

# **The London 2012 Olympics in the British Press**

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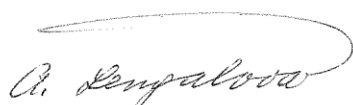
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## **ABSTRAKT**

Tato bakalářská práce se zabývá analýzou britských novinových článků týkajících se Olympijských her 2012 v Londýně.

Teoretická část zahrnuje teoretické poznatky o publicistickém stylu a jazyce používaném v tisku, dále jsou popisována jednotlivá periodika, jejichž články byly následně použity k analýze. Závěr této části představuje lingvistické prvky používané v novinových člancích.

Praktická část je zaměřena na analýzu vybraných novinových článků o Olympijských hrách v Londýně 2012, z periodik The Guardian, The Telegraph, The Sun a The Daily Mail. Následuje srovnání jazykových podobností a odlišností ve vybraných britských novinách.

Klíčová slova: Olympijské hry v Londýně, noviny, seriózní a bulvární tisk, lingvistická analýza

## **ABSTRACT**

This bachelor thesis deals with an analysis of British newspaper articles concerning the London Olympic Games 2012.

The theoretical part contains the theoretical data concerning the journalistic style and language used in newspapers. The next section describes particular newspapers whose selected articles are subsequently used in the practical part. The last part of the theoretical part contains the linguistic features used in newspaper articles.

The practical part is concerned with the analysis of British newspaper articles concerning the London Olympic Games 2012 from The Guardian, The Telegraph, The Sun a The Daily Mail. The analysis is followed by a conclusion of linguistic similarities and differences in selected British newspapers.

Keywords: Olympic Games in London, newspaper, broadsheet and tabloid newspaper, linguistic analysis

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## INTRODUCTION

Olympic Games are significant event for the mankind and last year London had an opportunity to hold this world sporting event. The Olympics were treated in different kinds of British media, including the press. This bachelor thesis pays an attention to the British newspaper especially how the newspapers reported about the Olympics. The main reasons for choosing this topic were the relative recency and the interest in language concerning the media environment, as well as the interest in the Olympic Games. The main objective of this Bachelor thesis is to describe the language features from selected tabloid and broadsheet articles concerning the London 2012 Olympic Games, then subsequently analyze and compare them.

The theoretical part is firstly focused on the Olympic Games and their occurrence in London throughout history. Secondly the thesis is focused on the journalistic style and the newspaper language. Next, the attention is paid to the newspapers in Britain and to the division between broadsheet and tabloid newspapers. Furthermore the theoretical part includes an overview of linguistic features that appear in the newspapers articles.

The practical part is devoted to an analysis of selected articles from both British broadsheets and tabloids, namely The Guardian, The Telegraph, The Sun and The Daily Mail. There are chosen parallel texts in which the predefined linguistic features are subsequently analyzed in order to observe which linguistic features are the most frequent and how they compare among broadsheet and tabloid newspapers.

## **I. THEORY**

## 1 OLYMPIC GAMES

The Olympic Games are a great international sporting event originally native in Greece. The term “Olympic Games” originated from the Greek language, however Young (Young 2004) claims that this term is not a perfect translation of Greek *Olympiakoi agones*. The misinterpretation relates to the word *agones*, which does not stand for games but it rather means *struggles* or *contests*. The Olympic Games are divided into the Ancient Olympic Games which took place only in Greece and the Modern Olympic Games which are part of the modern history.

### 1.1 The Ancient Olympic Games

The Ancient Olympics lasted more than a millennium, from about 776 BC to approximately 400 AD. According to Olympic.org these Games were dedicated to Olympian gods Athletic disciplines such as broad jumping, throwing a stone, wrestling or running were held on the ancient plains of Olympia. Their aim was to show and to celebrate the physical qualities of young people but they also had a religious purpose. The Ancient Olympic Games were banned in 393 AD when Emperor Theodosius ordered a stop to such pagan cults. (Olympic.org)

### 1.2 The Modern Olympic Games

The difference between the Ancient and Modern Olympic Games lies in the level of their amateurism. While the Ancient Games, as the sport historians believe, were strictly amateur, in the Modern Olympic Games Young (Young 2004) recognizes the disappearance of amateurism and the enhancement of professional sportsmen. Toohey and Veal (Toohey and Veal 2007) claim that the Modern Olympic Games are still about physical excellence, but they also play social, cultural, economic and political roles.

The earliest suggestion of holding Modern Olympic Games was made in Paris in 1894 by Pierre de Coubertin, a French diplomat and educator, who then introduced the very first modern Olympics in Athens in 1896. Since then the games have taken place every four years. He claimed that the aim of the Olympic Games was not in winning but taking part and that the essential thing in life was not about conquering but fighting well. He wanted people to understand the benefits of sport for young people combining thoughts about the harmony of body and spirit. (aktualne.centrum.cz)

The majority of following Modern Olympic Games have been hosted in Europe, altogether there have been 30 Olympics (including the winter Olympic Games) held on the European continent. The first Olympics outside Europe were the winter Olympic Games in Lake Placid, USA in 1932 followed by the summer Olympic Games in Los Angeles in the same year.

According to Olympic.org the first winter Olympic Games started originally as a Winter Sports Week, an event patronized by the International Olympic Committee, in 1924. It was a great success, that was shown by the high number of spectators and so the Winter Sports Week was retrospectively named the First Olympic Winter Games. Since 1924 the winter and summer Olympics take place in the same year but in different countries, which went up to 1992. After 1992 the winter and summer games have alternated every two years and since the Summer Olympic Games in Seoul 1988 the international sports event for disabled athletes called the Paralympic Games have been held as well.

Except Europe and America, where the Olympics took place seven times in the USA, three times in Canada, and once in Mexico. The Games were also held in Australia (Melbourne 1956, Sydney 2000) and Asia (Tokyo 1964, Sapporo 1972, Seoul 1988, Nagano 1998 and Beijing 2008). The Olympic Games have never taken place in South America but this will change in 2016, when the summer Olympic Games will be held in Rio de Janeiro, Brazil.

### **1.3 Olympic Games in Britain**

The capital city of Great Britain, London, is the only city which has hosted three Olympic Games, namely in 1908, 1948 and 2012. The Guardian website provides a visualized picture which compares the individual Olympic Games in London.

#### **1.3.1 London 1908**

Originally in 1908 the Olympics should have been held in Rome but because of the eruption of Mt. Vesuvius London substituted for Rome. These Olympics lasted 188 days and are considered to be the longest games in the Olympic history. 22 countries participated and together there were 2,008 participants, including 37 women. Great Britain won the most gold medals, 56 altogether. The sports events took place at the White City Stadium and the whole games cost £75,000, which equals £7 million in 2012 prices.

### **1.3.2 London 1948**

The Olympics in 1948 were the first Games after 12 years because of World War II. They lasted 17 days and 59 countries participated. Germany and Japan were considered to be the aggressors of World War II so they did not participate. The Soviet Union failed to attend and decided not to send any athletes although they were invited. The London Games of 1948 were first time broadcasted on television. Starting blocks for athletes in sprint races were introduced for the first time. These Olympic Games were held in the Wembley Stadium and they cost £750, 000, which would be £23 million today.

### **1.3.3 London 2012**

In comparison to the previous two events, the most recent summer Olympic Games were the biggest and the most expensive, costing £9,3 billion. A part of the London 2012 Olympics were also the Paralympic Games. There were 204 participating countries and the number of athletes climbed to 10,500. The Games lasted from 27 July to 9 August followed by the Paralympics from 29 August to 9 September. Most athletic sports events took place at the Olympic Stadium, other venues were for example the Aquatics Centre, Velodrome, BMX Circuit or handball and basketball arenas. For the first time in Olympic Game's history women's boxing was added to the other sports. (Guardian.co.uk)

## 2 JOURNALISM AND JOURNALISTIC STYLE

Journalism provides us with current information through different kinds of media.

Dočekalová (Dočekalová 2006) describes the origins of journalism as a time when people started to find information valuable, therefore information started to be important for people's lives and so it became a saleable article. The beginning of the modern period of the history began in the early 15<sup>th</sup> century, which is considered to be the initial moment of journalism. At this time new overseas discoveries and big developments of business were being made. Journalism then developed rapidly with the invention of the printing press in years 1447 – 1448 and then even more during the golden age of journalism, which was in the 19<sup>th</sup> and 20<sup>th</sup> centuries.

In Harcup's opinion (Harcup 2009) journalism is a form of communication, which provides ongoing information and gives answers to questions such as who, what, when, where and why.

Journalistic style requires informativeness, forcibility and topicality, it includes the author's comments and analyses as well.

### 2.1 Functions of Journalistic Style

There are several functions of journalistic style that Ruß-Mohl (Ruß-Mohl 2005) considers to be important:

- *to inform* – printed media are expected to inform and to bring new information which people need in their ordinary life and which will help them in their decisions;
- *to formulate and publish* – media cover certain problems and make them appealing for the public;
- *agenda setting* – media concentrate on a few topics and events at the center of public interest;
- *to criticize and control* – these functions are mainly applied in the sphere of economics and politics. They are linked with freedom of the press and with freedom of opinion;
- *to entertain* – the aim of printed media is not only to inform but also to entertain. People expect that the media will tell us everyday news with a distraction;
- *to educate* – media, including the press take part in an educational system as a source of information.



## 2.2 News Values

The journalists have to decide what will be interesting for readers and according to Burns (Burns 2004) they have to take into consideration so called *news values*. These are topics which are considered to be remarkable for the public i.e. such topics that could directly affect people at the present time or even in future.

The basic news values are:

- *impact* – investigates the relationship between the news and the public and how the news can influence the public for example in cases of increasing prices;
- *proximity* – investigates how close to the reader the events happen, for instance a fatal car accident in the neighbourhood is much more important than a civil war in Somalia;
- *conflict* – means the opposite interests and opinions of two sides, in the printed media it increases the attractiveness of the news and makes it more interesting for the reader;
- *urgency* – means to what degree the topic is urgent at the given time;
- *newness* – means the recency which the information has, what has an important news value;
- *relevance* – investigates how relevant, useful or important the information is and what value the author and also the reader gives to it.

## 2.3 Language of the Newspapers

According to Cotter (Cotter 2010) the term *language* can be used to refer to linguistic features that are part of the structure of news language. It relates to syntax (use of tenses, sentence structure), lexicology (choice of words), sociolinguistics (language attitudes, variation, usage) and pragmatics (connectives, inference).

Dočekalová (Dočekalová 2006) has a contradictory opinion and claims that journalists create the language in the way they deal with the linguistic features, which vocabulary they use, how they construct the sentences or express emotions.

More research on the language of newspapers was done by Reah (Reah 2002) who claims that newspapers are cultural artifacts and therefore the different cultures should be treated in different ways when choosing the language. Language gathers its own emotional and cultural loading which depends on the nature of the culture, its concepts, beliefs and attitudes.

Reah also claims that the aim of the newspaper's language is to be comprehensible with usage of brief and accurate structuring of the sentences. The choice of words should arouse interest, furthermore it should make people ask questions and then subsequently find answers. This is also supported by Cotter (Cotter 2010) who emphasizes that good writing equals clarity and accuracy equals credibility.

The coherence of the text supports the reader's apprehension due to the devices such as transition words like *before*, *afterwards*, *meanwhile* or particular use of connectives in a paragraph-initial position which are visible to the readers. Ruß-Mohl (Ruß-Mohl 2005) adds that newspaper texts require a casual observer perspective so there should be no personal interest represented by personal pronouns, *I* or *we*. The writer does not use direct address and there is no named or implied audience.

From a syntactical point of view as Reah (Reah 2002) mentioned, the verbs used in newspaper language are divided into actional and relational verbs, where the actional verbs refer to actions and involve one actor or none. The relational verbs relate to the relations between someone and a quality or attribute.

Modality is also used in newspapers and it can express attitudes towards a situation using modal verbs such as *can*, *will*, *shall*, *must*, *could*, *would*, *should*. Modals *might* and *may* are used to express a range of probabilities. Some adverbs and adverbials such as *although*, *actually*, *however* and *in fact* are used to represent skepticism and doubts.

To make the language more interesting patterns are used such as figures of speech, multiword expressions or repetition, usage of synonyms or the passive voice. According to Cotter (Cotter 2010) another essential pattern of newspaper language can be the usage of direct quotes or paraphrases. In the case of a paraphrase the quoting verb is used such as *said*, *claimed*, *insisted*, *opined*, *stated* etc. Direct quotes are considered to be important in order to create a well-formed news story. They carry reference, add freshness or immediacy and bring new opinions to the story.

## 2.4 Structure of a Newspaper Article

According to Cotter (Cotter 2010) the newspaper text makes use of short paragraphs, time-brief stories, or emphasis on repetition. These conventions are based on an interest in being read and understood by readers.

The conventional story is organized in the shape of an *inverted pyramid* which means that the reporter starts with the most important details which are followed by other details in

descending order. Other important parts of an article that precede the news story are the headlines and an introductory paragraph or lead. At the end of an article there could appear some comments and evaluation by the author.

### 2.4.1 Headlines

Headlines are specific types of text whose function is to attract the reader's attention. They can have a range of shapes, structure or content and also have a visual function which includes the size of the font. According to Reah (Reah 2002) headlines give the reader the overall picture of the news and a classification of the article.

The headlines can attract the reader via language, the devices that are used by headline writers include:

- *intertextuality* – use of familiar phrases and sayings, depending on the particular culture, often making reference to some popular songs, films or book titles etc;
- *loaded words* – words that carry strong connotations, that carry an emotional loading beyond their dictionary or literal meaning;
- *phonology* – use of alliteration, rhyme can make the headline more memorable;
- *class-shift* – some words operate as more than a one word class. The word class depends on the grammatical words and because of limited space these words are omitted which can evoke ambiguity because it is not recognizable if the word is a verb or noun;
- *word play and puns* – playing with words, their sound or meaning in order to amuse; pun is a form of word play which includes two or more meanings according to a similar sound;
- *ambiguity* – ambiguity occurs in a relation among words and their meanings. In headlines it could be demonstrated by homophones, which are words identical in sound but with a different spelling and meaning.

Another way of how to attract the reader is the graphics, which considers where the headline is situated on the page or how large the font is. The headlines in tabloids occupy more space, they work with the pictures and sometimes the picture can give the context to the headline.

Reah adds that the headlines also give the reader the concrete detail of the story because they carry information and subsequently include the answers to questions of *what*

happened, *who* was involved, *where* it happened and *how*. The answer to the question *why* it happened is contained in the article itself.

### 2.4.2 Lead

Lead or intro, as it is known in Britain, is an opening paragraph whose purpose is to attract the reader. The structure of a news story is followed from the lead – it sets up the story structurally. The lead contains and fronts all the most important information that is possible within the space allotted, which is suggested to be from 25 to 35 words. The goal of the intro is to draw the reader through language and through *framing*, which means to include what is interesting or new.

A well-formed lead reflects the latest element in the story independently of the other interesting points. The lead could contain either the current information or the answers to the questions of *who was involved* and *what happened*. (Cotter 2010)

### 2.4.3 News Story

The principles of writing news stories work, according to Cotter (Cotter 2010), with the informational style and their aim is to offer complete and accurate information from proven sources and to construct a well-organized, well-written, and a well-reported story. Background and context are explicit elements of news discourse and they differentiate from each other. The background can be deleted but it is usually located at the bottom of the story which follows the *inverted pyramid* because background is the least important and not essential to the meaning of the story. Context is considered essential and provides information which is necessary for understanding the story.

The news stories can be divided according to the sections, topics and genres, where the typical genre forms of news stories are:

- *advance* – story written in advance of an event;
- *follow* – story written about the event after the event;
- *brief* – story that deserves mention but is not so newsworthy;
- *rewrite* – reworking of a story that someone else has provided;
- *breaking news* – news that is happening in real time;
- *enterprise* – story that requires more in-depth reporting, includes reporter initiative;
- *sidebar* – story that accompanies a main story and gives additional information;
- *commentaries or editorials* – subjective view of the reporter on a particular event.

### 3 NEWSPAPERS IN BRITAIN

According to the classification made by Tunstall (Tunstall 1996), there are three kinds of newspapers in Britain:

- broadsheet newspapers or *upmarket dailies* e.g. The Telegraph, The Independent, The Times, The Guardian;
- middle-range tabloids or *midmarket dailies* e.g. The Express, The Daily Mail;
- tabloids or *downmarket dailies* e.g. The Sun, The Mirror, The Star.

Jucker (Jucker 1992) explains that the terminology *upmarket*, *midmarket* and *downmarket* refers to socio-economic groups of people who read a particular newspaper. Reah (Reah 2002) adds that there are other kinds of newspapers which do not fit into this classification, they differ for instance in their content. These may include some local newspapers or newspapers of a particular political group.

Newspapers should bring new information of the day and their content should include a lot of items such as news, comments, analyses, advertising and entertainment. In tabloids a part of the news is related to the stories about celebrities and about the activities of the Royal family

#### 3.1 Broadsheet Newspapers

Broadsheets or *serious newspapers* provide serious news, using formal language. According to Tunstall (Tunstall 1996) they typically carry about 120,000 to 150,000 words a day. They include longer stories and have more sections, such as sport, entertainment, financial news or news from the arts. Broadsheets rely primarily on advertising revenue and they specialize with advertisers who are selling expensive products which are attractive for upmarket consumers. Broadsheet readers are more educated and sophisticated and seek for serious information.

Broadsheet newspapers are printed on larger sheets of paper. Sterling (Sterling 2009) claims that this fact originates from the early days of newspapers when a large page size made it easier for the printers to print a lower number of larger pages because of the cost. The text is separated into vertical columns written in formal language using the journalistic style.

### 3.1.1 The Telegraph

This newspaper offers the latest and breaking news from fields such as sport, culture and lifestyle. The Telegraph has two versions, firstly The Daily Telegraph which is released daily and The Sunday Telegraph, released on Sundays. Tunstall (Tunstall 1996) claims that these newspapers have been the upmarket leader since 1930 and the situation continued up to the 1990s when The Telegraph became enormously profitable. For instance in 1993 it had about 42 per cent of the total sales of the five upmarket national dailies.

### 3.1.2 The Guardian

This British national newspaper started to be published in 1821 and today it is left-oriented and offers comments, reviews and analyses in fields such as current news, sport, business and politics. Its parallel version which is published on Sundays is called The Observer. (Reah 2002)

### 3.1.3 The Independent

The Independent is the latest British national broadsheet newspaper which was launched in 1986 and contains a wide range of international and local news, sport, art and entertainment news as well as commentaries. Although The Independent is a broadsheet newspaper it is published in a smaller size which is more specific for tabloids. (independent.co.uk)

## 3.2 Tabloids

Tabloids could be also called *lower newspapers* or *scandal sheet* because of their content. According to Tunstall (Tunstall 1996) tabloids often focus on light news and gossip also on crime, sex, sport and showbiz, moreover they contain more entertainment, such as television schedules and sporting statistics etc. They have smaller pages than broadsheets which are full of colourful graphics, pictures, photos, advertisements and the characteristic feature is also usage of big and attention grabbing headlines. All these qualities are designed to draw the reader's attention. The *lower newspapers* are required to be read quickly so they contain shorter stories than broadsheets using informal, simple and emotionally charged language. They are characterized by a colloquial style of language which is appropriate for spoken, informal language. In tabloids there is a visible use of rhetorical questions which make space for readers to imagine their own answers. Conboy (Conboy 2006) adds that the language in tabloids is rich in metaphors and word play and it

may also contain samples of intertextuality and ambiguity. The readers of tabloids are different from broadsheet readers, they are less well educated and many of them come from a lower social class, such as working class.

### **3.2.1 The Sun**

The Sun provides news about celebrities, showbiz, sport and racing. It also contains national and international news including sensational stories from people's lives. This newspaper was originally published as a broadsheet newspaper in 1964 but the Australian newspaper proprietor Rupert Murdoch then relaunched The Sun as a tabloid in 1969. (news.bbc.co.uk)

### **3.2.2 The Daily Mail**

The Daily Mail newspaper provides us with the latest news, sport and showbiz. It includes a section for women which is specialized for example in health, fashion, children and beauty. The Daily Mail has been published since 1896 and its Sunday sister newspaper has been the Mail on Sunday since 1982. (dailymail.co.uk)

### **3.2.3 The Mirror**

According to Tunstall (Tunstall 1996) The Mirror was originally published in 1903 as a small size picture paper which was interested in women's issues. Today it provides current and breaking news from the fields of lifestyle, celebrities, gossips or sport.

## 4 LINGUISTIC FEATURES OF NEWSPAPERS

The linguistic features of newspapers include vocabulary and other means of language that are used in the newspapers.

### 4.1 Vocabulary in Newspapers

Newspapers use rather basic words which are frequent in the texts also called core vocabulary, rather than non-core words which are not so frequent and appear only with limited topics.

Carter (Carter 1998) defines several tests which he carried out in 1987, that prove the coreness in vocabulary and here are some examples:

1. Core words have clear antonyms, such as the antonym of *cold* is *hot* or the antonym for *fat* is *slim*. To create clear antonyms for non-core words such as *corpulent* or *emaciated* is much more difficult.
2. Core words are characterized by collocational frequency. The word *fat* can collocate well for example in collocations *fat cheque*, *fat salary* but it will not work with non-core word *corpulent* – *corpulent cheque*, *corpulent salary*.
3. Core words are often superordinated. The superordinate word *vehicle* could be used in different contexts and could stand for words *car*, *van*, *motor-scooter*, *lorry*, *coach*.
4. Core words can be easily defined by non-core words. This is demonstrated by a set of words *gobble*, *dine*, *devour*, *eat*, *stuff*, *gormandize* when each of these words could be defined as *eat* according to semantics, but it would be incorrect to define *eat* as a core word with non-core words from the set above.
5. Core words do not carry especially marked connotations or associations.

Carter states that though these tests are not absolute they can at least show the distinction between core and non-core words. In the tabloid newspaper (The Daily Mail, 1983) he also found some examples of non-core words which were either markedly formal or markedly informal, usually negatively evaluative e.g. *snub ducking row*, *posing*, *trendy*.

### 4.2 Semantic Relations

Semantics can be defined as a study of the meaning of particular words, phrases or collocations and sentences. Semantic relations include relations such as synonymy, antonymy, homonyms or polysemic words, hyperonyms and hyponyms.



- *Synonymy* – two or more words which are connected with very closely related meanings and can often be substituted for each other in sentences. Common examples of synonyms are according to Yule (Yule 2006) pairs of words such as *big/large, broad/wide, buy/purchase, car/automobile* or *freedom/liberty*.

The sameness of the meaning is not absolute all the time and according to Peprník (Peprník 2003) there are only a few absolute synonyms, most synonyms are rather partial ones. The absolute synonyms such as *kind/sort, noun/substantive* agree in denotation, connotation and distribution. Sometimes the pair of absolute synonyms consists of a domestic word and a loanword.

The partial synonyms can be divided into notional synonyms and synonyms involving a change in intensity. Notional synonyms differ in feature of the denotation (e.g. *referee* – in football, ice-hockey and *umpire* – tennis, volleyball). Synonyms that involve change in intensity are e.g. *break/smash, cry/shout*.

- *Antonymy* – two words with opposite meanings. There are two main types of antonyms, gradable and non-gradable whereas Yule (Yule 2006) defines gradable antonyms as opposites along scales (e.g. *big/small, hot/cold, high/low*) so they can be graded and modified with adverbs *very, much, slightly* etc. Non-gradable antonyms which are also called complementary pairs such as *male/female, true/false* or *dead/live* are direct opposites and are not be graded – no one could be *deader* or *more dead*.

The oppositeness could be proved by the opposite meaning as well as by the negative affixes. Peprník (Peprník 2003) says that the affixes used to create antonyms are *in-, un-, non-, dis-*.

- *Homonymy and polysemy* – these semantic relations may be found similar but homonyms are said to have the same form but a different meaning whereas polysemy have also the same form but in contrast with homonyms they have a related meaning.

Lyons (Lyons 1981) explains the distinction with examples of a homonym such as *bank* and *bank*, meaning the side of a river in the first case and the financial institution in the second. Whereas *neck* is treated as a polysemy because this word has multiple meanings

which are at the same time related. It could mean *neck* as a part of the body, *neck* as a part of the bottle, or *neck* as a part of a shirt.

- *Hyponymy and hyperonymy* – hyponymy or the subordinate words belong, according to their meaning, under superordinate words called hyperonymy.

Palmer (Palmer 1981) says that hyponymy involves the notion of inclusion in the sense that for example *tulip*, *rose* or *daffodil* are included in *flower*. Peprník (Peprník 2003) adds that the same word could be a hyponym of several subordinate words, e.g. *dog* is a hyperonym for *puppy*, as well it could be a hyperonym for the names of various dogs breeds such as *bulldog*, *collie*, *fox terrier*, *husky*.

These relations are mentioned here because they appear frequently in newspapers in order to avoid repetition of identical words. In my analysis however I will focus only on the following linguistic features, including multi-word expressions and figures of speech.

### 4.3 Multi-word Expressions

Multi-word expressions consist of two or more words and their meaning is not often predictable. Among others they include the most common ones – collocations and idioms.

#### 4.3.1 Collocations

Words that tend to occur together with other words are frequently called collocations. These combinations of words sound natural to native speakers but for foreigners it could be difficult to identify some collocations. Bartsch (Bartsch 2004) claims that there is a problem when identifying collocations because there are no full-fledged theories of collocations. So these word combinations can be observed from syntactic criteria as fixed expressions, from semantic criteria as semantically transparent words or from psychological criteria as psychologically characteristic word combinations.

Common types of collocations are according to McCarthy and O'Dell (McCarthy and O'Dell 2005):

- adjective + noun (*key issue*, *fast car*, *major problem*);
- noun + noun (use of pattern a ... of ..., such as *a sense of pride*, *a surge of anger*);
- noun + verb (*economy boomed*, *company expanded*);
- verb + noun (*create opportunities*, *launch a product*, *commit suicide*);

- verb + expression with preposition (*filled with horror, burst into tears*);
- verb + adverb (*whisper softly, smile proudly*);
- adverb + adjective (*happily married, fully aware*).

### 4.3.2 Idioms

Idioms are combinations of words of a special kind with different meanings. Palmer (Palmer 1981) explains that the meaning of an idiom is not related to the meaning of individual words, but is sometimes near to the meaning of a single word. The examples are listed below: *kick the bucket* – to die, *bring something to fruition* – to achieve success, *spill the beans* – to give away a secret, *fly off the handle* – to get very angry.

The idioms are very difficult to recognize but Palmer defines idioms in terms of non-equivalence in other languages, because they cannot be directly translated into other languages.

There are so called partial idioms which mean that one of the words has the usual meaning and the other has the typical meaning in a particular combination. For example *red hair*, refers to hair but not strictly red in colour, another set of partial idioms which is described by Jackson and Zé Amvela (Jackson and Zé Amvela 2004, 66) involves the word *white*. Since *white coffee* has a brown colour and *white wine* rather a yellow colour. It proves that white is idiomatic only in some degree and it could be interpreted as the lightest colour.

Palmer also adds that a very common type of idiom in English is a *phrasal verb*, which is the combination of a verb and an adverb particle. When they appear together, their meaning cannot be predicted from the individual words.

Moreover there is a combination of verb and preposition, called *prepositional verbs* or a combination of a verb plus an adverb plus a preposition such as *look after, go for, put up with* whose meaning can in some cases be unpredictable.

## 4.4 Figures of Speech

Figures of speech are language devices that differ from their usual meaning and derive a new meaning. Among others they include metaphor, metonymy, synecdoche, hyperbole, irony and simile.

### 4.4.1 Metaphor

Metaphor means the transfer of meaning on the basis of external features or qualities that could according to Peprník (Peprník 2003) involve shape, location, function or colour.

Palmer (Palmer 1981) claims that a metaphor is a kind of relationship between meanings where a word has both a literal and a transferred or figurative meaning. The most common set of words which create metaphorical meanings are words for parts of the body such as *hand, foot, face, leg, tongue, eye* etc. Kövecses (Kövecses 2002) divides a metaphor into conceptual and linguistic, conceptual metaphor requires the reader to think about it more deeply and to understand it, while linguistic metaphors are mostly clichés. Moreover he distinguishes other three kinds of conceptual metaphor:

- *structural metaphor* – a type of metaphor when the source domain provides a rich knowledge structure for the target one; the function of this metaphor is to enable readers to understand;
- *ontological metaphor* – this kind of metaphor provides less cognitive structuring for the target domain and its aim is to make the readers draw from their experience. Since the reader's knowledge is limited there is a possibility they will not understand the target concepts;
- *orientational metaphor* – provides even less conceptual structure than the ontological one and its task is to make a set of target concepts coherent in a conceptual system. This kind of metaphor is based on basic human spatial orientation. For example more is *up*, less is *down*: *Speak up please! Keep your voice down please!*

#### 4.4.2 Metonymy

Metonymy uses an attribute of a thing instead of the thing itself. According to Yule (Yule 2006) the relationship between words can be based on:

- container-content relation (*bottle/water*);
- whole for part relation (*car/wheels, house/roof*);
- part for whole relation, (*faces/people*);
- representative-symbol relationship (*king/crown*).

The familiarity with metonymy makes it possible to understand the meaning although it is absurd literally, e.g. *He drank the whole bottle*, it is understandable that he drank the liquid not the glass object. Barcelona (Barcelona 2003) adds that looking for metonymy in text results in a mental activation of the target domain, often with a limited discourse purpose.

#### 4.4.3 Synecdoche

Synecdoche is related with metonymy because it uses a part of the thing to mean the whole.

Peprník (Peprník 2003) adds other relations between words such as:

- the whole for a part (*Leeds defeated Manchester*);
- the species for the genus (*bug* for any kind of insects);
- the genus for the species (*liquor* for special kind of spirit, e.g. vodka);
- the name of the material for the thing made (*boards* for stage).

#### 4.4.4 Hyperbole

Hyperbole is a figure of speech that exaggerates the meaning of a certain statement.

According to Ortony (Ortony 1993) hyperbole involves intensification of a speaker's or writer's feelings in order to emphasise. Hyperbole can be expressed by adjectives e.g. *gigantic house* or by numerals *millions of people*.

#### 4.4.5 Irony

The frequent definition of irony is according to Colebrook (Colebrook 2004) saying what is contrary to what is meant. Irony has a function to show the speaker's critical attitude towards something which is conveyed directly through literal discourse. Ortony (Ortony 1993) gives an example that relates to the dinner's comment *Oh, wonderful*, which would function as expressing the disfavour towards the waiter.

#### 4.4.6 Simile

Figure of speech which is used to compare or to assimilate two or more entities, often the phrase includes *like*, *as* or *than*.

## **II. ANALYSIS**

## 5 INTRODUCTION TO THE ANALYTICAL PART

The aim of the analysis is to identify similarities and differences regarding the use of the linguistic features in newspaper articles from the British tabloids and broadsheets concerning the London 2012 Olympic Games. I am also going to focus on the frequency of the studied linguistic features and the frequency of methods used to create headlines.

I collected twenty articles, concerning the London 2012 Olympic Games, which were published before, during and after the Olympics. I created five sets of newspaper articles which relate to particular events or issues during the games. I chose topics which concerned the ceremonies of London Olympic Games 2012, the Queen as an actress, then I included one controversial topic and one interesting story about a successful sportsman Michael Phelps. For each topic I selected four parallel texts which were mostly found in the Olympics sections of the newspapers. I chose articles from online databases of the newspapers, two from the broadsheet newspapers, The Guardian and The Telegraph, then two articles from tabloids, The Sun and The Daily Mail.

Due to the fact that I will use the online versions of newspapers I cannot focus on the visual aspect including the printed page layout.

I am going to write a brief introduction to each particular article in order to set the context or background of the event. I would like to focus also on the linguistic methods which are used to create the headlines of the articles such as intertextuality, ambiguity etc. Then I will analyze the features which occurred in the texts, especially the figures of speech and multi-word expressions.

According to prescribed criteria I want to compare what features occur in broadsheets and tabloids, if they have something in common or how they differ. I expect that the tabloid newspapers will contain a larger amount of idioms and metaphors because tabloid language is more emotionally charged and by using these features the language becomes more interesting for the reader.

The results of each set of articles will be compared and concluded. In the end the results of the analysis will be measured up and inscribed in the graphs. The analyzed linguistic features from selected articles of the British tabloids and broadsheets will be summarized and compared to the theoretical data in order to study the differences and similarities of the linguistic features.

This bachelor thesis contains a CD where the analyzed articles are enclosed.

## 6 TEXTS CONCERNING THE LONDON OLYMPICS 2012 FROM THE BRITISH PRESS

In this part I chose five sets of articles concerning significant or interesting events which appeared before, during and at the end of the London 2012 Olympic Games. For each event I found four articles published in The Guardian, The Telegraph, The Sun and The Daily Mail. All the texts are included on the attached CD and they are sorted in the same way as here, where G1-5 stands for articles from The Guardian, T1-5 for articles from The Telegraph, S1-5 for articles from The Sun and DM1-5 stands for texts from The Daily Mail.

### 6.1 Olympic Mascots Issue

At the beginning of 2012 there was an ethical issue concerning the production of Olympic mascot toys. The mascots are called Wenlock and Mandeville. The following articles revealed the issue that in the Chinese factories people were employed for less than the minimum wage, which was against the fairness of the games. The articles are very similar and they deal with same the evidence and information, which is seen in usage of identical quotes.

#### 6.1.1 The Guardian: Olympic mascots made for Locog in Chinese “sweatshop” factories – report (G1)

The headline of this article gives the detail of the story, including the answers to question what – making of Olympic mascots, where – in Chinese sweatshop factories and involves the readers in finding the answer to why the Olympic mascots were made in such factories. The article gives information about the Chinese workers who were forced to work overtime in unsuitable conditions. Representatives of the Olympic organizations were commenting about this issue therefore the use of direct quotes is frequent. There are concrete examples of factories where the issue appeared. The article is written in formal language containing basic facts about the issue using collocations from the field of work. There is minimum of figures of speech, actually I found only one case of metaphor.

- *Figures of speech*
  - Metaphors – *mist hanging in the air*



- *Multi-word expressions*
  - Collocations – *Chinese labour laws, cuddly toys, covered in paint, ethical sourcing code, hazardous conditions, higher standards, independent audit, labour laws, labour rights standards, legal limit, rampant rights violations, supply chain, sweatshop factories, urgent investigation, working long hours, work stoppage*
  - Idioms – *clock up, lip service*
- *Other linguistic features*
  - Abbreviations – *IOC (International Olympic Committee), Locog (London Organising Committee of the Olympic Games), Sacom (Students and Scholars Against Corporate Misbehaviour)*

### **6.1.2 The Telegraph: London 2012 Olympics: investigation under way into conditions at Wenlock and Mandeville factory (T1)**

The headline is quite informative mentioning that the investigation is in progress. Wenlock and Mandeville is a metonymy in *part for whole* relation, where the names of the mascots are used to represent the one particular factory where the cuddly toys versions of the Olympic mascots were produced. This article deals with the investigation into the sweatshops which made the cuddly toys for Olympic mascots. The spokesman for the London Olympic Games revealed the situation and commented on the investigation. The text is written very briefly using formal language and the expressions are similar to the previous article from The Guardian except the information about particular factories which is not included.

- *Figures of Speech*
  - Metonymy – *a London 2012 spokesman, Golden Bear said*
- *Multi-word expressions*
  - Collocations – *breaching workers' rights, certificates of compliance, cuddly toy versions, environmental, social and ethical issues, family-run business,*

*immediate investigation, independent monitor, poor conditions, sustainable sourcing code*

- Idioms – *factory in question, under way*

### 6.1.3 The Sun: Olympic Slaves (S1)

The headline is very short and emotionally charged because *slaves* is a loaded word which represents the mistreated workers. *Slaves* refer to the Chinese workers who work in poor condition with a minimum wage, the adjective *Olympic* refers to the fact that these workers produce the Olympic mascot toys. This article contains comments from the particular workers, which also helps to encourage the emotional charge of the language. It contains different information concerning the punishment of workers than in the Guardian article, where the author claimed that the Chinese workers were fined if they came to work five minutes late whereas in this text the author claims that the workers were fined if they left their workplace untidy.

- *Figures of Speech*

- Metaphor – *Olympic slaves*
- Synecdoche – *2012 organizers, memorabilia (meaning the mascots)*

- *Multi-word Expressions*

- Collocations – *Chinese sweatshop, comprehensive investigation, ethical guidelines, environmental, social and ethical issues, fair wage, family business, hunched in a row, independent monitor, legal minimum, multi-million pound contract, quadruple turnover, ramshackle factory, skilful workers, stuffed animals, undercover investigators, urgent probes, widespread labour abuses*
- idioms – *lean spell, money-spinner, track record*

#### 6.1.4 The Daily Mail: Not in the spirit of fairness! Olympic mascot cuddly toys made by Chinese workers “earning £2.99 a DAY” (DM1)

The use of an exclamation in the headline arouses the emotions that something shocking has happened and it catches the reader’s attention. This article seems to be a copy of the Telegraph’s article mentioned above but The Daily Mail text was published on 22 January while the Telegraph’s one was the day after. It uses the same quotes by the spokesman of the London Organizing Committee of the Olympic and Paralympic Games. The difference from the Telegraph article is found in the lead, the two initial paragraphs and in the quotation marks, the following parts of the text are identical.

- *Figures of Speech*
  - Metaphors – *spirit of fairness*
  
  - Metonymy – *Golden Bear said*
  
- *Multi-word Expressions*
  - Collocations – *breaching workers’ rights, certificates of compliance, comprehensive investigation, environmental, social and ethical issues, family-run business, immediate investigation, independent monitor, Olympic products, poor conditions, sustainable sourcing code*
  
  - Idioms – *factory in question, sign up to*
  
- *Others*
  - Abbreviations – *BTHA (British Toy and Hobby Association), Icti (International Council of Toy Industries), Locog (here explained differently than in Guardian article: London Organizing Committee of the Olympic Games and Paralympic Games)*

#### 6.1.5 Conclusion

The most frequent features of these texts were collocations followed by idioms which appeared in a lesser amount but at least two were found in each text. The figures of speech were not so frequent, only three examples of metaphor were found, two examples of

metonymy and synecdoche appeared among all the texts. This is a proof that the texts, both tabloid and broadsheet, were written very briefly and concentrated on the facts. I would highlight usage of similar collocations concerning working conditions such as *poor conditions* (T1, DM1) or *hazardous conditions* (G1), which can be considered synonymous but with a change of intensity. Other synonymous collocations concerning investigation were found such as *immediate investigation* (T1, DM1), *comprehensive investigation* (S1, DM1) or *independent monitor* (T1, S1, DM1). The other relatively frequent features were abbreviations, especially in articles from The Guardian and The Daily Mail, which both included *Locog*, *Icti* and then the abbreviations varied. The metonymy *London 2012* was used in expressions *London 2012 spokesman* (T1), *London 2012 organizers* (S1).

The collocations which I analyzed were mostly the common combinations of words which belong to the core vocabulary of both broadsheet as well as tabloid readers.

The same Locog spokesman's quotes are used to refer to the issue of cheap workforce in T1 and DM1. This could be a proof that the British newspapers, both broadsheet and tabloids, often use the same sources. The similarity between tabloids and broadsheet could be found in the fact that all the texts are concentrated rather on facts and even the tabloid articles are brief with a small number of figures of speech. The article from The Sun (S1) appeared to be more emotionally charged than the rest because it used a higher number of collocations and idioms. The Sun used quotes by the workers in order to gain more credibility and to appeal to readers' emotions by these authentic statements. Concerning the headlines of the parallel articles the analyses showed that the headlines of tabloid articles are more emotionally charged than the broadsheet ones and use methods such as loaded words *Olympic Slaves* (S1) or an exclamation (DM1) to attract the reader.

## 6.2 The Opening Ceremony Reviews

The very first event of the Olympic Games was the opening ceremony which lasted more than three hours and was directed by a well-known director, Danny Boyle. It started with some scenes from British history including the Industrial Revolution, followed by a cross-section of British popular music and the memorable moment when Queen Elisabeth II. played in a short James Bond clip. The whole event represented the British culture including films and music in a very colourful and spectacular way. The British press treated the opening ceremony as a controversial event but at the same time as a very spectacular show.

### 6.2.1 The Guardian: Olympics opening ceremony: the view from abroad (G2)

The headline of the article is formal and very clear. This article was published immediately after the opening ceremony on 27 July and it is full of opinions of the Olympic opening ceremony in London, mostly from commentators and journalists from abroad. It deals with the impact of the opening ceremony on different cultures all over the world. Direct quotes were used by foreign reporters to express their opinion on the ceremony in emotive way. Even if it is a broadsheet article, it included features of informality such as exclamations *awesome* and *ever!* The figures of speech and multi-word expressions, especially idioms are also frequent in this text despite the fact that this is an article from serious newspaper. This could be due to the fact that the article was chosen from a section called *Olympics 2012* which is related to sport.

- *Figures of Speech*

- Metaphors – *China will bury the west, hard ball negotiating, most rock and roll opening ceremony, our neighbour across the Channel who merely gave a Gallic shrug (France)*
- Metonymy – *grandeur of Beijing*
- Irony – *trust the Brits!*

- *Multi-word Expressions*

- Collocations – *across the globe, appeared energized by, English boast, NHS section, overseas commentators, provoked respect, royal scenes, stunned to near-silence, viewers outside the country*
- Idioms – *brought everyone to their feet, caught up in the thrill and fun, corny and cheese, dampen spirits, gadget geek, Gallic shrug, live up to, nods to Harry Potter, over the top, pass off with heart and humour, potted explanations, Rio can match this, whiff of disdain,*

- *Others*

- Neologisms – *liveblogged, tweeted.*

### 6.2.2 The Telegraph: London 2012: breathtaking, brash and bonkers...an utterly British Olympic Opening Ceremony (T2)

The headline is eye catching due to the alliteration *breathtaking, brash and bonkers*, the three adjectives are chosen in order to show the nature of the opening ceremony. This article is a detailed review of the opening ceremony which describes the course of the event and focuses on its individual scenes. Various types of linguistic features are used to give the reader a full image of the opening ceremony.

- *Figures of Speech*

- Metaphors – *birthplace of the Games, dove bikes, expectant nation, fast-paced journey, grabbed the audience by the heart, greatest show on earth, industrial revolution ripped up the landscape, love letter, musical journey, showered sparks, tour de force*
- Metonymy – *stratospheric heights*

- *Multi-word expressions*

- Collocations – *bucolic vision, embark on a secret mission, gloriously madcap, magically lit, obediently grazed, pre-show entertainment, pulsating procession, unashamedly romantic view, under the watchful eye*
- Idioms – *beat that Brazil, cap it all, crackled with wit, it has raised eyebrows, knocked up, lumps in the throat, man of the moment, part-way up, shoo away, sneak previews, to beam back picture*

### 6.2.3 The Sun: Danny Boyle is lord of the rings as £27m Olympics opening ceremony wows billions around the world (S2)

The headline of this article contains intertextuality with reference to the movie Lord of the Rings, which is metaphorical in this case. It could mean that Danny Boyle is a lord of the five rings which represent the Olympics or, in other words that he is considered to be the most important person of the Olympic opening ceremony. The word *wows* is a verb made from interjection which expresses enthusiasm and it is an example of class-shift.

The article is compiled from Danny Boyle's comments regarding the opening ceremony.

- *Figures of speech*
  - Metaphors – *£27million pageant, carry a job, dance the heart out, fight for freedom, lord of the rings, night out, placed in trust, Slumdog Millionaire director, take us into literature*
  - Metonymy – *Beijing*
  - Hyperbole – *billions worldwide, tremendous potential*
- *Multi-word expressions*
  - Collocations – *industrial parade, mad Olympics fan, National Health Service, quirky way, remembrance of fallen, slightly surreal, social networking, take into literature, very powerful tool*
  - Idioms – *gritty and grim, head back to, head out, pay tribute to*
- *Others*
  - Swear words – *No bulls\*\*\* in it*

#### **6.2.4 The Daily Mail: Americans baffled by “left-wing tribute” to free healthcare during Opening Ceremonies (and what was with those flying Mary Poppinses defeating Lord Voldemort) (DM2)**

The headline contains metaphor *left-wing tribute* which relates to Great Britain from an American point of view. There are also references to literature and films demonstrated by the names of characters like *Mary Poppinses* and *Voldemort*, who is the evil character from Harry Potter books. The article from the tabloid newspaper The Daily Mail treated the opening ceremony from an American’s point of view containing a lot of quotes from American reporters and journalists. The article also speaks about health care because the tribute to the National Health System was a part of the opening ceremony in a scene where kids and nurses appeared. Some of the journalists were comparing the health system in Britain with the American one. Therefore some words, collocations and idioms from the healthcare field appeared. The language as a whole is metaphorical and idiomatic to appeal to reader’s attention.

- *Figures of speech*
  - Metaphors – *closing ceremony mood, cultural tour de force, gluttony of unchecked industry, leftie opening ceremony, leftie stuff, left-wing tribute, Slumdog Millionaire director, viewers from the other side of Atlantic, vibrant picture of Great Britain*
  
- *Multiword expressions*
  - Collocations – *Affordable Care Act, can't-miss ceremony, cigar-chomping elite, core values, healthcare coverage, healthcare reform, heaped praise, instant hit, massive hit, National Health Service, Twitter user, vibrant soundtrack, visually stunning*
  
  - Idioms – *brainchild, cameo appearance, can you top this?, ham it up, hit the nail on the head, pat on the back, single out, up-beat nature, write off, zany aspects*

### 6.2.5 Conclusion

These texts are full of metaphorical and idiomatic expressions, both in broadsheets and tabloids. Surprisingly a greater amount of idioms could be found in the broadsheet articles, namely in the Guardian article there are thirteen examples of idioms and in The Telegraph I managed to find eleven idiomatic expressions. The reason concerns the location of the broadsheets articles because they were situated in the Olympics sections. The language in these sections is related to the language of sport sections and it is different from the typical formal language, found in broadsheets. The Olympic Games is an event which involves masses of people from different social backgrounds, so the language of such articles is chosen in order to be understandable by everyone and therefore has a tendency to be more informal.

The collocations are the second most frequent feature both in broadsheet and tabloid newspapers. The authors tried to express the colourful scenes of the opening ceremony through written language so they used unusual expressions or so called nonce words which are created only for the special purpose. Each of the authors has his/her bank of vocabulary and a feeling for language, so a huge variety of collocations appeared describing the visual aspects and the scenes of the ceremony. The example of using collocations which are



related to the scene of industrial revolution are *industrial parade* (S2), *the gluttony of unchecked industry* (DM2), *cigare-chomping elite* (DM2), or collocations which described the visuals such as *vibrant picture of Great Britain* (DM2), *visually stunning* (DM2).

Metaphors were found also in both types of newspapers, in the two tabloid articles the same metaphor was used for the director of the opening ceremony Danny Boyle. The metaphor *Slumdog Millionaire director* (S2, DM2) is connected with the title of Boyle's Oscar film which he directed. Other examples of metaphorical expressions could be found concerning the opening ceremony. The ceremony was treated as *most rock and roll opening ceremony* (G2), *greatest show on earth* (T2), *£27million pageant* (S2) or *can't-miss ceremony* (DM2).

The irony appeared only once in the Guardian article, when a Zimbabwean reporter judged the ceremony as the worst ever and he added *Trust the Brits!* The meaning is contrary as he does not trust Britons to handle something.

### **6.3 The Queen's role at the Opening Ceremony**

I have extracted the scene from the Olympic opening ceremony with James Bond and the Queen because it had an interesting impact on the audience. The British press covered this sequence in different ways. The Guardian dealt with the impact on broadcasting media whereas The Telegraph did a survey on what impact this scene has on the Royal family. The remaining analysed articles described the James Bond scene from the point of view of the reporters who visited the opening ceremony.

#### **6.3.1 The Guardian: Is James Bond and the Queen really the moment that changed TV for ever? (G3)**

The headline is in the form of a rhetorical question, which arouse interest in finding an answer to it. The article speaks about how the James Bond scene, where Queen Elisabeth participated, influenced the broadcasting media and their viewers. I did not find any relevant article which described the scene directly after the opening ceremony. This article was published on 26 September, 2012. The author appealed to the readers by asking rhetorical questions and by addressing the readers directly through the text. He attached a table of ten moments that changed TV, where James Bond and the Queen occupied the first place. This article was located in the *Television & Radio section* therefore the expressions, which I analyzed, include the collocations used in broadcasting.

- *Figures of speech*
  - Metaphors – *beamed into homes, broke the boundaries between fact and fiction, non-Queen moments, the Queen thing (the scene)*
- *Multiword expressions*
  - Collocation – *first flourish, fundraising concert, most defining event, top moment, pre-recorded show*
  - Idioms – *bar fans, chandelier fans, edged out, gazed in wonder and puzzlement, get to the bottom of, loopy No 1 choice, time will tell*

### 6.3.2 The Telegraph: London 2012 Olympics: 'Bond girl Queen' boosts support for the Royal Family (T3)

In the headline the reference to James Bond movies appeared in the collocation *Bond Girl*, which was the Queen herself in this case. The article deals with a survey where people were asked if the Games would be successful and what impact did the opening ceremony scene with the Queen have and how the royal family subsequently appeared in the eyes of British inhabitants. This article is written in very formal language and it contains statistics about the impact of the opening ceremony on Londoners.

- *Figures of speech*
  - Metaphors – *Bond girl, enjoyed a net bounce, standing in the eyes of public, Team GBs fixtures*
- *Multi-word expressions*
  - Collocations – *boost support, credit for the success, higher opinion, influx of visitors, net approval rating, over the course of, polling term, suffer by criticism, undignified mistake, unprecedented decision*
- *Others*
  - Abbreviations – *C2DE voters, NHS, Locog*

### 6.3.3 The Sun: Her Majesty's Secret Service: Queen's surprise star role with James Bond in most amazing opening ceremony ever (S3)

The headline is written in a way to catch attention, the first part *Her Majesty's Secret Service* is very clear reference to the movies of James Bond. This article concerns the opening ceremony but it is more focused on the James Bond scene where the Queen is playing the main role and her stand-in parachutes into the stadium dressed as the Queen. There are various figures of speech, especially metaphors, used frequent, which are related to the description of the opening ceremony scenes. The following figures of speech which were found in the article are metonymy and hyperbole. Other frequent linguistic features are collocations which related mostly to the film industry because of the Queen's acting debut and because the opening ceremony itself was a tribute to the film and to the culture of Great Britain. Collocations such as *Oscar-winning director*, *breathhtaking ceremony* or *£27million opening ceremony* are consistent with the collocations which appeared in the previous set of articles, because the same issue was covered.

- *Figures of speech*
  - Metaphors – *as the sun set across the capital, big-budget extravaganza, curtain-raiser, following the footsteps, keep the spirit alive, Olympic torch's odyssey, secret service, show-stopping history lesson, stark scenes, weaving of pop culture*
  - Metonymy – *it rocked London*
  - Hyperbole – *billions, dramatically rolled away, triumphant contrast*
- *Multi-word expressions*
  - Collocations – *£27million opening ceremony, acting debut, breathtaking ceremony, doves of peace, emotional fly-over, film baddies, laugh-out-loud, lush countryside, Oscar-winning director, patriotically-decorated, star role*
  - Idioms – *daredevils, got sth underway, masterclass in storytelling, ringside seat, singalong version, spine-tiggling, topped a day, wow the crowd*

#### 6.3.4 The Daily Mail: Secret agent in the coup that made the Queen a global TV comedy star... and the daredevil who took a Royal dive (DM3)

The headline is written in an interesting way with the help of metaphors *comedy star* and *Royal dive*. There is also an intertextuality (*secret agent*) concerning a reference to the James Bond films. The article from the Daily Mail newspaper, concerning the Queen playing in a James Bond scene at the Olympic opening ceremony, deals with the process of preparing and filming the scene. It focuses more on the stuntman who parachuted on behalf of the Queen. He comments about his mission therefore his direct quotes are used in the text. The examples of figures of speech represent metaphors concerning the Queen and then two cases of metonymy. Multi-word expressions are mostly collocations, in fact they are the most frequent feature. This is a tabloid article so the idioms were frequent, especially in the form of prepositional verbs.

- *Figures of speech*
  - Metaphors – *great-grandmother, meet with roars of laughter, night out, Royal dive, sewn into a copy of, the Boss (the Queen)*
  - Metonymy – *father of two, London 2012 chief*
- *Multiword expressions*
  - Collocation – *blinder by acting, daring move, fortuitous connection, irrepressible idea, nuanced glance, one take, standing ovation, stunning Olympics Opening Ceremony, stunt double/stunt-double*
  - Idioms – *get along with, stand in for, steer away from, teamed up to, whisked away*

#### 6.3.5 Conclusion

There is a visible difference between the articles from broadsheets and tabloids according to the number of linguistic features, which coincides with the theory. The common difference between these two types of newspapers is in the nature of the language used and the attitude to the topic which is seen in this case. Each of the broadsheet articles contained only four examples of metaphors. Further, the broadsheet articles informed about the James

Bond scene with the Queen from different perspectives than the tabloids and they dealt with this issue more formally, that is only by statistics and survey. On the other hand the tabloid texts treated the scene as a sensation so there were a higher number of metaphors and other figures of speech such as metonymy and hyperbole. Idioms were also more frequent in the tabloids than in broadsheet articles.

The Queen is a conservative person and for many British people she represents the highest authority therefore the broadsheet texts stayed conservative and tried not to be offensive. Tabloid articles are not afraid to make fun of the Royal family and they treat the Queen as a celebrity. The article from The Daily Mail for example contained informal names for the Queen such as the *great-grandmother* or *the Boss* (DM3).

The broadsheet articles did not contain such emotionally charged collocations, they were rather strict whereas in the tabloid articles the collocations seemed to be more playful and extraordinary. Tabloid articles contained a lot of collocations related to the film industry such as *acting debut*, *star role*, *film baddies* (S3) or *blinder by acting*, *one take*, *stunt double* (DM3) because the texts concentrated on the opening ceremony which was a tribute to the films and the culture of Great Britain.

The Sun article re-called the previous set of articles concerning the opening ceremony because of similar collocations such as *Oscar-winning director* (S3) relating to director Danny Boyle and the collocations related to the opening ceremony, such as *breathtaking ceremony*, *£27million opening ceremony* (S3). The broadsheet articles gave information about the Queen from different perspectives so the semantic fields of metaphors differed. In the Guardian article the figures of speech and the multi-word expressions were related to the broadcasting and film industry, in the Telegraph they related to the field of carrying out a survey such as *net bounce*, *net approval rating* or *polling term*. (T3) All idioms which appeared in the Daily Mail article were prepositional verbs.

#### **6.4 The successful sportsman – Michael Phelps**

The following four articles were published in the *Sports sections*, therefore they contain more expressions concerning sport, especially swimming. I chose this topic because in my opinion, acquiring 19 Olympic medals in his career is a great success. Michael Phelps has made a record by the number of Olympic medals won by one sportsman. His achievement was memorable and appeared in all the media, including the British press.

#### 6.4.1 The Guardian: Michael Phelps becomes the greatest Olympian (G4)

The headline is rather simple and not emotionally charged. There may be a metonymy in word *Olympian* which is used for a specific sportsman who has participated in the Olympic Games. The article deals with the life of the swimmer from the United States and the issue which is covered is his number of medals and his success throughout the career. The article was published in a *Sports section* therefore it is full of metaphors and expressions used in swimming and in commenting sports such as *king of the pool*, *blistering finish*, *freestyle relay*, *individual medley*. The collocations were the most frequent feature followed by metaphors and three examples of idioms.

- *Figures of speech*
  - Metaphors – *anger was soothed in the pool*, *carved out a sizeable lead*, *historic seal*, *king of the pool*, *kingdom of water swathed in glory*, *old monarch Phelps*, *shattered the record*, *silver-coloured topping*, *South African's surge*, *to fathom the depth of his victory*, *toppings on a sundae*, *twist was buried deep inside*, *victory settled over him*
  - Metonymy – *two golds*, *the wake of Beijing*
  - Hyperbole – *monumental achievement*
- *Multi-word expressions*
  - Collocations – *blistering finish*, *butterfly relay*, *comfortable lead*, *crappy race*, *dizzying amount*, *extraordinary feat*, *failed to win*, *freestyle relay*, *gluttonous craving*, *greatest triumphs*, *individual medley*, *long slow buildup*, *second leg*
  - Idioms – *beat Phelps to the wall*, *blurring flesh*, *broke the record*, *eat into a small chunk of the gap*, *hang on to*, *ripped away*, *stripped away*

#### 6.4.2 The Telegraph: Michael Phelps is awesome, but he's not the greatest of all Olympic athletes (T4)

The headline contains the opinion of the journalist, which could make the readers curious to find why the author thinks Phelps is not the greatest. Moreover the headline used the

informal expression *awesome* which is more typical for tabloid headlines. The author of this article is asking a question, if Michael Phelps is the greatest of all athletes and he argues that not only the number of medals is significant. He speaks about Phelps' success and compares him to other great and successful sportsmen in history. This article was published in *Sports section* therefore the language is not so formal than in the rest of broadsheet newspaper. There appeared the expressions including metaphors or collocations concerning sports are used. I also found rhetorical questions related to the author's opinion on who is the greatest sportsman at the Olympic Games. All these features prove that this article could not represent the typical broadsheet language as was discussed in the theoretical part.

- *Figures of speech*
  - Metaphors – *albatross reach, competitive swimming pool, honed talent, set in tablets of stone, significant haul, steel calves, success is gilded in gold, swooped home, touch the heart, tougher path*
  - Hyperbole – *it hugely varies*
- *Multiword expressions*
  - Collocations – *200-metre freestyle relay, accumulated riches, accumulated victory, drag the body through training, extraordinary elongated torso, honed talent, league table, measure of greatness, most decorated bloke, multiple events, outstanding athlete, stuttering start, unclimbed peak in sport, unique achievement*
  - Idioms – *belted round, handed out, paddle-like palm, put his feet on the sofa, sucked up more gold*

#### **6.4.3 The Sun: Phelps breaks Olympic record with 19<sup>th</sup> medal (S4)**

The only interesting feature that the headline contains is an idiom *to break a record* which means to destroy the previous highest record by setting a new one. The article is shorter than the previous two, which is typical for tabloid texts and it summarizes how and when Phelps gained his 19 Olympic medals. It contains quotes by this successful swimmer and

the text uses plenty of figures of speech, therefore the text is more playful. Expressions including metaphors and collocations are related mostly to swimming. The analyzed idioms appeared to be prepositional verbs.

- *Figures of speech*
  - Metaphors – *be on course for victory, butterfly battle, crowned the greatest Olympian, reaching his landmark, stretched home first*
  - Metonymy – *bronzes, gold, golds, silvers (represent colours of medals)*
- *Multiword expressions*
  - Collocations – *200m butterfly, 200m individual medley, 4x200m relay, American superstar, big lead, clinch first gold medal, final leg, little way to go, medal tally, men's medal ceremony*
  - Idioms – *bounce back, fling away, gel with, gliding into the finish, let the gold slip away, notched up, topped of the occasion by*

#### **6.4.4 The Daily Mail: Is Michael Phelps the greatest Olympian of all time? Probably not, says Olympic chief – who favours Daley Thompson (wait, who?) (DM4)**

The headline contains a question which every reader can answer before they read the article. The article subsequently gives the answer according to the opinion of Olympic chief Sebastian Coe who claims that Michael Phelps is not the greatest Olympian and Coe prefers the British athlete Daley Thompson. He also takes into consideration other significant sportsmen who appeared throughout the history. An interesting thing is that the same quotes of Michael Phelps are used in The Sun newspaper article. The author also uses quotes from Lord Sebastian Coe to make the text more credible and interesting.

- *Figures of Speech*
  - Metaphors – *eclipse the previous record, he made history, London Olympics boss, Phelps' hardware, phenomenon of four years ago*
  - Metonymy – *15 golds, China, Games, France (country for the sportsman)*



- *Multi-word expressions*
  - Collocations – *4x100 relay, 4x200m freestyle relay, 400m medley, achieve a perfect 10, add the medals to the tally, anchor leg, big lead, British rower, conclusion of the games, decathlon gold medallist, go back a few generations, historic achievement, long jump, most decorated Olympian, political propaganda, pretty good haul, relay race, tribute to versatility, welcome boost*
  - Idioms – *fall short of expectations, global pub game, huddle together, it speaks for itself, throw out a whole series of names*

#### 6.4.5 Conclusion

The most frequent linguistic features were the collocations which related to success and to sport, especially swimming. A common feature was the appearance of metaphors, collocations and idioms concerning sports, which belong into the specific vocabulary of sport.

The texts from The Telegraph and The Daily Mail contained opinions about Michael Phelps, both opinions claimed that he is not the greatest Olympian and gave reasons. On the other hand the Guardian and Sun articles just informed the readers about how the swimmer gained his medals. Both tabloid articles used Michael Phelps quotes, which proves that the authors used the same source.

Both the broadsheet and tabloid articles used similar names for swimming races which varied in length such as *200-metre freestyle relay* (T4), *200m individual medley* (S4), *400m medley*, *400m freestyle relay* (DM4).

Another similarity among these four articles is that all of these texts were published in the *Sports section* of each newspaper. All the articles were written in one similar style, even the broadsheet articles used the tabloid style which is more informal, simple and rich in metaphors. Metaphors in the Guardian and Sun article were related to kings with a transferred meaning, to be the most powerful person – *king of the pool, old monarch, kingdom of water* (G4), *to be crowned the greatest Olympian* (S4).

Idioms appeared in all articles and at least five examples of idiomatic expressions were found in each article. The most of the idioms in both broadsheet and tabloid articles were phrasal or prepositional verbs, exactly 72 per cent. The examples are as follows: *hang on*

*to, ripped away (G4), belted round, handed out (T4), fling away, gel with (S4), huddle together, throw out (DM4).*

Metonymy most appeared concerning the medals, where the colour of the medal was used to represent the stage of success such as *golds (G4, S4, DM4), silvers, bronzes (S4)*. Another example of metonymy was found in the Daily Mail article where the country represented the particular athlete such as *China, France (DM4)*.

## 6.5 Closing Ceremony

The closing ceremony was held on 12 August 2012 and it paid a tribute to the Union Flag, John Lennon and Freddie Mercury. It was a spectacular show with a wonderful fireworks display. Many famous music groups performed, such as The Who, Pet Shop Boys and the reunited Spice Girls. The whole event contained references to British pop music, culture, the capital city London and the British press. The Olympian flag was handed over to the representatives of Brazilian city Rio de Janeiro which will hold the next summer Olympic Games in 2016. The printed media compared this event with the opening ceremony.

### 6.5.1 The Guardian: London 2012: This closing ceremony was a raucous pageant of popular culture (G5)

The headline is informative and the only interesting feature is the collocation *raucous pageant* which is a nonce word created especially for the event. The article was published in the Olympics 2012 section, where the language is not as strict and formal as in the main news section of this broadsheet newspaper. The text deals with the course of the whole ceremony and it focuses on the visual and sound features of the event. The article retrospectively evaluates the Games from the point of view of the budget or politics, and it contains the evaluation of the successes of British sportswomen. The text is not typically broadsheet text because of the use of various figures of speech. The most frequent feature which appeared in this article was metaphor, altogether there were 15 examples of metaphors.

- *Figures of speech*
  - Metaphors – *adrenalin shot, ardent version of, astonishment crept over the face, broad tonal spectrum, emerge in a better light, explosion of goodwill, game face, game makers, great sporting festival, hands of the extreme right, in the*

*light of the event, small price to pay, stern facade cracked and smile escaped, the last act, turn into motor show*

- Simile – *louder than a jumbo jet*
- Synecdoche – *switching from Ready Steady Go! to Top of the Pops*

Ready Steady Go! and Top of the Pops are British artists, instead of the music genre the name of the band which represents the particular genre is used.

- *Multiword expressions*

- Collocation – *cycling road race, dazzling choreography, keep enthralled, mind-boggling shuffling of scenery, poignant end, raucous pageant, raucous patriotism, stirring resonances, tie-dyed rendering of the union flag*
- Idioms – *British bling, relay baton, set the tone, set the whole thing up, throw the way into history*

### **6.5.2 The Telegraph: London 2012 Closing Ceremony: Del Boy and Darcey give Rio a unique act to follow (T5)**

The article contains references which the reader should be familiar with to understand it. Del Boy is a character from a British sitcom and Darcey Bussell is a British ballerina, both of them participated in the closing ceremony. This article comes from the London 2012 section and describes each scene of the closing ceremony. It is even separated into parts introduced by sub headlines. The article speaks directly about the process of the ceremony in chronological order. The author's language is metaphorical and idiomatic to be interesting for readers and to keep them involved in this long article.

- *Figures of speech*

- Metaphors – *90s girl power, biggest rock acts, centrifugal picture, explosion of red, white and blue, game makers, greatest after-show party, knot of roads, love letter, moment in the sun, newsprint city, pandemonium in the stadium, sea of Union flags, traffic burst*

- Simile – *London 2012 run like clockwork*
- *Multi-word expressions*
  - Collocations – *centre of attention, esoteric appearance, final victory ceremony, honking horn, luminous funfair, most joyous fortnight, musical swung, newspaper-clad vehicles, put the host city centre stage, unapologetic message*
  - Idioms – *hustle and bustle, Pythonesque hotch-potch*

### 6.5.3 The Sun: Goodbye, greatest Games (S5)

The headline of this article is short but eye catching because it contains the greeting *goodbye* which represents the end of the Olympic Games in London, moreover it could represent the closing ceremony itself as a farewell to the games. The whole headline is an alliteration using the same initial consonants, which makes the headline attractive. The article from The Sun newspaper is much longer than common articles in tabloid newspapers. Like the two previous articles it was found in the Olympics section and supplemented with a lot of colourful pictures. The article is composed by four different authors who describe the scenes at the closing ceremony and who use interesting expressions to keep the text attractive for readers because it is so long. Metaphors appeared as the most frequent feature followed by multi-word expressions especially collocations and idioms.

- *Figures of Speech*
  - Metaphors – *brought the curtain down, carrying the torch of British rock, centre of the universe, draw down the curtain on Britain's greatest-ever sporting adventure, flow in single file, from dawn until sunset, game makers, girl power, London 2012 maestro, memory will burn bright, newsprint city, one last hurrah, sea of red white and blue, send-off to remember, the greatest party of our lives, rainbow nation, wave of sports stars flooded into the Stadium*
  - Hyperbole – *millions (of people), triumphant games*

- *Multi-word expressions*
  - Collocations – *cherished part, madcap comic, dash of British humour, dazzling ceremony, final victory ceremony, flamboyant section, gold-winning heroes, lasting legacy, sensation took centre stage, spirit dazzled the world*
  - Idioms – *belt out, fever pitch, high point mosh pits, on and off the track, party got under way, singalong, tear-jerking lows*

#### **6.5.4 The Daily Mail: Roll on Rio! Brazil handed Olympic baton as London bids farewell to the Greatest Show on Earth after spectacular closing ceremony (DM5)**

The metaphor in the headline is related to a relay race where the athletes pass the baton, whereas in this case London passes the Olympic Games to Rio de Janeiro, where the Games will be held in 2016. *Roll on Rio* is phonetically interesting and it is used to make the headline memorable. This article also describes the closing ceremony but it focuses more on the significant scenes chosen by the author of the article. Direct quotes are also included, especially quotes by Sebastian Coe, the British politician and former athlete and quotes by IOC president Jacques Rogge.

- *Figures of speech*
  - Metaphors – *badge of honour, flame lit up the world, feast for the eyes and ears, medley of music performances, Olympic baton, Rio cycle, Slumdog Millionaire director, show and a half, wowed the crowd*
  - Metonymy – *29 golds, Games*
- *Multi-word expressions*
  - Collocations – *centrepiece of the evening, iconic girl band, medal ceremony, sports stars, mock scene, moments of heroism and heartbreak, Olympic spirit, renowned girl band, world-beating performances*
  - Idioms – *Britain backed the Games, get their teeth into, kicked the party off, London 2012 played host, London bids farewell, packed crowd, traced back*

### 6.5.5 Conclusion

All the texts were similar in language because they were all found in the Olympic sections of all newspaper. The most frequent feature of this set of articles were metaphors. The metaphors in broadsheet newspapers used to name the closing ceremony include *the last act* (G5), *greatest after-show party* (T5). In the tabloids the metaphors relating to the closing ceremony in The Sun article appeared – *brought the curtain down, draw down the curtain on Britain's greatest-ever sporting event, one last hurrah, the greatest party of our lives* (S5) and metaphor *feast for the eyes and ears* appeared in The Daily Mail. The Olympic Games were treated as *great sporting festival* (G5), *Britain's greatest-ever sporting adventure* (S5) or *most joyous fortnight* (T5). The performance of the well know girl band Spice Girls were treated in all articles because the singers reunited only for this occasion. The metaphors related to Spice Girls were *90 girl power* (T5), *girl power* (S5), *renowned girl band* or *iconic girl band* (DM5).

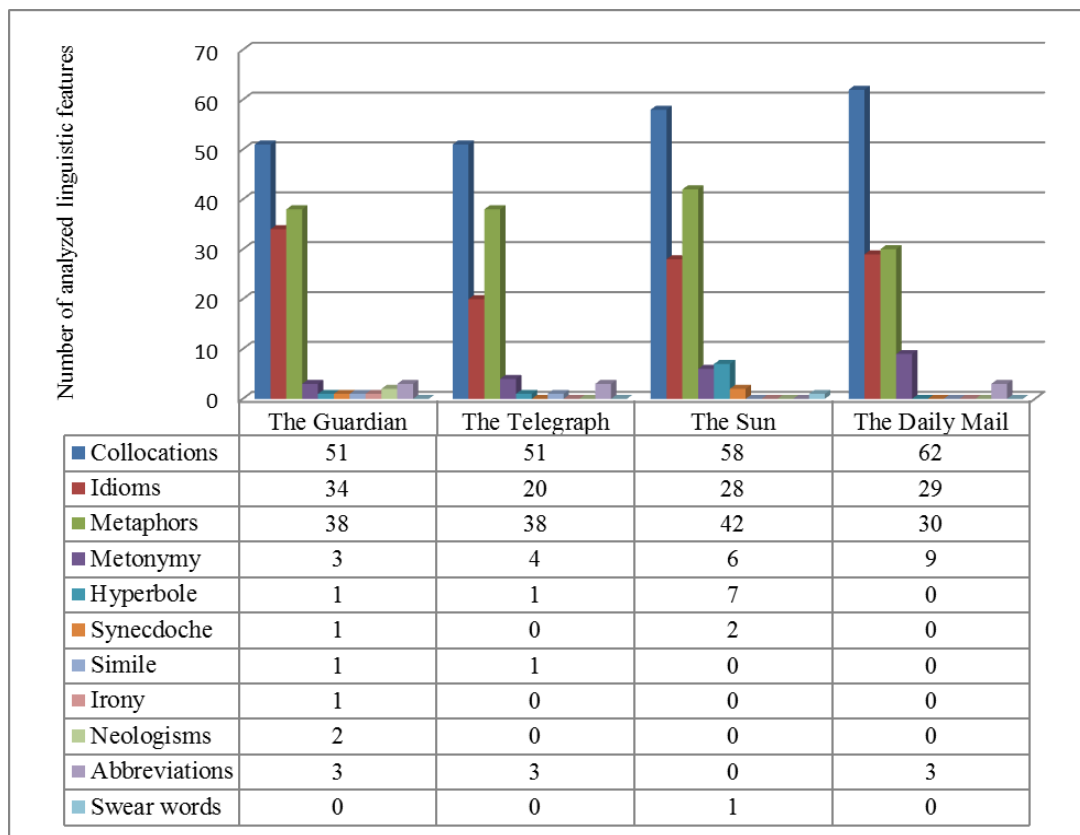
The authors described the colourful scenes of the ceremony as in articles about the opening ceremony. They used uncommon expressions to express their feelings about specific scenes. An example is how they commented on decorated floor of the Olympic Stadium which was made into the shape of the Union Flag. The authors in broadsheet newspapers described the colours such as *tie-dyed rendering of the union flag* (G5) or *explosion of red, white and blue* (T5). Collocations contained also the nonce words which were created for the occasion according to what happened on the stage, for example *mind-boggling shuffling of scenery* (G5), *newspaper-clad vehicles* (T5), *cherished part* (S5), *moments of heroism and heartbreak* (DM5).

In tabloid headlines the alliteration was used to make the article more interesting – *Goodbye, greatest games* (S5), *Roll on Rio!* (DM5).

## 7 SUMMARY OF THE ANALYSIS

According to the analysis the differences between broadsheets and tabloids are merging and these two types of newspaper start to look similar from the point of view of their language because of the use of informal language widely substitutes for formal language in media, including the press. The approximation of the broadsheet language to the tabloid one includes a number of reasons. Firstly the articles are created to be more interesting for readers because people are more comfortable with reading nowadays so the requirement of the articles is to be read quickly. Most of the articles were published in the sport sections relating to the Olympics of London 2012, which is another reason why more informal language is used, even in the broadsheet articles. Olympic Games are a phenomenon that involves masses of people who come from different social backgrounds, so the texts were written to be understandable by everyone who reads either broadsheets or tabloids.

The most common linguistic features in both types of newspaper are collocations (altogether 222), followed by metaphors (148) and idioms (111).



**Chart 1: Frequency of Analyzed Linguistic Features (self-created)**

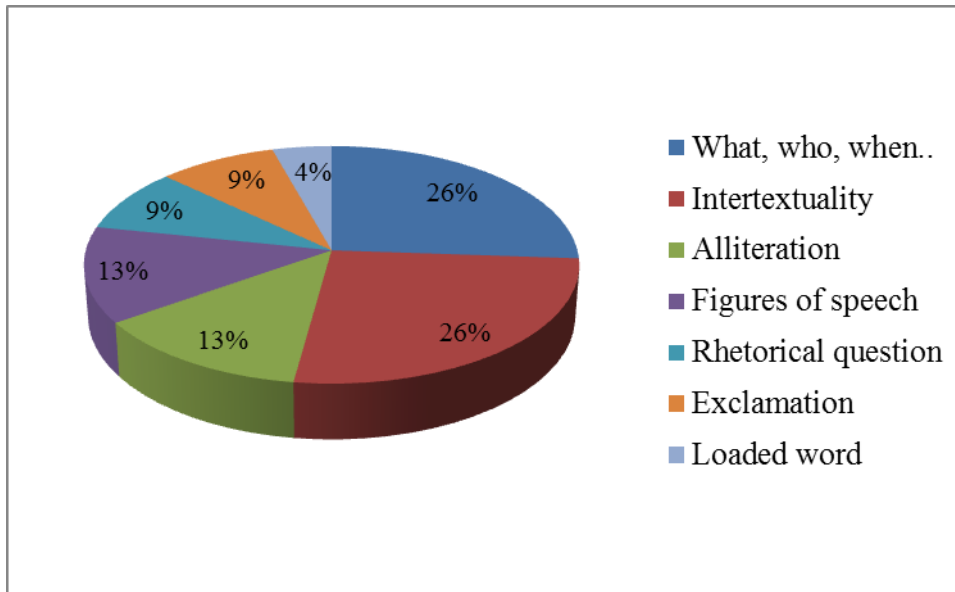
According to the Chart 1, where the analyzed linguistic features are recorded, both groups of newspapers contain comparable numbers of collocations, metaphors and idioms. Actually the highest number of idioms was found in articles from The Guardian. Surprisingly the broadsheet articles included almost the same number of metaphors as the tabloid articles. The tabloids contained higher number of figures of speech such as metonymy and hyperbole. The diversity of features was found in The Guardian articles where at least one example of all analyzed features appeared. The lowest diversity of linguistic features was observed in The Daily Mail articles, where appeared only samples of collocations, idioms, metaphors, metonymy and abbreviations.

The analyzed features belonged to the core vocabulary but also new vocabulary appeared. The analysis showed that original and not so ordinary metaphors and collocations were used because London 2012 Olympics was a new and authentic event where new situations happened and the journalists tried to express the events in a written form. Each author used his or her own expressions because each author has his/her own different ability to express his feelings about something. The synonymous metaphors and collocations occur primarily in the parallel texts about the opening and closing ceremony because the authors tried to be original and modulated common collocations. The opening ceremony was treated as *most rock and roll opening ceremony* (G2), *greatest show on earth* (T2), *£27million pageant* (S2) or *can't-miss ceremony* (DM2), whereas the closing ceremony was formulated as *the last act* (G5), *greatest after-show party* (T5), *one last hurrah* (S5), *feast for the eyes and ears* (DM5).

I would like to highlight the difference between expressions in broadsheet and tabloid newspapers because the tabloid articles contain linguistic features which were more playful, with hidden meaning and therefore more interesting for the reader. Sometimes similar expressions concerning the Olympic Games were found among all 20 analyzed texts, especially the secondary adjective *London 2012* or *2012* was used in expressions *London 2012 spokesman* (T1), *2012 organizers* (S1), *London 2012 chief* (DM3), *London 2012 maestro* (S5).

The prove that journalists used the same sources was demonstrated by their using the same direct quotes by Michael Phelps in the Sun (S4) and the Daily Mail (DM4) articles concerning his success. Also the same quotes by Lord Sebastian Coe were found in the set of articles concerning the Olympic Mascots issue, especially in the Telegraph (T1) and the Daily Mail (DM1) articles.





**Chart 2: Frequency of Methods Used to Create Headlines (self-created)**

The most frequent method of creating headlines was the form of answers to questions *what happened, who was involved, when it happened* etc., which appeared in six cases out of twenty analyzed texts. This method is not so attractive to the reader but it involves the details of a story and consequently the article itself is an answer to question *why*. This was used five times in broadsheet headlines and only once to create a tabloid headline.

Another most frequent feature was intertextuality, which also occurred six times, included references to films *Bond Girl* (T3), *Secret service* (S3), *Secret agent* (DM3), *Lord of the Rings* (S2), *Voldemort* (DM2) and references to artists such as *Del Boy and Darcey* (T5). Other methods of constructing the headlines, which both appeared three times among the twenty headlines, were alliteration (T2, S5, DM5) and the usage of figures of speech such as metaphor (DM3, DM5) or metonymy (G4). Two examples of rhetorical question in headlines occurred in the articles G3 and DM4. Exclamations were used twice, in DM1 to shock and surprise people about the Olympic Mascots issue and the second time in DM5 it was used to urge the next city that will hold the Olympic Games. The Sun articles' headline (S1) contained the loaded word *slaves* which has a strong connotation to mistreated people and related to the mistreated workers. To sum it up, the tabloid headlines are created to be more playful and extraordinary by using more interesting methods of attracting the readers, such as intertextuality, loaded words, alliteration, exclamation, rhetorical questions etc. On the other hand the broadsheet headlines tend to be more informative with the use of intertextuality and alliteration but in a lesser amount.

## CONCLUSION

The aim of this bachelor thesis was to analyze the linguistic features which appeared in the articles concerning the London 2012 Olympic Games in the British press and to compare the differences and similarities of broadsheet and tabloid articles.

The bachelor thesis started with a description of the Olympic Games. Then the theoretical part dealt with the language of the newspapers both broadsheets and tabloids. Furthermore there were described the typical features including figures of speech and multi-word expressions which are often used in newspapers texts.

The research was based on analyzing four parallel texts, two from broadsheet newspapers (The Guardian, The Telegraph) and two from tabloids (The Sun, The Daily Mail). These texts were selected according to five different events or issues which happened before and during the Olympics in London 2012.

According to the analysis the differences between serious and lower newspapers are merging, regarding the topic of London 2012 Olympic Games. This topic is considered to be significant because it affected the everyday life of people from different areas and so it is treated in a way to be understandable by every reader.

The articles were published in the Olympic sections of all newspapers which prefer to use a more interesting way of language. It was observed that both groups of newspapers used more informal language, containing a comparable number of collocations, metaphors and idioms. Surprisingly the Guardian articles contained the highest number of idioms in comparison with the rest of the newspapers.

The most frequent features were collocations which included the commonly used ones as well as the nonce words – the collocations which were created for the special occasion of the Olympic Games in London 2012. The new words arrived because new situations and events occurred.

To conclude, the British press treated the London 2012 Olympic Games similarly, the only exception was the topic concerning the Queen because the broadsheet newspaper treated the Queen as the highest authority with the intention not to be offensive, whereas in tabloids they were not afraid to treat the Queen as a celebrity.

I hope that my bachelor thesis will contribute to an understanding of the similarities and differences among the British tabloid and broadsheet newspapers and to be worthwhile for people who are interested in language concerning sports events.

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## APPENDICES

P I      Corpus of analysed articles (see the enclosed CD)