

# Актуальные проблемы журналистики

Сборник трудов молодых ученых

Выпуск XI

ТОМСК · 2016

The phrase is well-known to the British readers from the play 'Henry IV' by William Shakespeare, so the phrase realizes the linguo-cultural function. Besides, the role of PT in the headline is expressive. The author creates a language game to intrigue readers because the essence of the article is not clear from the headline, the author attracts a reader to read the whole article.

A pact with fame (The Sunday Times, 20/03/16)

The original phrase is from Goethe's 'Faust' — 'Pact with the Devil'. The component replacement (last word) makes the headline attractive and appeals to the readers' knowledge. It is an intellectual game that involves into the game of senses in the text of the article. It is an intrigue that helps to make better relationship with the reader (expressive function). The article is devoted to the interview with the actor of the popular serial 'Game of Thrones' that made the actor very famous. A 'pact with fame' helps to realize informative function of the headline.

In the conclusion it is important to say that headlines with the inclusion of PT are based on the shared social, cultural and language knowledge of a headline writer and the readers. Lexical transformations of PTs make a strong emotional impact on the readers, provoke their associative thinking. Correct understanding of a headline with PT needs the correlation of previous knowledge of readers and a headline writer with the new information in the content of an article.

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## **TECHNIQUES OF EXPRESSING THE WRITER'S «I» IN COLUMNS OF BRITISH NEWSPAPERS**

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In journalistic theory, there are three definitions of a «column» — 1. Graphic element; 2. Heading (Rubric); 3. Genre. We will consider the column as a specific

genre that is popular in British newspapers. According to the Cambridge dictionary, column — « is a piece of writing in a newspaper or magazine, usually on a particular subject, that is always written by the same person and appears regularly. » [1] In addition, column is published on the regular place and has topical subject about social, political and cultural issues.

The actuality of studies relating to a column as a specific kind of writing is caused by an increased interest of the audience in articles with a strong personal beginning, that is explained by large number of blogs on the Internet. The aim of the study is to examine and analyze columns in British newspapers since 2015 to 2016 and to define common techniques used by authors.

The British newspapers are particularly interesting for studying columns due to the «insular nature» of British journalism, where the main function of journalism is to report facts objectively with the opportunity for readers to form their own viewpoints. [2] Therefore, articles based on opinions are distinctly separated from the news materials by definite sections: Opinion («The Times»), Voices («The independent», «The guardian»). So journalists have a rare chance to express their own thoughts and judgments (the writer's «I») about the information they give and a column is one of the best genres to do it, because of its subjective character.

The main requirements to the columnist are: his subjectivity, skills to comment and interpret facts and do it in an interesting and personal way. The individual style of author's writings can be created by common techniques of expressing the writer's «I». We have specified and analyzed six techniques used by columnists in the newspapers: «The Times», «The Independent» and «The Guardian».

1. Citation of direct speech: «“London is great,” my visitors always say, “but I wouldn't want to live here.”» [3] The author Holly Baxter informs readers about exclusion of London from the top cities to visit. She reproduces the direct speech of the visitors, who think, that London is not the special place anymore. The citation is a starting point for writer's reflection and commentaries on the subject of the article.
2. Biography of an author, his professional and personal experience: «One reason I abandoned my beloved North East and migrated south was a frustrating lack of job opportunities. » [3] In the same column, Holly Baxter uses her own experience to justify the reason of her judgments, relating to problems of living in London, and to make readers trust and share her personal position.
3. The use of expressive and reduced vocabulary: «Now that the tedious, fake prelude is over, let us get on with the In-Out referendum that this was always going to be...The Scottish referendum was fierce battle of identity. » [4] In this column Phillip Collins talks about the current situation of political parties in Britain, besides about the last elections and people's opinions relating to their government. This technique is the best choice for the columnist if he wants to give an evaluation and show his attitude to the subject.
4. Segmenting a sentence into minor sentences (parcelling): «That's natural. But it's also a major reason why terrorism works. And that's why this keeps happening. Somewhere. Every day. » [5] The main subject of the article is terrorist attacks in Brussels. The way of segmenting used by Deborah Orr

helps her to accentuate important senses of the text and makes a reader understand the danger of the attacks much deeper.

5. The use of interrogative sentences: «Europe is at war against terrorism? » [5] Deborah Orr expresses her position through the reasoning about the terrorism in Europe using interrogative sentences to make a reader reflect on the very important problem together with her. Interrogative sentences can be a writer's technique used to make some predictions on the described events.
6. Humor, irony, sarcasm: «By tomorrow headlines will only say things like,» Cor-Bin Laden will force pets to be Muslim...» [6] The analyzed column is devoted to Jeremy Corbin's first days of being the leader of the Labour party. Mark Steel describes Corbyn policy in negative and sarcastic way. Using the technique, the writer creates dangerous and terrifying image of Corbin and the author's rigid irony and sarcasm make his style individual and memorable.

In the conclusion one can say that the most important feature of a successful column is the writer's «I». After analyzing the columns presented in the research we have noticed that individual author's style can be realized in the techniques examined by us. These techniques are applied at the level of writer's experience, at different levels of vocabulary and syntax structures. They may be partially used in other journalism genres with the strong personal beginning (essay, commentary, review).

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