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«м'яких» новин (на матеріалі друкованих та онлайн ЗМІ)**

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**Stylistic Features of Present-Day English “Hard” and “Soft” News: A Study of
English Print and Electronic Media**

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INTRODUCTION

News remains one of the first genres of journalism. It emerged long before the appearance of journalism itself. The genre has not lost its relevance today; however, there are still editorial offices that disregard the preparation of news, and as a result dry transfer of information and facts without new means of expression (text, graphic and multimedia) leads to the loss of an individual style for publication (Пельт, 2006, с. 10). A journalistic text can be called a special product of creativity having a number of construction features. Life itself has broadened the scope of the news and this circumstance in the conditions of market relations has generated competition, which forces us to look for new methods of presenting news information for potential consumers (Колесниченко, 2008, с. 54).

Traditional mass media texts can be distinguished from other texts by a certain periodicity and in general a short “validity period”. Prototypically, they appear on a daily basis and are meant for a short-term use. Journalistic mass media are the object of research of “traditional” media linguistics, with a pronounced focus on the analysis of products rather than processes. Linguistic studies of the production and reception of texts used to be rare; analyses of non-journalistic mass media (i.e. books or movies on DVD) are scarcely found in these media linguistic works and have not yet been in the center of interest of media linguistics. Even though the scope of the field of traditional media linguistics is wide its delimitations are clear-cut (Здорова, 2004, с. 69).

In the mass media of the USA and Great Britain, news is differentiated into “hard” and “soft”. The difference between these types of news reporting lies both in the subject matter of the news described and in the features of its presentation. “Hard” news usually involves issues of power, economics, business, etc. It is present primarily on the front pages of newspapers where notes that promptly state the essence of the incident in a strictly organized text are often published. This can be traced from the first lines of publication. Already the very first sentences answer a number of questions, namely: “Who?” “What?” “Where?” “When?” “By whom?”, and less often – “why?”.

Speaking of “hard” news, it should be noted that the main requirements for publications of this kind are considered prompt and accurate (Бобровская, 2011, с. 55).

In the “soft” news the information efficiency is noticeably weakened, since the beginning of the text does not necessarily indicate when and where the described event occurred. It is unlikely that such news information can be called emergency (breaking news). In the “soft” version of the note, a moment of intrigue is often introduced. The compositional organization of a “soft” news item is much more flexible than a “hard” one (Владимиров, 2003, с. 66).

An extensive body of literature exists on the news texts. Our research study draws primarily on the works by G. Bobrovskaya (2011), V. Zdorovega (2008), V. Karasyk (2002), M. Kim (2010), M. Lukina (2010), A. Tertychnyi (2015), M. Baranowski (2014), T. Van Dijk (2014), A. Schutz (2013), M. Stephens (2017).

The object of our study is “hard” and “soft” news as media formats or individual news reports.

The subject of the study is concerned with stylistic features of present-day English “hard” and “soft” news.

In accordance with the aim of the paper, the following tasks are set:

- to trace the history of news from a diachronic perspective;
- to specify the notion of news objectivity and its components with regard to the two types of news under study;
- to elicit the structural specificity of “hard” and “soft” news reports;
- to outline the stylistic specificity of “hard” and “soft” news;
- to reveal emotive and expressive means used in “hard” and “soft” news;
- to compare stylistic features of “hard” and “soft” news.

The theoretical value of the paper lies in a detailed review and a profound study of the features of “hard” and “soft” news, as well as the characteristic features of modern methods of presenting “hard” and “soft” news.

The practical value of the research is stipulated by the possibility to apply its results in reading courses on the stylistics of the English language and interpretation of

newspaper texts, as well as various special courses in text linguistics. Research materials can be used in writing term papers and graduation papers.

The empirical base of the study is represented by English electronic media, particularly *The Guardian*, *The Times*, *The Economist*, *The Independent*, *The Washington Post*.

The research paper is arranged as follows:

Introduction clarifies the choice of the topic of the study, states the object and the subjects matter of the research, aims and tasks.

The first chapter focuses on defining functional features of the media language; highlights language as a tool for public opinion formation; defines news as the main genre of print and electronic media; outline the notion and structure of “hard” and “soft” news.

The second chapter outlines the stylistic features of “hard” and “soft” news in English print and electronic media.

General Conclusions summarize the obtained research results, suggest theoretically valuable inferences, and outline the main perspectives for further research of the problem under consideration.

CHAPTER ONE

THEORETICAL FOUNDATIONS OF THE STUDY OF NEWS DISCOURSE

Today, the media, especially television and newspapers, play a crucial role in the life of modern society. News texts are messages about the most important events, reflecting all the phenomena of the real world around, forming the present world picture. News discourse is the product of collective activity in a particular social community of people who collect, process, and regularly disseminate relevant socially important new information through the media through the generation, broadcasting, and interpretation of news text (Schutz, 2013, p. 12).

The language of the media is a corpus of texts produced and distributed by the media. It is a stable intra-lingual system, characterized by a certain set of stylistic properties; it is a special sign system of a mixed type with a certain ratio of verbal and audiovisual components specific to each of the media: print, radio, television, Internet. The news is a historically conditioned minimal format of a universal presentation of generalized ideas about socially significant events. News reports and news streams are the main tool that connects various local communication systems into a single global system of mass communications. The news is designed to attract the interest of the widest possible part of the target audience. This determines the increased requirements for their type, production process (Stephens, 2001, p. 42).

Television news has a specific structure and unique grammatical features. News discourse fully implements the beneficial features of mass communication and performs one of the main functions of the language. The total volume of news articles exceeds the number of texts on other types of mass media. As a result, the study of news discourse features is very interesting and most relevant today.

1.1. News as a Research Object in Media Linguistics

The modern stage of linguistic development is characterized by a growing interest in the functioning of linguistic units in the field of mass communication. This is due to the recognition of the important role that the media play in public life. The intensive improvement and transformation of traditional media with the emergence and widespread use of advanced computer technologies and the Internet continued to have a great impact not only on the development of the language but also on all aspects of social life. Today, media text is one of the most common forms of speech use.

The media is of interest to researchers in many scholarly disciplines. This is due to the level of importance which has been represented by the media for the public since the printing of newspapers and the special interaction between the author of the information product and its consumers. In addition to performing its primary function, the media have a great impact on the lives of society. Mass communication influences the overall structure of a person's thoughts, the perceptual style of the world, the type of culture today by letting people know about the state of the world and filling his spare time (Claridge, 2010, p. 55).

As a result, the languages used in the media and the reverberant speeches of major radio and television shows are attracting the attention of scholars. Media languages and general mass media discourse are studied within the framework of media linguistics. This linguistic orientation developed by the end of the 20th century and stems from the work of researchers like G. Solganic, M. N. Volodina, T. Dobrosklonskaya, V. G. Kostmalov, S. I. Bernstein, T. van Dyck, Alan Bell, N. Feuerclough, J. Dominic, and others. One of the main concepts of media linguistics is a *media text* concept proposed by T. Dobroskronskaya.

Thus, it turns out that media texts are closely related to extra-language elements in the process of communication and become part of a special type of discourse – media discourse (similar terms: media discourse, mass media discourse).

According to T. Dobrosklonskaya, media discourse is a series of processes and products of voice activity in all the richness and complexity of dialogue in the field of

mass communication. Media text, which is the unit of media discourse, is considered as a message, taking into account the characteristics of its transmission channel (Добросклонская, 2008, с. 18).

The *text of the news* is a message about an important event that reflects all the phenomena of the surrounding reality, which dynamically shapes the current state of the world. The volume of news text in a typical media stream far exceeds other types of media text, and its high reproducibility and reproducibility characteristics only enhance their importance.

The concept of media text and media discourse is important when studying a news text. This is what media linguistics is doing – a relatively new direction in modern linguistics, the purpose of which is to study the functioning of language in the field of mass media. It is important to note the interest in the use of language in the field of mass communication, and research in this area has been carried out much earlier. The attention of scientists to this area of voice use is associated with the important role that the media play in the life of modern society.

The main cognitive feature of the news text is a clear desire for objectivity (fairness), which manifests itself at all language levels of news, including vocabulary, form, syntactic theory, and discourse. The cognitive features of news texts are also manifested in stable thematic organizations (politics, economics, culture, sports, weather, etc.), which reflect the stable cognitive structure of the world structure.

The main linguistic and stylistic features of the news text:

- the presence of a larger number of verb phrases in comparison with other mass media texts;
- the predominance of passive forms, impersonal composition, the use of multi-element phrases, and a limited definition of the phrase "adjective + noun";
- the use of various clichés, fixed expressions, and phrases;
- the absence of lexical units with a developed connotative component of meaning,

- the presence of text-forming components, namely, links to sources of information and phrases for introducing quotations.

Each media topic that is regularly duplicated in the news text is characterized by a stable set of phrases and syntactic units that are always used to create text on a specific topic. Each common theme then naturally breaks down into its components.

The news text is characterized by exceptional stability and high reproducibility of macro- and microstructures. This allows us to define it as a basic media text that fully implements the basic functions of mass communication. The main functions of sending information and media text are shown. When analyzing a news text, not only its main function and usefulness are taken into account, but also some additional characteristics, such as dynamism, limited time and space, neutrality, and objectivity.

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1.1.1. Historical Background of the News Genre

The history of mass communication is relatively short in the scope of world history. Although news-sheets appeared as early as 100 B.C., most forms of communication reaching large numbers of people have developed only in the last 500 years. From time immemorial, the news spread, often in a distorted form, like rumors, from person to person. Official news in antiquity was delivered by messengers, heralds announced it to the public. In ancient Rome, the wealthy people who lived in the colonies had their chroniclers Rome, who were supposed to keep them informed of everything that was happening in the capital. Most of these correspondents were educated slaves (Stephens, 2001, p. 44).

Handwritten scrolls called *Acta diurna populi romani* (“The daily affairs of the Roman people”) were hung out on the squares and delivered to politicians or simply noble citizens. Roman newspapers were wooden plaques on which a chronicle of news was recorded. News bulletins, as a rule, were of an informal character, while Julius Caesar ordered that the reports on the meetings of the Senate, the reports of the commanders, and the messages of the rulers of neighboring states be mandatory (Здоровева, 2004, с. 44).

The world's first print newspaper was *The Capital Newsletter*, which began to appear in China in the 8th century. It placed decrees of the emperor and messages on major news. Newspapers were printed from boards on which hieroglyphs were carved, inked, and imprinted. This technology was extremely inconvenient since the board from frequent coating with paint quickly deteriorated.

In medieval Europe, the need to maintain communications between cities forced governments, institutions, and some private individuals to have special messengers who constantly traveled between certain cities, transmitting various kinds of messages from one to another (Здоровева 2004, с. 154).

At the end of the 15th century, to maintain a constant exchange of news between various points, government agencies, monasteries, princes, and universities began to use these messengers intensively, and an extremely active and completely regulated

exchange of news was established between the most central and lively points. At first, this news was nothing more than messages from private individuals to private individuals, or government circulars. But gradually, a growing circle of people began to become interested in all kinds of news brought by the messengers, it news began to spread among people for whom it was no longer personal, but public interest. Letters addressed to a private individual but of general interest began to be copied in several copies and sent to friends. In this way, private correspondence gradually developed into a public handwritten newspaper (Михайлин, 2015, с. 55).

Until Johannes Gutenberg invented a printed press in Germany in the 1450s, which made it possible to reproduce text and images without resorting to the services of scribes, newspapers (which were all the same hand-written scrolls with the main news) remained a very expensive attribute of the life of high-ranking officials or wealthy merchants (Здоровева, 2004, с. 44).

Newspapers began to take on their modern appearance in the 16th century. Then the very name “newspaper” came into use – by the name of a small Italian newspaper coin, which was paid for a newsletter.

With the development of commerce, public interest in the news was growing. Political events in Europe, and especially the Reformation in Germany, had a profound impact on the development of the flow of information. From the first third of the 16th century to the present day, more than 5,000 flying letters have survived. These were mainly brochures and dialogues. One of the founders of the handwritten and later printed newspaper is a German banker Jacob Fugger (1459-1525). His newspaper was called “Fugger-Zeitungen” (“Fugger's Newspapers”). The newspapers began to appear at the beginning of the Reformation in 1520 and lasted for almost a century until the beginning of the 30-year war (1618-1648) (Weischenberg, 2010, p. 10).

The first printed newspaper in the modern sense of the word appeared in Germany in 1609 (although some researchers mention 1605). The newspaper, which started with the words like “Relation: Aller Furnemmen”, was printed in January 1609 in the free imperial city of Strasbourg, and included news from Cologne, Antwerp,

Rome, Venice, Vienna, and Prague. The editor and publisher of this weekly was the typographer Johannes Karolus (1575-1634), who had previously worked on handwritten newsletters (Weischenberg, 2010, p. 12).

In the 19th century, the improvement of the technique and technology of publishing had a decisive influence on the development of world journalism. The use of new achievements in everyday life has led to a change in the internal and external appearance of the newspaper, bringing it closer to the modern look. Gradually, the press system in its current understanding began to take shape. Almost all the inventions and discoveries of the 19th century that led to changes in journalism can be roughly divided into two categories: *technical (technological) and socio-political*. Technical and technological inventions are divided, in their turn, into *information transmission means, communication means, and information fixation means* (Schutz, 2013, p.15).

With the help of aviation, transferring information and transporting mail cargo at an unprecedented speed became a reality. The improvement of aircraft over time made it possible to fly from America to Europe and back.

With the advent of telecommunications in the 19th century, newspapers were able to deliver news about events around the world to their readers faster than ever. With the advent of radio broadcasting in the 1920s, the spread of news has accelerated. The popularity of television since the 1940s has made it possible to receive video information about events as well as text and audio. By the end of the 20th century, special news television channels were broadcast 24 hours a day, thanks to the development of satellite and cable television.

Finally, the evolution of the Internet and the advent of Internet media have led to the fact that news has now spread almost instantly around the world. News journalism is an important part of the press because it is the news that forms their information space.

1.1.2. Approaches to the Definition of News

An event turns into news if it meets certain criteria of news values, which include novelty, relevance, the social significance of the event, spatial or psychological proximity to a recipient of information, possible consequences for a mass audience, the presence of a conflict or negative component, participation of famous personalities, a factor of human interest described in detail mainly in the framework of the Anglo-American theory of journalism (Карась 2012, с. 58).

News is considered the primary, basic genre of the media since it is characterized by stable features at the level of format, content, and language. The news text in the general system of modern mass media is determined by the functions that they perform: informational and interpretative. It is the news to the greatest extent that implements one of the main functions of the media – informing the audience about current news in the country and abroad. The structuring function of news texts is manifested in the fact that it represents the Spatio-temporal framework around which the rest of the media content is built (ПЕЛЬТ 1986, с. 25).

The definition of news can be approached from different perspectives – from the perspective of philosophy, the theory of information and communication, the theory and practice of journalistic activity. Since we are interested in the news text as the basic text of the media, we will try to define it about the classification of newspaper media genres.

The news is drawn up taking into account the consensus about what interests the audience, as well as the internal and external restrictions that the relevant editorial board has to face. News is the result of a daily renewable game to achieve a collective agreement within editorial offices sorting news occurring over a specific period to create a perishable product. News is an imperfect result of making hasty decisions in a situation of pressure from the outside and the inside (Демина, 2015, с. 44).

There is also an approach where the news is defined as something that is interesting to most of society and that was previously unknown to it. The only

interesting, unusual, and significant event that has occurred recently can become news (Stephens, 2017, p. 32).

That is, in the first place there is the timeliness of news or its assessments, proximity to the audience, and drama. So, we stick to the following definition of the concept of news: **news** is information about a change in the status of a situation over time, which, due to its significance, falls into the top of a certain format (Зражевська, 2013, с. 55).

This definition includes, among other things, signs of a dramatic approach to describing the situation, since “changing the status of an event” is nothing more than one of the positions of classical drama, namely conflict. Such an approach can be used in practical journalism for a more accurate understanding of both the fact of the news and the level of its significance. For example, suppose an athlete won the Olympic race at a distance of one hundred meters. In this case, we can assume the presence of one, two, or more conflicts of statuses of situations in time, allowing us to talk about the event as news: 20 seconds ago it was a little-known runner – now he is an Olympic champion, or, before that, the country had no awards – now the asset is a gold medal, or, the record at a distance of 10 seconds, became 9, etc. (Кузнецова 2015, с. 15)

Following this definition, the algorithm for registering news is quite simple. Firstly, any change in the situation over time gives a formal, so-called informational reason to get into the news format. Any television information format has its exclusive standard form, with fairly stringent parameters, including such as timing, layout, implying a certain amount of news on the subject, genre (Stephens, 2017, p. 34).

The news material itself, in turn, “argues” for a place at the top in terms of a combination of indicators. Even though many experts in the field of television journalism pay attention to a certain bias in evaluating news formats, the main criteria are formulated at the stages of the emergence of television:

- technical quality of the “picture”;
- informational content;
- relevance;

- social significance;
- efficiency;
- exclusivity;
- level of drama;
- degree of proximity to the audience;
- maximum number of details (НОВИКОВА, 2011, с. 47).

Despite numerous studies on this issue, a clear classification is still lacking. Social communications include three generic groups of newspaper materials – these are *informational*, *analytical*, and *journalistic*. It is believed that the news text belongs to the information genres.

Among the information genres, various domestic authors include:

- 1) information (news);
- 2) informational message;
- 3) information correspondence;
- 4) information report;
- 5) informational interview;
- 6) informational commentary;
- 7) blitz-survey;
- 8) question-answer;
- 9) reportage;
- 10) press release, etc. (Негръшев, 2011, с. 15).

Besides, the information message has the following genre variations:

- 1) message about some event;
- 2) chronicle;
- 3) announcement;
- 4) annotation;
- 5) mini-review;
- 6) blitz portrait;
- 7) mini-story;

8) mini advice (НОВИКОВА, 2011, с. 69).

It becomes clear that not all of these genres report the news as such. Some of them use ready-made information, detail it, some process it, which certainly assumes a subjective-evaluative interpretation, others report not actual but “potential” news, attracting attention to the upcoming event, advertise it (Baranowski, 2015, с. 11).

The dominant role of news texts in the general body of mass media discourse is also due to the interpretative function, which is realized in the formation of a certain picture of the world among the mass audience. Comparing the concepts of “news” and “information”, A. Negryshev (2014, с. 89) considers it necessary to differentiate these concepts, since “news is always information, but the information is not always news”.

Based on this, the researcher concludes that it is possible to separate media news into a special genre subgroup within information genres, which can be called *news (information and news) genres*, which include information in a short line, information note, reportage.

T. Shmeleva (2012, с. 58) considers news (informational genres) to be one of the “purest” genres, although it contains ratings and is not devoid of intentionality. It should be noted that, according to one of the existing points of view, information, and news genres in terms of their impact potential are not inferior to other media genres, but even surpass them. The impact is not only present in any media news but also is their integral functional and content component.

However, we share the point of view of T. Shmeleva (2012, с. 25), believing that it is small-scale news texts that constitute media speech “in its purest form”, least burdened by subjective interpretations, since they lack brightly colored expressive means of verbal influence on the audience because of the impossibility of fully expressing the author’s position in mini format. Nevertheless, one of the key properties of news is unanimously considered to be the predominance of the message function.

An important principle of news agencies, materials of which make up a significant share of daily produced media content, is objectivity: the principle of objectivity is fundamental to news agencies, and this is perhaps the main thing that

distinguishes them from other media. This principle is dictated by the specifics of the activities of news agencies (Вишнеvsька, 2015, с. 44).

According to G. Lazutina (2011, с. 58), the news is a special phenomenon of reality that has a certain ontological meaning: that which arose or happened, which did not exist before, is the result of changes. This result, according to the researcher, can be presented in the form of an event, decision, or summing up some results of the activity.

T. Shmelyova (2012, с. 25) defines news as a concept that goes back to the concept of “information”. Thus, the news is the result of a change, in reality, the message of which reached the person and is perceived by him.

In light of the total introduction of advanced technologies in everyday life, “news” on the Internet is attracting attention. Researchers are actively discussing a new philosophy of news. M. Lukina (2010, с. 58) defines the Internet as a new media environment that sets new parameters for news. First of all, the news becomes publicly available, the Internet made it possible to learn about changes in reality quickly to the maximum number of people, which directly or indirectly affected the state of society.

In light of the popularization of the news and the free access of consumers to it, the access of producers to their consumers has increased, which has led to an increase in the number of news texts. Convergence processes have also influenced the nature of the news. V. Karpenko (2002, с. 35) notes that the converged edition, which employs universal journalists, produces news in real-time.

So, T. Shmeleva (2001, с.44) indicates that media genre terminology as a whole requires critical consideration and updating.

L. Kroychik (2005, с. 47) identifies three most important components of a journalistic text (message about the news, understanding the situation, methods of emotional impact on the audience) and considers the following groups of media space genres:

- 1) operational news – a note in all its varieties;
- 2) operational research – interviews, reports, reports;

- 3) research and news – correspondence, commentary (column), review;
- 4) research – article, letter, review;
- 5) research – shaped (artistic and journalistic) – essay, feuilleton, pamphlet.

At present, it is generally accepted that the system of media genres is currently extremely dynamic and variable, and the boundaries of individual genres are blurred. It is also worth noting that genre classifications adopted in different linguistic and cultural traditions often do not coincide. Under the influence of modern information transfer technologies, traditional journalistic genres do not disappear, but significantly, sometimes beyond recognition, are modified (Вишнеvsька, 2015, с. 44).

But in this complex and variable system, there are subsystems characterized by relative stability, since they are much less susceptible to change. These include the group of news media texts we analyze.

News journalism is an important part of the media, as it is news that forms their information space. In the Anglo-American tradition of classifying media genres, the news is an independent type of media text. The classification was developed in the framework of the theory of media-linguistics, includes for main types of media words: news, information analytics and, commentary, features (thematic author's materials), and advertising (Вишнеvsька, 2015, с. 44).

According to the author, this classification is universal in nature and allows us to reflect the real combinatorics of the functions of communication and impact in a particular type of media text.

Van Dijk (2001, с. 47) offers a model for news description based on purely discourse analysis notions. His account for the study of news as discourse rests on a systematic description of two ranks of structures: local structures and global structures.

The local structures, or microstructures, include essentially sentences and their relations. The first concerns all phonological, morphological, syntactic, and semantic features within sentence boundaries. Sentence structure analysis has the purpose of revealing the archetypal grammatical structures which distinguish language use in

news discourse from other forms of discourse. The preferred sentential structures might indicate the perspectives of journalists and newspapers and might reflect the way information is moderated concerning its context. (Stephens, 2017, p. 28).

The subsequent rank of description in the local structures is the sequential relations, including both superficial sentence connecting devices (such as pronouns, synonyms, conjunctions, etc) and semantic ties between the meanings conveyed in sentences (such as causality, result, apposition, etc), that is, cohesion and coherence in news discourse.

The global structures in Van Dijk's model include semantic macrostructures and formal superstructures. Macrostructures refer to general topics or themes. They are about the semantic content of discourse and are governed by macro- rules which show how propositions in it are organized hierarchically from overall to specific ones forming a "thematic structure" (Van Dijk, 2014, p. 28).

1.1.3. Typical Features of News Discourse

Among the news texts of the media there is a tendency not only (and not so much) to report, but also to influence. All denotative use and the concept of norm stem from the corresponding social consensus due to the functioning of the worldview in this particular era, however, this consensus does not concern the ideological content of certain signifiers, but the zero degree of correlation of the signifier and signified. Many connotations are capable of ideological saturation (Желтухіна, 2007, с. 55).

The news text as the basic text of the media has all the qualities inherent in the modern media text, but at the same time has its specific features and special functions.

One of the most important requirements for news transmitted through the visual series is that the "picture" should be **informative**. It should include such image elements that, taken together, should convey to the viewer all the necessary information, even without sound. Imagine a TV screen that consists of tiny pixels. The quality of the information content of the image is directly proportional to the number of pixels on the television screen that work to reveal the semantic content laid down by the author of the information content. If all the elements of the "picture", all its details

correspond to the intended content, then the level of quality can be estimated close to the maximum. The “picture” should carry exclusively the information that the author lays down, and not one pixel, ideally, should not give the viewer additional unnecessary information (Зражевська, 2013, с. 55).

An important parameter of the news is its **relevance**. The degree of relevance, in turn, depends on several positions, one of which is **efficiency** – the time between the occurrence of the fact of the event and the audience receiving information about it (Schutz, 2013, p. 44).

An equally important indicator for the news is its degree of **exclusivity**. In conditions of fierce competition, exclusive news becomes one of the important methods of attracting the attention of the viewer. The reception presents exclusivity as a property of news, allowing the reader to feel like a member of a special elite club: he will see something that no other newspaper will show. In this technique, adjectives, adverbs, and particles of the category of “sensationalism” are often used (Лукина, 2013, с.58).

The **quality** of news directly depends on the dramatic construction of information. In this case, using the example of an informational report, we are talking about quantitative and qualitative indicators of using and determining the sequence of elements such as “picture” with off-screen text, “synchronization”, “stand-up”, “live”, options: “from general to particular”, “from particular to general”, the presence of opposing points of view, etc.

The degree of news proximity to the audience is characterized by two of the following parameters: the geographical proximity of the event from the location of the viewer and the similarity of the social, material, moral, physical condition of the hero (s) of the news and the viewer. Another important factor: news content should contain the **maximum amount of details** (Schutz, 2013, p. 48).

The news value of an event is paramount when choosing facts to include in a finished news product. The value of news includes relevance, visibility, importance,

cultural and geographic proximity, brevity, denial, and drama. An important part of learning about news texts is describing how they are printed. Main types:

- “hard” news and “soft” news (by basic standards),
- regional, national, and international news (geographic standards).

Each news text is characterized by a multi-layered structure, which is understood as a linguistic and graphic component. Likewise, a language structure is a collection of individual components such as real stories, quotes, and links.

In addition to the semantic components that convey the main content of the message, the news is rich in text-forming elements such as verbal links, links to sources of information, and quotes, and phrases for introducing quotations.

News texts are well thought out, well organized, have a very stable structure, and combined with stable characteristics at the language level, these texts can be considered a global media cliché.

1.2. The Notion of News Objectivity and its Components

The category of objectivity is a fundamental concept of journalism, which determines its quality as an activity, the purpose of which is the dissemination of relevant, socially significant information. The idea of objectivity is formed within the framework of classical rationality and affirmed by scientific thinking. R. Descartes, one of the founders of classical rationalism, distinguishes thinking (ideal) and extended (material) substances, believing individual thinking as an undoubted being, the basis of existence: “I think, therefore, I exist”. From this self-evidence of individual consciousness a classical rational subject emerges – a reflexive natural scientist preoccupied with practical truth, insisting on knowing “a thing as it is” (Новикова, 2011, с. 33).

The dualism of R. Descartes in the context of the problem of cognition actualized by new European thinking offers a new – subject/object – a perception of reality, in the framework of which the concept of objectivity arises as to the correspondence of knowledge acquired by the subject, the object of research or reality as a whole.

Objectivity becomes the criterion of the truth of knowledge. Truth in science is identified with the objective laws of reality (Попова, 2002, с. 55).

Thus, we see that the concept of objectivity implies some meanings:

- contrasting the active cognizing subject with the thing – object;
- cognitive attitude of the subject to the object;
- true knowledge about the object (that is, the discovery of stable, repeatable, universal, and necessary properties / relationships of the object) (Claridge, 2010, с. 58).

The concept of objective journalism assumes that:

- a journalist should share facts and opinions about current news; present accurate and reliable facts, competent and versatile opinions to the audience, without giving out one after the other;
- coverage of news should be sufficiently detailed, comprehensive, revealing the essence of what is happening, without hiding the significant facts and suppressing the positions of the parties, as a result of which the audience should have a complete and detailed picture of what is happening;
- a journalist should not, in the interests of certain individuals or groups, manipulate information, present news in a specific light favorable to these entities, or impose his own opinion on the issue (Павленко, 2013, с. 47).

Objective journalism is unbiased journalism of facts, “photographing” reality. The desire to reflect things “as they are” brings journalism closer to science, as does the requirement for the empirical reliability of journalistic texts. Journalism and science (more precisely, socio-humanitarian knowledge) are brought together by rational cognition and the similarity of research methods, as well as an orientation toward finding the truth with its further use for practical purposes (in the case of journalism, to satisfy the information needs of the audience and improve various aspects of life society). Thus, we see that journalism takes the principle of objectivity from science and similarly understands it at the level of practice (Эппой, 2004, с. 44).

Among the multitude of texts created and disseminated daily by the mass media, various types of text with different functional levels are distinguished, which have stable functionality at the level of format and linguistic content. Thus, the format level of a newspaper implies a combination of external characters such as page size, number of pages, subject headings, the presence of illustrations, the systematic placement of material on the page, and the fonts used. The content level primarily reflects the size and quantity of content. At the linguistic level, the style of news broadcasting is closer to the formal business. But today, everyday styles of expression can also be found in many media.

Thus, the two main stylistic functions of newspaper and journalistic texts are standard and expressive. On the one hand, these are vocabulary units that help in an accurate and unbiased definition of objects and phenomena, and on the other hand, vocabulary, which gives an emotional assessment.

Being accused of naive realism in terms of the interpretation of concepts such as subject and object, fact, and its assessment, objectivity as a journalistic concept is criticized for too high claims to be an ideal. It sets no less high standards that do not allow the possibility of expressing a personal point of view, analysis, and interpretation of facts and events. In the above vein, objectivity is seen as an anti-democratic phenomenon due to its persistent desire to oust opinion from the journalistic discourse, to preserve impartial factuality (Schutz, 2013, p. 50).

Objectivity can be viewed as a way of knowing everyday reality with which journalism actively interacts. This treatment of everyday reality, the direction of journalistic empirical thought, found in the era of intensive development of democracy, appears to be the basis of social order in society. The concept of objectivity is based in journalism on the concept of reality, it appears as part of a broader objectification of social, social, and cultural relations through facts.

In this regard, objectivity is traditionally associated with the responsibility of a journalist to a mass audience: to be objective, means to be responsible for covering current events. Objectivity is a report of what is happening with an imperturbable air,

in particular when covering those difficult and confusing events that require – to be adequately understood by the audience – at least a minimal interpretation and assessment (Mast, 2015, p. 25).

According to the requirement of objectivity, the journalist needs to present the news to the audience “as it is.” News, from this point of view, is a representation of reality, getting acquainted with which, the audience learns about what reality is. In other words, the idea of objectivity, affirming a semiotic interpretation of reality, breeds the journalistic text and reality itself: the news text is a concept of reality, which is its denotation. Contrary to this interpretation, news text can be understood as a part, a fragment of reality itself – a reality that manifests itself in journalistic texts (Mast, 2015, p. 75).

In any case, objectivity is a sporadic property of journalistic texts, which is the exception rather than the rule. However, if we consider journalistic materials not as texts about the war, texts that narrate about the war, but as part of this war, this war itself, then the problem of objectivity is completely removed: the texts begin to reveal the reality of the war, the reality of the relations that gave rise to this war. And from this position, they reveal the reality “as it is”. Thus, we get the main fruits of objectivity by simply abandoning it in favor of reality (Прохоров, 2002, с. 11).

Objectivity is represented in almost all genres of media texts. At the same time, the main form of transfer of epistemic modality is the verb forms of the indicative mood of the present and past tense:

- *I don't see the crisis...*
- *We are stressed and angry...*
- *We don't have jobs...*
- *I'm embarrassed.*

These verb forms enhance the impression of reality, the objectivity of the described events. This plays an especially important role in genres of a factual nature: reports, news chronicles.

Objectivity is impossible without a knowing subject. In the context of objective journalism, such a knowledgeable subject is either a journalist who takes responsibility for the objective coverage of events, which is declared at the level of professional standards; or an audience critical of journalistic material. On part of the audience, the position of a rational subject is reduced to a critical understanding of journalistic materials and a rational search for the truth of events, based on acquaintance with information from various sources. In both cases, objectivity is understood as gaining knowledge, in our case, news information corresponding to reality (Mast, 2015, p. 58).

If a journalist acts as a rational subject, then the audience is assigned the position of a receiver of information, who, according to the logic of capitalism, has the right to rely on a quality product – objective news delivered by a journalist (editorial office), according to professional standards of activity.

However, consumers can be different – the state, commercial structures, political organizations – and the audience is often not the most demanding and solvent of them. As a result, objectivity from the characteristics of news becomes the property of a news product created to satisfy a specific consumer. In this case, it is interests and needs that determine it, customer satisfaction, and not objectivity as such. Thus, journalists issue under the guise of objective information relevant to the interests of the customer (state, founders, public organizations, commercial structures, etc.) (НИКИТИН, 2006, с. 47).

With all of the above in mind, the objectivity of news media texts is not to report what “I” thinks or feels, but what others have to say. It means reporting what you can support by having to.

1.3. The Structure of a News Report

Since events are multidimensional and non-linear, their linguistic representation in the linear text is based on separating the important components of the event and placing them in an order that corresponds to the expansion of the text from left to right. The peculiarity of the presentation of the event is reflected in the concept of van Dijk. Van Dijk provides a framework for analyzing the structure of news discourse in the

media. As part of this analysis, he recognizes the complexity of textual structures and therefore the complexity of news discourse. The proposed structure is limited to focusing on what van Dijk calls “global news organization” (Dijk, 2005, p. 55).

It defines the scope of such structures as covering only news structures outside the sentence level, ignoring smaller linguistic units such as syntactic, semantic, stylistic, or rhetorical features of the sentence.

He also points out that the analysis also excludes certain properties of news, such as graphic composition and non-verbal features such as layouts and photographs. He claims that his analysis is related to “a macro phenomenon, not a micro organization of news discourse”. This type of analysis is usually limited to press news and does not include analysis of television or radio news, but there are similarities in the various media ” (Dijk, 2001, p. 10).

Van Dijk defines the interaction of these elements as follows: “The subject structure of discourse is understood as the general structure of the global topic discussed in the news. This subject analysis is carried out against the background of the theory of semantic macrostructures. Schemas are used to describe general forms of discourse. The schema is fixed and conditional (and therefore culturally changeable) for each type of text. The news discourse includes general topics and global content. I assume there is a news scheme that is a traditional” ” (Dijk, 2005, p. 50).

It is believed that this structure is used by journalists to create news messages and interpret the news that readers read or hear. To reach the theme of a story, Van Dijk proposes macrostructures that are applied first to create a theme for the entire story, then at the end of the story, and then in subtopics. These rules are designed to summarize complex situations, manage vast amounts of information, and deliver smart news. Therefore, they are called generalization rules ” (Dijk, 2005, p. 57).

These macro definitions include:

- removing information by deleting details that are deemed irrelevant or redundant for the story in question.

- generalization by regrouping multiple instances of a category using higher categories, and
- a construction that looks like a generalization concerning verbs.

The level of the semantic macrostructure uniquely determines the subject matter of the text and its general content. Macrostructures are derived from sentence values using selection, generalization, and construction methods. Macrostructure is critical both in the process of creating news by the editor and in the process of recognition, memorization, and copying by the reader ” (Dijk, 2005, p. 59).

To organize the general meaning or macrostructure of a text, there should be a shape or outline that resembles the general macrostructure. A schema can be a set of categories of characteristics and rules (strategies) that determine the order of these categories. In most cases, they follow a single descriptive pattern and represent categories:

- summary,
- situation,
- focus,
- complication,
- evaluation and
- the code ” (Dijk, 2005, p. 60).

A feature of news messages is that neither the macrostructure nor the news schemes that organize them are presented in the text as a single continuous sequence. They are discrete and appear partially.

The first place in the macrostructure is taken by the headline (the top position of the macro), followed by the introduction (the top level in the macrostructure), followed by the lower level macro positions in the message. This includes content details and less important outline categories (such as history and comments) and is placed at the end.

The news text format is characterized by a semantic structure that follows the principle of an inverted pyramid in which information is presented by the relevance.

Also, the format of news articles should follow the principle of maximum reader convenience. Therefore, to have a certain emotional impact on the reader, it is necessary to organize the information in the text concisely and logically. The presentation should not require preliminary preparation from the reader, and contextual dependence is reduced to a minimum ” (Dijk, 2001, p. 12).

Van Dijk stated that news production is a process that combines social and cognitive behavior and strategy ” (Dijk, 2001, p. 12). Considering the cognitive aspect, it is necessary to take into account the characteristics of the event participants. If this parameter is not taken into account, it will be impossible to explain the final understanding, transmission of information, beliefs, and many other processes in communication using language and text. Cognitive analysis of the processing of news discourse is based on the interaction between expression and manipulation in human memory. These manipulations are strategic in nature. Strategies are characterized by flexibility, focus, and context. The input and output of these operations are different.

The types of representations that make up the scenarios in the form of which knowledge can be represented in a person's memory. Each event or situation is represented in terms of a subjective model. This model also has the form of a schema and is characterized by constant categories such as setting, circumstances, participants, event, action, and corresponding characteristics. A context model is also needed to participate in a communication event ” (Dijk, 2005, p. 61).

Cognitive text processing also targets social characteristics. Knowledge, beliefs, attitudes, language proficiency, and other types of information are used and changed in various social contexts. It follows from this that cognitive representations vary among different groups, depending on the socio-economic and cultural status of the group in the social structure.

It is important to note that after a long time, most of the information cannot be retrieved from memory, since there is a tendency to memorize only the macrostructures of the text. Thus, the reproduction of events and news is the result of a careful selection of information. It is logical to assume that there is a regulatory system that controls the

extraction of information from human memory. It is she who determines which of the topics or schemes is most relevant in a given context ” (Dijk, 2001, p. 13).

1.4. Hard News vs Soft News

Reporter messages require news, information, and operational capabilities. The opportunity to report can be an incident or an action taken by a journalist (conference, telephone, search under the “mask”). An operational reason is associated with the immediacy of an event that took place in the next few hours, the other day, this week (a reason to report something while interest has not cooled down), or with a memorable date (Желтухіна, 2007, p. 14).

In addition to reason, the reporter also needs a professional understanding of the suitability of facts for journalistic processing to be transformed into “news”. In journalistic practice, there is a distinction between “hard” and “soft” news. Briefly, news in the “hard” version instantly explains the essence of what happened. In the “soft” version, details are used more aggressively as moments of intrigue are introduced, although they are less effective.

1.4.1. News vs Human Interest Stories

Human interest stories are an essay in which people are emotionally discussed. These stories present people and their problems, concerns, or outcomes in a way that arouses the interest, sympathy, or motivation of the reader or viewer. The human interest stories are interested in is kind of soft news (Желтухіна, 2007, p. 16).

The human interest stories caught the attention of Western media when these articles were published in the American magazine *The New Yorker*, which started its work in 1925.

The human interest stories can be a “back story” of an event, organization, or life of an individual soldier during a war, an interview with a victim, or any other impersonal historical event. The popularity of the format of human interest stories is because the story puts the consumer at the center of a current event or personal story, allowing viewers to access and be interested in the content. The human interest stories

are often used to entertain consumers and leave a lighthearted story, so they also aim to distract consumers from “big news” (Кузнецов, 2002, p. 24).

The human interest stories are often criticized as “soft” news or manipulative sensational programs. The human interest stories are flagged as fake news, used to present certain content that is relevant to the viewer or reader. Some scholars view human interest stories as a form of manipulation or promotion of journalism and are often published to increase viewership or increasing sales and income. The human interest stories are presented to provide information and pleasure to readers and viewers (Ким, 2010, p. 7).

The human interest stories are used by the media to instill hope and inspire consumers. Messages about specific people and groups inspired the public to develop their “heroes”. The format of human interest is not limited to television news coverage and newspaper articles. Frames of interest to people are used in a variety of formats with no time limit. The human interest stories are not limited to news, there are documentaries and feature movies that match the interests of people (Городенко, 2013, p. 55).

The human interest stories and the emotional responses they receive from consumers can often influence the society their stories are associated with. Scholars discuss how stories that interest people can “strengthen government responsibility”. This happens when the news that interests people causes public outcry, and the topic becomes even more popular or discussed. When this happens, an individual, group, or news agenda can gain strong support and can trigger corporate or government action, depending on the topic of the topic (Ким, 2010, p. 8).

1.4.2. Topics Covered in Hard News and Soft News

“Hard” news does not guarantee complete objectivity but has an acceptable level of truthfulness and objectivity. And there is a guarantor of such relative objectivity, a guarantor that the most important thing will not be deleted when “forming” the facts. At the beginning of the article, it is recommended to give an exhaustive message on

the outcome of the event, answering the main questions that clarify the situation – to use the so-called capacious paragraph (Городенко, 2013, p. 56).

Mandatory question is “What exactly” happened”, “who”, “where”, “when”, “how” and “why” took action depending on the situation. The six traditional questions have not changed since the Roman eloquent Quintillian, the creator of this formula. If it is possible, the answers to the above questions are grouped into one or two phrases and skillfully woven by journalists to form a “total lead” (Кузнецов, 2002, p. 25).

Among the reports in newspapers, press, and the Internet there are:

- important news, “open to the future” (important for everyone, “important for the readers”).
- “hot news” with an emotional boost.
- repeated posts (with updates to news features);
- tomorrow's news (announcement).

Depending on the moment or the priority of the moment (emphasizing the importance of the result, “celebrity”, the tragedy of the situation, etc.), the journalist places them in the order of “decreasing interest” from the most important. The result is a composite structure known as an “inverted pyramid”. The base, which is the main support of such a “pyramid”, is at the top. The version of the “inverted pyramid” exists in journalistic practice as an independent reporting material (chronicle, “shock” news) and as the main paragraph of the introduction to longer messages (Городенко, 2013, p. 57).

However, the increased responsiveness makes it difficult to see accurately. There is also a real danger of blocking unnecessary things when distorting the essence of the event in pursuit of brevity. Among other things, this form allows for hiding details and important details. For example, reporting that a country has refused to participate in an international conference on the environment may seem like a “negative” fact. However, the background shows that this is a political demarche (one state was not invited, and the refusal of the other as proof of solidarity).

Unlike hard news as effectiveness messages, “soft” news is not very effective. More precisely, efficiency is not particularly important. Strokes and details draw attention to unusual, entertaining, conspiratorial moments. This format allows a reader to “get closer” to the facts and gradually learn them.

The reverse pyramid principle is not suitable for soft news. The reader is not immediately prompted to read about the facts but is prepared for perception. If the message is paradoxical, the consequences themselves, the incidents themselves (eg, “hard” news) may be intriguing, but they are less common. Typically, “soft” news requires “expected effects”. “Soft” news leads, unlike “hard” news leads, are not the absolute leaders in fact messages because they do not focus on the heart of the matter. This is a well-structured introduction to the article (as opposed to the “reverse pyramid” of “hard” news, where the first “base of the pyramid” is most important) (Кузнецов, 2002, p. 26).

“Soft” news is used when it is necessary to grab the reader's attention and shift the focus from the results to the situation. The setting of the event, some details from the environment of the fact may be more interesting than the result. Many soft messages are funny, entertaining, or funny news (Кузнецов, 2002, p. 27).

“Soft” news is recommended when the event is of low importance, or when a different tone about the event is needed, when operational or informational reasons are weakened, or when not needed at all. Journalists may have interesting facts that are not perceived as news because they are not incidents (for example, the amount of game in the reserve). In such cases, a reader will have to look for interesting details, “move” to create his own (Ким, 2010, p. 9).

In “soft” news, imaginative generalizations are widely used to create and maintain sentence effects that are typical of conventional messages. The so-called “documentary image” occupies an advantageous position here: the metaphorical sound of a real situation, “factual allegory”, an emotional prompt for its interpretation.

The peculiarity of this format is that it can informatively present facts that are neither particularly important nor trivial, but, of course, some fragments, detailed and

interesting. This format is also desirable when operational or informational reasons are relaxed. For example, when the news is tied to a certain memorable date. Or if the author of the news wants to report interesting statistics, case studies, but like “nothing happened” (КИМ, 2010, p. 10).

Other “soft” news is recommended when facts are important but “don't seem important” when using hard presentations. The “soft” form of political and social news is used when the setting of an event is emphasized and factual details are a prerequisite for the outcome to be recognized.

If the hard version is heavily twisted, the “soft” news will gradually unfold, as if it were being built in front of the reader. The structure of news changes as attention shifts from summaries to situations and interesting details. The inverted pyramid configuration is not suitable here. Leads are created taking into account the interests of the reader, but do not communicate but postpone the main message until the second (third) paragraph. There is an increase to a climax, and then following the principle of diminishing interest (Кузнецов, 2002, p. 28).

Conclusions to Chapter One

1. The media is of interest to researchers in many scholarly disciplines. This is due to the level of importance the media has represented for the public since the printing of newspapers and the special interaction between the author of the information product and its consumers. In addition to performing its primary function, the media have a great impact on the lives of society. Mass communication influences the overall structure of a person's thoughts, the perceptual style of the world, the type of culture today by letting people know about the state of the world, and filling his spare time.

2. The news is drawn up taking into account the consensus about what interests the audience, as well as the internal and external restrictions that the relevant editorial board has to face. News is the result of a daily renewable game to achieve a collective agreement within editorial offices sorting news occurring over a specific period of time

in order to create a perishable product. News is an imperfect result of making hasty decisions in a situation of pressure from the outside and from the inside.

3. The structure of the media text developed by van Dijk is based on extensive analysis of the corpus of newspaper news reports, and the linearity of the text had a significant impact on the structure of the event. The principle of relevance (importance, importance) and the principle of novelty determine the structure of the news message. Its main components are summary, the main event, and background (event). The summary is represented by headings and introductions (potential suggestions), the text starts with the main event, and the background categories are precedent or history, context. At the end of the message, as a rule, there are verbal reactions (quotes) and comments (conclusions, thoughts, predictions). In addition, the categories may not exist or may be displayed individually and provided "partially".

4. In journalistic practice, there are "hard" news and "soft" news. "Hard" news are news articles that have a significant impact on society as a whole and should be reported immediately. For difficult news, it is important: powerful news elements and increased efficiency. "Soft" news on the other hand refers to the stories that provide other background information about world events, human interest stories, or entertainment news.

CHAPTER TWO

“HARD” AND “SOFT” PRINT AND ELECTRONIC MEDIA NEWS: A STYLISTIC PERSPECTIVE

Print and electronic media texts are texts in which the main stylistic devices and means characteristic of the language of mass communication are formed, which subsequently influence the development of the language as a whole. An informational message in “soft” and “hard” news is characterized by several stable and systemic features. It is always based on a certain event, fact, targeting, efficiency, brevity, accuracy, and reliability of the source reporting this fact. The totality of these conditions is of decisive importance in the selection and organization of material and the use of language means of expression in both types of news. The scale of the problems covered in information messages of “soft” and “hard” news and their limited scope also largely determine the specificity of the language and the structure of information messages. A comparative analysis of “soft” and “hard” news has revealed a number of both common and specific features.

2.1. Stylistic Potential of Passive voice in “Hard” and “Soft” News

The concept of passive verb forms is associated with the categories of the Active and Passive voice. The Voice is a category formed by the opposition of such series of morphological forms, the meanings of which differ from each other in different representations of the same relationship between the semantic subject, action, and the semantic object. The differences lie in the orientation of the verbal feature to its carrier, expressed by the subject, which is achieved by special constructions of an asset and a liability (Пельт 1986, с. 26).

A Voice is a form of a verb that shows whether the subject of a sentence is a producer or an object of an action expressed by a predicate. The question of the Voices of the verb has been developed for a long time, but there is still no generally accepted doctrine of Voices, and different scholars have expressed widely diverging views on

the nature of Voices, their relationship and number, up to the complete denial of Voices (Mironchuk, 2003).

These discrepancies were caused by the fact that some scholars took into account the meaning, regardless of the means of its grammatical expression (the traditional doctrine of the six voices); others, on the contrary, considered only collateral meaning that received morphological expression; the third scientists sought to take into account both morphological and syntactic means of expressing collateral meanings (Bobukh, 2002).

Indeed, the Voice is one of the most complex and difficult to define grammatical categories. Defining the voice, the linguist is forced to operate with concepts and terms of the semantic level (subject, object), syntactic (subject, complement), and morphological (a form of the verb).

In the system of verb categories of Germanic languages, the category of voice is considered as one of the most difficult. There are two main voices in English: the *Active Voice* and the *Passive Voice*. Along with them, other forms are distinguished: *He dressed*, reciprocal (They greeted each other), and average (*The door opened*), although their existence is disputed (Arnold, 2008).

In this formulation, the definition of the essence of the voice as a morphological category for the first time in its relation to the syntactic and semantic levels of the language was given. Suspicion of its non-morphology is removed from the pledge and its place concerning syntax is established. In terms of form, the passive voice is a marked member of the opposition, as it is characterized by the “be + participle II” model. By its significance, the category of Passive Voice is also very clear: its meaning lies in the direction of the action on the person or object indicated by the name – subject to the proposal.

For a long time, active and passive constructions were perceived by linguists as identical in the functional and semantic terms which reflect the same relations of reality. The existence of these constructions was explained by stylistic differences: passive constructions are characterized as bookish, active ones are neutral. However,

researchers pay attention to the specifics of the action, expressed by different Voices: the Passive Voice indicates a ready sign, *given, static*, the meaning of the state; Active Voice indicates a sign which is created by the activity of the subject.

Passive Voice is often used in “soft” and “hard” news.

“Hard” news is news articles that have a significant impact on society as a whole and should be reported immediately. “Soft” news on the other hand refers to the stories that provide other background information about world events, human interest stories, or entertainment news. There are the main criteria according to which material was selected.

(1) Two Los Angeles police officers are recovering in hospital after being shot in what police are calling an ambush. Video of the incident shows a figure approach the officers' vehicle, before opening fire and running away (BBCWUS).

This is “hard” news, in which when using the Passive Voice, one does not need to mention the real producer of the action: the event itself gets into the focus of attention – shooting in Los Angeles. The Passive Voice emphasizes that the object of the action underwent an impact that was directed from the outside.

An example of “hard” news is demonstrated below:

(2) Coronavirus: Care homes in England warned of the rise in infections. The government has written to care home providers in England to warn them of a rise in new coronavirus infections within the sector (BBC UK).

The illocutionary goal in this example is to fix the speaker's responsibility for communicating a certain state of affairs and for the truth of the expressed judgment.

An example of “hard” news is demonstrated below:

(3) Why is Brexit still being talked about? Even though Brexit happened on 31 January 2020, both sides still need to work out the rules for their new relationship. This includes everything from trade, immigration, aviation, security, and access to fishing waters. These rules have to be negotiated and signed off by the EU and UK Parliaments by the end of the year (BBCUKP).

The illocutionary goal is to commit the speaker to action in the future. Thanks to the modal passive construction, the action expressed by the Passive Voice is introduced by someone from outside.

Consider the following example of “hard” news:

(4) *At least 50 killed in a collapsed gold mine in eastern Congo. At least 50 people are thought to have died when an artisanal gold mine collapsed close to Kamituga in the east of the Democratic Republic of Congo on Friday afternoon, a local mining NGO said.* (WNT50K).

In the passive construction in the example above, the subject of the action is not mentioned, remaining behind the scenes, the agent in the sentence is unknown. As we know, the Passive Voice does not express the action itself, since the action is integral to the doer, here the doer is meant. The subject is removed from the central position in the sentence structure – from the position of the subject, and the object is advanced to this position. The actant filling the peripheral position is absent, but, despite this, there were redistributions of the communicative rank. The purpose of the sentence is to communicate the true state of affairs in the world.

In the example of “hard” news that follows we can see the passive construction:

(5) *U.S. Marine was deported from the Philippines after presidential pardon for the killing of a transgender woman. The United States Marine convicted of killing a transgender woman has been released from prison and deported from the Philippines on Sunday after President Rodrigo Duterte granted him an "absolute pardon" earlier this week* (CNNMP).

The perfect meaning is conveyed at the level of the grammatical meaning of the form in the Passive Voice.

It is noticed that aspectual functions are mainly described on the material of the asset, the liability should be considered a position that reveals many variants of close functional interaction of collateral and aspectual, which are manifested with significant influences of the liability on the nature of aspectual functions, like in the following “soft” news:

(6) *'The Rock' Dwayne Johnson, wife, and kids tested positive for the coronavirus. Johnson announced their diagnosis in an 11-plus minute video on Instagram on Wednesday. He said he was shocked after hearing their positive tests, calling the ordeal "one of the most challenging and difficult things we've at any point had to endure."* (WNTRDJ)

Another example of "soft" news is set below:

(7) *West End musicals: Socially-distanced shows reveal reopening plans. The musical had been due to be staged in the Greater Manchester venue's 450-capacity Quays theatre over Christmas but will move into the complex's 1,700-seater Lyric to accommodate all ticket holders while ensuring social distancing.* (BBC)

In this example, the process is presented, however, this process is closed on the object, and the subject of the action, as it were, remains "behind the scenes". The illocutionary goal in this example is to fix the speaker's responsibility to communicate a certain state of affairs and for the truth of the expressed judgment.

Certain differences in the implementation of the aspectual function are found in the news when using Passive Voice. In such cases, the speaker informs the reader about the process, takes into account the achievement of the limit as a natural development perspective. An agent expressed abstractly can be taken out of the context, we can guess who is doing the action. Indication of a process in a passive construction is associated with a special variant of perception, which is characterized by a narrowing of the area of perception. The aspect of the action, which is associated with its relation to a specific object, maybe perceptive, but the other aspect of the action associated with its so-called "starting point" by the subject remains outside the field of vision, perception.

It is obvious when the use of Passive Voice in news is functional. Passive Voice allows the author to solve certain informative and pragmatic problems. Among such tasks, the following ones should be noted, they are common in "soft" and "hard" news:

1. Creation of the effect of impersonality, when the sentence emphasizes "action" rather than "doer", for example:

(8) *Migrants allowed off Maersk tanker after 40 days at sea. A group of migrants rescued by a Danish tanker in the Mediterranean have been allowed to land in Italy after more than 40 days at sea. The 27 people – including one pregnant woman – set off from Libya on 2 August. Danish tanker the Maersk Etienne picked them up shortly afterward when their vessel started to sink. (BBC)*

2. Emphatic selection of a word or phrase in the function of the subject sentence

(9) *M5 crash: Motorway closed in Gloucestershire. A stretch of the M5 has been closed in Gloucestershire after a serious crash involving several vehicles. Police were called at about 05:20 BST following reports of a Ford Fiesta leaving the northbound carriageway between junctions 9 and 11. (BBCEGS)* А де тут саме Emphatic selection of a word or phrase?

3. Absence of the real “subject”:

(10) *Coronavirus: Illegal house party host fined £10k apologizes. The 19-year-old was issued with the fixed penalty notice after ignoring warnings to shut down the party at his Nottingham home on Friday night. (BBC)*

The examples given are classic cases of using a liability to present a situation as obvious and well-known.

(11) *Russian aggression has flagrantly violated the sovereignty and territory of an independent European nation, Ukraine, and that unnerves our allies in Eastern Europe, threatening our vision of a Europe that is whole, free, and at peace. And it seems to threaten the progress that's been made since the end of the Cold War. (UIFM).*

Considering morphological features, in this example, passive construction performs a passive-perfect function яку саме конструкцію Ви аналізуєте?. Passive diathesis is expressed by a marked, two-membered structure. The purpose of this statement is to express regret to the speaker.

(12) *In the last century -- twice in just 30 years -- the forces of empire and intolerance and extreme nationalism consumed this continent. And cities like this one*

were largely reduced to rubble. Tens of millions of men and women and children were killed. (DSON).

This is a classic example of the use of the Passive Voice in political discourse, which allows excluding the most important aspects of the described situation from the description. Information about the actants is conveyed implicitly in this sentence, the two-term structure is convenient to hide unpleasant facts.

Representatives oriented from reality to utterance, aim to reflect the state of affairs in the world, assume the speaker has a corresponding opinion, and their propositional content is not limited by anything. As we can see that in the statement below there are passive constructions, modified by the modal verb *have to*.

(13) Old animosities had to be overcome. National pride had to be joined with a commitment to a common good. Complex questions of sovereignty and burden-sharing had to be answered...

So, the choice of the Passive Voice can have a latent effect on the addressee's perception of the causal relationship between “soft” and “hard” news. It was found out that passive constructions are characteristic for “soft” and “hard” news, since the form of the Passive Voice hides the generation of the process from the outside, creating a vague nature, introducing uncertainty. Passive Voice contributes to the management of public opinion, thereby preventing speech demagoguery or speech aggression.

2.2. The Use of Phrasal Verbs in “Hard” and “Soft” News Texts

The verb has a wide variety of relationships with other word classes. A combination of the verb with a preposition or an adverb is phrasal verbs. Phrasal Verbs consist of verb + adverb or verb + preposition. They are lexical and grammatical relationships. Having become widespread in the language, phrasal verbs are attractive to linguists. Many words in English play the role of a verb and a noun at the same time, and one word has many different meanings. The verb is a universal part of speech. In general, the main function of phrasal verbs is a conceptual categorization of reality in the speaker's mind. They denote not only actions or states as "ordinary" verbs do but

also specify their spatial, temporal, or other characteristics. This ability to describe actions or states more precisely, vividly, and emotionally is determined by the adverbial components of phrasal verbs (Михайлин, 2015, с. 55).

By combining these elements, verbs of broader meaning are subjected to a regular and systematic multiplication of their semantic functions. While the English verb has no consistent structural representation of aspect, adverbial particles either impart an additional respective meaning to the base verb (e.g. the durative verb *sit* merges with the particle *down* into the terminative phrasal verb *sit down*) or introduce a lexical modification to its fundamental semantics (Weischenberg, 2010, p. 10).

Researchers note that phrasal verbs are often used in connection with idiomatic meanings and heterogeneous functioning; phrasal verbs are distinguished by a variety of compatibility and additional meanings acquired in different contexts. They can indicate the nature of an action, a change in state, an incentive to action, etc.

The example of “hard” news is set below:

(14) *If Carillion goes under, what happens to the largest infrastructure project in Europe?* (BBCNB).

The categorical semantics of the verb *to go* presupposes “to come, arrive, move towards something”. The verb *to go* conveys movement in any way (on foot, by car, etc.), and, unlike the verb *to come*, it conveys movement regardless of the point of direction. The postposition *under* turns this categorical semantics into the derivational meaning “*to go down*” and the verb “*to go under*” is used to mean “*go bankrupt*,” etc.

In the example of “soft” news that follows it was revealed that in comparison with a verb without a postposition, the transfer of meaning can be carried out according to different principles like in the following example of “soft” news:

(15) *Abandoning the United Nations Framework Convention on Climate Change (UNFCCC) would allow the US to back out of the international climate effort within a year, far sooner than the four years that would be required to ditch the Paris accord, which came into force in November* (TOLDOI).

An example is the figurative meaning of *to back out*. The verb *to back* means some kind of backward movement, retreat. The word *out* indicates the direction of this movement, and semantics is much less than in the previous case. Probably, we can talk about a strong and weak derivative meaning, which, depending on the meaning of the main lexeme, either strongly changes it, or practically does not change it.

The example of “hard” news is set below:

(16) *Five problems for Tesco's new boss to deal with. Dave Lewis will need to have an answer for the supermarket group's existential crisis, focusing on price, store size, marketing, brand, and loyalty.* (GFP).

In some cases, the meaning of the phraseme follows from the meaning of the postposition. Verb-adverbs are practically not used without a postposition. For example, “*to deal with*”. The verb that begins these constructions in syntactic terms dominates its subsequent adjunct, but in the composition of the analytical lexeme, such verbs, whose inventory is small, represent a standardizing service component, while the second components are lexically much more diverse and semantically, they are basic, pivotal for the lexeme.

One of the main features of phrasal verbs is their idiomaticity. Like other idiomatic expressions, a phrasal verb is a combination of two or more words that form a phrasal unity, the meaning of which does not coincide with the meaning of its constituents. There are examples of “soft” news:

(17) *The chairman spoke so forcefully that the rest of the committee gave in to his opinion* (NYTOS).

(18) *'The Boys' dresses up one of TV's most brave shows in a superhero costume.* (TBD).

(19) *Ablaze identified as the Cool Creek fire had already chewed through one square kilometer of timber before it was pinpointed.* (NNFP).

(20) *He said the fire chewed through the plastic window frame, weatherproof membrane, and thermal insulation in Mr. Kebede's kitchen, and noted all those items were “installed during the 2012–16 refurbishment”* (IUKGTI).

In these examples, the consequences of a natural disaster (fire) – the destruction of property and vegetation – are compared with chewing food, that is, its “destruction”. A parallel is drawn between the “action” of fire and human actions. It is noteworthy that in journalistic texts the verb *to chew through* mostly characterizes natural phenomena and is usually referred to as a fire, and the verbs *to chew away* and *to chew into* are usually used to describe hurricane wind, flood, and rain.

The following example of “soft” news is quite interesting:

(21) *Each new step in the case, each piece of information, has chewed away at Babcock’s family (CTVN).*

The article deals with the investigation into the murder of a girl. In the course of the investigation, more and more new details were discovered, which further “confused” the case. Thus, each new step in the investigation “*corroded*”, “*destroyed*” the hope of the deceased’s relatives to solve the crime, was unpleasant to them.

Consider the following example of “soft” news:

(22) *She brushed off his chummy overtures and chewed away at him as if he was just any other minister (PRI).*

In this micro context, there is the confrontation in a debate, where one of the participants “pounced” on his opponent, just as they pounce on food, “chewed up” his opponent, that is, prevailed over him.

Phrasal verbs, as a vivid representative of the analytical structure of the English language, clearly define reality in terms of spatial relations and provide an opportunity to learn to foresee the metaphorical meanings developed by certain postpositions. Postpositions (*away, down, up, off, out*) have the most developed semantic structure and, in phrasal verbs, often denote the completeness of action, for example:

“Hard” news:

(23) *Belarus protests: Opposition keeps up pressure on Lukashenko (BBCWE).*

(24) *Pompeo condemns Turkey over ‘unacceptable’ gas drilling in Cypriot waters. (WNTPCTO).*

So, the phrasal verbs, due to their variety, are widespread in the journalistic genre. Their role in the media is very important. Authors of news prefer phrasal verbs because of their expressiveness and variety.

The most “popular” verbs in “soft” and “hard” news are *to come, to look, to go, to get, to put, to take*; prepositions: *on, out, up, in, down, away*. Many phrasal verbs are used more frequently than their one-part synonymous verbs.

2.3. The Use of Evaluative and Expressive Vocabulary in “Hard” and “Soft” News

The newspaper discourse is full of the evaluative lexicons. It dominates in the newspaper articles. An article is an independent statement of an author, he meditates, shares his opinions and emotions with readers, calls on the mind and feelings of a reader.

The use of words with evaluative meaning is widespread in the news, because in this way, journalists manage to influence their readers, convey their vision of the situation vividly and figuratively, and with the help of evaluative vocabulary, the media impose certain assessments, opinions, stereotypes that, with a long stay in the information space, are fixed in the minds of people and affect the perception of the surrounding reality. The most commonly used way to express an assessment is an adjective. This phenomenon can be explained by the fact that qualitative adjectives can carry both denotative and qualifying meanings (Здоровета, 2004, с. 44).

The desire to enlist the support of readers leads to the use of a significant number of emotional lexics in newspaper journalism texts. The *Journalism Vocabulary Assessment Foundation* includes a qualitatively assessed nomenclature and adjectives, formulation units, various metaphors, and their use in accordance with the newspaper's “image”. Ratings serve as a key principle for integrating different categories of vocabulary in the style of newspaper and journalism (Weischenberg, 2010, p. 9).

The strong mutual influence of mass media and society is already beyond doubt at the current stage of society’s development. Thus, a modern mass media, that needs

to be able to predict the audience's behavior in detail, will be really skillful only when they are able to clearly understand the essence of the deep sociocultural processes going on in the society (Stephens, 2001, p. 40).

In order to turn the society's attention to a certain problem, create the desired atmosphere around it, prepare the audience to the perception of information, to pique the interest of the recipients, to present the message correctly and make the audience be impressed, stimulate the addressee's thought, an author has to use expressive elements expertly in mass media features.

The linguistic mechanism of perception of reality is mostly represented by deviation from stereotypes in the use of language units of various levels. Expressiveness is associated with a number of linguistic categories. A strong interrelation of expressiveness with emotionality, emphasis, evaluative, figurativeness and pictorialism is clearly traceable in mass media features (Stephens, 2001, p. 41).

Thus, many qualitative adjectives are characterized by subjectivity in the lexical sense, which allows them to convey the opinion and assessment of the evaluating subject about objects and phenomena. Relative adjectives do not have such a property, they are objective and by definition express knowledge about a particular feature of an object, relate the object to a certain class.

Among the lexemes that are evaluative due to the position of the denotation on the axiological scale "good/bad", there are two main groups. Firstly, this is actually an evaluative lexicon, in which the evaluation is included in the structure of denotative meaning (for example *ringleader*—*someone who leads a group that is doing something illegal or wrong*, *thug*—*a tough and violent man, esp. a criminal*).

Secondly, these are words in which the denotative meaning is indifferent to the concept of the norm, but in which the presence of evaluative connotations is recorded in dictionaries, for example, *cronyism* *the practice of unfairly giving the best jobs to your friends when you are in a position of power – used to show disapproval*.

The example of "soft" news is set below:

(25) *The New album 'El Pintor' mirrors that notion; it feels like a gigantic return to form after seven years of dwindling quality. (NMERR).*

In the phrase *gigantic return after seven years of dwindling quality*, there is a usage of antithesis that emphasizes the “triumphant return” of performers through the usage of two evaluative adjectives with different meanings.

(26) *Instead, it circles back around to the sonorous, tremulous sounds of the glory days, emulating their first two albums 'Turn On The Bright Lights' and 'Antics' while adding new ideas along the way (NMERRI).*

The shift of intonation into exclamation sentences is associated with the commonality of emotional assessments of many interrogative and exclamation structures. Although exclamation points are not a stylistic figure, they are noteworthy because they are a very expressive means of the syntax of expression and actively interact with rhetorical questions. Exclamation sentences often contain intermediate phrases that help emphasize the emotional content of the text, for example, ironically.

(27) *South Carolina primary: 'wow wow wow, it's a southern brawl'. Election coverage on the TV news networks relies on the carefully choreographed pseudo-excitement of such devices» (GSWJ).*

Introducing a subjective assessment helps to express negative emotions with an intonation of admiration, especially regret.

The emotive coloring of mass media is determined by the selection of the language means used to convey emotional content. Such a mass media product is not only a carrier of information; it triggers the relevant mental phenomena in the form of images, concepts, and emotional experience; and studying the means of expressing evaluation and expressiveness in mass media is extremely important, as expressiveness emphasizes the emotional influence on the addressee and is involved in the formation of the public opinion.

2.4. Semasiological Component in “Hard” and “Soft” Print and Electronic Media News

Analyzing the semasiological stylistic features of English journalistic texts, we found that **metaphors** are the most common. Articles whose object is political events and which are referred to as “hard” news are the most saturated with metaphors. At the same time, metaphors are often connected with the world of art (theater, music) and sports.

(28) *Rival writers start the last chapter in the war of words over the Da Vinci Code (TTARW).*

Here we see the example of two metaphors: *to start the last chapter* and *war of words*. The meaning of the second metaphor *war of words* (translated as *the war of words*) is as follows: Dan Brown is accused not only of borrowing the very idea of the book but also of partially translating the language of the book “Holy Blood and Holy”, the authors of which sued him.

The social security budget is being butchered (GCUK).

In this example, the budget is not just “killed”, but bloodthirsty is cut with the butcher's ax. This example contains not only colloquial vocabulary but also a rather eloquent metaphor.

Here are more examples of metaphors in the “soft” news, for example:

(29) *Pakistan: A flood of tears (ECNN).*

(30) *The consent decree was ordered as part of the settlement of a 1988 government racketeering lawsuit that cited decades of “pervasive” control of the Teamsters by organized crime and alleged that the union had made a “devil’s pact with La Cosa Nostra” (NYTNU).*

In this example, the metaphor “a devil's pact” not only enhances the effect in the mind of the reader and has a pronounced negative connotation, but in such a context the side called the “devil” himself acquires negative qualities in the eyes of the public. It is also an indisputable marker of the author’s attitude to the situation and its participants.

An integral part of the news text are *epithets*, which are designed not only to reflect the point of view of the author but also to influence the formation of the reader's opinion. It should be noted that epithets with a negative assessment are much more common.

For example, in the article *Deadly viruses mutating to infect humans at a rate never seen before* (TTAD), the topic of which was viruses that affect humanity. In the very headline of the article in the first place is the word *deadly*, the task of this word is to impress the reader's imagination, to draw his attention to the article. Later in the text, there is the epithet of *the deadliest*.

During the analysis of the material, it was found out that the **language game** based on the metaphor is used quite often. Thus, an article headlined “*Winter is coming*” tells us about the forecasts of the British Chancellor Philip Hammond regarding the country's budget for next year. Winter is traditionally associated with stagnation, a slowdown in the growth of indicators. Therefore, the author chose this statement as a headline, playing on the words of Mr. Hammond that after the initiation of Britain's exit from the European Union, the country will face economic stagnation. This is an allusion to the book “*Game of Thrones*”.

The article on changes in inheritance after the death of its owner was published in *The Economist* under the headline “*The Death of the Death Tax*” (ETIF) the author emphasizes that these changes may ultimately lead to the termination of the functioning of this tax.

As the study showed, most often the language game on the news manifests itself at the lexical level. One of the common types of language games is the creation of a comic effect using a **pun** when a polysemantic word or expression is played up in the headline and in the text of an article.

For example, the article “*Kim's hit list*” talks about the most probable targets of nuclear strikes by North Korea, while the common meaning of the phrase hit list is completely different – it is a *list of the most popular pieces of music, formed as a result of the survey*.

The allusion is also one of the specific techniques. This technique is associated with the use of a word or expression, the meaning of which can be understood when the reader has extralinguistic knowledge about the facts or events to which the allusion is related.

(31) Under the Din of the Presidential Race Lies a Once and Future Threat: Cyberwarfare (NYTPUD)

Thus, the headline above contains a literary allusion that refers to the headline of the tetralogy “The Once and Future King” by T. H. White. The expression “once and future” in the headline of the article is a link between the past and the future, since the text of the article first gives the opinion of the US Secretary of Defense, expressed four years ago, about possible cyberattacks, and subsequently this assumption is supported by the “facts” of cyberattacks on the eve race. The allusion in the headline itself hints that the preconditions for the unleashing of cyberwar were long ago, while cyberwar is unfolding today, and then it will only develop and gain momentum.

For the English-language media, a characteristic feature has become the presence of **oxymorons** in articles (a stylistic device consisting of combining two concepts that are opposite in meaning to create additional imagery, a humorous effect):

*The Telegraph, Mail, and Express have published a string of stories on migration, terrorism, crime, and control of our borders that contain **factual inaccuracies** and/or distortions (TGCIP).*

In this example, the journalist purposefully combines the words “factual” (based on facts) and “inaccuracies” (inaccuracy, error), thereby softening the tone of the article, which speaks of fake news by the usage of oxymorons.

Irony occupies an important place in the genre of journalistic analysis of news.

In the Great Portland Street office of Democrats Abroad, men with perfect teeth are explaining how to vote to ex-pats down the phone line who have never used the internet before. (TGAW).

Oddly enough, the author speaks of “perfect teeth”. Of course, these teeth have nothing to do with the nature of the main character's activities. He explains over the

phone to foreigners, who have probably never used the Internet, how the voting process goes.

Litotes is disregarding or denying the quality of objects and it is common in newspaper headlines. For example:

War blows a small £ 12 billion hole in the budget (TGBM).

In the example of “hard” news above litotes is used as budget holes are tiny it is only £ 12 b.

2.5. Syntactic Stylistic Devices and Expressive Means in the Analyzed News Types

Parcellation is a literary technique that consists of breaking a sentence into several independent parts. The parcels serve as a means of separating the communicative and expressive parts of the statement. This goal is achieved by breaking the linear sequence of statements. The split part is already highlighted because it is presented as a separate statement.

(32) «*New York versus Sandy: superstorm prompts mass clean-up. And jogging*». (TGNY).

The next distinctive feature of the news, including the socio-political discourse of the media, is the presence of a **periphrasis** (a trope, the essence of which is the use of descriptive expressions and allegories instead of a word or a group of words directly denoting an object, object or phenomenon):

(33) *Snow falls in Rome, and the Eternal City takes a holiday (NYTER).*

One of the methods of reducing the syntactic structure is **aposiopesis**, which is incomplete, unsubstantiated, interrupted sentences, implying on the reader's guess. Among the causes of the cliff, a sharp cessation of speech highlights the speaker's anxiety, uncertainty, search for appropriate words, backing up with the aim of abstaining from rudeness, as well as interrupting speech replica of another speaker (Павленко, 2013).

Asyndeton is a literary device and a type of figure of speech. In the creation of asyndeton, the writer or speaker eliminates the conjunctions that would normally connect two or more phrases or parts of a phrase. It is a stylistic scheme in which conjunctions are deliberately omitted from a series of related clauses (Павленко, 2013, p. 44).

More generally, in grammar and rhetoric, asyndeton is the use of brief sentences and phrases without intervening conjunctions. It eliminates all conjunctions in an attempt to create a choppy and out of breath feeling in the speech.

(34) *After seeing all the evidence, I agree. They disagree (BSMW).*

An average sentence would read this way: *After seeing all the evidence, I agree, but they disagree.* Taking out the *but* dramatizes the difference of opinion.

Rhetorical questions are examples of utterances whose form does not match their function. They have the structure of a question but the force of an assertion and so are generally defined as questions that neither seek information nor elicit an answer. This makes them unique within semantic and pragmatic analyses since most utterances are assumed to be informative or at least information-seeking. Standard analyses typically associate rhetorical questions with single negative answers.

In news texts rhetorical questions serve three purposes:

- 1) implementation of shock functions,
- 2) establishing contact with the audience,
- 3) encouraging recipients to take concrete action (Павленко, 2013, p. 48).

Rhetorical questions serve as an expressive and logical means of highlighting the most important information in the text and play an important role in the constructive, semantic, and structural organization of the text. Examples of rhetorical questions:

(35) *So, why are we so loyal to a president who is not loyal to us? (TCM).*

(36) *Shingles vaccination: should I have the jab or not? (TGMS).*

2.6. Idiomatic Space of “Hard” and “Soft” News Texts

The main literary purpose of the idioms/phraseological units performs the function of characterizing figures, objects, and phenomena. In addition to basic information on subject logic, this requires additional characteristics (details, description, description). They express evaluative or subjective evaluative thoughts of the speaker and increase the emotional and expressive potential of the text.

It is this quality that meets the aesthetic goals of news texts. That is, to influence the reader and cause the desired reaction to the expressed thoughts. The use of idioms in news has its own very distinctive characteristics.

Phraseological units serve many literary functions. They serve as an important source of expressive emotional richness. This is very necessary for influencing the reader and implementing the constructive style of “features of newspaper speech”. One of the most important characteristics of idioms is the stability of the components and their reproducibility in the finished form.

Conversely, differences in phraseological units usage in newspaper languages tend to change the semantics and structure of the update. Journalists strive for expressiveness, change the external structure of the unit of expression, emphasize, and enhance the subtle inner shades of meaning and combine elements of different styles.

Phraseological units in micro text build blocks necessary for the embodiment of expressive, emotionally evaluative, and figurative text programs. These programs are necessary for news texts of the politically oriented analytical genre since the main purpose of these texts is to comment on events and facts of international life. Phraseological units can start communication, they can be in the first paragraph. This is a powerful position for a text, regardless of its structural purpose or size (Павленко, 2013, p. 69).

An example of a phraseological unit’s transformation there is an article by the British tabloid *The Sun* headlined “Claws for Thought”. This article describes the fact that seafood vendors discovered that the crab's claws were engraved with the Pepsi

logo. The comic effect is achieved by replacing the *food* component of the expression *food for Think* with *claws*.

Unusual headlines draw the reader's attention to articles that highlight environmental issues. In the headline of the same newspaper, *Sight for saw eyes*, the lexeme *sore* was replaced with the *saw*, since the article tells a story about a woman whose house was attacked by a man armed with a saw.

An article published on the BBC NEWS “*How Trump Rick Rolled the Media*” (BBCNW) describes how Republican presidential candidate Donald Trump prepared to show evidence that the then-incumbent President Barack Obama was not born in the United States, but was shown live on CNN at the time the press conference began. Only the GOP promotional video and all further accusations against Obama were dropped.

CNN spokesman Jake Tapper said: “*We all got Rick-rolled,*” referring journalists to the famous Internet meme, the essence of which is that the user, following the expected link on various forums, instead of the desired site goes to a viral video – a music video by popular 1980s artist Rick Astley headlined “*Never Gonna Give You Up*”. The Urban Dictionary of modern English slang defines this media virus as follows:

(37) *the act of following a link which you believe to be a subject of interest for you but instead links you to a video of Rick Astley – Never gonna give you up*”.

Over time, the popularity of this Internet meme grew and the meaning of the expression “*to be rickrolled*” has expanded, and at the moment this idiom can describe any situation when reality and the expected (especially in the media discourse) do not have any coincidence. This phraseological unit is allusive since there is not only a nominal component but also a reference to a specific situation.

The most relevant news reasons for using this idiomatic unit in the media will be the discrepancy between the actual outcome and the expected forecasts, the personality, and actions of US President Donald Trump, the cases described in the definition of Urban Dictionary Online.

The headline is the *Punishment of the Capitol. The American tech giants have no sides to protect them (EUSP)*. The original *capital* (the idiom *capital punishment*) is cleverly replaced by the *Capitol* homophone (US Capitol), which makes it possible to successfully express the meaning of the article and indicate a sarcastic attitude towards what is happening – American technology companies are under pressure from the US Congress.

(38) *This Mob Is Big in Japan* (WPWC).

The article describes the growing activity of the Japanese mafia in the United States and the decline in attention to it in Japan itself. The Urban Dictionary of modern slang and phraseological units gives the following definition of a phraseological unit *to be big in japan: to say/pretend you are someone of stature somewhere else, meaningless and not verifiable where you currently are*.

This phrase was originally used in the American music industry and became less popular in the United States, but was applied to groups and artists that were popular in Japan. Given the context of the article, we can also conclude that this unit of expression was used to create a pun.

(39) *Oxford hits the biotech **jackpot**. Behind the dreaming spires, the university is **rolling in money** after healthcare shares boom»* (TGBM).

In this example, in addition to the Oxford University metaphor for the *jackpot*, there is also a unit of expression *rolling the money*. Some modern units of expression, often found in modern media texts, ironically play with words from everyday English vocabulary.

(40) *Volunteer or Voluntold?*

Collins Online Dictionary defines *to be voluntold* as follows: *the exact opposite of volunteering. Always used in reference to an unpleasant task to which you have been assigned by your boss*.

This article is about US soldiers who allegedly traveled to Africa to fight the deadly Ebola virus epidemic. In fact, they were sent there on obligations under a military contract. This phraseological unit was formed by replacing the *-teer* part in the

verb *to volunteer* with *told*, which creates a paronymy between words. This unit of expression preserves language space and saves the speaker from lengthy explanations of the situation. This idiom does not only save language space, but it can also be added to the expression of the song, depending on the topic covered in the article. The main informative reason for using this expression in the texts of the media is the consequences of the fact that a particular person voluntarily performed a certain action.

The article headlined *Mooch ado about nothing* talks about a scandal in the White House administration that unfolded around the director of public relations Anthony Scaramucci. Changes in the phraseological unit (the name of Shakespeare's comedy "Much ado about nothing") are based on the consonance of part of the name *Mucci* and the lexeme *much*.

(41) A rising star in her populist Progress Party, this daughter of Norwegian farmers is known for her reality-show-like aplomb, including a stunt that found her floating in a survival suit off the coast of Greece in an attempt to better understand the refugee crisis. (WPMD).

This phraseological unit is formed by the type of semantic cohesion. It is a phraseological combination and denotes the concept of *a rising star*. The denotatum of a phraseological unit is *a person who is starting to do very well in a particular sport, art, or area of business and whom people think will soon be very successful*. One who is successful in any activity is symbolically associated with the successful development of a person, in any activity. This phraseological unit is explicated by semantic features of success, progress, a new famous person.

(42) One woman said ET-94 looked like a hot dog. A man said it reminded him of the big doughnut atop Randy's Donuts, huge and out of proportion to everything around it. (<https://www.chicagotribune.com/la-me-space-shuttle-tank-arrives-20160518-snap-story.html>)

The phraseological unit *hot dog* is a phraseological union, the denotation of this stable combination *sandwich consisting of a frankfurter in a split roll, usually eaten with mustard, sauerkraut, or relish*.

(43) *The task of organizing resistance appears impossible. A start can be made, however, by twisting your knife into the cracks between the “elite” and “the people” (The Guardian).*

In addition, to be promoted with the help of graphic means, there is another characteristic feature of the lexical content of news messages, which aim to form a certain attitude to the described phenomenon, namely, the presence of phraseological units marked with respect to evaluation, In this case, we are talking about the phraseological unit *to twist the knife*.

(44) *Hahn considered not playing at Quail Hollow — the site of the Wells Fargo event, in Charlotte, N.C. — because in three previous starts there he had failed to break par in nine of 10 rounds. Urbanek talked Hahn into entering the event by framing the week as a fresh start. (BJNP).*

In this text, a phraseological unit *fresh start* is used, which is a phraseological concatenation, which is a stable combination which means a new attempt. The denotation of this phraseological unit is an opportunity to start over without prejudice. The main character of the article began his week with a fresh attempt, in other words, with a clean slate.

(45) *Roger stopped working with Stefan at the end of last year because [Edberg] wanted to spend more time with his family. No one batted an eyelid about that. (TPGM).*

The phraseological unit *not to bat an eyelid* is a phraseological union. In this context, idiom contains a negative assessment, the denotation of this stable combination is *to show no signs of distress even when something bad happens or something shaking is said*, in the meaning, *he did not blink an eye and did not raise an eyebrow*.

(46) *Eddie Jones has been in touch. He has been supportive but more in a ‘Come on, mate, it is time to wind your neck in’ sort of way (TGEED).*

This phraseological union has a stable combination: *given as advice to someone you'd like to sit down and shut up, whilst also pointing out that they are wrong*. It is in

the meaning *that doesn't stick your nose*. This phraseological unit has a negative evaluative value and denotes the requirement not to meddle in one's affairs.

The absolute beginning of the text (heading) is the typical position of the phraseological unit. In this case, using them will help to make an evaluation of further material, attract the interest of the reader, and get his attention.

A headline position in a newspaper, according to many researchers, is a strong, accentuated position, because it is the headline that any reader who picks up a newspaper, first of all, pays attention to. Thus, the functioning of phraseological turns in newspaper journalism facilitates the perception of the article material, the transmission of the main idea laid down by the author, embodies the expressive, emotional-evaluative, and figurative program of the text.

Phraseologisms, which play the role of saving language space in articles of an entertaining or cultural nature, can be highlighted in print in order to enhance the effect of expressiveness and attract the attention of the reader. Consider an example of an article headline in an English newspaper:

(47) *It's not that easy being a YES MAN – Tom Sykes decided to say yes to everything for a week and got more than he bargained for... (DNA).*

The *Cambridge Advanced Learner's Dictionary & Thesaurus* defines *yes man* in the following way: *a person who agrees with everything their employer, leader, etc. says in order to please them*. It is worth noting that often phraseological units used in the texts and headlines of newspapers can take on several roles at the same time, depending on the context of the article and the meaning of phraseological units that the author puts into it.

(46) *In a further sign that the modern world has gone to the dogs, it emerged on Tuesday that Tom Brady's cookbook has sold out. (TGSM).*

The author uses the phraseological unit *Go to the dogs*, which is also a phraseological fusion which means to become worse in quality or character: *to fly to hell, go down the drain*, to show the reader in which direction the modern world is developing, in our case in the bad direction.

(47) *These, he says, belong to a loyal customer, a handsome South American man who works in the film industry and whose partner, a New Zealander, is a big noise in oil.*

The phraseological unit *a big noise* refers to phraseological combinations, the denotation of which is an important person, a bump, a bird, a leader: an influential or important person, in one word, a boss.

(48) *Buyers put the boot in over Hunter failings (TTABP).*

The *Urban Dictionary of Modern Slang* gives us the following definition of the phraseological unit *to put (the) boot in: kicking somebody when they're down*. The expression has a rather crude shade and is used to emphasize the degree of customer dissatisfaction with the new batch of shoes from one of the oldest English shoe brands *Hunter*, linking this with the move of production to Asia. Along with its expressiveness, this phraseological unit is also euphemistic in nature, avoiding sharper synonyms for the factory. This idiomatic unit does not possess the character of a media virus, since this phraseological unit is not used by a wide audience of the Internet and other mass media.

Another example of the phraseological unit in the “soft” news:

(49) *He gets buckets: Kyrie Irving’s ‘Uncle Drew’ is back” (DHGK).*

The article is about NBA player Kyrie Irving and his scoring qualities. According to an article in the *Dictionary of Modern Slang Urban Dictionary* *to get buckets – to shoot hoops or make baskets in basketball*.

In case of insufficient context in oral speech or text (for example, when the specific sport in question is not mentioned), this phraseological unit can be ranked as playing the role of saving language space. The main news lead, according to which it is appropriate to use this idiomatic unit in the texts of the media, is basketball and any related topics.

(50) *The greatest symbol of the British seaside’s rise from the ashes is the new pier at Hastings, rebuilt after a long period of disuse and a terrible fire. Its gala reopening ceremony takes place on 21 May.*

From the point of view of contextual analysis, there is an example of the phraseological unit *rise (like a phoenix) from the ashes*, found in the article *Oakland city guide: what to see plus the best bars, hotels, and restaurant*. By the type of semantic cohesion, it refers to phraseological adhesions, the phraseological unit *rises from the ashes means* the image of this stable combination unfolds before the reader, characterizing to rise from the ashes.

(51) Oz The Great And Powerful: Sam Raimi's not in Kansas anymore.

This article tells about the adaptation of the famous fairy tale “The Wizard of Oz” by Frank Baum. The film is directed by American Sam Raimi, who previously made films that are far from children's fairy tales in their content (horror films, thrillers, and films about superheroes). With the phrase “*not in Kansas anymore*” the author of the article indicates that for Raimi this work will not be quite familiar. *Not to be in Kansas anymore means not to be in surroundings that are quiet and comfortable.*

This idiom is also an allusion to the film itself because this phrase acquired the winged status precisely after the release of the classic film adaptation of the fairy tale, from which it follows that this phraseological unit plays an allusive role. The main informational reason for using this idiomatic unit in mass media texts can be an indication that a person is in an environment that is not familiar.

(52) The Netherlands Pumps the Brakes on Euthanasia (IANP).

The expression *to pump the brakes* is colloquial and it means the termination of an action (“*to stop what you doing. As if whatever you saying or doing is stupid or ridiculous*”, according to Urban Dictionary).

This expression does not possess the characteristics of a media virus due to the fact that it does not carry a specific cultural code, despite the fact that it comes from post-folklore traditions such as Mem. The main news that can provoke the use of this idiomatic unit in the media may be a message about the end of a process (health program, political process, etc.).

(53) The regular season in the penalty box for abusive hockey dad (TNLNM).

The article states that the North York Hockey League supports the initiative to provide “penalty benches” for fathers who try to project their unrealized sporting ambitions onto their children, reaching a state of obsession and behaving inappropriately in hockey arenas (*“A father of a hockey player who tends to relive their hockey career through their own kids. Often shows up after having a bit too much to drink. Usually, very loud who yell slanderous things at the referees and other teams.”*).

It should be noted that this idiomatic unit has an analog for characterizing similar behavior in mothers – *a soccer mom*. Some sources claim that this idiomatic unit has its roots in television, in particular, in the American TV series “The Simpsons”, in one of the episodes where this expression was used in an ironic way, but according to other sources, it was formed in the conversational circles of people related to youth and youth hockey.

The main informational reason for its use in the media can be scandals in youth hockey associated with the deviant behavior of a parent (in this case, a father) of one of the athletes.

The meaning is broader since phraseological units are included in the statement, acquire both informative (logical-expressive) and emotional-evaluative increments. The introduction of phraseological units with combined (qualitative and quantitative) expression into the text has an even greater effect: the statement is enriched to a large extent both informatively and emotionally. Some phraseological units are used in certain functional language styles. Most often they are used in artistic and journalistic styles. Being holistic lexical combinations that convey certain concepts that are known to all native speakers, phraseological units play an important role from the hermeneutics of the text.

2.7. Comparative Analysis of Stylistic Devices in “Hard” and “Soft” News

A comparative analysis of the linguistic and stylistic features of the “soft” and “hard” news has revealed the characteristic features and trends of them.

The language of the mass media quite clearly and quickly reflects the changes taking place in all spheres of life. This is due to the fact that the media are highly popular and in-demand in society, they have an impact on everyday life, reflect its characteristics. At the same time, Internet communication as a special virtual information and communication environment creates new conditions for the implementation of the language and style of media texts.

The variety of media texts functioning insistently requires research not only for the specifics of their subject matter, genre diversity but also for an analysis of lexical and stylistic features. News texts combine the features of a collegial and cooperative linguistic personality. Therefore, the creators of mass information are collegiate-cooperative speakers (Павленко, 2013, p. 36).

Discourse in modern mass media corresponds to a civilized information norm, the main features of which are ideological indeterminism, thematic openness, freedom to search, and disseminate information with a focus on information needs.

A comparative analysis of the linguistic and stylistic features characteristic of the “soft” and “hard” news showed that their main difference occurs at the level of vocabulary. They are most susceptible to the influence of extralinguistic factors regarding the morphological and syntactic structure of the language.

The syntactic organization of speech in the “hard” news is characterized by the fact that simple (more common) sentences exceed the number of complex sentences.

The syntax of “hard” news corresponds to the general speech style, which is on the border of journalistic and official-business, is characterized by rigor, but at the same time, language accessibility.

The syntax of speech in the “soft” news differs in that complex sentences are built according to both types: compound and complex, but simple common two-part sentences with participial and adverbial expressions are more often used.

The morphological structure of “hard” news speech is distinguished by the active use of verbs, nouns, adverbs, and numerals. The morphological structure of the “soft” news speech is distinguished by a large number of adjectives, as a rule, vividly and

succinctly describing the events that have occurred, as well as numerals that are rarely rounded.

The lexical composition of news texts “hard” news is characterized by a large number of standardized expressions. The stamps are omitted, but speech standards with a nominative function remain (*law enforcement agencies, massive strike, armed conflict*). The lexical composition is characterized by the presence of abbreviations and borrowed words.

The lexical composition of the “soft” news texts is characterized, first of all, by a large number of stamped expressions that act as introductory words and clog up speech. Borrowed words and expressions, abbreviations, abbreviations are few, much more in the “soft” news of numbers that are clearly pronounced: from the ordinal number of the year to the percentage of respondents in sociological surveys.

Conclusions to Chapter Two

1. The category of expressiveness includes the intensity of the expression of the sign, evaluation, emotionality, stylistic marking, associative background information, the figuratively-motivated basis of the names. The dominant stylistic characteristic of oratorical speeches of all genres varieties is expressiveness, which is determined by the actions of the addressee, who seeks to influence the emotional, volitional and intellectual spheres of the addressee and uses for this all the various means of influence.

2. Means and methods of expressing the text include both open influence and the widespread use of indirect speech tactics. Emotionality and expressiveness are best realized on the lexical language level. Emotional expressiveness in the news is achieved through the use of synonyms, antonyms, vocabulary that has an estimated value.

3. With the help of emotionally-evaluative vocabulary, the addresser implements a communicative strategy of expressing a negative or positive attitude toward the pictorial and a strategy of positive self-presentation and a negative presentation of

others by the addresser. Depending on the formal structure, means of expression are traditionally divided into phonetic, lexical, word-formation, morphological, and syntactic.

GENERAL CONCLUSIONS

The media is of interest to researchers in many scientific disciplines. This is due to the level of importance the media has represented for the public since the printing of newspapers and the special interaction between the author of the information product and its consumers. In addition to performing its primary function, the media have a great impact on the lives of society. Mass communication influences the overall structure of a person's thoughts, the perceptual style of the world, the type of culture today by letting people know about the state of the world.

The news is drawn up taking into account the consensus about what interests the audience, as well as the internal and external restrictions that the relevant editorial board has to face. News is the result of a daily renewable game to achieve a collective agreement within editorial offices sorting news occurring over a specific period to create a perishable product. News is an imperfect result of making hasty decisions in a situation of pressure from the outside and the inside.

Hard news refers to the news stories that have a big impact on society as a whole and need to be reported urgently. Soft news on the other hand refers to the stories that provide other background information about world events, human interest stories, or entertainment news.

The news-style is characterized by simplicity and accessibility, which are a consequence of the mass character of the addressee. The main feature of the news message is the clarity of the content, always unambiguously answering the questions of what, where, and when happened. English-speaking journalists called this the rule of three Ws: *what, when, and where*. News style vocabulary in Germanic languages differs very slightly from newspaper style vocabulary. The thematic unlimitedness of these styles determines the extraordinary breadth and variety of his vocabulary. One of the most common lexical strata is represented by socio-political terminology, which, in the context of news material, not only reflects basic concepts but also acquires an emotional and evaluative coloration.

The structure of the media text developed by van Dijk is based on extensive analysis of the corpus of newspaper news reports, and the linearity of the text had a significant impact on the structure of the event. The principle of relevance (importance, importance) and the principle of novelty determine the structure of the news message. Its main components are summary, the main event, and background (event). The summary is represented by headings and introductions (potential suggestions), the text starts with the main event, and the background categories are precedent or history, context. At the end of the message, as a rule, there are verbal reactions (quotes) and comments (conclusions, thoughts, predictions). In addition, the categories may not exist or may be displayed individually and provided "partially".

There are "hard" news and "soft" news. "Hard" news is news articles that have a significant impact on society as a whole and should be reported immediately. For difficult news, it is important: powerful news elements and increased efficiency. "Soft" news on the other hand refers to the stories that provide other background information about world events, human interest stories, or entertainment news.

Means and methods of expressing the text include both open influence and the widespread use of indirect speech tactics. Emotionality and expressiveness are best realized on the lexical language level. Emotional expressiveness in the texts of the authors is achieved through the use of synonyms, antonyms, vocabulary that has an estimated value.

With the help of emotionally-evaluative vocabulary, the addresser implements a communicative strategy of expressing a negative or positive attitude toward the pictorial and a strategy of positive self-presentation and a negative presentation of others by the addresser. Depending on the formal structure, means of expression are traditionally divided into phonetic, lexical, word-formation, morphological, and syntactic.

RÉSUMÉ

Новини залишаються одним із перших жанрів журналістики. Він з'явився задовго до появи самої журналістики. В роботі розглядається питання диференціації на «жорсткі» та «м'які» новини у засобах масової інформації США та Великобританії. Різниця між ними полягає як у темі описуваної новини, так і в особливостях її подання. «Жорсткі» новини, як правило, стосуються питань влади, економіки, бізнесу тощо. Вони з'являються головним чином на перших шпальтах газет, де часто публікуються замітки, які які відображають суть події у чітко та логічно побудованому тексті.

Практична цінність дослідження обумовлена можливістю застосовувати його результати у курсі стилістики англійської мови та аналізу газетного дискурсу, а також на різних курсах за вибором з лінгвістики тексту. Матеріали дослідження можуть бути використані при написанні курсових та дипломних робіт. Емпіричну базу дослідження представляють англійські електронні ЗМІ, зокрема *The Guardian*, *The Times*, *The Economist*, *The Independent*, *The Washington Post*.

Дослідницька робота складається з наступних частин: вступ роз'яснює вибір теми дослідження, визначає об'єкт та предмет дослідження, цілі та завдання. Перший розділ зосереджений на визначенні функціональних особливостей мови медіа; виділяє мову як інструмент формування громадської думки; визначає новини як основний жанр друкованих та електронних ЗМІ; окреслює поняття та структуру «жорстких» та «м'яких» новин. У другому розділі викладено стилістичні особливості «жорстких» та «м'яких» новин в англійських друкованих та електронних ЗМІ. Загальні висновки узагальнюють отримані результати досліджень, окреслюють основні перспективи подальших досліджень розглянутої проблеми.

Ключові слова: «жорсткі» та «м'які» новини, новинний дискурс, мова ЗМІ, стилістичні засоби, емотивна лексика.

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