentences), there is a lot of paragraphs in each article	Longer paragraphs (containing more than 3-4 long sentences)
Direct headlines, eye - catching	Impersonal headlines
The text contains videos, photos, colours	The text contains videos or photos when it is needed
Short sentences containing no more than one subordinate clause	Long and complex sentences
Popular press	Quality press
Aimed at lower social groups	Aimed at higher social groups
Less in depth reporting	Detailed reports
'stories of human interest'	Serious headlines rather than making jokes

3.2.3.   Graphics of the articles

There are many differences between the graphic of the broadsheet and tabloid. The Daily Mirror is a type of newspapers giving the news in condensed form, usually with illustrated and sensational material. The Daily Mirror usually tries to catch reader's attention by big, coloured and scandalous headlines. The article usually starts with a lead which summarizes the basic information about the article. They are in bold too as well as leads summarizing the principal message. The whole article is full of graphical features. Words written in bolds stress some important information. Tabloid´s article is very often divided into many paragraphs containing one or two sentences. The article is then very long but easy to read. The Daily Mirror also uses inverted commas and dashes quite often. In most of the cases, when inverted commas were used they naturally expressed direct speech. The Daily Mirror uses some special kind of shorten direct speech, when usually only a word or two are put into inverted commas.

On the other hand, the article in the Guardian does not show special graphical devices. There are no bold words, capitals or other devices. The article puts stress

on the information itself and that is probably the reason why the journalists leave the article without the graphical devices which are used in the tabloids. The division into paragraphs is a little bit different from The Daily Mirror. The number of the paragraphs is lower, but they are much longer than in the Daily Mirror. They also contain more sentences.

3.3. Introducing the texts

The texts chosen for analysis are fifteen newspaper articles coming from The Guardian and another set of fifteen newspaper articles coming from The Daily Mirror.

The structure of the sentences is single in the majority of the paragraphs. The headline is written in large bold script. More specifically, the texts come from various fields of reporting, e.g. politics, astronomy or healthy lifestyle to mention just a few. The channel of communication for all the articles is a written text. In the Internet version of the newspapers, there is usually a place below the article to provide the reader with the opportunity to interact. When comparing a tabloid newspaper to a broadsheet, the tenors of the articles show big differences. The Daily Mirror chooses colloquial and slang language. Casual language is chosen to evoke an informal atmosphere and to be nearer to the reader. The Guardian, in contrast, presents impersonal atmosphere and uses standard language.

3.4. Length and structure of the articles

According to Bell (1991, 149), there are parts of news articles which are described as a personal narrative. Bell described the following six elements:

1. Abstract - the introduction to the story (the headline and the lead). It is a summary of the main action and the abstract serves as the establishing part of the story.
2. Orientation – the very first paragraph of the newspaper article. It tells the reader the basic facts like 'who', 'what', 'when' and 'where' are introduced.
3. Evaluation – what is being told through the article.
4. Action – sequence of events. They are not written in chronological order, instead, the result is placed before the action which caused it.

5. Resolution – the result is told at the beginning of the story.
6. Conclusion – sometimes, there are similar experiences mentioned.

The first sentence should not discourage the reader, therefore it should be simple so that the reader will keep on reading. Sentences should be not very long for the sake of simplicity and clarity (Knittlová, 1977, 77). For the tabloids it is typical to use shorter sentences in the whole articles. On the other hand, long sentences are used in the articles where specialized themes are discussed, e.g. technical topics, astronomy, medicine, etc., these are the articles which are not written for the 'average audience'.

The differences between two articles (being one broadsheet and one tabloid) revealed the greatest difference in their interpersonal meaning. Each pair of texts have similar or the same topic. Some readers can perhaps see the content of the story as a reflection of the mentality of nowadays society. (e. g. the articles about obesity or healthy food).

All the newspapers show certain characteristics: the newspaper media use attention-seeking photos, key words and catchy headlines. The value of the information is 'attached to its place', we speak about the placement of elements (e.g. the inverted pyramid model of which I speak later on).

3.4.1. Paragraphs

The following part of the thesis describes paragraphs in newspaper as it is another element that distinguishes the tabloids and the broadsheets.
Newspaper articles are always divided into paragraphs. Division into paragraphs makes a logic structure that is why they are associated with administrative style. One of the purposes of a paragraph is naturally the simplification of the reading. As Galperin (1971, 197) explains, "a paragraph is a graphical term used to name a group of sentences marked off by indentation at the beginning and a break in the line at the end."
Of course, there are differences between paragraphs in both types of newspapers. Text is divided into several paragraphs in order to ease the reading and make the text more eye friendly. Without paragraphs the reader would got lost in the text or it could discourage the readers from reading. It helps the reader to not to get lost

within the text and the structured text helps him to orientate in the article. The paragraphs in the article must be coherent – they have to make sense as a whole. Firstly, it is the headlines which arises the interest, then the lead introduces the story, next, the story itself is presented (sometimes described into detail) and finally there is a conclusion.

Long paragraphs are typical for broadsheets – their audience is used to read long sentences in long paragraphs. On the contrary, tabloids use short paragraphs with short sentences. Quite often there is one paragraph which contains only one short sentence.

The newspaper article starts with an opening paragraph. The traditional news introductory paragraph, still the dominant form, has two related purposes. Firstly, it engages the reader and secondly, it summarises the main ideas about presented in the article. The structure is known as the "inverted pyramid" model. The introduction of the article consists grabbing aspect of the story. It is a crucial part of the article as it sets the tone for what follows. Confusing or misleading introduction might bore the reader.

The first sentence of the article declares what is the newest and the most interesting. Last but not least it states why the story was published. The best introduction contains one main idea and forces the reader to read on.
After the introduction the journalist is amplifying the story, he adds news information and provides details, explanation and quotes. Quotations prove the objectivity of information and the documentary pattern (Knittlová 1977, 81).
Quoting ordinary people (not the famous people, e.g. president), shows human face of the happening. According to Trčková (2014), establishing of the victims as ordinary people leading ordinary lives makes the readers identify with the people affected by the event. "Hearing from the 'man or woman on the street' means we can relate to the quote more than when 'elite' sources (e.g. the prime minister) speaks and it renders the issue personal" (Bednarek and Caple 2012, 53). According to Trčková (2014), eyewitness stories have also significant emotional appeal as they provide first-hand experience and thus bring the events closer to ordinary people's lives. As Fairclough (1995b, 164) states *the relevance of stories to everyday life is a vital factor in their appeal to audience'* and the evocation of the *'it could happen to me feeling'.*

There is a significant difference between the direct and indirect quotation. Direct speech emphasizes the feeling that the information must be true whereas indirect quotations tell us that the author of the article added his own ideas.

To sum up, news stories are about providing information, and there is nothing more frustrating for the reader than finishing a story with unanswered questions still hanging. Paraphrasing speeches is another method how to focus on the main points and make them shorter and more comprehensible. Sometimes the direct quotes are crucial because they provide precision and actuality. The quotes which are short and direct not only change the pace of a story but they also introduce personal experience and add colour to the text.

Summary

The Guardian seems to have less paragraphs, whereas The Daily Mirror has a large number of paragraphs in each article. The tabloid newspaper is easier to read because the text is divided into shorter sections and also shorter sentences. There are examples where the paragraph consists of one simple sentence only.

The distinction lies also in the usage of formal and informal vocabulary. The newspaper style is formal, because of the distant relationship between the writer and the reader. Therefore it should avoid colloquial expressions and slang. However, The Daily Mirror tries to approach the language to the taste of its readers. The tabloids usually aim at lower class of population and use more informal vocabulary than the broadsheets do.

The tabloids tend to incline more to using colloquial language. The degree of informality can be measured e. g. by frequency of phrasal verbs.

3.4.2.   Change of headline

Van Dijk (1988:142) talks the importance of headlines, saying that the 'interpretation of the headline may lead to a decision to continue or stop reading the rest of a news report.'

Headlines and leads are highly important because they define the most relevant information of the news. The headline has two functions: firstly, it provides

information (or can sometimes summarize the latest news) and secondly, it can sometimes summarize the latest news while attracting the attention of potential readers. Analysis of newspapers does not involve reporting styles but also headline styles since both of them show the aim of an individual paper. They have to be easily readable and they need to be simple in order to catch reader's attention. The choice of the words for a headline depends on the type of newspaper.

Firstly let us write out all headlines from both newspapers.

The Guardian

Royal Mint presses last batch of round £1 coins, Lost in space: debris shield bag floats away from astronauts during ISS spacewalk, The Guardian view on President-elect Donald Trump: a dark day for the world, 'Like living on a waking dragon': New Zealanders count cost of earthquake, Watch out for the supermoon that will set a 68-year record, Goodbye Obama, hello Trump: how will the presidential handover work?, Obama sets off on farewell trip to Europe in shadow of president-elect, Veg crisis, what veg crisis? If we can't have courgettes, then let us eat kale, Cauliflower prices slashed as UK's warm weather leads to glut, Too much sugar, salt and fat: healthy eating still eluding many Britons, Supermarkets must stop discounting unhealthy foods to tackle child obesity, say MPs, Cyclone Debbie: police fear fatalities with extent of damage unclear, Best photos of the day: Putin and a thirsty chimp, Ivanka Trump to become White House employee instead of informal adviser, Beijing hit by dirty smog but observers say air is getting better

The Daily Mirror

When does the old £1 coin expire? Brits only have hours left to cash in round Pounds before they become void, Space junk is 'one of humankind's greatest environmental challenges' - and could hinder future space travel, Barack Obama promises 'smooth transition' with Donald Trump team after shock election result, New Zealand earthquake damage will cost BILLIONS, Prime Minister John Key says, Supermoon 2016: Once in a lifetime sight to be brightest in almost 70 years tonight, What time is Donald Trump's inauguration as President? Who is

attending and all you need to know about the schedule as he takes office in 2017, What special relationship? Barack Obama says GERMAN leader was his 'closest partner' as President, Lettuce rationed as veg crisis deepens - and it's the tip of the iceberg with panic buying predicted, UK weather: Temperatures soar as Britain basks in hot air from Iberia - but it won't last long, Assault on salt. The hidden dangers in your so-called 'healthy' foods', Experts say 10% subsidy on fruit and veg would help fight obesity and could save £7.2BILLION, "Don't go into the flood water": Huge man-eating shark found on road as Australia is battered by Cyclone Debbie, Russia's Vladimir Putin shares latest photos of himself doing 'manly pursuits' as corruption protests grip his divided nation, Donald Trump's daughter Ivanka becomes unpaid White House employee, Thick smog and air pollution covering Beijing's tallest building captured on 3D camera

	Date, Year	The Guardian	The Daily Mirror
1.	December 2015	Royal Mint presses last batch of round £1 coins	When does the old £1 coin expire? Brits only have hours left to cash in round Pounds before they become void
2.	November 2016	Lost in space: debris shield bag floats away from astronauts during ISS spacewalk	Space junk is 'one of humankind's greatest environmental challenges' - and could hinder future space travel
3.	November 2016	The Guardian view on President-elect Donald Trump: a dark day for the world	Barack Obama promises 'smooth transition' with Donald Trump team after shock election result
4.	November 2016	'Like living on a waking dragon': New Zealanders count cost of earthquake	New Zealand earthquake damage will cost BILLIONS, Prime Minister John Key says
5.	November 2016	Watch out for the supermoon that will set a 68-year record	Supermoon 2016: Once in a lifetime sight to be brightest in almost 70 years tonight
6.			

	November 2016	Goodbye Obama, hello Trump: how will the presidential handover work?	What time is Donald Trump's inauguration as President? Who is attending and all you need to know about the schedule as he takes office in 2017
7.	November 2016	Obama sets off on farewell trip to Europe in shadow of president-elect	What special relationship? Barack Obama says GERMAN leader was his 'closest partner' as President
8.	February 2017	Veg crisis, what veg crisis? If we can't have courgettes, then let us eat kale	Lettuce rationed as veg crisis deepens - and it's the tip of the iceberg with panic buying predicted
9.	March 2017	Cauliflower prices slashed as UK's warm weather leads to glut	UK weather: Temperatures soar as Britain basks in hot air from Iberia - but it won't last long
10.	March 2017	Too much sugar, salt and fat: healthy eating still eluding many Britons	Assault on salt. The hidden dangers in your so-called 'healthy' foods'
11.	March 2017	Supermarkets must stop discounting unhealthy foods to tackle child obesity, say MPs	Experts say 10% subsidy on fruit and veg would help fight obesity and could save £7.2BILLION
12.	March 2017	Cyclone Debbie: police fear fatalities with extent of damage unclear	"Don't go into the flood water": Huge man-eating shark found on road as Australia is battered by Cyclone Debbie
13.	March 2017	Best photos of the day: Putin and a thirsty chimp	Russia's Vladimir Putin shares latest photos of himself doing

			'manly pursuits' as corruption protests grip his divided nation
14.	March 2017	Ivanka Trump to become White House employee instead of informal adviser	Donald Trump's daughter Ivanka becomes unpaid White House employee
15.	March 2017	Beijing hit by dirty smog but observers say air is getting better	Thick smog and air pollution covering Beijing's tallest building captured on 3D camera

From the chart above we can easily figure out how The Daily Mirror and The Guardian differ considering headlines. The headlines are striking and immediately get the reader's attention. The headline must be short and brief in order to encourage the potential reader.

The Guardian shows different results. The reason might be that they have their regular readers and do not need to seek the attention of the potential reader. The regular reader simply reads his or her favourite newspaper every day. The aim is to inform about the most interesting events which have recently taken place in the whole world.

As to the length of headlines, there is a tendency to produce medium to long headlines. Some of the headlines are more developed (which is very interesting for the tabloid The Daily Mirror). The register of the headlines affects the objectivity of the newspapers.

The headline words are usually short to save space which is often limited, but they also have to fulfil their main function – they draw attention and manipulate the reader. The Daily Mirror and The Guardian are different types of newspaper, therefore there are also individual linguistic devices that are used in these headlines. Some of the devices are typical for the tabloids, and some of them are typical for the serious press.

The chart below compares the length of the headlines

	The Guardian	The Daily Mirror	Comparison	
1.	9	21	shorter	-12
2.	13	16	shorter	-3
3.	13	13	the same	0
4.	12	12	the same	0
5.	11	15	shorter	-4
6.	10	26	shorter	-16
7.	12	14	shorter	-2
8.	15	18	shorter	-3
9.	10	18	shorter	-8
10.	12	11	longer	1
11.	12	16	shorter	-4
12.	10	19	shorter	-9
13.	10	18	shorter	-8
14.	11	9	longer	2
15.	12	13	shorter	-1
	172	239	total	

From the chart above we can easily figure out how The Daily Mirror and The Guardian differ considering headlines.

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The Guardian shows different results. The reason might be that they have their regular readers and do not need to seek the attention of the potential reader. The regular reader simply reads his or her favourite newspaper every day. The aim is to inform about the most interesting events which have recently taken place in the whole world.

There are many differences between these types of newspapers, one being the difference of tone and voice each newspaper uses. The Daily Mirror describes events using very emotive tones of common language. On the contrary, The Guardian uses more sophisticated language and the newspaper is more formal and

trustworthy. Brief headlines contribute to better orientation within the newspaper. Large font is used for the most important headlines. The subheadline introduces the main topic. Next, there is a lead which follows the subheadline. It is usually the first article. The headlines affect the objectivity of newspapers.

The target reader is another issue to discuss because each type of newspaper appeals to another audience.

In the Daily Mirror, throughout the story there are more images than in The Guardian. The Daily Mirror's target readers are members of working class, who enjoy more pictures and less text. This is mainly because of their lower education. Thompson (1990, 153) points out, that *'the ways in which symbolic forms are understood, and the ways in which they are valued and appraised, may differ from one individual to another, depending on the positions which they occupy in socially structured fields or institutions.'*

The target audience for The Guardian is more for the middle class people, who enjoy articles full of facts and information. The headline as a whole should provoke an interest and curiosity.

To sum up, headlines are another way in which broadsheets and tabloids differ. In The Guardian, the headline reads "*The Guardian view on President-elect Donald Trump: a dark day for the world*". In this example, the headline uses emotive and forceful language and evokes strong feelings. By using these words, the newspapers opinion is forced upon its readers, in a very strong forceful way**.** On the other hand, The Daily Mirror's headline is unbiased and uses informative distinction: *Barack Obama promises 'smooth transition' with Donald Trump team after shock election result***.** By using these words, the newspaper seems more formal in its reporting.

It is presupposed that the headlines in The Daily Mirror are based on very little facts. However, in this case, The Daily Mirror presents more information to attract the reader as he presents the exact facts: *hours left, damage will cost BILLIONS, schedule as he takes office in 2017,* GERMAN leader *was his 'closest partner', 10% subsidy, save £7.2BILLION* to mention just a few.

Compare the following examples:

The Guardian: *Royal Mint presses last batch of round £1 coins*

The Daily Mirror: *When does the old £1 coin expire? Brits only have **hours left** to cash in round Pounds before they become void*

The Guardian: *'Like living on a waking dragon': New Zealanders **count cost of earthquake***

The Daily Mirror: *New Zealand earthquake **damage will cost BILLIONS***

The Guardian: *Goodbye Obama, hello Trump: how will the **presidential handover** work?*

The Daily Mirror: *What time is Donald Trump's inauguration as President? Who is attending and all you need to know about the **schedule as he takes office in 2017***

The Guardian: *Obama sets off on **farewell trip** to Europe in shadow of president-elect*

The Daily Mirror: *What special relationship? Barack Obama says **GERMAN leader** **was his** **'closest partner'** as President*

The Guardian: *Supermarkets must stop **discounting** unhealthy foods to tackle child obesity, say MPs*

The Daily Mirror: *Experts say **10% subsidy** on fruit and veg would help fight obesity and could **save £7.2BILLION***

Structure of the text marks a big distinction between the two newspapers. The Guardian uses lengthy paragraphs, whereas The Daily Mirror uses many short, two line sentences.

Another big difference between a broadsheet and a tabloid newspaper is the language used within them. Emotive vocabulary is characteristic for tabloid headlines as it increases the newsworthiness of the story. A broadsheet chooses to cover more political stories and uses more educated language. They often have more information and use statistics in their articles. On the other hand, the Daily

Mirror uses strong emotive language. In many cases it focuses on latest news and tries to catch people out.

They often leave parts of the story, information, facts and quotes out on purpose, to create their own stance on the story. The tabloid often gets involved in politics if they want something to be changed, or if there is a scandal in which they can gossip about. They also use many big images and racial slander in their articles. Tabloid headlines in the articles chosen from the Daily Mirror are quite long and in the majority of cases they are longer than in The Guardian.

They show dramatic and emotive vocabulary, e.g.

The Guardian:

Lost in space: *debris shield bag floats away from astronauts during ISS spacewalk,*

The Guardian view on President-elect Donald Trump: **_a dark day for the world_**,

'Like living on a waking dragon': *New Zealanders count cost of earthquake,*

Watch out for the **_supermoon_** *that will set a* **_68-year record_**,

Goodbye *Obama,* **_hello_** *Trump: how will the presidential handover work?,*

Obama sets off on **_farewell trip_** *to Europe in shadow of president-elect,*

Veg **_crisis,_** *what veg crisis? If we can't have courgettes, then let us eat kale,*

Supermarkets must stop discounting unhealthy foods to tackle **_child obesity_**, *say MPs,*

Cyclone Debbie: police fear **_fatalities_** *with extent of damage unclear,*

Best photos of the day: Putin and a **_thirsty chimp_**,

Ivanka Trump to become **_White House employee_** *instead of* **_informal adviser_**,

Beijing hit by **_dirty smog_** *but observers say* **_air is getting better_**

Dramatic and emotional expressions in The Daily Mirror:

When does the old £1 coin expire? Brits only have **_hours left_** *to cash in round Pounds before they* **_become void_**,

Space junk is **_'one of humankind's greatest environmental challenges'_** *- and could hinder future space travel,*

*Barack Obama promises **'smooth transition'** with Donald Trump team after **shock election result**,*

*New Zealand **earthquake damage** will cost **BILLIONS**, Prime Minister John Key says, Supermoon 2016: **Once in a lifetime** sight to be brightest in almost 70 years tonight,*

What time is Donald Trump's inauguration as President? Who is attending and all you need to know about the schedule as he takes office in 2017,

*What special relationship? Barack Obama says GERMAN leader was his **'closest partner'** as President,*

*Lettuce rationed as **veg crisis deepens** - and it's the tip of the iceberg with **panic** buying predicted,*

*UK weather: Temperatures soar as Britain **basks** in hot air from Iberia - but it won't last long, Assault on salt. The **hidden dangers** in your so-called 'healthy' foods',*

*Experts say 10% subsidy on fruit and veg would help fight **obesit**y and could save **£7.2BILLION**,*

*"Don't go into the flood water": **Huge man-eating shark** found on road as Australia is battered by Cyclone Debbie,*

*Russia's Vladimir Putin shares latest photos of himself doing 'manly pursuits' as **corruption** protests grip his divided nation,*

Donald Trump's daughter Ivanka becomes unpaid White House employee,

***Thick smog and air pollution** covering Beijing's tallest building captured on 3D camera*

A rhyme in the article published in the Daily Mirror: ***Assault on salt.** The hidden dangers in your so-called 'healthy' foods'.*

Sometimes the headlines are biased, as in the articles: *The Guardian view on President-elect Donald Trump: **a dark day for the world**, Supermarkets **must stop** discounting unhealthy foods to tackle child obesity, **say MPs***

The headlines in the Guardian are in the majority of cases serious, truthful and unbiased. The font of the headlines is very moderate and they are not calling attention at all. There are no big headlines encouraging the reader to read as there

are in the tabloids. In black and in bold they summarize the main points of the news. The subheading is not found in every article.

In broadsheets there is only a few photos, generally only one or none because graphical devices are used as little as possible. Then the subheading or lead follows and the article itself is divided into a few paragraphs which are usually very long.

On the contrary, in the tabloids there are many photos accompanying the article. The headlines use many graphical devices, they are written in bold, italics and often they are colourful- subheading or lead and the article is divided into many short paragraphs.

3.4.3.   Personality and impersonality in headlines

Impersonality is a typical feature of newspaper headlines (Chovanec 2003). The examples of impersonality are mainly found e.g. in headlines which concern people who are not famous, therefore mentioning their names would be useless. Let us look at the personal and impersonal devices in The Daily Mirror and The Guardian.

These include examples found in The Guardian:
__Royal Mint__ presses last batch of round £1 coins,
Lost in space: debris shield bag floats away from __astronauts during ISS spacewalk__,
'Like living on a waking dragon': __New Zealanders__ count cost of earthquake,
Veg crisis, what veg crisis? If __we__ can't have courgettes, then let us eat kale,
Cyclone Debbie: __police__ fear fatalities with extent of damage unclear

The impersonal headlines found in the Daily Mirror:

Lettuce rationed as veg crisis deepens - and it's the tip of the iceberg with panic buying predicted,
Assault on salt. The hidden dangers in your so-called 'healthy' foods',
__Experts__ say 10% subsidy on fruit and veg would help fight obesity and could save £7.2BILLION

The Daily Mirror

Impersonality is a common feature of newspaper headlines. However, in the Daily Mirror, the headlines directly address the protagonists of the story:

When does the old £1 coin expire? **_Brits_** *only have hours left to cash in round Pounds before they become void*

Space junk is 'one of **_humankind's_** *greatest environmental challenges' - and could hinder future space travel*

Barack Obama *promises 'smooth transition' with* **_Donald Trump team_** *after shock election result,*

New Zealand earthquake damage will cost BILLIONS, **_Prime Minister John Key says_**_, (**New Zealanders are mentioned implicitly**)_

Supermoon *2016: Once in a lifetime sight to be brightest in almost 70 years tonight,*

What time is **_Donald Trump's inauguration_** *as President? Who is attending and all* **_you_** *need to know about the schedule as* **_he_** *takes office in 2017,*

What special relationship? Barack Obama says **_GERMAN leader_** *was his* **_'closest partner'_** *as President,*

UK weather: Temperatures soar as **_Britain_** *basks in hot air from Iberia - but it won't last long, "Don't go into the flood water": Huge* **_man-eating shark_** *found on road as* **_Australia_** *is battered by* **_Cyclone Debbie_**_,_

Russia's **_Vladimir Putin_** *shares latest photos of himself doing 'manly pursuits' as corruption protests grip his divided nation,*

Donald Trump's daughter Ivanka *becomes unpaid* **_White House employee_**_,_

Thick smog and air pollution covering **_Beijing's_** *tallest building captured on 3D camera*

And finally, the examples of personality found in the Guardian are as follows:

The Guardian view on President-elect **_Donald Trump_**_: a dark day for the world,_

Watch out for the **_supermoon_** *that will set a 68-year record,*

Goodbye **_Obama_**_, hello_ **_Trump_**_: how will the presidential handover work?_

Obama *sets off on farewell trip to Europe in shadow of president-elect,*

*Too much sugar, salt and fat: healthy eating still eluding many **Britons***
*Best photos of the day: **Putin** and a thirsty chimp, **Ivanka Trump** to become **White House employee** instead of informal adviser,*
***Beijing** hit by dirty smog but observers say air is getting better*

Verbs often change in headlines. The simple tense is used instead of the continuous or perfect tense and the infinitive is used for the future. However, in the following headlines, sometimes the verbs are not changed and the 'normal tense' is used. Sometimes, the headline might be a little bit ambiguous making the reader look at the article.

*Beijing **hit by dirty smog but** observers say **air is getting better*** (The Guardian)
*Donald Trump's daughter Ivanka becomes **unpaid** White House **employee*** (The Daily Mirror)

The headline in the Guardian gives the basic information. Sometimes the headline, together with the lead tell us how the story will develop. The lead develops the headline. Furthermore, the lead the main idea of the news story, that is the focus of the story or what the story is about.

3.5.   News values

Mass media have to fight to capture readers' attention and news values help to find way how to achieve that goal. To recognize how the news story genre is organized, structured and interpersonally positioned, we have to properly understand the notion of news values because they make the structure of news stories in the media (Bednarek 2006).

News stories are selected and structured according to what are generally called news values, i.e. the values by which events or facts are judged more newsworthy than others (Fowler 1991). These news values, of course, vary across cultures and across media (Bednarek, 2006: 16).

We cannot discuss the generic properties of news stories independently of their function, or, put it differently we "cannot separate news form and news content"

(Bell 1991, 155).The values reflect social beliefs and attitudes (Bell 1991: 156), i.e. are ethno-centric (probably AngloAmerican or Western). They are shared both by the producers (the professionals) and the audience (the public) of news media (van Dijk 1988a: 119).

According to Bell's (1991) classification there are three classes of news values:

1. values in news actors and events
2. values in the news process
3. values in the news text

For my thesis, news values are such values which contribute to the newsworthiness of the newspaper articles. They are connected with reported newspaper stories and protagonists, therefore they are interpersonally bound.

The first class, values in news actors and events, refers to the content of the news and the nature of its events and actors. There are twelve factors in this class:

1. Negativity - regarded as the basic news value. It means something bad, negative, e.g. natural disasters, damage, wars, injury, accidents etc. – simply what makes the news.
   There is no natural reason why negative events should be more newsworthy than positive events (Fowler 1991: 16). Perhaps it has psychological reasons: what is forbidden, taboo, 'off-limits', etc. appeals simply because of its illegitimacy. And because bad news sells - Bell (1991, 156) calls negativity as "the basic news value". Negative news stories (and also negative news headlines) attract the attention of the audience. Negativity goes hand in hand with positivity because bad happenings require solution, e.g. natural catastrophes require rescue operations.
2. Recency - the news concerns things that have just happened. The more recent, the more newsworthy an event is. Time is very important in the news story genre. Bell (1991, 156), "the best news is something which has only just happened," which means in other words that the more recent the newspaper article is, the more newsworthy. These include the stories which are called as breaking news – they have just happened or articles which have recently been updated. Timeliness

covers also various articles which are published according to the time of the year, e.g. election of the president, losing weight before the summer holidays etc.

3. Proximity - the geographical closeness of the events or happenings. The reader is mainly interested in what happens close to his home, in their country, town or the region.

4. Consonance - the extent to which a story fits in with stereotypes (frames) about the events and people portrayed in it.

5. Unambiguity - the more clear-cut a news story is, the more it is covered.

6. Unexpectedness - the unexpected, the 'new' factors are covered. Newspaper article carry information that is new, it should be unpredictable or unusual. These features of the article boost the newsworthiness. This news value involves the contrast with the normal and expected by the majority

7. Superlativeness – news stories concern superlatives. The more the story is violent, bigger or destructive, the better (Bednarek and Caple 2012, 104)
   Superlativeness also focuses on intensification of certain aspects of the event, e.g. the impact of the event, number of participants involved, who caused the action, numbers mentioned etc.

8. Relevance – importance of the story for the audience.

9. Personalization indicates that news stories that are personalized attract the audience more than the portrayal of generalized concepts or processes. This aspect is most striking in the popular press, and works to promote straightforward feelings of identification, empathy or disapproval (Fowler 1991: 15).
   People involved in the story increase the news value as they bring the audience closer to the happening. Personalisation is not the same as elliteness. It is related to people who are ordinary, people who are passer-by or eyewitnesses.

10. Eliteness – concerns the status of the news actors. Reference to elite persons (politicians, film stars) or elite nations are judged more newsworthy than reference to ordinary people or nonelite nations. Sometimes, the reference to celebrities or politicians could be ignored by the ordinary reader.

11. Attribution - 'the eliteness of a story's sources' (Bell 1991, 158). Sources that are backed by affiliation with some organization/ institution are socially validated authorities and are preferred to unaffiliated individuals.

12. Facticity - the degree to which a news story contains facts and figures. This makes the story objective 'hard news.'

News values explain what makes news. They are of great importance in deciding what gets covered and how it gets covered, i.e. concerning the selection and presentation of news stories. Two principles seem to be at work:

- news stories are more newsworthy if they register on more than one factor, and
- lack of one factor can be compensated for by possessing another (Galtung and Ruge 1965: 71f).

This chapter about the news values introduces how the language is presented to the audience. News values find ways how to attract readers' attention, in other words the news values present interpersonal relationship between the reader and the author. The news media try to catch reader's attention in order to sell.

For the example analyses I have chosen two articles which were published on the same day, 9 November 2016. They both deal with the election result in America. The Daily Mirror wrote that day: '*Barack Obama promises 'smooth transition' with Donald Trump team after shock election result*' and the Guardian wrote the news article with the headline '*The Guardian view on President-elect Donald Trump: a dark day for the world*'. Let us look at the stories.

3.5.1.   Analysis 1

Example analysis 1

(*The Daily Mirror*, 9 November 2016)

Barack Obama promises 'smooth transition' with Donald Trump team after shock election result

The President will break his silence over after the extraordinary election of Donald Trump last night

Barack Obama has spoken for the first time since the shock election result, promising a "smooth transition" with Donald Trump's team.

Speaking outside the White House alongside Vice President Jo Biden, he said: "

"One thing you learn in this job is that the Presidency and the Vice Presidency is bigger than any of us."

He joked about a video he had released: "I said regardless of which side you are on in the election, regardless of which candidate won or lost, the sun will come up in the morning.

"And that is one bit of prognosticating that actually came true."

He said he'd congratulated Donald Trump on his victory last night at around 3.30am, and invited him to the White House to discuss transitional arrangements. He added: "It's no secret that the President elect and I have some pretty significant differences. But remember, eight years ago, President Bush and I had some pretty significant differences.

"But President Bush's team could not have been more professional and more gracious in making sure that we had a smooth transition so we could hit the ground running."

He said he "could not be prouder" of **Hillary Clinton**, who he said had spent her entire life in public service.

He said: "Her candidacy and nomination was historic, and sends a message to our daughters across the country that they can achieve at the highest levels of politics and I'm absolutely confident that she and President [Bill] Clinton will continue to do great work for people here in the United States and all around the world."

He told reporters everyone was sad when their side loses an election, but urged supporters to remember the country was all on the same side.

He said: "We're not Democrats first, we're not Republicans first, we are Americans first. We're patriots first.

"We all want what's best for this country. That's what I heard in Mr Trump's remarks last night. That's what I heard when I spoke to him directly and I was heartened by that.

"That's what the country needs. A sense of unity. A sense of inclusion. A respect for our institutions, our way of life, rule of law, and a respect for each other.

"I hope that he maintains that spirit throughout this transition, and I certainly hope that's how his presidency has a chance to begin."

President Obama press conference (Image: Sky News)

His remarks will follow **Secretary Clinton** 's speech to supporters in New York City.

She sent a message to young women across America: "Never doubt that you are valuable and powerful and deserving of every chance and opportunity in the world to pursue and achieve your own dreams."

And she said she hoped one day the "glass ceiling" of the presidency would be broken.

We'll have President Obama's speech in full as it happens.

The text in the example analysis comes from The Daily Mirror and was published 9 November 2016. The newspaper article presents Obama's *'smooth transition' with Donald Trump team after shock election result, that the President will break his silence over the extraordinary election of Donald Trump, that he has spoken for the first time since the shock election result* and what he promises.

The news is from the beginning presented as dramatic and negative, establishing the news value Negativity – but together with the negativity it also brings solution and hope: '*I said regardless of which side you are on in the election, regardless of which candidate won or lost, the sun will come up in the morning.*' The negativity and solution become one of the dominant news values in the whole

story. Negativity is construed through inherently negative vocabulary, e.g. *shock, silence, extraordinary, sad, lose*, but the words like *joke, extraordinary* or *congratulate* bring hope.

Barack Obama, the President of USA and Donald Trump establish the news value of Prominence. In the article there are many of their quotations. They establish the value of Eliteness.

Timeliness is also included, the examples of timeliness include: *last night, for the first time, last night 3:30 am, eight years ago.* Timelines has also been established through the verb tense.

The text also includes three same elements one after the other in order to make effect, an example from Barack Obama's speech: '*That's what the country needs. A sense of unity. A sense of inclusion. A respect for our institutions, our way of life, rule of law, and a respect for each other.*'

The news value of Impact is covered by Hillary Clinton's speech when she sent a message to young women across America: *"Never doubt that you are valuable and powerful and deserving of every chance and opportunity in the world to pursue and achieve your own dreams."*

Moreover, the news value of Impact is intensified by *The President will break his silence over after the extraordinary election of Donald Trump last night*. The revelation creates news value of Novelty that is Barack Obama's appearance in public after the election result.

References to time and place establish Timeliness and Proximity (e.g. *White House, America, the country, the United States, all around the world, New York City*).

To summarize, news values of Proximity, Negativity, Superlativeness, Personalization, Prominence, Impact and Timeliness make the news story newsworthy.

Example analysis 2

(The Guardian, published 9 November 2016)

The Guardian view on President-elect Donald Trump: a dark day for the world

This is a political and cultural cataclysm that few believed would really happen. It's a bleak day for America, and for the pluralism and diversity the country has come to stand for.

'Mr Trump's victory was total. It was the most stunning upset in modern US history; not even a squeaker.'

The unthinkable is only unthinkable until it happens. Then, like the sack of Rome, it can seem historically inevitable. So it is with the global political earthquake that is the election of Donald Trump as the next president of the United States. If he is true to his campaign pledges, which were many and reckless, Mr Trump's win will herald America's most stunning reversal of political and economic orthodoxy since the New Deal in the 1930s, but with the opposite intention and effect. It halts the ailing progressive narrative about modern America and the 21st-century world in its tracks. It signals a seismic rupture in the American-dominated global liberal economic and political order that had seemed to command the 21st century after communism collapsed and China's economy soared.

In that sense, the Trump triumph has echoes of the increasingly alarming general rightward shift in the politics of other post-industrial western democracies, to which progressives have again produced inadequate responses. The parallel with Britain's Brexit vote is obvious and real. So, perhaps, is the further boost that the Trump triumph may hand to nationalists in many parts of Europe – Marine Le Pen jumped quickly on that bandwagon. The result will be lamented by liberals across America and beyond. But it will be cheered in Moscow and Damascus, which will feel emboldened. This is not a good week to be a Latvian or a Ukrainian, and another dire one to be a Syrian oppositionist. The result is also a generational challenge to progressive politics to find the radical and credible message that eludes them in so many countries, not just in America.

Not taken seriously

But this is primarily an American catastrophe that America has brought upon itself. When it came to it, the US was unable to find a credible way of rallying against Mr Trump and what he represents. Hillary Clinton failed that crucial test both in herself and in what she offered; for her this is the end. But she was the symptom, not the cause. Mr Trump was not taken seriously and was widely not expected to beat Mrs Clinton throughout the long, bitter campaign. At each stage,

his candidacy was deemed certain to crash and burn. The opinion polls and the vaunted probability calculus rarely trended in his direction; both are now discredited. Only after the FBI director's intervention, less than two weeks before the election, was it widely imagined that the tables might turn in Mr Trump's favour. Nevertheless by the eve of poll Mr Trump was again the outsider.

Yet Mr Trump won big in an election where, if the exit polls were right, most people made up their minds long before the James Comey furore. Mr Trump's victory was total. It was built, more than anything else, on the white vote; irrespective of gender, age or education, white people mostly voted for him. It was the most stunning upset in modern US history; not even a squeaker. He won most of the battleground states into which the Clinton campaign had poured money – Ohio, Pennsylvania, Florida, North Carolina and Wisconsin – en route to a decisive Republican electoral college total exceeding 300. That majority is centred on the so-called flyover states, which inhabitants of the big Democratic bastions on the coasts often only see from 35,000 feet. But the red tide pushed north too, deep into the rustbelt, and consolidated in the south – although the electoral college system amplified Mr Trump's victory: Mrs Clinton is set to win the popular vote, as Democrats have in every election bar one since 1988.

Democrats shattered

Meanwhile, Republican congressional candidates who had scrabbled to put distance between themselves and their nominee after the ugly TV debates found themselves riding to victory on Mr Trump's coattails. Republicans held most of their seats in the Senate races, and will be savouring the chance to extend their majority in 2018, when the beneficiaries of the Obama re-election wave of 2012 face the voters. More predictably, the House remained firmly in Republican hands too; Speaker Paul Ryan and his lieutenants have more to fear from their own party grassroots and from a perhaps vengeful new man in the White House than they do from the shattered Democrats, for whom this outcome is the sum of all fears.

President Trump is the shock heard round the world. Now that he has won, the instant explanations have already started to flood in: that the mobilisation (or not) of this or that demographic was decisive; that he tapped the angry anti-establishment mood; that he spoke for millions who felt abandoned by the

prosperous and progressive; that American nativism was always far stronger than liberals wanted to think; that he was a celebrity candidate for the celebrity-obsessed age; that he rode the tiger of post-truth politics; that making America great again was a cut-through message in a militaristic and imperial nation; that white men (and many white women) had had it with political correctness; that misogyny swung it; that the mainstream media failed to call him out; that it is a verdict on the Barack Obama years; that Mrs Clinton was always the wrong candidate; that there was racist dirty work in the voting system; that it was the Russians who won it for him.

Highlights from Trump's presidential victory speech

None of these explanations are irrelevant. All of them have something to say. But beware of instant certainties. As with Brexit, in the immediate aftermath of a huge upset, a period of careful evidence-gathering and reflection is in order. This is not to diminish the immense seriousness of what happened on Tuesday. Nor is it to understate the anxieties about what lies ahead as Mr Obama steps back and Mr Trump takes over.

Four particular fears now stand out. The first is the unleashing of an unbridled conservative agenda in Washington, now that the Republicans control the White House and Capitol Hill together, a rare thing in the past hundred years. In her dignified concession speech Mrs Clinton rightly emphasised the need to defend democratic values; she might have drawn attention to President Obama's legacy on healthcare and climate change too. Mr Trump and the congressional Republicans have differences; he is more prepared to use the power of government than many of them are. But they have a clear path now towards reshaping the supreme court and dozens of lower-tier judicial benches in their own image. The effect on race, gender and sexual-equality issues is likely to outlast Mr Trump's period in office. The culture wars will reopen. Abortion rights are threatened.

Racial impact

The second is the impact of this result on race in America more widely. Mr Trump campaigned against migrants and against Muslims, insulted black and Latino Americans, launched ads that some saw as covertly antisemitic, and was cheered to victory by every white racist in the land. His voters – a Brexit echo again – will want him to deliver. Every action he takes in this area threatens to divide and

inflame. After a half-century of uneven but undeniable racial progress in America, the consequences of every attempt to turn back the clock could be dire.

The third fear is whether Mr Trump has any economic plan that will deliver for some of the poor communities that gave him their votes so solidly. Mr Trump connected with the anger that many poor and white voters feel. But what can he really do about it? What do most congressional Republicans care about it? He can try to put up all the protectionist walls he likes. That will please his supporters. But it is difficult to see how he can bring old mines, mills and factories back to life. A lot of Americans feel left behind and let down. However, Mr Trump is playing with fire if, in the end, it becomes clear that he has used their anxieties to again advance himself and the urban rich class to which he belongs.

The final and overarching fear, though, is for the world. Mr Trump's win means uncertainty about America's future strategy in a world that has long relied on the United States for stability. But Mr Trump's capacity to destabilise is almost limitless. His military, diplomatic, security, environmental and trade policies all have the capacity to change the world for the worse. Americans have done a very dangerous thing this week. Because of what they have done we all face dark, uncertain and fearful times.

The text in the example analysis 2 comes from The Guardian and was published 9 November 2016.

The newspaper article *The Guardian view on President-elect Donald Trump: a dark day for the world.* This newspaper article presents an opinion.

The news is from the very beginning, from the headline presented as very negative (using expressive and evaluative: *a dark day for the world*). Negative statements are generally used to express something unusual, unexpected or unpredictable about a situation. Again, as in the previous article from the Daily Mirror, the journalist is establishing the news value Negativity. *'dark day'* is elaborated into '*a political and cultural cataclysm*' that '*few believed would really happen*'. To strengthen the feeling, the author adds that it is '*a bleak day for America'*.

It is the Negativity which is one of the dominant news values in the whole news article. Negativity is construed through inherently negative vocabulary, e.g. *dark day, cultural cataclysm, bleak day, unthinkable, global political earthquake,*

ailing, bitter campaign, outsider, the sentence 'President Trump is the shock heard round the world' and many others.

Barack Obama, the President of USA and Donald Trump, Hillary Clinton and other well - known personalities establish the news value of Prominence. In the article there are many their quotations by Donald Trump or Barack Obama. They establish the value of Eliteness.

Moreover, the news value of Impact is intensified by many paragraphs at the end of the article, e.g. in the paragraph opening with the sentence: '*Four particular fears now stand out and then the list of so called fears follows.*' That is the impact of the election result and the impact of Donald Trump being the future president containing the racial impact, changes in courts, he also speaks about economic situation of the poor and the people who voted for him. The final words of the article present *overarching fear* for the whole world. Negativity is what accompanies this article from the very beginning till the end. The news value of Negativity is expressed through the words: *dangerous thing, destabilise, uncertainty, dark, uncertain and fearful times* etc. The conclusion of the news article comes with the words addressed to the whole world:

'The final and overarching fear, though, is for the world. Mr Trump's win means uncertainty about America's future strategy in a world that has long relied on the United States for stability. But Mr Trump's capacity to destabilise is almost limitless. His military, diplomatic, security, environmental and trade policies all have the capacity to *change the world for the worse*. Americans have done a very dangerous thing this week. Because of what they have done *we all* face dark, uncertain and fearful times.'

References to time and place establish Timeliness and Proximity (e.g. *The result is also a generational challenge to progressive politics to find the radical and credible message that eludes them in so many countries, not just in America,* or mentioning the states or cities: *America, Moscow, Damascus, Ohio, Pennsylvania, Florida, North Carolina and Wisconsin, since 1988, White House, Capitol Hill, Washington…*). Timelines has also been established through the verb tense.

To summarize, news values of Proximity, Negativity, Superlativeness, Personalization, Prominence, Impact and Timeliness make the news story newsworthy.

3.6. Expressivity and evaluative language

Stylistically unmarked language (the language which is not coloured) is considered neutral. Such writing does not raise any emotions, is objective rather than subjective. The tabloids use expressive language in order to surprise or shock the reader. The expressivity in newspaper articles can be performed in different forms. The use of expressional means is conditioned by the newspaper type and language. The whole mass media have the function of persuasion.

Subjective attitude, involvement of the author and a point of view of the narrator is expressed through the category of expressivity (Urbanová 2008, 76). Expressivity carries out two main functions: firstly, it reports and secondly, it helps to strengthen the impact on the reader. Besides this, it draws attention of the reader and emerges emotions and feelings. Generally, the expressivity is determined by the style of newspapers (whether it is a broadsheet or a tabloid). The degree of expressivity is reached by a large number of phrasal verbs, word combinations, using passive structures etc. Its aim is to encourage people to adopt a stance on the newspaper article. To support and deepen the relationship between the author and the audience, there are various phrases. Tabloids use many expressive and emotional words in comparison with broadsheets which tend to write simple facts.

A concept of emotivity (which goes hand in hand with expressivity) serves for expression of feelings and helps to strengthen the colouring of the sentence. The problem lies in the fact that emotive meaning is not so easily recognizable and the analysis of emotivity is highly subjective (Bednarek, 48) According to Bednarek, emotivity is concerned with the journalist's evaluation of events because he/she can describe the events as either good or bad, i.e. they express their approval or disapproval.

The tabloids are very good at using expressive language because their aim is to shock its reader or surprise him. The example of such persuasive function can be seen in the usage of evaluative adjectives. This is described later in the practical

part of my thesis. On the contrary, in the quality newspapers show a restriction in the use of expressive vocabulary.

In the following section evaluative language is introduced and described. Language which expresses the opinion, attitude or point of view of a speaker or writer is sometimes called evaluative language. Evaluation includes expressions which are connected with, for example, approval or importance and therefore it tells the audience about the intentions of the writer. 'The importance of evaluation also derives from its multifunctionality: it can simultaneously be used to express the writer's opinion, to construct relations between the writer and the reader, and to organize the text' (Bednarek 2006, 5). Evaluative language is defined as 'the means used by the narrator to indicate the point of the narrative, its raison d'être: why it was told, and what the narrator is getting at' (Labov 1972, 366). Bell (1991) defines evaluation as the means which make the content of the story sound one way or the other. Using the adjectives like important, big, significant etc. makes the story newsworthy.

Evaluation is in other words as 'the indication that something is good or bad'. Through the evaluative language the writer expresses his attitude. It is the basis of persuasion not only in the language of newspapers, but in the whole life. Bednarek mentions that 'evaluation itself is a significant element of our lives: as a device for interpreting the world and offering this evaluation to others, it pervades human behaviour: when we interact with the world around us, we perceive, categorize and evaluate what we encounter. Our short-term evaluations may then turn into long-term values, which are as important to our lives as our beliefs. Our values arguably determine to a large part who we are personally, which path of life we choose to take, and which friendships we form' (Bednarek 2006, 4)

Sometimes, the reader is able to recognize good or bad. In this case, the writer provides no obvious clues (lexical or textual means) to inform the reader but he exploits his ability to see the good or bad. On the other hand, there are various ways how to indicate evaluation, e.g. comparatives. Evaluation enables (and in fact forces) the language user to place the participants and events in a particular order and allows him or her to express evaluations of responsibility.

The simple words are emotive, but in fact the headline as a whole should provoke interest and impel to read the article. Emotive and evaluative words are characteristic for the tabloid, but they are also present in the serious newspaper articles and they increase the newsworthiness of the story. Many examples can be found in the articles: *the dark day, cataclysm, ailing, unthinkable, bleak day, global political earthquake, shock, silence, lose, sad* to mention just a few. Also words like murder, love, die, divorce, shocking, kidnap, etc. affect the reader and are able to evoke strong feelings, which is the aim of using these words.

Example analysis

In the following section I will discuss some of the devices and elements which show an impact of the earthquake in New Zealand, these include: intensification, negative elements, reference to emotions and use of evaluative language.
The following news articles were published in The Guardian 14 November 2016 with the headline: *'Like living on a waking dragon': New Zealanders count cost of earthquake,* and the second news article coming from The Daily Mirror called *'New Zealand earthquake damage will cost BILLIONS, Prime Minister John Key says'* published 14 November 2016.

3.6.1. Analysis 2

(*The Guardian*, 16 November 2016)

'Like living on a waking dragon': New Zealanders count cost of earthquake
Eyewitness accounts emerge as strong aftershocks and severe weather hamper efforts to reach stranded communities
• Have you been affected by the New Zealand earthquake?
Damage done by an earthquake at Bluff Station between Blenheim and Kaikoura in New Zealand.
New Zealand battled severe storms and violent aftershocks as the country struggled to recover from a devastating earthquake that swallowed roads, twisted railway lines and left towns and cities smashed and deserted.
Tens of thousands of people fled their homes in the middle of the night on Monday to seek higher ground following a tsunami alert covering the entire east coast,

although the warnings were later lifted. Across the country, two people have been declared dead.

Kaikoura, the New Zealand tourist town cut off by 7.5 magnitude earthquake

Prime minister John Key was quoted as saying the damage bill from the earthquake was likely to be at least "a couple of billion dollars".

"It's hard to believe that the bill is going to be less than a couple of billion," he said.

The Red Cross flagged a huge humanitarian challenge in the South Island, saying its volunteers were struggling to reach affected regions.

Worst hit was Kaikoura, a coastal town of about 2,000 people famous for whale watching, which had been almost completely isolated with roads closed and phone lines down.

A state of emergency was declared there and six people with significant injuries were airlifted out. Police said one person died in Kaikoura and another in Mount Lyford, a nearby ski resort.

The depth of the devastation has been linked to two significant shakes under the South Island, first a 7.5-magnitude earthquake just after midnight followed by a hefty 6.8-magnitude aftershock during the day.

MarlboroughEmergency(@MarlEmergency)

Images as they come in of the #eqnz damage: Slip impact on State Highway 1 pic.twitter.com/KOpahqedg5

Fears of secondary disasters emerged after a landslip blocked the South Island's Clarence river. Water built up for hours before breaching on Monday, sending a torrent downstream that threatened farms and residents.

Malborough's Civil Defence force said a "large wall of water" was heading downstream.

"Residents urged to go to higher ground immediately," it said on Twitter. Sixteen rafters and six kayakers who went missing were later declared safe.

Power was lost in many small South Island towns and parts of the capital Wellington, which sits at the southern tip of the North Island. Recovery operations were stalled on Monday afternoon as heavy rain and wind moved into the most affected areas, with forecasters warning of possible flooding.

On the night of the disaster, tsunami sirens sounded in the remote seaside villages around Dunedin on the South Island's south-east coast and emergency services went door to door evacuating residents. The state of emergency was cancelled just after dawn when the tsunami risk was downgraded.

The US Geological Survey said the quake hit near Hanmer Springs, 95km from Christchurch which is still recovering from the 2011 earthquake that killed 185 people and destroyed many buildings.

On one railway, the line had moved several metres. Photos from the New Zealand Defence Force showed an entire stretch of line that had slipped over a road and on to rocks by the sea.

Cows stranded on 'island' after New Zealand earthquake – aerial video

Key said the quake was the most significant he could remember feeling in Wellington and that his team was clearing up damage in his own offices.

"I know from the Christchurch earthquakes how much it undermines people's confidence, but I want to reassure people that there will be support there. It was a very significant shock.

"As we have daylight, we can use the military assets we have and others to get a stocktake of the actual damage."

In Wellington, the quake forced hundreds of tourists on to the streets as hotels were evacuated last night.

Nick Kingstone, a 39-year-old marketing manager living downtown, said the repeated shakes felt like "living on a sleeping dragon who's waking up".

Anxiety was high in the capital because there are several fault lines under the city that have not moved for a long time, he said. "When you're surrounded by quakes and aftershocks it's hard not to think 'is this Wellington's big one?' Especially as my wife and I have a toddler to care for."

The aftershocks were "like being on a big cruise ship in big seas, it's a constant bump and roll," he said.

Heavy rain and high winds hit the waterfront city by the afternoon. "Let's hope we don't have to make shelter in the rain if we need to evacuate tonight," he said

There were reports of a train trapped north of Kaikoura, and at least one major building collapsed in the town itself.

A state highway tunnel near Kaikoura is partially buried after a powerful earthquake hit on Monday.

St John rescue helicopters have been sent to Kaikoura, loaded with intensive-care medical equipment and extra paramedics to be able to treat patients on the ground, and a number of military helicopters have been sent from Christchurch to assess the damage, re-establish communication and deploy search and rescue teams.

Leigh Smith told the Guardian from Goose Bay, 15 kilometres south of Kaikoura, that "the shaking was massive and violent the noise was horrendous". Fearing a tsunami, she spent the night in her car at the top of a nearby hill, feeling continual aftershocks.

After returning to her home, she spent "the day with no power, no phone, no reception, no water, and one hell of a mess to clean up inside."

Accounts of looting also emerged in the aftermath of the quake. New Zealand's Newshub website reported that a Christchurch family who fled their home returned hours later to find they had been been burgled.

"They've just ransacked the house, it's horrible, it's terrible," said Melissa Mill. [We're] pretty shaken, pretty disgusted, disheartened."

On the night of the disaster, tsunami sirens sounded in the remote villages and emergency services went door to door evacuating residents. The state of emergency was cancelled just after dawn when the tsunami risk was downgraded. After being advised to head to higher ground just after 3am, thousands of Wellingtonians drove or walked from low-lying areas to Mount Victoria, Mount Cook and the hills above Lyall Bay.

Simon Morton and his family were woken by the "super slow roller" quake just after midnight. Morton and his wife, Jo, live in the seaside Wellington suburb of Lyall Bay – just seven to eight metres from the sea.

Morton made the immediate decision to evacuate his family to higher ground and packed the family in his truck and drove them to View Street, nearly 80m above sea level. After 40 minutes and no further serious activity, Morton and his family returned home.

Just as he was getting into bed Morton noticed the tide was the lowest he had ever seen. Fearing tsunamis, his wife said it was "very weird" and the couple made the decision to again evacuate their family.

Morton and his family spent the rest of the night on the hill and were joined by around 100 vehicles packed with evacuees, many of whom has brought pets, coffee and food.

New Zealand lies in the seismically active "Ring of Fire", a 40,000km arc of volcanoes and oceanic trenches that partly encircles the Pacific Ocean. Around 90% of the world's earthquakes occur within this region.

Example analysis 2

The Daily Mirror, 16 November 2016

(pictures were excluded from the article, as there were lots of them)

New Zealand earthquake damage will cost BILLIONS, Prime Minister John Key says

After surveying the epic damage in Kaikoura, which he said was worse than he thought, Key is now estimating the bill

The devastating cost of the New Zealand earthquakes that rocked the country could cost "billions", according to the Prime Minister John Key.

After surveying some of the damage from the 7.8-magnitude earthquake and the subsequent tremors that hit, Key has indicated that it will cost them "a couple of billion dollars", according to Radio New Zealand on Monday.

"It's hard to believe that the bill is going to be less than a couple of billion," he told Radio New Zealand, according to their Twitter account.

New Zealand was also hit by another strong earthquake with a magnitude of 6.2 as well as a hundreds of aftershocks.

Emergency response teams were already flying by helicopter to the region at the epicentre of the original 7.8 magnitude quake, which struck just after midnight some 91 km (57 miles) northeast of Christchurch in the South Island, amid reports of injuries and collapsed buildings.

New Zealand earthquake: Live updates as two more earthquakes hit South Island in aftermath of deadly quake

New Zealand Prime Minister John Key (R) stands with acting minister for civil defence Gerry Brownlee

New Zealand's capital Wellington was a virtual ghost town with workers ordered to stay away while the local council assessed the risk to buildings.

Severe weather with 140 kph gale-force winds was forecast for the area, which could cause more damage, such as from glass loosened by the tremors.

The new tremor, a 6.2 quake recorded at about 1.45 p.m. local time (0045 GMT), was the most powerful of hundreds of aftershocks in the South Pacific country. It rattled frayed nerves in an area where memories of a deadly 2011 quake are still fresh.

Christchurch, the largest city on New Zealand's ruggedly beautiful South Island, is still recovering from the 2011 quake, which measured 6.3 magnitude and killed 185 people.

Powerlines and telecommunications are down, and daylight revealed sizeable cracks in roads and damage to infrastructure after the original quake just after midnight shook New Zealanders from their beds.

Prime Minister John Key said two people were killed in a powerful earthquake that the struck the Pacific nation early on Monday.

"We don't have any indications at the moment to believe it will rise, but we can't rule that out," Key told reporters in Wellington, adding that details of the casualties were still being confirmed.

Key said a military helicopter was being dispatched to the coastal tourist town of Kaikoura.

"One casualty has been reported at a collapsed property in Kaikoura," NZ Police said in a statement.

Search and rescue teams are wading through the first scenes of destruction as daybreak reveals the extent of the damage after a 7.8 magnitude earthquake in New Zealand.

New Zealand tsunami: Live updates as search-and-rescue operation begins after major 7.8-magnitude earthquake kills two

The quake sparked mass evacuations amid fears tsunami waves as high as five metres could hit New Zealand's east coast.

However predictions were later downgraded and waves are thought to be more likely to be around one-metre high.

People living near a 200-mile stretch of coastline from Blenheim and Banks Peninsula have been warned to remain on higher ground.

The quake, which lasted for two minutes, struck in darkness in the early hours of Monday morning in Christchurch which was reduced to rubble by an earthquake just five years ago.

Also known as a seismic sea waves, tsunamis are a series of waves caused by the displacement of a huge volume of water - in this case, the earthquake

So far, the first waves have hit smaller islands off the east coast of New Zealand but they are expected to hit the country's larger islands.

The earthquake could be felt more than 1,100 miles away, with potential for damage well over 100 miles away.

Tiles have been reported falling off walls more than 130 miles away.

It was originally recorded as 7.4 on the Richter scale but has since been upgraded to 7.8 by the US Geological Service.

In Wellington, warning sirens were sounded as people could be seen crying in the streets.

Scores of buildings in the city's Central Business District will remain closed as checks are made to see if they are structurally safe.

Elsewhere there have been reports of roads cracking up after the quake.

British chef Tim Owen, who is in Halswell, a satellite town of Christchurch, told Mirror Online: "We live about 25 minutes from the beach, it's not too far. The thought of a tsunami is always scary.

"I have some friends that live right on the beach so have contacted them."

The 29-year-old from Maidenhead, Berkshire, added: "The earthquake went on for like a minute or so, which is quite long. It felt like swaying and like a wave.

"We just got up from the couch and stood in the doorway. It does make you feel very anxious not knowing if it will get worse or when it may stop.

The New Zealand Ministry of Civil Defence and Emergency management tweeted: "A tsunami has been generated, the first wave has arrived in the North Eastern Coast of the South Island."

Kevin Rankin, from Christchurch, tweeted his horror as tsunami sirens go off along the coast and locals desperately flee inland for their lives.

He wrote: "Tsunami siren going off and can hear all the cars heading towards the hills."

Today's earthquake measured more powerfully on the Richter scale than 2011's 6.3 quake.

The emergency number 111 was taken down for a short time after the quake struck.

Anthropology student Heather McMillan said her home shook "like jelly" when the earthquake struck as she was getting ready for bed, and she feared it was going to collapse.

The 20-year-old told Mirror Online: "When it started it was really big so I thought it was going to be short but it kept going for a good few minutes and felt like the second floor was going to fall down.

"Very quickly you realise it's an earthquake because I've felt one before. "But this was a different level. I honestly thought it was going to last for 20 minutes or longer.

"I live in the second storey of a flat and it was like a rolling feeling from the house. The aftershocks have felt like we're a ship at sea.

"She said the tremor lasted around five minutes but it felt like forever".

She added: "I think it's one of those moments when you start thinking whether this is it? Like the big earthquake that's going to put Christchurch back into the place it was five years ago?"

Heather said her flat did not suffer any damage, but her parents in Wellington were without power and had some belongings damaged as the earthquake shook their home.

Patsy Knight told Mirror Online that aftershocks were still continuing 20 minutes after the quake.

She said: "We're in Wellington and absolutely terrifying. Smashed glass everywhere, but thankfully all good. Not much sleep happening though, kids with us. Aftershocks continuously happening!"

The earthquake was felt as far away as Auckland, Wellington, Nelson and Hamilton.

In Hamilton, Wayne Timmo woke to the kitchen blinds banging against the window and said the quake felt like a "long slow, rolling or almost rotating motion".

He **told Stuff.co.NZ**: "The water in the neighbour's swimming pool was left sloshing around for about a minute and people woken by the quake came out onto the street to talk about it.

"The cat has disappeared and the neighbours dog is upset."

In Nelson, resident Jo Davis grabbed her children and sheltered in a doorway as the quake seemed to "go on forever".

She said it had a much longer, more rolling motion than a 2010 Canterbury quake she experienced.

Davis said she was surprised there appeared to be no damage to the house.

"It really shook for a long time."

Others took to social media to show pictures and videos of their devastated homes.

Alysa Jane tweeted: "6.something magnitude earthquake did it's damage I'm on the 7th floor! I'm rekt!"

Kavithya wrote: "That was a huge earthquake. Got evacuated out of our apartment building. Hope everyone affected by it are safe!"

Cynthia Drescher, from Christchurch, said the earthquake lasted for three to four minutes.

She said she was evacuated to a building rebuilt after it was destroyed in the 2011 quake.

Cynthia described aftershocks she felt as "freaky".

Well-wishers from around the world sent their best wishes to the stricken country which has been devastated by earthquakes over the years.

Hugh Sintes told Mirror Online he and his wife Emma were about to retire for the night when their home began to shake.

He said: "The earthquake was intense, the whole house was moving a considerable amount - doors, lights were swaying.

"We have experienced many quakes in the South Island, none have ever lasted as long as this one did.

"Initially I was not too concerned, then because of the duration we had concern that the quake would become stronger and it did.

"After I guess a minute the quake reached its peak."

Photographs most usually attend the scene of the disaster after it has occurred, as a result, there are many photographs in the news article from The Daily Mirror. In the case of Daily Mirror the news value of Prominence is established through the photograph: New Zealand Prime Minister John Key stands with acting minister for civil defence Gerry Brownlee, showing well-known politicians in New Zealand. The presence of high politician contributes to the severity of the event described in the popular press.

As for the Guardian, the only picture I included into my analysis (the others have been removed) shows the result of a heavy earthquake, thus creating the news value of Impact and Negativity as the road cannot be used because of the landslide. Images portraying these events and outcome of the events like the earthquake, landslide, (wounded) people without shelter, buildings in ruins, landslide either

on the railway or on the road etc. construe both Negativity and Impact. Expressions like these are called 'disaster vocabulary' (Bednarek 2006, 46). But if there was an earthquake in New Zealand and it caused damage, 'negative' lexical expressions must be used in the reporting of this event. Also the image is the proof that images in the news also establish news values.

Evaluation can also be expressed by the particular positioning or ordering of 'blocks' of language in certain places in a text. Examples of motions or reactions are, for example: *strong aftershocks, severe weather, hamper efforts, devastating earthquake, heavy rain and wind, significant shock, two people were killed in a powerful earthquake, "We don't have any indications at the moment to believe it will rise, but we can't rule that out," (talking about the number of casualties), "One casualty has been reported at a collapsed property in Kaikoura,", scenes of destruction, strong aftershocks, severe weather, severe storms and violent aftershocks, devastating earthquake that swallowed roads, twisted railway lines and left towns and cities smashed and deserted, significant injuries, significant shakes, hefty 6.8-magnitude aftershock during the day, torrent downstream that threatened farms and residents, "large wall of water", "the shaking was massive and violent the noise was horrendous", devastating cost, strong earthquake, injuries and collapsed buildings, virtual ghost town, Severe weather with 140 kph gale-force winds, freaky* and so on.

Again, these words construe news values. Many of the emotions are of negative nature, performing the news value Negativity. Another news value is Personalization which is connected with individuals, like in the examples: *New Zealanders, Eyewitness, communities, Residents, Sixteen rafters and six kayakers, Melissa Mill, Simon Morton, Anthropology student Heather McMillan, The 20-year-old, Hugh Sintes and his wife Emma, well-wishers, Cynthia* and others. The news article taken from The Daily Mirror mentions individuals and their reports more often than The Guardian does. Both articles also establish the news value of Impact because the happening causes strong emotions.

Expressions of negative nature: *earthquake, damage, tsunami alert, warnings, two people have been declared dead, completely isolated, one person died, devastation, fears, disasters, torrent downstream that threatened farms and residents, went missing, injuries and collapsed buildings* and many others.

Expressions pointing at time and space: *New Zealand, Blenheim and Kaikoura in New Zealand, middle of the night on Monday, entire east coast, South Island, Kaikoura and another in Mount Lyford, South Island, just after midnight, hefty 6.8-magnitude aftershock during the day, South Island's Clarence river, for hours, Monday, capital Wellington, remote seaside villages, Dunedin on the South Island's south-east coast, Hanmer Springs, night in her car at the top of a nearby hill, Christchurch, hours later, 80m above sea level, After 40 minutes, strong earthquake with a magnitude of 6.2 as well as a hundreds of aftershocks, to the region at the epicentre, 91 km (57 miles) northeast of Christchurch in the South Island, 1,100 miles away, with potential for damage well over 100 miles away.*

Expressions establishing Prominence: *Prime Minister John Key*

Numbers: *Tens of thousands of people, 7.5 magnitude earthquake, "a couple of billion dollars", less than a couple of billion, 2,000 people, six people, hefty 6.8-magnitude aftershock during the day, Sixteen rafters and six kayakers, strong earthquake with a magnitude of 6.2 as well as a hundreds of aftershocks, 91 km (57 miles) northeast of Christchurch in the South Island, Severe weather with 140 kph gale-force winds, 130 miles away, 4 on the Richter scale but has since been upgraded to 7.8 by the US Geological Service.*

Such vocabulary and descriptions are not always evaluative, but they often evoke emotional reaction of readers (Ungerer 1997). The negative expressions evoke of the readers' sharing the same humanity with the victims, they engage the reader emotionally, allowing for both empathy and contemplation (Chouliaraki 2008). However, some examples show a degree of higher intensity or emotion, as in, for example, _devastating_ *earthquake that* _swallowed_ *roads,* _twisted_ *railway lines and left towns and cities* _smashed and deserted_, _devastation_, *"the* _shaking_ *was* _massive and violent_ *the noise was* _horrendous"_ *or* _devastating cost_. These expressions express the journalist's opinion and become evaluative – the difficulty is to say when this is the case (White 1998: 130)

Monika Bednarek states that the evaluative elements also refer to states of affairs that are (un)pleasant not for the writer but for someone else. In such cases the writer provides some sort of evaluation, but is not 'affected' (Hunston and Sinclair 2000: 99), these include the example from the text:

'Fearing a tsunami, she spent the night in her car at the top of a nearby hill, feeling continual aftershocks.'

<div align="right">(The Guardian, 16 November 2016)</div>

3.6.2.   Summary

The previous chapter provided us also with the importance of news values. News media must attract and also keep readers' attraction. The interpersonal meta-function is the primary factor which stands behind the structure of the news articles. To create a newsworthy news article, the journalists cannot report all the material as they are limited by time and space. Therefore they must select only those pieces of information that is newsworthy. Reports which sound newsworthy are distinguished by a set of 'news values'.

The news values present the key values in understanding news production and the choices that journalists face while deciding that the exact piece of information is news while the other is not. Therefore the point of departure stands in publishing a newsworthy information and attract the target audience in both tabloids and broadsheets. Firstly, the journalists must identify the target audience. According to Harold Evans (1972), a news story is a story about necessary information and unusual events, a story which should be based on observable facts, should be an unbiased account and should not include journalist's opinion. The list of news values is endless. There have been various journalists who have described practices of press of particular nations and places. Bad news is more exciting than good news. Stories about tragedy, unexpected (but bad) outcome of various events, violence, natural disasters, bad political situation or extreme weather conditions are always put above the positive stories such as celebrations or success. Bad news is are more likely to be reported than good news because they are more likely bring other news values, such as impact, prominence, unexpectedness, unambiguity or meaningfulness. A bad news story is of interest if it is about events that are identified as being out of the ordinary or events that show a considerable impact. The bigger impact the story has and the more people it affects, the better.

Stories concerned with global issues and politics of powerful nations receive more attention than those dealing with minor politics which means relation to cultural proximity, thus creating the news value of Proximity. Those nations which are culturally closest to our own will receive most of the coverage. Meaningfulness relates to cultural proximity. The audience must also identify with the topic of the article.

The news media also make reference to elite persons, creating the news value of Eliteness. The media (not only the papers) pay attention to the ordinary as well as rich, powerful, famous people. Stories about important people get the most coverage.

Last but not least, the reader is often interested in other people. News stories that centre on a specific person and are presented from a human interest angle, are likely to attract readers' attention, particularly if they involve a well-known person.

To sum up, newsworthiness is created through the means of language as well as images and how do the journalist present the facts to the audience. This includes the interpersonal relationship between the reader and the journalist.

3.7. The Daily Mirror

3.7.1. Personality and impersonality

As written in the previous chapter, no personal reference towards the protagonists of the story should appear in the headline. But, there are some signs of informality – in tabloids, as they are more personal than the broadsheets. The author makes the reader involved in the plot and presents it in a way which raises emotions and interest. An article about a natural disaster, political issues or economic crisis does not show personal references but it may be written with the attitude of the author. Such an opinion and description of its protagonists brings the reader closer into the happening.

Concentrating on some of the articles from the corpus, we find out how the Daily Mirror addresses the main character in the news story, whether proper nouns and personal pronouns or other appellations are used in the newspaper article.

In the article speaking about **election result**

Donald Trump: candidate

Barack Obama: (as contemporary president): The President, White House, candidate

USA: this country, America

Election result: extraordinary election, shock election result, Presidency and Vice Presidency

In the article speaking about **Trump's inauguration**

Donald Trump: The US President-elect, billionaire, the 45th President of the United States

Trump's inauguration: grand ceremony in Washington DC, event, main ceremonies, inaugural ball, festivities, Inauguration Day

Bill Clinton: "the worst abuser of women in US political history"

In the article speaking about **Ivanka Trump**

Ivanka Trump: Donald Trump's daughter, unpaid White House employee, First Daughter, government employee - but with no pay, Trump's older daughter, unpaid employee in the White House office, informal adviser, influential adviser

Jared Kushner: husband, powerful Trump adviser

In the above mentioned articles I do not count personal pronouns which occur very often. The Daily Mirror uses personal and also formal way while addressing the main protagonists of the story. In this newspaper article 'smooth transition' the author describes election result in USA. He uses extraordinary election or shock election results in the article because he wants to affect our emotions.

The last example gives us another informal and personal feature of a tabloid´s article. Besides mentioning that the White House employee is Ivanka Trump, the daughter of Donald Trump. The Daily Mirror calls her by her first name through

the whole article. In the beginning she is called by only by name Ivanka. They do not use her full name.

3.7.2.   Formality vs. informality

The vocabulary used in media tend to be rather formal than informal. Phrasal verbs, idioms and emotionally coloured words are features of informal newspaper style.

However, the language of The Daily Mirror (the tabloid) shows signs of informality, using words spoken language, e.g. phrasal verbs (*go out, cut off, go off, take down, look up for* etc.), collocations, idioms and phrases that are more connected with everyday speech.

3.7.3.   Expressivity

The number of expressive words found in Daily Mirror was very high, as it was expected.

Tweeted his horror, flee inland for their lives, 'A' list, shook 'like jelly', the aftershocks have felt like we're a ship on sea, aftershocks described as 'freaky', 'most innovative and secure coin', thick smog, shocking pollution, shrouding Beijing below, dangerous levels of air pollution, severe levels of air pollution, shock election result, smooth transition, epic damage, devastating cost, strong earthquake, sizeable cracks, powerful earthquake, mass evacuation, extraordinary spectacle, brilliant photo opportunities, extreme weather events, a danger 'it may run out', heavy rain, freezing temperatures, balmy bang, hot chocolate drink was as salty as the Atlantic, crippling problem, stunned, massive shark, devastating cyclone, huge predator, heavy flooding, fierce wind, torrential rain, shocked, severe storm and many others.

3.8. The Guardian

3.8.1. Personality and impersonality

The way The Guardian addresses the protagonists of the stories is more formal and impersonal.

In the article speaking about **election result:**

Donald Trump: *Mr Trump, Trump (many times in the whole article), President Trump*

Hillary Clinton: *Mrs Clinton, Clinton (several times in the whole article)*

Barack Obama: *President Obama*

In the article speaking about **Trump's inauguration**

Donald Trump: *Trump (several times in the whole article)*

Trump's inauguration: *presidential handover*

Barack Obama: *Obama*

In the article speaking about **Ivanka Trump**

Ivanka Trump: *President's daughter, official government employee, unpaid adviser to her father, adult child of the president (calls herself in direct speech), Ms Trump*

Jared Kushner: *her father's senior adviser*

In the articles about politicians or politics, The Guardian addresses the main protagonists as Ms, Mrs or Mr. The last article about Ivanka Trump as an unpaid White House employee was chosen because it will always raise emotions and more personal approach when it comes to employing relatives in high politics. The personal approach is more stressed by using their relation (father – daughter like in the expressions: *President's daughter, unpaid adviser to her father* or *adult child of the president.* The personality and emotionality was expressed by the description in what she would do in her job, in the direct speech *"I have heard the*

concerns some have with my advising the president in my personal capacity while voluntarily complying with all ethics rules, and I will instead serve as an unpaid employee in the White House office, subject to all of the same rules as other federal employees."

3.8.2. Formality vs. informality

The language of broadsheets tends to use neutral or formal words. The majority of articles published in the broadsheets deal with economy, politics and finance. Various informal features can be found there, from informal and expressive words to idiomatic expressions and phrasal verbs. Such informal features used in the broadsheets can be described as tabloidization of broadsheets. An example of idiomatic expression found in The Guardian: *A feather in your cap – an achievement to be proud of,* or a phrase: *a tall order* - an unreasonable or difficult demand. Examples of phrasal verb include*: slip away, build up, set off.*

3.8.3. Expressivity

Significant chapter, veteran US astronaut, safety threat, living on a 'waking dragon', aftershock, severe weather, severe storms, devastating earthquake, swallowed roads, twisted railway lines, smashed, deserted, significant injuries, torrent downstream, heavy rain and wind, forecasters warning, shakes felt like 'living on a sleeping dragon who's waking up', the aftershocks were 'like being on a big cruise ship in big seas', constant bump and roll (describing earthquake), horrible, terrible, political seismic shocks, stunning phenomenon, grace, impressive, triumphant farewell tour, awkward job, brave face, orderly transition, dismay, rudeness, democracy, freedom, biggest danger and many others.

The expression *living on a 'waking dragon'* is used to help the reader make sense of the catastrophe. It is an ascription of extraordinary power to nature. 'The metaphorical description moves the inanimate natural power up the imaginary ladder, providing them with additional power' (Trčková 2014, 56)

3.9.   Summary

The Guardian is a type of newspaper which tends to sound impersonal, therefore it tries not to call the people by their names in headlines and uses their surnames throughout the article (compare the Guardian's headline: '*Ivanka Trump become White House employee instead of informal adviser*' vs. The Daily Mirror's headline: '*Donald Trump's daughter Ivanka becomes unpaid White House employee*').

The Daily Mirror is a type of newspaper which concentrates mainly on the additional information than the news itself. While reporting about a scandal, the audience is faced with many details (mentioned also in hypertextual texts accessed via hypertextual links about which I speak later in this thesis) which refer to other issues, e.g. from the life of the main protagonist of the news story, including his family, education, hobbies etc.

Concerning the level of personality, the way The Daily Mirror calls the protagonists of the newspaper article is very familiar and personal. On the whole, it shows more personal attitude towards the main protagonists of newspaper article.

The Daily Mirror uses emotionally coloured words. Surprisingly, the headlines are longer than expected. The Guardian the level of expressivity was a big surprise. The Guardian uses a great number of expressive words which are both positive and negative.

The number of idioms and phrasal verbs occurring in The Guardian and The Daily Mirror is difficult to count because the length of the articles is incomparable.

There are changes in this impersonal attitude which has been approaching more personal relation. The Daily Mirror usually repeated some of the found phrasal verbs. On the contrary, The Guardian repeated mainly those phrasal verbs which were connected with political issues, e.g. step down and call off.

4. CONCLUSION

This thesis has proved that there are differences between broadsheets and tabloids.

Firstly, the focus is put on features in which they are different – graphics, layout, headlines and language used. In the thesis, only the online versions of the papers were used, so the role of the Internet in the news media is described. Generally, the Internet and technology has improved the processes of identifying stories that are newsworthy. It goes without saying that its effect on news reporting is revolutionary.

In the thesis, the basic distinction between The Guardian and The Daily Mirror was introduced. The news article in Guardian is very simple in comparison to The Daily Mirror. The article in the Guardian is one long continuous flow of information. No words are highlighted.

In the papers, there are headlines that directly refer to the person involved in the story. On the contrary, there are longer, more descriptive headlines that usually do not mention the protagonist of the article.

In the thesis, the news values are mentioned as they provide tools how to attract readers' attention, in other words the news values present interpersonal relationship between the reader and the author.

In the thesis, evaluation to study the differences between tabloids and broadsheets was applied. The corpus on which my analysis is based consists of 30 news stories taken from newspapers. Fifteen come from the Guardian and fifteen come from The Daily Mirror. I have chosen to keep the subject matter constant in both types of newspapers so that the corpus consists of fifteen topics that are reported in each of the two newspapers.
Some of the events are negative, therefore negative evaluations appear.

Interpersonal meta-function describes how language is used to interact with other people. It also concerns the ways in which we act upon one another through language. The interpersonal function refers to the linguistic choices that enable speakers to enact their interpersonal relations. Language not only construes experience, but simultaneously acts out *"the interpersonal encounters that are essential to our survival"*. (Halliday, 2003)

The role of the author and the reader on the Internet is worth mentioning as the interactivity is considered to be the core of online newspapers.

In the interpersonal meta-function, we are concerned with the type of interaction taking place and the way speakers take a position in their messages. This means that each text has a relationship between providers of information and recipients of information. The fundamental purpose in any exchange is to give or take some information. By using the hyperlinks in the news media the journalists offer possibilities of access to other webpages, emphasize intertextuality and last, but not least, the journalists offer the possibility of active participation of the reader.

Although Halliday's three meta-functions are mutually intertwined, it is through the separation and individual treatment of the interpersonal meta-function that we can best observe how the processes of making meaning in the text are intrinsically social. Newspaper discourse generally appeals to readers' emotions, employing a number of discursive strategies that lead to sensational delineation of events, including emotional vocabulary, emotive victim stories and the use of contrast.

The focus of the news articles is put mainly on the appeal to readers' emotions. It is achieved by the use of a selection of emotional words.

It can be stated that both newspapers possibly manipulate their readers as they comment on the issues. Since the media possess the power to comment on reality (Urbanová, 2008) and are also able to adjust reality not only by their selection of topics but also by various linguistic means, abuse of power should be at the forefront of the reader's interest.

5. RESUMÉ

Tato diplomová práce analyzuje interpersonální funkci z článků, které byly publikovány na internetových stránkách novin The Guardian a The Daily Mirror. Teoretická část popisuje žurnalistický styl, důsledky publikování novin na internetu, funkci hypertextu a zpravodajské hodnoty.

Tato práce ukazuje rozdíly bulvárního a kvalitního tisku. Dále se věnuje rozdělení metafunkcí podle Hallidaye a kategorii hodnocení, kterou popisuje Monika Bednarek. Praktická část popisuje typické rysy pro oba dva druhy novin. K tomuto účelu bylo vybráno 15 dvojic článků na stejné téma, které byly otištěny v obou vybraných novinách. Hlavním cílem této práce je analýza použitých stylistických prostředků výchozích textů, které se následně porovnají navzájem.

V závěru práce následuje shrnutí získaných poznatků.

6. APPENDIX

	TOPIC	THE GUARDIAN	THE DAILY MIRROR
1.	One pound expires	https://www.theguardian.com/money/2015/dec/17/royal-mint-presses-last-batch-round-pound-coins	http://www.mirror.co.uk/money/what-old-round-pound-coins-9832465
2.	Debris in space	https://www.theguardian.com/science/2017/mar/31/lost-in-space-debris-shield-bag-floats-away-from-astronauts-during-iss-spacewalk	http://www.mirror.co.uk/science/space-junk-one-humankinds-greatest-9289084
3.	Election result	https://www.theguardian.com/commentisfree/2016/nov/09/the-guardian-view-on-president-elect-donald-trump-a-dark-day-for-the-world	http://www.mirror.co.uk/news/uk-news/barack-obama-smooth-transition-trump-9228443
4.	New Zealand	https://www.theguardian.com/world/2016/nov/14/like-living-on-a-waking-dragon-new-zealanders-count-cost-of-earthquake-	http://www.mirror.co.uk/news/world-news/new-zealand-earthquake-damage-cost-9255094
5.	Supermoon	https://www.theguardian.com/science/2016/nov/13/supermoon-brightest-display-for-68-years	http://www.mirror.co.uk/science/supermoon-2016-once-lifetime-sight-9254853
6.	Trump's inauguration	https://www.theguardian.com/us-news/2016/nov/11/obama-trump-presidential-transition-process-how-it-works	http://www.mirror.co.uk/news/world-news/when-donald-trumps-take-office-9223960
7.	Presidents	https://www.theguardian.com/us-news/2016/nov/14/barack-obama-faces-awkward-task-on-sad-farewell-visit-to-europe	http://www.mirror.co.uk/news/world-news/what-special-relationship-barack-obama-9264507
8.	Veg crisis	https://www.theguardian.com/commentisfree/2017/feb/03/spanish-vegetables-weather-courgettes-lettuce	http://www.mirror.co.uk/news/uk-news/lettuce-rationed-veg-crisis-deepens-9752981
9.	Warm weather	https://www.theguardian.com/business/2017/mar/24/uk-cauliflower-glut-prices-slashed-warm-weather	http://www.mirror.co.uk/news/uk-news/uk-weather-temperatures-set-soar-10125033
10.	Healthy lifestyle	https://www.theguardian.com/uk-news/2014/may/14/sugar-salt-fat-	http://www.mirror.co.uk/lifestyle/health/assault-salt-hidden-dangers-your-10108526

		nutrition-national-survey-public-health-england	
11.	Fighting obesity	https://www.theguardian.com/society/2017/mar/27/government-plan-on-childhood-obesity-very-disappointing-say-mps	http://www.mirror.co.uk/lifestyle/health/experts-say-10-subsidy-fruit-10085820
12.	Cyclone in Australia	https://www.theguardian.com/australia-news/2017/mar/28/cyclone-debbie-queensland-police-fear-fatalities-with-extent-of-damage-unclear	http://www.mirror.co.uk/news/weird-news/huge-man-eating-shark-washes-10125146
13.	Photos of the day	https://www.theguardian.com/news/gallery/2017/mar/30/best-photos-of-the-day-putin-and-a-thirsty-chimp	http://www.mirror.co.uk/news/world-news/russias-vladimir-putin-shares-latest-10124082
14.	Ivanka Trump	https://www.theguardian.com/us-news/2017/mar/29/ivanka-trump-white-house-government-employee-ethics	http://www.mirror.co.uk/news/politics/donald-trumps-daughter-ivanka-becomes-10125051
15.	Beijing air pollution	https://www.theguardian.com/sustainable-business/2017/mar/31/china-beijing-air-pollution-smog-business-crackdown-fines-spot-checks	http://www.mirror.co.uk/news/world-news/incredible-photos-capture-stark-reality-9496638

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Supermarkets must stop discounting unhealthy foods to tackle child obesity, say MPs
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