



## The Role of Newspaper Styles in Literature

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### ABSTRACT

The article specifically focused on a study of newspapers, detailed classifications of newspaper styles by different scientists. Moreover, the research analyses the role of newspaper styles in modern literature as well as comparing it with historical newspapers and provides information about functional styles and its peculiarities in literature. Each newspaper article has its particular style in written discourse, consequently to analyze newspaper styles, details of literary writings should be researched as well. Stylistic features of the newspaper language and the headlines are as well studied in the following article.

### Keywords:

Newspaper styles, publicist style, belles-lettres, literary bookish style, scientists, linguists, different classification, modern literature, literary writings, and historical newspapers.

### I. Introduction

Nowadays, people can't imagine life without mass media as well as reading newspapers which are essential part of human's life. A great number of people read it in order to get information about social events, world politics, business, sport and so on. Modern newspapers are mostly digital, but it doesn't hide the fact that people read printed versions as well. Newspaper headlines are the most important detail that attracts readers' attention, using variable and rich language, so the readers choose whether to read it. For many years, newspapers are considered as a main form of mass media that origin of newspaper writing dates in 16th century when small written pamphlets appeared but a study of it had been started in the middle of 20th century. Each written discourse had its special style that has functions and peculiarities, so the newspaper has its distinctive peculiarities of

functional styles in literature, features of newspaper items as headlines, advertisements, announcements and other comparative details that is deeply studied and analyzed by scientists as newspapers are recognized as an apart specific form of writing in literature.

### II. Literature review

Nowadays, newspapers can be studied from the point of view of different analytical sciences as literature, politics, economy, technology and art. Many linguists made scientific researches on newspaper style such as A. Bell (1991)<sup>1</sup>, T. A. Znamenskaya (2005), C. Rich (2010), O.K. Denisova and L.P. Pozniak (2014). Stylistic features of the newspaper language and the headlines were studied by R. Fowler (1991), M. Swan (1995), D. Reah

<sup>1</sup> Bell, A., 1991. Language of News Media. Oxford: Blackwell.

(1998), J. Morley (1998).<sup>2</sup> The main problem on which linguists do not agree is whether or not there are distinct styles in the spoken discourse. Another problem is the classification of functional styles that some linguists as R.G. Piotrovsky (1975), Y.S. Steponov (1986) state that there are no functional styles at all. However, functional styles have been divided into specific groups by some other scholars. For instance, Russian scientists such as I.R. Galperin, I.V. Arnold and Y.M. Screbnev made different classifications for functional styles. Functional styles consist subsystems differing with lexical, syntactical and phonetic features. With developing technology, newspapers were explored by many aspects and classified differently so the newspaper styles have many functions. Newspaper style includes itself Headlines, Brief news items, Editorials, Advertisements and announcements.

### III. Analysis

Based on results of observation, such classifications of scientists were analyzed. In Galperin's opinion style is the result of creative activity of a writer who consciously and deliberately chooses language means that create style.

According to the classification of Galperin<sup>3</sup> who considered functional styles as a main unit, Newspapers styles are divided into 5 classes: (1981) as cited by Denisova and Pozniak<sup>4</sup>

1) Belles-lettres: aesthetic cognitive function a) The language of poetry; b) emotive prose; c) drama

2) Publicistic style: persuasive a) oratory and speeches; b) The essay; c) articles

3) Newspaper style: informative a) brief news items; b) Headlines; c) advertisement and announcements; d) the editorial

4) Scientific prose- informative terminology;

5) The official documents

According to I. V. Arnold as cited by T.A. Znamenskaya styles can be divided into two groups:<sup>5</sup>

1. Colloquial Styles: (literary colloquial; familiar colloquial; common colloquial).

2. Literary Bookish Styles: (scientific; official documents; publicistic newspaper; oratorical; poetic).

Denisova and Pozniak represent the different position towards the problem of functional styles. Their classification is presented below (Ibid):<sup>6</sup>

a) Literary or bookish style; 1) publicistic; 2) scientific; 3) official documents

b) Free or colloquial style: 1) literary colloquial and 2) familiar colloquial style.

The scholars do classify neither poetry nor imaginative prose fiction, stating that they are non-homogeneous.

Y.M.Screbnev's classifications of sublanguages:<sup>7</sup>

1) The official sphere: a) private, business, diplomatic correspondence; b) legal documents; c) science and technology; d) newspaper texts; e) poetry and fiction; f) church terminology

2) The colloquial sphere: colloquial, low colloquial (slang, jargons), dialects.

Screbnev says: "Sublanguage is a subsystem of language which fully conforms with the aims of communication in a particular sphere of speech".

Newspaper language includes the written copy, the pictures used, the size and font of the text and how these elements are presented in the design layout. Headlines are the most important element of newspaper, so the reader chooses newspaper article according to its heading. The main purpose of

<sup>2</sup> Morley, J., 1998. Truth to Tell: Form and Function in Newspaper Headlines.

<sup>3</sup> I.R. Galperin 1981, Stylistics

<sup>4</sup> Denisova, O. K., and Pozniak L. P., 2014. Учебно Методическое Пособие по Стилистике Английского Языка. Иркутский Государственный Лингвистический Университет

<sup>5</sup> Znamenskaya, T. A., 2005. Stylistics of the English Language. Moscow: Kom Книга. P 136-137

<sup>6</sup> Denisova, O. K., and Pozniak L. P., 2014. Учебно Методическое Пособие по Стилистике Английского Языка. Иркутский Государственный Лингвистический Университет

<sup>7</sup> Y. M. Skrebnev 1994 "Fundamentals of English Stylistics"

headline is to attract reader's attention and to make some sense that arouses curiosity to read the whole article. Mostly headlines give the summary key word of the event which is described, but only through reading the consequent actions could be opened. However, readers can face a problem of comprehending the headline as it uses abbreviations, no grammatical rules and incomplete sentences.

#### IV. Discussion

Researching historical newspapers provides wide range of information related to the particular period of time as notes about battles, performance, printed books and other details of cultural and socio-economical world. Newspapers have a deep connection with the literature. In 18th century's literary writings as essay, poetry and fiction were published in periodically printed newspapers. As the essay emerged in 18th century, it became the most significant literary genre of that time and was dependent on the expanding market of newspapers. It might address a serious philosophical, ethical or scientific topic. Moreover, a great deal of poetry was also published in newspapers. The Morning Post published verse by a group of revolutionary young poets, including the English Romantic poets as Samuel Taylor Coleridge, William Wordsworth, Mary Robinson and Robert Southey.

The first newspapers transferred only news without any comments, as commenting was considered to be against the principles of journalism. But at the end of 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. Between 1830 and 1860, machines and manufacturing made the production of newspapers faster and less expensive. Benjamin Day's paper, the New York Sun, used technology like the linotype machine to mass-produce papers. Roads and waterways were expanded, decreasing the costs of distributing printed materials to subscribers. New newspapers popped up.

In 1896, Adolph Ochs purchased the New York Times with the goal of creating a

dignified newspaper that would provide readers with important news about the economy, politics, and the world rather than gossip and comics. The New York Times brought back the informational model, which exhibits impartiality and accuracy and promotes transparency in government and politics.

Modern newspaper transfers information on distinct subjects that not only news and comments can be found, but also stories and poems, crossword puzzles and etcetera. Since these serve the purpose of entertaining the reader, they cannot be considered as newspaper style. Comparing modern newspapers with old, historians look for differences in advertisements, headlines, choice of stories, placement of stories within the paper, different positions expressed in editorials, and disagreements about what issues merit an editorial. They also look at changes in layout and typography. Identifying these trends and changes help clarify what each paper's politics were and who might have been reading which paper.

#### V. Conclusion.

From the history newspapers were a significant medium for the publication of literary works. Each written discourse in literature has its individual style of writing that why it is important to analyze newspaper styles in details to comprehend newspaper articles better. During writing the article many specialized points of view were studied, classifications of newspaper styles were observed. Making comparative overview to the classifications of different linguist it's underlined there were some disagreements on discussing the problem of fictional styles. Furthermore, the main definition between historical and today's news is in its form of writing like bookish version and online digital one. Newspaper headlines have two main aspects as grabbing reader's interest and give a point of below described article. To sum up, analyzing newspaper styles has a significant role in modern literature that opens a door to the trail of great comprehending.

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