

ROLE OF THE BRITISH NATIONAL NEWSPAPERS IN SHAPING THE BRITISH SOCIETY

Saboviková A.

P. J. Šafárik University, Košice (Slovakia)

Mass media have become an important part of people's everyday life whether consciously or unconsciously. It is not surprising, taking into consideration that their general functions are to inform, educate and entertain. The general public has been very keen on making the most of these functions and usually sees mass media as a provider of information of any kind. However, mass media have evolved significantly over period of time what resulted in various new common platforms being added. Consequently, most common current platforms for mass media are newspapers, magazines (usually collectively called the press), television, radio, and the Internet. The newspapers, being the original platform for mass media, have retained their important role in shaping the society through their readership.

In Britain, as in many other countries, the newspapers operate on national and local (and/or regional) level. As of 2015, there are twelve national daily newspapers published in Britain. This number, when compared to other countries in Europe or elsewhere, is rather extensive and therefore the competition among newspapers is fierce, with each one striving to acquire as large a share of the market as possible [Conboy 2006]. The British local newspapers have “grown ever more local; increasingly [becoming] a vehicle whose prime purpose is to deliver classified and retail advertising” [Tunstall 1996: 60]. As Tunstall [1996] further acknowledges:

“ ‘Newspaper’ has come to mean for most British adults either a super-local freesheet or a supernational London tabloid. While the national press has migrated towards East London, the regional press has melted down towards the parish pump and local classified advertising” [Tunstall 1996: 75].

The British national newspapers are internationally known for a rather sharp division into two very distinctive groups – quality and popular papers. “The quality – popular distinction was sharply drawn by 1945” [Seymour-Ure 1991:32]. This polarization has generally been based on content, circulation and sources of finance. The quality papers, also called broadsheets, present themselves as providing predominantly serious news typically publishing longer stories. Popular papers, called tabloids, on the other hand, focus on light news, human interest stories and the entertaining touch. They are often characterized as a “‘quick read’ material with stories running to less than 400 words” [Tunstall 1996: 11]. As for different sources of finance, “the broadsheets rely primarily on advertising revenue, while tabloids rely primarily on sales or circulation revenue” [Tunstall 1996: 12]. In terms of circulation, tabloids have retained their supremacy over the broadsheets [ABCs: National daily newspaper circulation January 2014]. The British national daily newspapers reach estimated 6.9 million readers every day [Ponsford 2015]. Although the number of readers per day has decreased lately, national daily papers in Britain have maintained their power to influence and shape British

society not only by the stories they choose to publish but also by the language they use to tell the stories.

Each type of newspaper, through its journalists, has long been “a story-telling medium” [Tunstall 1996: 197]. Journalists, who usually tell us factual stories, need to be well aware of what type of story fits notably well with the particular newspaper they write for. However, proper type of story is not the only priority for the journalists, the language they use to write the story is of equal importance. “As part of their distinctive voice, particular newspapers each have their own house version of the English language and the British sense of humour” [Tunstall 1996: 197]. Using language specific to particular newspapers is one of editorial strategies how to target the readers. Referring to the distinction made earlier, quality papers typically use neutral language and tabloids are known for ‘emotionally charged’ language [Conboy 2006: 25].

One more typical trait of the British national newspapers has to be added to the already discussed list and that is their partisanship. As Seymour-Ure [1991] has pointed out:

“Papers of all kinds – national and local, daily and weekly, newspapers and journals of opinion – have a natural affinity with parties. Politicians and voters have traditionally expected, and often banked on, press partisanship” [Seymour-Ure 1991: 193].

Although individual newspapers are obviously in favour of the policies of one political party and possibly even more obviously against the policies of another party, none of the national newspapers is a direct organ of a political party. However, each newspaper knows what kind of readers it is appealing to and thus has a rather predictable political outlook. Therefore British national newspapers can be seen occupying a certain position on the right-left spectrum.

As Tunstall [1996] concluded “the newspapers are likely to remain the most politically interested, most policy focused, most partisan, and most potent of the mass media” [Tunstall 1996: 427]. The British national newspapers will most probably continue to be extremely powerful in shaping the British society.

Literature

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Summary

This paper analyses British national newspapers and their position within the framework of the British press. More importantly it examines the role of British newspapers in shaping the British society by using specific language targeted on their readers, implying predictable political outlook of the newspapers.

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РЕАЛІЯ І ТЕРМІН В ІСТОРИКО-КУЛЬТУРНОМУ ДИСКУРСІ

Сливка М.І.

ДВНЗ «Ужгородський національний університет»

Постановка проблеми та її визначення. Національні особливості повною мірою виявляють себе на матеріалі текстів історико-культурного дискурсу, що має міжстильову та міжжанрову природу. Лінгвокультурологічні дослідження вказують на те, що в ході перекладу відбувається процес адаптації фрагментів ціннісного досвіду однієї лінгвокультурної спільноти представниками іншої культури. Це призводить до заповнення когнітивних лакун шляхом розкриття змісту певного слова, належного незнайомій реципієнтові культурі. Інтерпретація реалії з позицій когнітивної лінгвістики дає змогу уточнити природу і багатоманітні вияви цього процесу та його результатів.

У перекладі історико-культурних текстів особливого значення набуває близькість понять термін і реалія. Інтерпретація реалії з позицій когнітивної лінгвістики дає змогу уточнити природу і багатоманітні вияви цього поняття. Цим і зумовлюється **актуальність** пропонованого дослідження, що є спробою комплексного аналізу когнітивних і функціональних особливостей реалій. **Метою** статті є інтерпретувати поняття «реалія» з позицій когнітивної лінгвістики та дослідити перекладознавчу специфіку наукового історико-культурного дискурсу. **Завданнями** статті є висвітлити сучасні теоретичні погляди на поняття “реалія” та “термін”. **Матеріалом** дослідження стали теоретичні й практичні розвідки провідних лінгвістів-когнітологів.

Виклад основного матеріалу та отримані висновки. Основною функцією текстів історико-культурного дискурсу є передача інформації, суттєва частина якої зосереджена в термінології. Незважаючи на деякі жанрові та стилістичні відмінності творів історичного дискурсу, спільним для них є те, що лексичний склад характеризують елементи загальноновживаної лексики, які поєднуються із термінологією.