

# **A Discourse Analysis of Celebrity Stories in British and American Tabloids**

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Bachelor Thesis  
2015



**Tomas Bata University in Zlín**  
Faculty of Humanities

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Univerzita Tomáše Bati ve Zlíně  
Fakulta humanitních studií  
Ústav moderních jazyků a literatur  
akademický rok: 2014/2015

## ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Tereza Matůšů**  
Osobní číslo: **H11387**  
Studijní program: **B7310 Filologie**  
Studijní obor: **Anglický jazyk pro manažerskou praxi**  
Forma studia: **prezenční**

Téma práce: **Diskurzivní analýza příběhů celebrit v britském a americkém bulvárním tisku**

Zásady pro vypracování:

**Studium odborné literatury z oblasti diskurzivní analýzy a novinového diskurzu**  
**Formulace výzkumného cíle**  
**Shromáždění novinových článků**  
**Analýza dat pomocí metody analýzy diskurzu**  
**Vyvození závěrů**

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

Čermák, Miloš, et al. 2009. Žurnalistika v informační společnosti: Digitalizace a internetizace žurnalistiky: Proměny a perspektivy žurnalistiky v epoše digitálních médií aneb nová média teoreticky i prakticky. Praha: Karolinum.

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Reah, Danuta. 2002. The language of newspapers. London: Routledge.

Richardson, John E. 2006. Analyzing newspapers: An approach from critical discourse analysis. New York: Palgrave Macmillan.

Vedoucí bakalářské práce:

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Ústav moderních jazyků a literatur

Datum zadání bakalářské práce:

**28. listopadu 2014**

Termín odevzdání bakalářské práce:

**7. května 2015**

Ve Zlíně dne 6. ledna 2015

  
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## **ABSTRAKT**

V mé bakalářské práci se zabývám analýzou diskurzu novinových článků. Má práce je rozdělena na teoretickou a analytickou část. V teoretické části blíže rozebírám média, především online noviny a jejich historii, diskurz, jeho analýzu, jazyk a syntax novin. V analytické části se zabývám bulvárem v elektronické podobě a jeho rozborem.

Klíčová slova:

média, internet, diskurz, diskurzivní analýza, jazyk, noviny, bulvár, článek, celebrita

## **ABSTRACT**

In my bachelor thesis I am dealing with the discourse analysis of the newspaper articles. The thesis is divided into the theoretical and analytical part. In the theoretical part I examine media, mainly the online newspapers and their history, discourse, his analysis, language and newspaper syntax. In the analytical part I deal with online tabloid and his analysis.

Keywords:

media, Internet, discourse, discourse analysis, language, newspapers, tabloids, article, celebrity

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## INTRODUCTION

Who does not want to be a celebrity? I will deal in this thesis with celebrity stories. I hope it will be interesting, all the scandals...

I gathered celebrity stories from British and American tabloids.

But not only reading is on the programme. I would like to examine, if there are some celebrities, names, which are still repeating. And why is it so? Are there any huge differences between British and American tabloid? And what about the same features?

Is there any connection with nationality?

In theoretical part we can read about media, online and offline. You can find out what is tabloidization and infotainment. What is news? And its values? You can read about online newspapers, text, discourse and its analysis. Then about language, syntax and headlines used in newspapers. And finally about newspapers itself and its division.

In practical part I am dealing with concrete online tabloids and their analysis.

## **I. THEORY**

## 1 MEDIA

Communication medium is everything, what mediates to someone some information. This medium offers us an opinion, entertainment. News medium is a medium in popular meaning - newspapers, radio, television.

The system used by Jiráková a Köpplová divides media at primal (communication codes, natural languages), secondary (technology communicating at a long distance), tertiary (mass media) and quarterly (net media) (Tomandl 2012, 12).

The entering of net media and digitalization caused weakening of traditional media, mainly periodical press and radio. (Tomandl 2012, 15)

But, we can see that mass media can turn into net media. This we also notice in world newspapers. They have got for example own portal. Some of dailies even canceled their press version and now have got only web one. For example American magazine Radar (Dworin 2008).

We live in a world now where is too much news about anything that qualifies as big news. With news available 24 hours a day on the Internet, the dynamics is such the media tends to repeat itself. (Taylor 2003)

### 1.1 Effect of media

According to theories media effects are usually divided into media effect long-term and short-term, direct and indirect, intended and unintended (Tomandl 2012, 29).

### 1.2 Impacts and power of media

Some authors speak about assumed impacts, because although these impacts are evident, there is bad provability. But in fact impacts can be obvious or hidden, strong or weak, psychological, etc. These impacts of media can be later show for example on behavior, attitudes or the style of the individual (Tomandl 2012, 29).

### 1.3 Tabloidization

Mass media serve not only for informing, but also for entertaining. The aspect of entertainment is more and more important (Tomandl 2012, 116-117). Researches show us that entertaining and social using of the Internet begins to dominate. The research of the american information technologies centre Gartner from the year 2007 shows that generation over 18 use mainly e-mail, looking for the information and internet banking, but

the younger people download the music, play online games, visit the blogs and chat. (Čermák, et al. 2009, 75) But according to critics there should be predominant seriousness and information.

## 1.4 Infotainment

This term is from the 70's. Blend word from inform and entertain. It means using the entertainment elements in the news. Infotainment can become evident during choosing topics - celebrities, crime stories, human stories, scandals are more important for him – or in the way we present news - visual, sound effects, sensation-making. Although infotainment is valued mainly negatively, it has a long tradition and still strong audience response. (Tomandl 2012, 116-117)

## 1.5 Online and offline media

Offline media complete their content by the content of internet media and vice versa. There is their blending, adopting methods and styles of work (Čermák, et al. 2009, 87).

### 1.5.1 Online media

Online media are the internet media (Čermák, et al. 2009, 87).

Electronical, online media are fast, attention catching, content is less demanding, but more addictive than reading classic newspapers. There is possibility to join – here is less individualism. (Čermák, et al. 2009, 7)

Because the Internet is quick-witted and never sleeps offer to online media big advantage. For example in the summer 1997, tragic death of Princess Diana happened early in the morning. The first articles were on the Internet after few hours. Other media, offline, had got deadlines over, so...

Articles are thus current. Almost always use multimedia elements and readers forum of discussion. (Čermák, et al. 2009, 25, 33) Thanks to the Internet there is an interactivity – news cycle that never ends – there is no deadline. Non-professional, democratization – everybody can write. But journalists lose their monopoly. Thanks to the technological development we can expect new changes in the future (Tomandl 2012, 7).

All society is influenced by new media, not only readers. There are also negative aspects. Firstly lot of information. Then they can use photomontage and distort facts and manipulate. People are lying about their age, race – creation of cyber types of people. (Čermák, et al. 2009, 44-47)

Online media are characterized by two Ps - Personalization and participation. (Čermák, et al. 2009, 34)

### ***1.5.1.1 Personalization***

The reader can choose only from the topics he is interested in. It depends on his style. Web page can even estimate us according to visited pages. But total personalization of newspapers would mean only news interesting, not important! (Čermák, et al. 2009, 34)

### ***1.5.1.2 Participation***

Participation is involvement in the content. The content is absolutely dominated on blogs.

Blog is a blend word consisting from the words web and log. Blog is really favourite because we can say our opinion, know others' opinions, we can communicate. Everybody can write a text and publish it. Blogs are beneficial also for editorial staff. They can gain original and interesting content or themes for articles free and without work. On the other hand, blogs are often amateur, tabloid. (Čermák, et al. 2009, 35-37)

## **1.5.2 Offline media**

Offline media are the traditional ones. Press, radio, television. (Čermák, et al. 2009, 87).

The traditional medium is press, newspapers. Traditional media are like a lecture – one is speaking, others are listening. New media are collective discussion (Čermák, et al. 2009, 38). In the past it was one-way flow of information – from the journalists to the audience (Tomandl 2012, 3).

Newspapers determine agenda to other media. Their importance and impact is falling in comparison with the TV or Internet.

Newspapers exist more than 400 years. (Čermák, et al. 2009, 3) In the year 1476 Caxton introduced his Westminster Press. By the early 16<sup>th</sup> century news pamphlets were appearing (Conboy 2010, 15). The first newspapers are from early beginning of 17<sup>th</sup> century (Čermák, et al. 2009, 38).

There is decrease in selling newspapers. Readers are less and current are getting older. That is the most obvious in the USA and in Western European Countries. In 1964 diaries were read by more than 80% readers, in 1979 70%, in 1994 60% and in 2006 less than 50%! Young Americans (18-24) do not read almost at all. Incomes from advertising fall, there is

also circulation limited. (Čermák, et al. 2009, 8) It can lead to dismissals or bankruptcy. In the USA the critical year was 2009 – more than 100 pressed titles declined (Rocky Mountain News, Baltimore Examiner, Dakota Journal, Kentucky Post etc.). (Tomandl 2012, 24-25) We can also find books to this topic – Philip Meyer: Missing Newspapers (2004). The main reason is technology. Theories that traditional media will disappear arise. For example theories from Philip Meyer, Michael Crichton (Čermák, et al. 2009, 135).

## 1.6 Internet itself

The Internet is nowadays perceived like open, free medium, where the differences are deleted, all have got the same opportunities and the same access to information. Users are active. (Čermák, et al. 2009, 51)

Čermák et al. also added, that the Internet is the most global, the cheapest and the most ecological medium. (Čermák, et al. 2009, 86)

The most favourite web page in the Great Britain in the year 2007 was Friends Reunited – you have opportunity to find a contact to your friends from childhood or school. (Čermák, et al. 2009, 48)

Nowadays the number of woman-users of the Internet is the same like the number of man-users. In the past men were in superiority.

Čermák et al. state that between the years 2000 and 2008 the Internet users population increased of 305,5 %! There is an estimation that there is 1,464 milliard online users together – that is more than one fifth of all inhabitants of our planet! And estimate current to November 2008 – more than 25 milliard web pages is on the Internet. (Čermák, et al. 2009, 148)

According to the National Telecommunications agency and Information Administration, which is established by American trade ministry, the boundary between people with access to Internet and people without is getting deep! Afroamericans and Hispanics in USA are in pc and internet using deep after white ones. There is also a boundary between younger and older generation. Part of election programme of an American president Barack Obama was the general internet access. (Čermák, et al. 2009, 84,101)

## 2 NEWS VALUES

Term *news* is a late Middle English word. It means tidings new information of recent events. Newspapers contain more than just the news, but the news are presented in a particular way. We can talk about news stories (Reah 2002, 4).

News values are criteria which an event has to meet to become a piece of news. Classification and separation of events is common for traditional media, as well as for online media. They decide what is interesting for them. (Čermák, et al. 2009, 33) Some events are more interesting for journalists. The best is to fulfil the biggest number of criteria. Lists of these are various.

According to Tomandl: Impact on the audience (bigger impact and more people - better), Topicality (new, sudden event), Unambiguity and understandability, Harmonization (wishes of audience come true), Continuity (development, impacts of previous events), Novelty and surprise (that is basic), Difference (difference from social and cultural standards, from morality), Relation to elite nations (mighty and rich states, USA, Russia, China, atd. , not so much Africa), Relation to elite persons (important persons, presidents, celebrities and criminals - in tabloid press), Personalization (searching for offender, exact persons), Negativity (bad news higher news value than good news, English saying I fit bleeds, it leads), Conflict a controversy (clashes, dramas), Secreting Connection (with the more important news), Near place, Logistics (where are press editing, technology, accessibility), Difficulty of processing (time press, laziness), Intensity of event (the death more than injury), Emotional drive (induction of happiness, fear, regret), Utility (tips and advice, news you can use, important data), Human story, Visual attractiveness. (Tomandl 2012, 81-85)

Brian Whitaker set the handy list of the institution and events which are constantly attended to by journalists, when they are searching for news. Routinely monitored are for example Parliament, Councils, Police, Royalty, Airports, etc. Furthermore Government and local authority departments, companies, trade unions, non-commercial organizations, political parties, army, navy, air force, etc. Also individuals seeking publicity and prominent people. (Fowler 1991, 21)

Often criticism of media is that they prefer banal and funny events – to sell better, watch more. There also can be intentional manipulation of consumers – for example because of political reasons. (Čermák, et al. 2009, 33)



### **3 BRIEF HISTORY, THE WAY TO THE ONLINE NEWSPAPERS**

At the beginning of the 70's teletext emerged in the Great Britain (probably BBC). It uses television signal. Firstly it was Teledata, then Ceefax – it means see facts. Even today, many of TV channels offer teletext. Videotex. It used TV or telephone cable and again firstly in the Great Britain – General Post Office. Minitel from France was the most widespread service in the world. Then there was an online service CompuServe. The USA were focused on the personal computers. The first one was Apple I. by Steve Jobs and Steve Wozniak. In the year 1980 you could already read the first pc newspapers – local diary Columbus Dispatch. But the price was 5 dollars per hour and it was too slow. After one minute only 30 lines were loaded. Another 12 diaries including New York Times or Washington Post appeared in the year 1982. After videotext appeared Prodigy by IBM – online services used through PC. In May 1992 there was the first independent electronic newspapers Chicago Online. It was the cooperation between diaries Chicago Tribune and America Online. In 1993 magazine Time became also electronic. Englishman Tim Berners-Lee developed the internet service web. He also wrote language HTML, which means HyperText Markup Language and it is the description of the inner text structure. He also created the first HTML browser - WorldWideWeb. (Čermák, et al. 2009, 10-17) In June 1992 American Congress canceled a ban on commercial utilization of the Internet. (Čermák, et al. 2009, 18-19,34)

#### **3.1 ONLINE NEWSPAPERS REVOLUTION**

In January 1994 there were the first free newspapers on the web - Palo Alto Weekly. By the year 1995 about 1000 newspapers were online. London Guardian in April 1995, in August USA Today, then Boston Globe. New York Times joined in January 1996 – their articles were for free for Americans, others have to pay till 1998. In May 1996 Wall Street Journal is on the Internet. By the end of 1996, from the 50 biggest American magazines 23 have got own web pages. Journalists were firstly alert and wary. They understood web newspapers just like additional medium. Then the change in thinking came – the money were the important stimulus and the Internet earned. (Čermák, et al. 2009, 20-23)

#### 4 ONLINE NEWSPAPERS

If you want to start your own online newspapers, you need less money than you are starting press newspapers. At the beginning the PC and modem is enough. But still, it is financial demanding. You have to gather some cooperators. Content can be financed from the advertisement. Good is banner, advertising stripe. Though it is small, it is perfectly visible. Banner exists since the year 1993. (Čermák, et al. 2009, 30,33)

To have a newspapers on the Internet have got some advantages. The space is not limited. So you can give here more articles, more photographs than in the press version. Also hypertexts to the sources or closer information you can added – it gives you bigger credibility and transparency to your reporting. The advertisement can be a new source of incomes. (Tomandl 2012, 24)

## 5 TEXT

In a very broad sense text is any actual example of language in use – shopping list and also transcript of interview (Fairclough 2003, 3). Texts are parts of social events. (Fairclough 2003, 21) Texts can change our beliefs, values, knowledge, they can even start wars. (Fairclough 2003, 8) All texts are ideological. We have to analyse text critically – texts may influence the ideological outlook of their recipients (Jeffries 2010, 6).

Texts form coherent units of language, in these units they can operate larger than the single sentence. Coherence is the meaning of the text and it is an individual. Cohesion are formal features of the text, the pattern of language created within a text. Cohesion can be lexical and grammatical. Lexical is established by means of words of related meaning across sentences. Grammatical is established by grammatical words (the, this, it, etc.) (Reah 2002, 95,115). Written text has got visual or graphological level. Spoken text has an aural or phonological level. Texts operate within a cultural context – they are created in a particular culture and in the value system of that culture (Reah 2002, 55).

## 6 DISCOURSE

There is amount of definitions of discourse. So what is discourse? Discourse is the kind of language used in relation to a particular topic or in a particular setting (Jeffries 2010, 7). Discourse is a particular unit of language, a unit of language above the sentence (Richardson 2007, 22). According to Norman Fairclough discourse is the particular view of language in use. (Fairclough 2003, 214) Discourse is used in a general sense for language and visual images. It is an element of social life which is related to other elements. More specifically is discourse also way of representing aspects of the world. Discourse analysis then could be a detail linguistic analysis of text. (Fairclough 2003, 37) The level of discourse is the level at which interdiscursive relations (relations between genres, discourses and styles) are analysed. Discourses, genres and styles are elements of text and also social elements. They are organized together in texts and can be mixed, articulated or textured. They make a link between the text and other social elements. We also know order of discourse which is a combination or configuration of genres, discourses and styles. It is the social structuring of linguistic variation (Fairclough 2003, 220).

## **7 CRITICAL DISCOURSE ANALYSIS**

Critical discourse Analysis provides extensive discussion on the nature of social meaning. It is one of the factors in the reproduction of social inequalities and dominant ideologies. There are dominant groups whose ideologies are reproduced in the media and in this way ideologies are continually becoming naturalized and seen by the population as common sense (Jeffries 2010, 7). Many versions of discourse analysis exist. Some of them includes detailed analysis of text and others do not – they are focused on social theoretical issues for example. (Fairclough 2003, 2) So text analysis is the essential part of discourse analysis. But discourse analysis is not just a linguistic analysis of texts. We also focus on the order of discourse. (Fairclough 2003, 3) Textual analysis is a supplement to social research, not a replacement. (Fairclough 2003, 16)

### **7.1 Three stages of CDA**

There are three stages, dimensions of Critical discourse analysis. The first is description. This stage is concerned with formal properties of the text. Second is interpretation – relationship between text and interaction. Text is the product of a production and a resource in the proces of interpretation. The last stage is explanation. It is relationship between interaction and social context – social determination of the proces of production and interpretation and their social effects (Jeffries 2010, 11).

### **7.2 Tools of CDA**

Analysis itself is not the systematic application of a theoretical model, but a rather less rigorous operation. Tools of analysis answer us the question of what any text is doing. Tools themselves are: transitivity, some syntactic transformations of the clause, lexical structure, interpersonal elements – modality, speech acts, naming and describing, representing actions/events/states, equating and contrasting, exemplifying and enumerating, prioritizing, assuming and implying, negating, hypothesizing, presenting the speech and thoughts of other participants, representing time, space and society. (Jeffries 2010, 13-15).

### 7.2.1 Transitivity

Fowler said that transitivity is the part of the ideational function. It is a fundamental and powerful semantic concept, essential tool in the analysis. Transitivity is highly valuable technique for the newspapers. (1991,70) Transitivity model helps to recognize different types of clauses. The most appropriate model is the system of Halliday. But we have to know the difference between transitive and intransitive verbs. (Rädisch 2014, 20-21) The verb is transitive when the action has got an effect on another entity. Action which affects only the actor we can find in intransitive verbs. *Mary ran.* – intransitive verb *John kicked the ball.* – transitive verb (because there is an object *the ball* – another entity). (Fowler 1991, 71) This process is important for recipient – he should realize this process and know that there can be unconscious control of his mind. (Rädisch 2014, 22)

### 7.2.2 Some syntactic transformations of the clause

If we should speak about some syntactic transformations of the clause we should know that there are two types of transformation – passive and nominal.

In passive transformation the positions of the left-hand and right-hand noun phrases switch. Then the patient occupies the left-hand position, where usually stay agent. Passive is a common structure in headlines.

It has been often observed that English is a nominalizing language. It means that it is structurally possible (and common) for predicates (verbs and adjectives) to be realized syntactically as nouns. For example *development* is derived from *develop* etc. Nominalization and the use of nouns for actions are endemic in official, bureaucratic and formal modes of discourse. (Fowler 1991, 77-79)

### 7.2.3 Lexical structure

Re-lexicalization is the lexical process, the promotion of a new term where it is claimed that a new concept is at issue. Over-lexicalization is the existence of an excess of synonymous terms for ideas and entities that are a particular preoccupation or problem in the discourse of culture. (Fowler 1991, 84-85)

### 7.2.4 Modality

Modality is the relationship it sets up between author and representations. There could be the modality of a clause or sentence. Modality has got two main types – epistemic

(modality of probabilities, it is a natural true) and deontic (modality of necessity and obligation) (Fairclough 2003, 219).

### **7.2.5 Speech acts**

Speech acts are interpersonal elements. They are also called illocutionary acts. It is a form of words which in appropriate conditions and under appropriate conventions represents the performance of an action. There are verbs naming many speech acts in English – *declare, request, ban*, etc. The high density of speech act verbs are in newspapers. (Fowler 1991, 88)

### **7.2.6 Naming**

Naming is an aspect of language surrounded with social rules. In most cultures we can cause offence by wrong naming strategy. For example using of nicknames can indicate friendship and affection. In the black community, mainly in America, the term Negro is largely adopted by white people, but rejected by community itself. They use terms Afro-Caribbean and African-American or person of colour etc. (Reah 2002, 55-61).

## 8 THE LANGUAGE IN THE NEWS

Language is a powerful tool. Everything what is written in a newspaper has to be transmitted through the language. The language is the medium than (Reah 2002, 54-67). The twentieth-century language of newspapers was shaped by a wave of technological competing (Conboy 2010, 2). Language gathers emotional and cultural loading. Press is a product of the culture it comes from. If some culture has little respect for certain groups etc., than the language will reflect that attitude (Reah 2002, 54-67). Newspapers over time have adapted to articulate particular variants of language for particular social groups (Conboy 2010, 6). Britain is usually considered as a multi-racial community. Legislation etc. is working against inter-race hostility. We should also beware of racism. Word choice is very important for establishing an ideological attitude (Reah 2002, 54-67).

Because the use of language may be ideological. To determine this it is necessary to analyze text to investigate their interpretation, reception and social effects (Richardson 2007, 27). Language can carry ideologies. Either explicitly – *I hate foreigners* or implicitly – *Those horrible foreigners are back again* (Jeffries 2010, 8).

There is five fundamental assumptions about language. Language is social – central to human activity. Language establishes identity (when we are speaking with parents we use different way of talk in comparison with speaking with friends – they see you the way you want them to see you) , language is active – it is always directed at doing something, language use has a power (speech of some people is more powerful than others) and language is political (Richardson 2007, 10).

### 8.1 Examples

For example using *ungood* instead of *bad* is less open to individual interpretation and it is more exact (Reah 2002, 53).

According to Fowler, in the popular press there are learned or official words avoided. Slang, idioms, clichés, proverbs and catch-words are used for the illusion of oral mode. Naming and addressing by the first name, also diminutives (‘Di’) and nicknames are used to connote informality and intimacy. (1991,63).

If you want to catch the attention, use questions, hyperbole (intentional exaggerating), humour, oxymoron (contradictory words), dialogism or code-switching (between informal and formal language, dialects).



The public idiom in tabloids and tabloidized newspapers links them very effectively to the everyday lives of their readers (Conboy 2010, 133).

Metaphors involve perceiving one thing in terms of another. Metaphors of war are frequently in sports reporting (*attack and defence, shoot*) (Richardson 2007, 66).

Numbers and statistics, formal style, reliable sources, quotations – more reliable

The language of the tabloids is characterized by an extreme level of familiarity with its audience (Conboy 2010, 134).

Fowler is writing about press hysteria. The newspapers frequently spoke for example of an egg *panic* or *scare* etc. There is not clear who is supposed to be scared. They are hysterical and confusing in tone and content. The press can have a benefit of these stories, stories with a popular appeal. (1991, 148-153)

## 9 SYNTAX IN THE NEWS

Syntax is also important factor how a text creates meaning. The way in which elements in a clause are ordered can give weighting to one aspect and reduce or remove other. We consider relationships between these elements and also between the processes represented by the verb and between concepts of place, time and manner (Reah 2002, 73-74).

### 9.1 Examples

Using intertextuality in headline can carry the effect of frivolity. The abbreviated form can carry also a note of frivolity which may highlight the sense of resentment. We can delete the actor by using passive voice, not active one. Instead of *the dog bit the postman* we say *The postman was bitten (by the dog)* (Reah 2002, 83).

Another example from Danuta Reah - By removing the relational verb, the writer can influence the opinion and ideological stance of the reader. (Relational verbs are the verbs that involve the relationship between two entities or between entity and quality.)

By modality text can express attitudes towards a situation. It is usually realised by using modal verbs (can, will, shall, may, must, could, would, should, might) or adverbs (possibly, likely). It carries a range of meanings and we should know that any action or process has not necessarily happened! There is some degree of uncertainty, probability. The use of modality allows the writer to present his/her opinion and speculation in a way that gives it almost the status of fact.

We can sometimes see presenting opinions as expertise in the article. Article addresses the reader from the stance of expert. We can recognize it by closer reading or by using strongly emotionally loaded language (Reah 2002, 90-93).

According to Fowler, contractions of auxiliaries and negatives (he'll, don't) are standard for oral mode and also in writing that tries to sound chatty and user-friendly. Short and incomplete sentences are very important technique in the press. (1991,63).

## 10 AUDIENCE, HEADLINE IN THE NEWS

### 10.1 The audience

The audience for a newspaper are readers. The paper can address to readers - directly or indirectly. There is difference between real and implied audience, reader. Real reader is an individual who read that particular newspaper. Implied reader is created, to whom the text is addressed.

Newspapers do market research and they are well aware of a profile of their readership. There exist assumptions about newspaper readership. For example Sun readers are from working-class, Guardian readers are Labour supporters, Sun readers are younger, Telegraph readers older. But these labels are not accurate (Reah 2002, 35-40).

#### 10.1.1 Tabloids vs. Broadsheets

The tabloids are very clear about their own voice – THE SUN SAYS - and they pretend that they are addressing a coherent group of people, own readers.

The broadsheets identify their readership as some kind of homogeneous group with identical aims, beliefs and opinions (Reah 2002, 50).

### 10.2 The headline

The headline is a unique type of text. The shape, content and structure of it is really important. We can not for example write by huge size because of the layout of the page.

It has got various functions. Headline abbreviates the story in a minimum number of words, attract the readers to the story and also to the paper. From the headline we can find out overall picture of the current news, importance of the news (from position in the paper or visuals), classification (sport or celebrity). On the other hand headlines can be often ambiguous or confusing (Reah 2002, 13).

The language of headlines - words which are used in the headlines are short, getting attention and effective. Headlines must be memorable and striking. Ambiguity between word and meaning and word play is good. For example homophones (are identical in sound), polyseme words (these words have got several closely related meanings), homonyms (more than one meaning), metaphors. A serious social issue could be therefore headlined by a linguistic joke. Also familiar phrases and saying for example from popular songs, films, book titles, etc. can be in the headline.

Use of phonology is great for making headline memorable. We use the reader's awareness of sound. We can use alliteration, rhyme, etc. If we want to attract the attention we should select words with particularly strong connotations and with emotional loading beyond their literal meaning – loaded language (Reah 2002, 15-18).

Headlines have got a visual function. Print is larger than the text of the article. But we can see front page headlines in tabloids are bigger than the whole article. Headlines and the other visuals in the text (pictures) are in connection. Headlines carry information and attract the attention of the reader. They should deliver what, who, where and how. When element is generally understood (newspapers deal with the immediate events) and why element tends to be in the article.

Headlines can be also written to influence the opinion of the reader (Reah 2002, 23-24, 28).

### **10.2.1 Ambiguity in headlines**

Because of the space (which is limited) and need only for the factual words there are in headlines only important words. There are used lexical words – words with meaning – nouns, verbs, adjectives and adverbs. Grammatical words such as determiners (the, a, this, etc.) and auxiliary verbs be, have and do are omitted. Also titles Mr., Sir, Lord, etc. But this could lead to ambiguity – because many of lexical words depend on grammatical words to establish which word class they are. We can see than headlines such as SQUAD HELPS DOG BITE VICTIM. There is also no context. The headline writer plays about with the standard order of words. Really distinctive feature of newspaper style is a form of shorthand – information are put into the modifier slot in the noun phrase. Sometimes there is completely omitted the verb by implying the action within the noun phrase. In a headline telegraphic style is required (Reah 2002, 19-21).

## 11 THE NEWSPAPERS

Newspapers show us, provide us a series of outlines of our life and culture. And from various viewpoints. We are influenced by newspapers (Reah 2002, 1). The term newspapers is blend word, which is created from words news and paper (Čermák, et al. 2009, 40).

Newspapers are ephemeral texts – they are only for the day they are delivering (Reah 2002, 13). Newspapers contain a range of items, not only news, but also comment and analysis, advertising, entertainment. An editor of the New York Times said that about 60 per cent of the content was advertising (Reah 2002, 1)!

Newspapers are cultural artefacts. The print media of different countries and different cultures differ in a variety of ways. The American press has tabloid newspapers that are very different in format and also in content from British ones. American journalist Randy Shilts said that British press is always hysterical (Reah 2002, 54). Press hysteria was mention above.

If we are talking about newspapers impartiality, we have to mention that there is always a bias. We should be critical readers and identify gaps in the information (Reah 2002, 10). The owner of a newspaper has the power to influence the content, political stance and also editorial perspective. If newspapers are not successful commercially they will fail. There is one major premise – profit (Reah 2002, 8).

We can divide newspapers into several kinds – broadsheet newspapers – which are the Telegraph, the Independent, The Times and the Guardian. We also know the middle-range tabloids, for example the Express and the Daily Mail and tabloids – the Sun, the Mirror, the Star. But also local newspapers, newspapers of particular political groups (the Socialist Worker) (Reah 2002, 1).

There are some readers who clearly prefer broadsheet to tabloid. (Glover 2003)

### 11.1 Broadsheets

The broadsheet is a large format newspaper, written by serious and formal language with comprehensive structure and complex sentence structure. Terminology is used here. Serious newspapers are read mostly by middle or upper class. They have got an informative function. Broadsheets have got – in comparison with tabloids – longer headlines and paragraphs, higher level of credibility. (Mokrá 2013, 19-20) Headlines are centered – it

looks more traditional (Mokrá 2013, 30). There are few pictures, because the text plays here the main role, not visuals. The broadsheets are usually less colourful than tabloids, with smaller letters. In the Great Britain we can buy for example broadsheet Guardian, in USA The New York Times or Washington Post.

## 11.2 Tabloids

Tabloid was introduced at the end of 19<sup>th</sup> century by Alfred Northcliffe (Mokrá 2013, 20). It was the most influential sub-genre of journalism of the twentieth century (Conboy 2010, 113). Tabloid had its origins in the pharmaceutical industry. Sir Henry Wellcome tried to come up with a catchy word to describe new compressed medicines. One morning in 1884 he thought up tabloid. It is a combination of two words: tablet and ovoid (some sources claim alkaloid). Over time, it began to be used to describe other things that were compressed in form. Mainly the tabloid newspaper. (MacFarlane 2009)

Tabloids have smaller format, readers are from working-class or younger people. Their structure, sentences and language is simple. Language can be colloquial. Lot of words catching reader's attention. (Mokrá 2013, 20) Headlines are often placed on the left side – it looks more modern. There are big letters, a lot of pictures and photographs. (Mokrá 2013, 30) Tabloids are also more colourful. We can find here really often gossips, celebrity stories, scandals, etc. There are opinions that it is not a bad thing when private matters become matters of public discussion. When journalists write about celebrity, they're playing a role in helping us understand the cultural avant-garde. (Taylor 2003) In the Great Britain well-known tabloids are for example The Sun, Mirror, Daily Star. In the United States of America there are for example In Touch, Star, Radar, NY Daily News, National Enquirer.

## **II. ANALYSIS**

## 12 RESEARCH

Firstly I did research among British and American tabloids. Here are the results. In the USA I found tabloids: New York Sun – since 1833. The New York Herald – since 1835. Daily News, New York World, Star, Radar, National Enquirer.

In America: firstly I would like to choose National Enquirer, they write about celebrity news, but official website is not accessible everywhere. Neither from the Czech Republic. Star with webpage StarMagazine.com always links to Radar which is just web portal, it has not got a paper version. National Examiner solves older events, because their segment are older people and they have not got online version...American Sun ended in 2012.

Weekly World News also ended, in 2007. They wrote about paranormal activities.

Globe was originally Canadian, but now it is in ownership of American Media Inc. with headquarters in Florida. They write political and cultural stories. But have a weak web page.

Finally I have chosen *Daily News*. I have found information, that it is the oldest tabloid in America, from 1919.

In the Great Britain we can buy The Sun, Daily Mail, Mirror, Daily Star – since 1978 etc.

News of the World existed from 1843 to 2011. Daily Mail is not exact tabloid. Daily Express has got a bad organization, it is a little bit chaotic. I think that The Sun would be the best, but The Sun is imposed a charge. If you want to read a whole article, you have to be in Sun+ Membership. It is quite new and the paywall was according to Mike Darcey unavoidable. So I have finally chosen *Daily Mirror*. It exists since 1903. This online tabloid is colourful, well arranged.



## 13 WEBPAGES

Here I would like to analyze webpages of both tabloids.

### 13.1 British Mirror

Address <http://www.mirror.co.uk/>.

View on page:



Figure 1: Mirror page

Logo: big, clear, white letters in radiant red – contrast, with addition – Website of the year.

This increases their prestige, advertisement for them.

Arrangement: Big letters, interesting font of letters, highly colourful – bad for legibility, advertisement and links everywhere – bad for orientation.

Well organized: apart from sections Most read, Live feeds, Top videos, News, Politics, Football, Celebs, TV and Film, Weird news there are also horoscopes, crosswords, cartoons, dating, competitions, Buysell, Jobs, fantasy, etc. There are also more links like General election or Trending – you can choose celebrity who you want to read about. Down in the page part Recommended In 3am, Most read in 3am, Mirror Casino, Mirror tickets, Mirror Puzzle games, Recommended on the Mirror, Promoted stories, Recently published etc.

Link to: Twitter, FaceBook, Google plus, Newsletters.

## 13.2 American Daily News

Address <http://www.nydailynews.com/>.

View on page:

The screenshot shows the NY Daily News website interface. At the top, there is a navigation bar with the 'DAILY NEWS' logo and various category links: NEW YORK, NEWS, POLITICS, SPORTS, ENTERTAINMENT (highlighted in red), OPINION, LIVING, and AUTOS. Below this is a secondary navigation bar with links for CONFIDENTIAL, GOSSIP, TV, MOVIES, MUSIC, THEATER & ARTS, COMICS, GAMES, ENTERTAINMENT PICS, and BLOGS. A search bar is located on the right side of the navigation bar.

The main content area features a large article titled "CONFIDENTI@L" with the headline "Mariah Carey apologizes for being a no-show at NBC's Rockefeller Center Christmas tree lighting taping". The article text states: "Our set source says the almost-divorced Carey kept network staff and crew waiting for three hours in the freezing rain – delivering excuses instead of herself." The byline is "BY MARIANNE GARVEY, BRIAN NIEMIETZ AND OLI COLEMAN /" and the publication date is "Published: Wednesday, December 3, 2014, 1:44 PM / Updated: Thursday, December 4, 2014, 2:59 PM". Below the article text are social media sharing buttons for Facebook (485 shares), Twitter (43 tweets), and Reddit (31 posts), along with a "SHARE THIS URL" field containing "nydn.us/1tNpV9y" and a "COPY" button.

Two advertisements are visible: one for "Pracujte na max32 KRÁTKODOBÝ PRONÁJEM KANCELÁŘÍ" (Office space for rent) and another for "LTE telefony za lepší ceny pro naše věrné zákazníky" (LTE phones for loyal customers) featuring a Samsung smartphone and a "Koupit" (Buy) button.

Figure 2: Daily News page

Logo: quite small, merging in with surrounded letters, but logo has got clear letters, in contrast colours – black background, white letters and red symbol.

Arrangement: quite small letters, normal font of letters, not so much colourful, white and gray predominate – easy to orient, just two advertisements, not so much links.

Well organized: sections New York, News, Politics, Sports, Entertainment, Opinion, Living, Autos. Each sections another division. Down in the page part The Score, Our Best Shots, Sports Video, Most popular, Archive, Conversation etc.

Link to: Twitter, FaceBook.

## 14 CORPUS OF DATA

My corpus of data consists of articles from British tabloid Mirror and American tabloid Daily News. From Mirror I gathered 13 articles, from Daily News 11 articles. So my corpus has got 24 articles. My corpus is added in appendices. These articles are gathered from November 24 to December 16. So there is a record of 13 days from the internet tabloid pages. We can see development day-to-day. I tried to gather articles from the main page, if it was possible. Only if there on the main page was not a celebrity, I was looking for the article in another sections. For better use, I copy all the articles into Word. All articles from the corpus are in the chronological order, from the oldest one to the newest.

## 15 ANALYSIS

In this chapter, I will be analyzing data, articles from corpus.

First of all I want to say, that these articles are in journalistic style.

### 15.1 Authors

I was also focused on the authors of these articles. And I have to say, that it was interesting. Authors of Mirror articles are Rebecca Pocklington, Charlotte Wareing, Zoe Shenton, Edward Roberts, Jess Wilson, Claire Rutter, Katie Hind, Kara O'Neill, Tom Bryant. Rebecca Pocklington wrote two articles from my corpus, as well as Jess Wilson. Claire Rutter wrote even four articles!

Authors of Daily News articles are Rachel Maresca, Zayda Rivera, Nancy Dillon, Kirthana Ramisetti, Marianne Garvey, Brian Niemietz, Oli Coleman, Jeanette Settembre, Sasha Goldstein, Victoria Taylor. Here the most articles wrote Rachel Maresca and it is four, Zayda Rivera and Kirthana Ramisetti wrote two articles each.

### 15.2 Celebrities

I have got in my corpus various celebrities and people. But they are the good known ones also for us. For example Lady Gaga, Kate Moss, Taylor Swift, David Beckham, Madonna, Johnny Depp, One Direction, Christian Bale etc.

Mirror: One name occurred more times – Kardashian. Nothing new. These celebrities are in newspapers all around the world. Because for the first time it was Kim, second time it was Kardashian Kourtney.

Daily News: Again Kim and Kourtney Kardashian. But what is interesting – Kim in the same day in America (article from 24.11.) was raising money for AIDS research through video game app, in Britain she was swaping naked.

Her sister Kourtney was 14.12. in American article and also in British welcoming baby boy.

Celebrities same in Mirror and in Daily News: Kardashians mentioned above, Lady Gaga and Taylor Swift. There were also talking about Grammy.

Articles about Lady Gaga were the same – rape revelations. But in her birth America 2.12. and in Britain 3.12. Articles about Taylor Swift are both from 5.12. and also about the same – 1975 concert.

### 15.3 Division, headlines, photos, visuals

Text itself is divided into small paragraphs – it is good for orientation and it is clear. In both tabloids. In addition both of them have got also sub-headline.

Mirror has got everywhere big headlines, clear, with gaps and in interesting font.

Daily News has got smaller headlines, worse to read for me, letters close to each other, in usual font.

Both tabloids select for headlines black colour.

Photos are everywhere. Four or five for one article in both. When I should compare these two tabloids the same photos were just in the articles about baby boy and Kourtney Kardashian and in the articles about Taylor Swift. It is so because these are unique photographs. With same proof and revelation.

What is interesting – repetition of photographs in the British article about Beckham's car accident. I think it is induction of excitement, seriousness is highlighted and we also can mention more details.

Sometimes are videos added. In Mirror there is always in the end gallery.

### 15.4 Links

There are in every article! British or American. They refer to further information. But in Daily News, there are more links in the text than in Mirror.

### 15.5 Language

Language in these articles is colloquial. It is easy to read, no terminology – suitable for everyone. Language has got mostly friendly tone.

Abbreviations- *ID, G20, UK*

Naming-in every article there is plenty of naming – *Victoria Beckham, Madonna, Johnny Depp etc.*

Nicknames- *@marhunt, @lilyaldrige, the "Pirates of the Caribbean"*

Statistics and numbers – *£2,000, 15, 12, 32-years-old, 2004, 80 %*

Direct speech – *"I, however, am 24, perfectly happy being alone," she added.*

Extreme level of familiarity- *Our hearts just melted.*

Headlines – should be shorter in some cases, but they are striking and catching attention.

*Jennifer Aniston hits back at claim she's too "selfish" to have children: 'Its rude, insulting, and ignorant'*

In articles there are many of auxiliaries – *she's, it's, etc*

Modality- *you can snag, who can't have children*

And passivization – *Film producer Stephen was held on...*

Clipping – *Congrats*

### **15.6 Interesting data**

2014 December 16. This day was full of MeIB – but in the Britain, in Mirror. Even three articles per day! In Daily News nothing. Maybe it is so because she is a British woman. Here we can see that media can prefer home celebrity, that they are writing about culture and people who are closer to them.

## CONCLUSION

Online newspapers has got more and more readers. It is surely more comfortable.

At the beginning of this thesis I would like to know some questions. And here are the results, the conclusion.

So are there any celebrities, names, which are still repeating?

I have found that yes. You can read in my thesis that it is Kim and Kourtney Kardashian, Lady Gaga and also Taylor Swift. Even articles about Lady Gaga and Taylor Swift has the same topic in both tabloids. I think Kardashians are strong personalities and Lady Gaga and Taylor Swift revealed amazing facts here.

As for the connection with nationality we could see that it is maybe true. Press prefer events from its cultural background. We can see that in the case of MelB.

And now differences and similarities between British and American tabloid.

There is no huge difference. Both tabloids use black colour to headlines, divided text into small paragraphs and sub-headlines. Mirror has got more vival headlines, Daily News is more controversial. Photos are everywhere. Also videos. Interesting is the repetition of photographs in the British article about Beckham's car accident.

Language is similar, colloquial. Mirror is better in addition gallery after every article.

Daily News has got more dark web page, but I am not sure what web page is more clear for me. Mirror is too colourful and full of games, casino, horoscopes etc. links.

And I have also found out, that Clair Rutter wrote the most articles for Mirror and Rachel Maresca for Daily News.

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## APPENDICES

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