

The Covid-19 Pandemic in the British and American Press: A Comparative Analysis

Martina Dostálová

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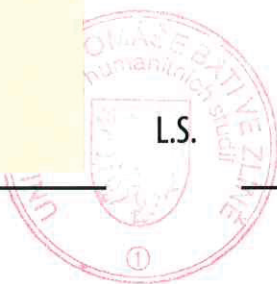
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Mgr. Libor Marek, Ph.D.
děkan



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ABSTRAKT

Cílem této bakalářské práce je prozkoumat jazyk vybraných článků amerických a britských novin s tematikou Covid-19. Práce je rozdělena do dvou hlavních částí. Teoretická část popisuje žurnalismus samotný, jeho rozdělení, prvky, jež jsou typické pro novinový článek a popis vybraných novin. Praktická část se zabývá analýzou vybraných článků, jejich jazykové a výrazové prvky, tyto poznatky jsou posléze porovnány pomocí komparativní analýzy.

Klíčová slova: noviny, pandemie, britský tisk, americký tisk, komparativní analýza, Covid-19

ABSTRACT

The aim of this bachelor thesis is to analyse the selected British and American articles with the Covid-19 thematic. The thesis is divided into two main parts. The theoretical part describes journalism and its division, aspects that are typical for newspaper articles, and the description of the selected newspapers. The practical part deals with the analysis of each article, these findings are then compared to each other through a comparative analysis.

Keywords: newspapers, pandemic, British press, American press, comparative analysis, Covid-19

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INTRODUCTION

Information can be labelled as one of the most expensive and wanted things nowadays. Not only day-to-day needed information such as the political situation in a particular place but also sports results and other entertainment information can be found in newspapers and other platforms such as the internet. The original printed newspapers are still present, however, the online form of them is also important, mainly in the current pandemic situation, when self-isolation is a regular thing.

But how is it when something unexpected happens and people need to know immediately what rules now apply to their everyday lives and what should they expect in the future? This situation occurred in the year 2019 when Covid-19 appeared in China. The unfamiliar, unexpected, and unwanted virus appeared and changed many lives. Very quickly we had to adapt to new rules and situations. The political situation has changed a lot since then and people had to be in touch with the news in order to adapt to the new situation. The information was even more important than it was before the year 2019. But does the press refer to the situation positively, negatively, or even neutrally and how does this impact the reader when such vulnerable information is shared? This bachelor thesis will answer the question through a comparative analysis. Articles from the British and American press will be analysed and based on some criteria stated at the end of the theoretical part.

First, some key aspects of the journalistic world are shared, for example, what kind of media is the press, the differences between the tabloids and broadsheets, online journalism, information in the articles, and some basic information about the selected newspapers.

8 articles in total from 4 selected newspapers (British newspapers The Telegraph, The Daily Mail, and the American newspapers The Washington Post, The New York Times) were selected for the analysis, these articles are then divided into two sections. The first section deals with the beginning of the coronavirus pandemic, whereas the second section deals with the most controversial theme of the beginning of 2021 and that is the vaccine, specifically the Sputnik V vaccine. In the practical part of the thesis, each article is analysed after that they are compared to each other among the sections. It is analysed how the American and British newspapers dealt with the pandemic. The goal of the analysis is highlighted at the beginning of the practical part.

I. THEORY

1 JOURNALISM

The primary purpose of newspapers is to inform and entertain readers through a set of articles and advertisements in printed and online written form. The work of a journalist is to gather, write and cite properly the information that is conveyed. Journalism is one of many ways how to keep people in touch not only with the world around them but also with the rest of the world, people or information which are not close enough. (Kovach and Rosentiel 2007, 13–15). Journalism is also often referred to as *the fourth estate* or the *watchdog* because of the influence it has on society, a power to change people's opinions not only in everyday life but also in political behaviour. (Knuuti 2020, 9–10).

Conboy writes that newspapers are generally known for political and economic information. However, there are many more aspects the newspapers can focus on nowadays. For example, sport or some personal stories or opinions that might evoke specific feelings in the reader. The language of newspapers is also quite disregarded and should be paid more attention to. As well as each platform has its specific aspects such as layout, target audience it also has its specific language which the writers stick to. Through this language, information can be delivered to the reader. (Conboy 2010, 3–5).

One of many reasons why such newspapers exist is to gain revenue from selling copies. Therefore, the goal of journalists and newspaper owners is not only to inform and entertain a reader but also to gain recognition and new potential readers that would buy their product. For this reason, a journalist should act like a writer and its reader in order to know what a reader wants. (Busà, 2014, 34–36).

News can also be divided into two groups based on their appearance and importance. The first group is the hard news which usually appears on the front page of newspapers. This news is the most important (e.g., the pandemic, natural disasters, economic news, political statements, laws, elections, or breaking news). Considering the thematic of this bachelor thesis, the selected news articles belong to the hard news category. The second category is the soft news, which can be considered less important, but it depends on the reader's point of view. Entertainment, sport news, and lifestyle can be put into the soft news category. In contrast to hard news, soft news satisfies the reader's interest and deepens their general knowledge. (Busà 2014, 36–37).

1.1 Categories in Newspapers

Wahl-Joergensen and Hanitzch claim that newspapers' language into a set of genres, and that is: biographical, comprehensive, event-focused, and image-focused. (Wahl-Joergensen and Hanitzch 2019, 9–10). Ungerer on the other hand shares that newspapers do not have any particular genres. There are certain categories as mentioned before such as sport, business, art, etc. which can easily be seen and recognized by the readers. Many divisions of journalism occur among different authors. (Ungerer 2000, 133–135). Postema and Deuze agree journalism is divided into film journalism, photojournalism, design journalism, and literary journalism. Traditional journalism includes stories and articles from every section or division (e.g., sport news, world news, region news, entertainment, and advertisement). (Postema and Deuze 2020, 1305–1322).

In terms of the types of news articles, they can be divided into interviews, which employ answers and questions, a feature article, which allows the journalist to share their own experience and to develop the idea even more than it is in the news article, then reviews, columns, and last but not least editorials, which together with columns and reviews employ a personal but justified opinion of a writer or a critic who make reasonable arguments based on their ethos. (Knuuti 2020, 14–15).

2 MASS MEDIA AND NEWSPAPERS

Jucker claims that mass media can be divided into two groups which define most of the media nowadays. Printed media such as newspapers, magazines, radio, television, and the internet bellows in the narrow media category. The broad media category includes printed media such as books or billboards. One thing that is common for both of these types of media is that they are communicated only in one way. That means that the writer will communicate particular information to the reader and the reader has a little chance to communicate back as it is in any discourse such as an interview. However, an exception occurs when it comes to the news shared on the internet where the reader can communicate back for example through comments. Therefore, this type of newspaper sharing would not be labelled as one-way communication. The information is usually not written and communicated only by one author but rather by a team consisting of writers and editors whose job is to make coherent and cohesive text. (Jucker 2007, 1–3)

2.1 Online Journalism

Since the emergence of newspapers in the seventeenth century the journalism has been evolving and changing. However, a major change happened on the verge of the twentieth and twenty-first century thanks to innovative technologies and the internet. More possibilities were available. Not just gifs, attractive graphics, technical upgrades that were suddenly easier to make but also the audience could react to the online news. Nowadays, almost every printed newspaper has its online form where you can log in, comment on articles but it is also possible to contact the author of the article. Besides that, a personal blog can be created by non-journalists to write and share personal stories or comments on existing news. (Richardson and Stanyer 2011, 2–5).

Despite the fact that online newspapers have become the easier more available form of newspapers the credibility of online newspapers is still lower than the credibility of their printed forms. Even though the newspapers have the same name, owner, and similar articles people perceive such media as something which does not have a long history and therefore cannot be trusted. This can also be caused because of the accessibility of online newspapers which can be either accessed online with some restrictions on archives or can be subscribed by a monthly or yearly payment. Therefore, almost anyone has the access to read, comment, and share the articles of particular newspapers, which can distort the information which was conveyed in the first place because of the influence of the reader's comments. In terms of

intertextuality, online newspapers can contain hyperlinks to other articles and web pages, therefore the reader can access the text which is referred to more easily than it is in the case of printed newspapers. (Tolochko and Boomgaarden 2017, 4–10).

3 TABLOIDS AND BROADSHEETS

Newspapers are divided into two widely known categories – namely to broadsheets and tabloids. Although, there has been a general opinion that tabloids are less serious than broadsheets, in the Rowe's study was found that there is just a slight difference between these two concepts. (Rowe 2011, 450–458)

British tabloids are far more purchased by people than broadsheets are. In contrast with tabloids, broadsheets mostly cover political, economic, and more serious content than tabloid which cover some serious news but is rather interested in delivering popular culture stories that are appealing to a wider variety of readers. A broadsheet uses more formal language and appropriate visual elements. (Bednarek 2006, 12–14).

As claimed before tabloids and broadsheets employ different vocabulary when writing articles. In tabloids, we can find more explicit and colourful words (dramatic words such as *shocking*, opinionated words such as *surprisingly*, etc.) than in broadsheets who rather use neutral words. The usage of *but* as a contrast conjunction is higher in tabloids, broadsheet on the other hand rather use *while* and *although* which is not that popular in tabloid writing. In terms of the importance of messages and if the news is relevant for the audience or a region where they are printed tabloids are slightly less relevant than broadsheets. Moreover, news in tabloids is aimed to inform its readers about celebrities and other well-seen social figures while broadsheets are aimed to inform its readers on a wider variety of relevant themes. Modality has already been discussed earlier, modality is used to express how reliable is a piece of news or a journalist, broadsheets use *will* and *be to* modality to express higher reliability of what is said, on the other hand, tabloids frequently use *would* and *could* modal verbs. (Bednarek 2006, 96-109).

3.1.1 Tabloidization

The term tabloidization is used to describe a contemporary type of newspaper which can be quite simplified in terms of its delivery and style. Less space for text but more space for headlines, pictures, and advertisements is devoted. Tabloids are usually of a smaller size in comparison to broadsheets. Because of the changes of human perception over time more visuals and captivating headlines, fonts, the space is fully used in order to gain the reader's attention. The main reason for tabloidization is the emergence of the internet, online web, blogs, television, radio, and marketing strategies.

Uribe and Gunter confirm that tabloids differ only slightly from broadsheets. Their study divided the term tabloidization into three main areas. The first area is the range. As highlighted before the space in tabloids is used more for advertisement, entertainment, and soft stories. The articles also involve celebrity and public persons thematic, which is not that usual for broadsheets. The second area is the form which develops the idea of the space usage in the article. More space is dedicated to images and headlines than to the actual articles and text. This visual appealing effect attracts more readers, usually adolescents. The articles seem to be shorter because of the smaller format. This is one of the most noticeable differences of tabloids and broadsheets. The last but not least area is the style. Tabloids became more personalized in terms of taking public figure as an individual – writing became personal and private. In the articles can be found some personal opinions and point of view. In terms of voice, the passive voice is still used, however, the active voice can be in majority. (Uribe and Gunter 2004, 388-390).

Thanks to the tabloidization the language expression has quite changed. Lefkowitz (2016, 4–5) claim that in such newspapers simpler sentence structure and vocabulary which was not commonly used in serious newspapers can be found. Direct speech and quotation are used commonly in tabloids. It is also important to highlight the reason why quotation is used more frequently nowadays. Not only to appear more personalized to get closer to the reader but also to stay unbiased and objective while presenting the truth.

The use of different linguistic features to appeal to various people such as younger groups to be more informed about the situation in the world. Younger people and a wider range of readers are the reason why the text and sharing techniques (e.g., sharing pictures, online web updates, possibility to comment) became more visually appealing and up to date with popular culture. (Conboy 2010, 113).

4 THE DISTRIBUTION OF INFORMATION IN THE ARTICLE

As mentioned before the typical aim of newspapers is to communicate economic, world, and political news. Such important news should be from a reliable source and communicated professionally. But the term credibility and professionalism can mean something different for each person. This takes a lot of training and skilled journalists who use specific language in order to communicate the message the way they established it. Therefore, the author of such articles should create suitable sentence structure and vocabulary for its target readers. Less complex sentence structures appear more credible than more complicated structures. Serious newspapers use syntactic complexity more than tabloids. On the other hand, tabloids are semantically richer, the vocabulary is way more colourful. Therefore, more connotations can be made. The reason for this might be that broadsheets are monitored and edited more thoroughly compared to tabloids. Broadsheets appear as more serious newspapers that is why they use sentence structure which the reader is used to without any big surprises, only the needed information is communicated to the reader. However, tabloids occupy the reader's mind more creatively by using for example colloquialisms and emotional vocabulary. (Tolochko and Boomgaarden 2017, 4–15).

There is a common way how the news sections are divided. According to Ungerer the traditional newspapers are organized the following way: the regional news can be found in the first part. The reason for this might be that the reader is usually interested in what is going on in his own region rather than the situation far away, which does not affect him that much in comparison to the regional news. After this kind of introduction, foreign news can be found. Other news such as sport, businesses and also advertisements are usually located at the end of newspapers. A scale of importance can be applied through the whole newspapers based on their distribution, from the most important news to less important. However, it is not always divided into the same sections mentioned above. Each section and each article can be recognized by its headline. The division should be obvious to avoid any confusion for the reader. (Ungerer 2000, 133–139)

4.1 The Inverted Pyramid

Knuuti says that the most important type of article is the article that either informs about regional news or world news, the inverted pyramid is used to deliver the information effectively. The first written information is the most important one and it is further developed into more details, sometimes the details can also be omitted without any major changes to

the news told. In the middle of the article, some less significant information can appear, however, the important information shared at the beginning of the article can be detailed in the body of the article. The information that is redundant and could be left out because it is not connected to the theme of the article can in the majority be found at the end of the article. This information distribution can be found in the majority of the articles. (Knuuti 2020, 13-18).

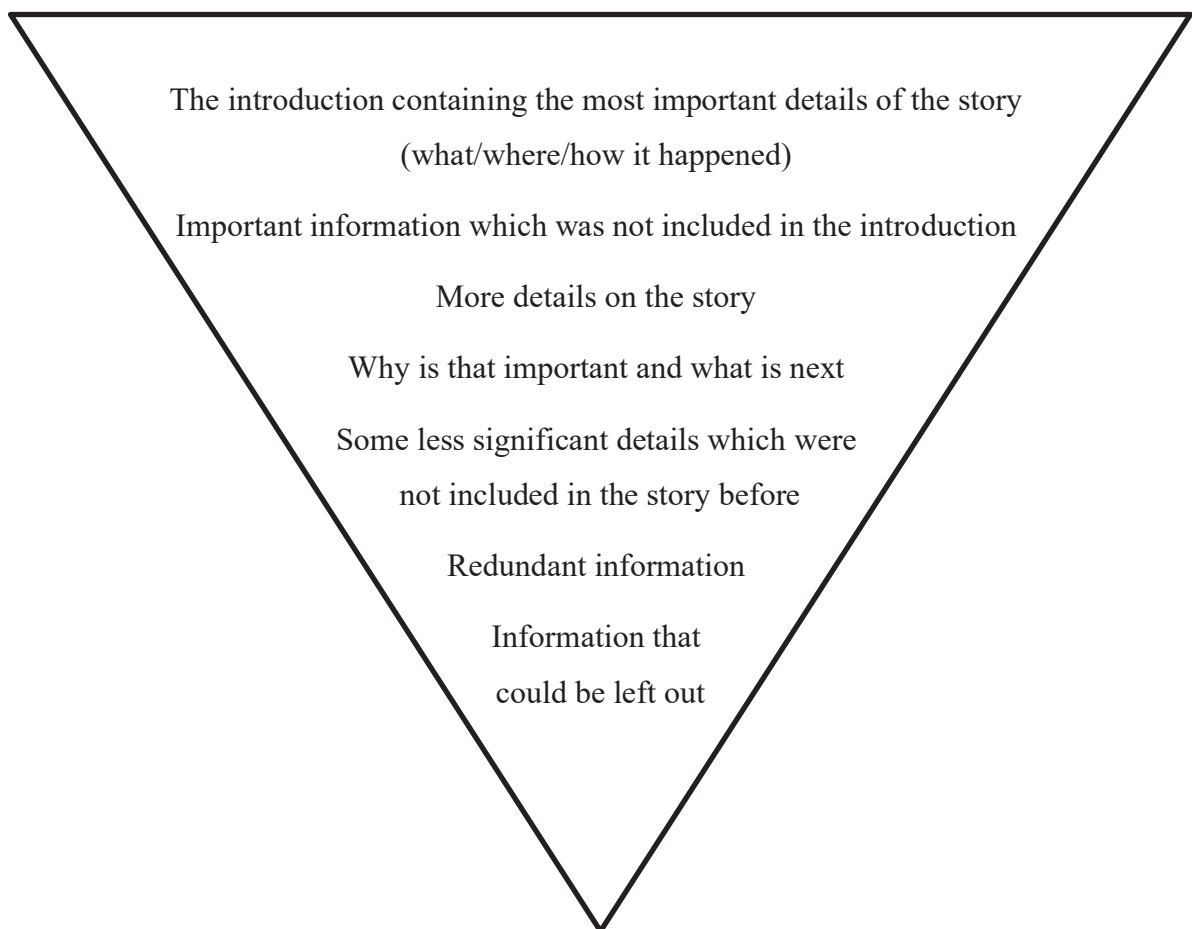


Figure 1 The Inverted Pyramid

To convey news the article should be up to 250 words to be quickly and easily read. All the important information should be delivered in the first part of the text so the reader does not lose attention and interest in reading the whole information. The article starts with less but more important information and develops the information into details. A reader should not wait longer than 30 seconds for the online newspaper to load it so the reader does not lose interest. Therefore, pictures shared should be both high quality and small size to load quickly. Home pages are attractive in terms of the graphic so the reader is encouraged to stay

on the page and read it thoroughly, however, the page should not be overembellished so the reader remains oriented in the content. If there is any additional information inside of the article (a link) it should not take more than three clicks to get a hold of the information otherwise, the reader gets frustrated. (Rudin 2002, 96–105).

The introduction of an article should not be longer than 30 words to convey the most important information and encourage the reader to read the whole article. The readability of such an intro can be tested by reading it in one breath. For this reason, some information can be shortened. A good intro should only contain three main detailed ideas which are later developed in the rest of the article. The intro should contain active verbs that are used to make the reader curious and eager to read more. The information that is the most interesting for a reader is what happened rather than where it happened, therefore the information should be delivered accordingly. (Mckane 2006, 33–40).

5 EYE-CATCHING ELEMENTS OF NEWSPAPERS

The visual side of newspapers had developed since various technological innovations. Photographs, graphs, and even cartoons have become a complement to a text. One of the advantages of online newspapers is that pictures are colourful, audios such as recorded speech or music, and also videos can be used. Such visual aspects encourage readers to be more inside of a story and help to visualize it. The article is composed of the introduction, body, and conclusion. These three sections contain paragraphs that make the article more readable and visually clear. (Busà 2014, 31–34).

Rudin and Ibotson divide the news article into four sections, that is *the introduction*, which contains a quick summary of the most important information in the article, *the explanation*, where the information is detailed and some more information are being added, *the amplification*, which gives the reader an explanation and proof (e.g., direct speech) of the information already written, and *the conclusion*, which should put together the information in the whole article or somehow end up the article with no further questions. (Rudin and Ibotson 2002, 53-54).

5.1 Headlines

Rich writes that an eye-tracking study was taken in order to find what draws the reader's attention the most. It is claimed that most of the reader's attention is paid to colourful pictures than the headline, then to the highlighted introduction of an article, generally highlighted text (e.g., text in bold), quotation, and small paragraphs of a text that are usually in the first part of the news article. The readers usually scan throughout the whole article and the page of newspapers. (Rich 2010, 18-19).

Fedler et al. claim that when writing a headline, the journalist avoids any kind of jokes or phrases, words that might cause some controversy, for that reason a journalist aims to catch the reader's attention by telling the reader the most important or interesting information in the headline, which is going to be detailed further in the article. (Fedler et al. 2005, 2–3).

Aamidor et al. agree with Fedler et al. that a headline usually contains some catching information, in many cases, the power of ethos is applied, for this reason, many headlines contain phrases that involve specialists in a particular field who either agree or disagree with the idea and information of the whole article. The headline is usually dramatic and contains just a few words but a direct and indirect speech can also be used (e.g., *He/she claimed*, etc.).

Nevertheless, Aamidor claims that the headline can be misleading and only eye-catching but not really about what the article says generally. In this case, the headline is only used to gain as many clicks as possible, mainly in the online newspaper form where the numbers of people who clicked on a certain article are counted. (Aamidor et al. 2013, 58–59)

5.2 Paragraphs

One of the major eye-catching aspects of a news article are the paragraphs which usually contain a small number of sentences in order to make the text readable and divide the information. To create logically connected text, the journalist uses conjunctions that connect clauses inside of a sentence. Conjunctions such as *for*, *and*, *but*, *nor*, *so*, etc. are used to connect two main clauses which are on the same level. Journalists tend to use co-ordination more frequently because it appears more natural to a reader. Subordinative sentences consist of clauses that are not equal but have some kind of relationship. (Busà 2014, 75-78).

6 THE LANGUAGE OF NEWS ARTICLE

The news article always starts with a headline that introduces the whole article to the reader, it also gives the reader an idea about the theme in the article, it gives them the answers. The whole text is composed of paragraphs that usually contain one to two sentences. In printed newspapers, the text is divided into columns, which helps the reader to read quickly and still understand the information being conveyed. Each paragraph should persuade the reader to read more to get to the end of the article. Therefore, the introduction, the body, and the end of an article develop the information that has been given while giving the reader new information throughout the whole article. (McKane 2006, 27-28).

Journalists use a wide range of words depending on an article's subject. In order to keep the reader entertained and still stay informed synonyms are usually used, however, the synonym for a particular word should be in the same register (formal/informal) and similar as is the theme of an article. (Busá 2014, 130–131).

Words convey denotative and connotative meanings. The denotative meaning of a word refers to a literal meaning and connotative meaning is connected to a positive or negative association with the word. The way how groups, people, or things are named in articles is called the referential meaning. A journalist uses referential strategies by choosing the right name for different social categories (e.g., sex, religion, job, etc.). These strategies have a psychological and social effect on the reader. Even though the consensus that newspapers appeal unbiased the use of particular words can create either a negative or positive attitude towards a person, group, or institution which is communicated through that word. Therefore, the author can purposely change the perception of the truth (e.g., by using words with negative connotations which refer to physical features or stigma). A concept called the ideological square is characterized by the fact that self-presentation, (e.g., presentation of what is close to us such as place, people, values) is usually connected with words with a positive connotation. On the other hand, the presentation of others (e.g., presentation of other countries, different values) is connected with the use of words with a negative connotation. (Richardson 2007, 46–52).

6.1 Adjectives

Randall claims that adjectives are overused in news writing, mainly when reporting a disaster, a journalist often uses adjectives such as *shocking* or *huge* by which the greatness

of a situation is expressed. He also claims that sometimes the used adjective is used inappropriately and does not correlate with the meaning of the actual information. (Randall 2016, 191-192). Caple and Bednarek also claim that the use of, especially, secondary adjectives is dominant in news writing because it helps to stimulate the reader's imagination. (Caple and Bednarek 2012, 85). The adjectives seem to be one of the major elements in an article which makes the article either positive, negative, dramatic, neutral, etc, for this reason they are mentioned in this thesis.

6.2 Active and Passive voice

To communicate a piece of information in an effective way we first need to understand what is performed in the sentence, this can be done by the vocabulary and grammar used in the sentence. The correlation between the performed action and its performer is called Transitivity (e.g., what happened to whom). For this reason, we should know who are the participants and what kind of role they play, this information can be found in noun and verb phrases. In newspaper articles, a passive voice is frequently used unlike an active voice. In a passive voice, the subject is a recipient of the verb action. A passive voice is used to emphasize the action that is happening to the object or a person. Therefore, an active sentence *Eve stole the money* can be transformed into a more passive voice *The money was stolen by Eve*. Moreover, if a journalist wants to highlight some information, he/she can also omit the agent (e.g., *The money was stolen*). A passive voice can also be used if a journalist is not exactly sure or he/she believes it is unnecessary to highlight the performer of the action but rather want to emphasize the object. Another reason for using a passive voice is to appear more depersonalized from the information delivered. This can usually be seen in political news where the responsibility does not belong to a specific group or person but it is only said what happened and why. This can help the newspaper to look politically impartial. (Richardson 2007, 54-74).

By using a passive structure, the written language sounds more formal, objective, and also appears as more informative than persuasive, however, when using pronouns (e.g., we, you, I) the language can become more overtly persuasive. (Mooney and Evans 2015, 48-49).

6.3 Repetition

Mooney and Evans wrote a list of phenomena that usually occur in news writing. The overall goal of such phenomena is to emphasize particular information in order to inform or persuade and thoroughly inform a reader. That can be done by repetition, which also helps to link the whole text together. Some information can be foregrounded, more emphasized, in contrast to backgrounded information which is necessary or not that important. Such repetitions are done by parallelism which repeats a word, phrase or employs a particular similar structure within a sentence. When reading an article, a reader can be faced with granted information that had not been talked about before but the reader still understands the message. This is called the pragmatic presupposition, e.g., when a reader sees a headline *the president taken to hospital after a positive test*, the reader understands that the president had been tested and might be feeling bad even without any general knowledge of a current situation. (Mooney and Evans 2015, 46–49).

6.4 Metaphors

Metaphors are frequently used in news writing, especially in political news. They are used in order to create an abstract idea that is similar to the one actually written. Another reason for using metaphors is to make the language more interesting, persuasive, and colourful. Mooney and Evans claim that metaphors do not need to contain a verb while still being expressed effectively only by a noun phrase. They also added that sometimes it is crucial to analyse such metaphors in intertextuality when a metaphor is connected to other texts or social practices. (Mooney and Evans 2015, 50-51).

6.5 Quotation

Shoemaker and Reese claim that because of the journalist's goal to stay objective and the need to support statements, he/she uses quotation marks that usually shares some facts, ideas, thoughts or opinion of specialists or someone important to the news story. However, sometimes the quotation is not factually correct or is not in line with what was actually said by the person or organization. (Shoemaker and Reese 2014, 108-109).

Bednarek agrees with Shoemaker and Reese, she also claims that quotation marks can be used to highlight the journalist explicit disagreement with some statement or even that the idea is sarcastic. (Bednarek 2006, 126-150).

Randall claims that the use of a quotation is increasing and that sometimes it is used excessively. The reason for this might be that the article by itself does not have strong arguments, therefore the ethos of someone else can add up to the credibility of the article. Similarly, as Bednarek, Randall claims that quotation marks do not have to be used only with sentences but also only with single words. Apart from sarcasm, the journalist can highlight the contrast of the word and what is actually meant in the story or just to express the distrust in what is being said. When a journalist uses reported speech, he/she can either use *say* or *says*, usually followed by a name. There is however a difference between *say* and *says*. *Say* is used when something specific is being shared and *says* is used for expressing a sentimental idea. (Randall 2016, 244–255).

6.6 Narrative Style

Because of the emergence of online newspapers and quicker communication, the style of delivering information in the articles has changed. Some aspects of the inverted pyramid are still present (what, where, when and who) but the delivery is transformed slightly so the article is even more readable and enjoyable to the reader. This type of news writing is nowadays the most used one. As the name suggests the narrative style of news is similar to the writing of books and similar. In the first part, in news writing the paragraphs, is told what the further information entails but does not have to include any introduction which summarizes the whole article. The body part, similarly as the inverted pyramid contains the main information detailed and the end of an article involves the summary or the result. The article can also be told in the first person but some kind of objectivity should be preserved. What is usual is that a dialogue or a direct speech is present to entertain the reader and inform him of a particular situation in a comprehensible and enjoyable way. An article can be fully story told by a journalist but an article can also be a mix between traditional news writing using the pyramid and the storytelling. (Busá 2014, 68–72).

6.7 Bias in Articles

Rouner et al. say that while writing an article a journalist can look for biased sources because of his/her personal beliefs. This confirmation bias can lead to a politically biased article. To avoid such bias a journalist should take into account more than one contradictory point of view to create an informative article without leaning to one or the other side. Anderson and McLellan agree that despite the code of ethics a journalist is still affected by his/her personal

life and beliefs which can be displayed in the article. (Anderson and McLellan 2006, 474–479).

As Wahl-Joergsen and Hanitzch claim a modern journalist is someone who tries to convey a piece of information but also acts as an advocate of specific social groups or political opinions. For example, they share factual information from which they draw a personal conclusion. (Wahl-joergersen and Hanitzch 2009, 299–300).

6.8 Delivering Serious Information

The texts that have been chosen for this thesis are concerned with the Covid-19 thematic, which can be considered as serious information to be delivered, because of the abruptness, the health issues, and the economic effects that the Covid-19 has been causing.

Randall claims that such serious messages should be delivered accordingly to their seriousness. Therefore, the article is delivered in a suitable tone, using the right vocabulary and predominantly an active voice, which keeps the reading pace and therefore informs the reader in a shorter time. The sentences are highly informative and avoid any humorous language. He also added that a change between paragraphs is not needed throughout the whole article, because the reader can be orientated by paragraphs and therefore adapt to the changes of subject. (Randall 2016, 202 – 207).

7 DISCOURSE ANALYSIS

A produced text is decoded by the reader by their understanding of chosen vocabulary and the structure through which a journalist is conveying the information. The analysis should be done not only through its linguistic features but also in its social context to understand the real meaning and its consequences. However, the knowledge of a readers and the ideology of them can result in a different interpretation of the message that was intended by a journalist. A social aspect of language (e.g., habits that are commonly known for us, an action that follows after another action, etc.) is a key role for a journalist and to create a text which is semantically and logically understood. This social practice conveys the inequality, discriminations, and power positions which is universally understood by social behaviours and cultural common knowledge. A text can be analysed from three different points. How the text is represented, its social relations, and last but not least by its cohesion and coherence. What should be taken into consideration when analysing a text is not only what the text contains but also what is not presented. A text is therefore analysed by its discourse, the text, and its context. (Richardson 2007, 24-45).

Bednarek mentions that studying the socio-context in text analysis is crucial. Apart from a non-linguistic sociological analysis, a linguistic study of communicative ways is important in analysing. These communicative ways can be approached from the whole process of creating a news article, for example how the article and by whom the message was created (e.g., an editor can slightly change the writing techniques which can make the information different than was intended in the first place). Another approach is taken from the feedback of a reader if the reader can react and share their own opinion. An article is usually connected with an organization and newspapers which produce such media. Comparative analysis should highlight the differences between the two media. (Bednarek 2006, 14-16).

7.1 Intertextuality

Tannen et al. suggest that in a text a reference to other texts can be found in order to comment on the idea given in the source text or to elaborate on the idea. They claim that every text is based on different texts and other media such as *painting, music, film*, etc. Therefore, the idea is recycled in order to create something new. To fully understand a particular text the recipient (in this case the reader) should have some general knowledge so he/she can connect the text or media with the media that is referred to. (Tannen et al 2015, 42-44).

8 SELECTED NEWSPAPERS

Four different newspapers are chosen for later analysis in this bachelor thesis. The goal was to choose two American and two British newspapers also divided into tabloids and broadsheets to find their differences and similarities. However, tabloids are not as extended in the USA as in the UK. Therefore, two broadsheets were chosen for the U.S part. British tabloid The Daily Mail and broadsheet The Telegraph were chosen. These four newspapers will be compared in terms of their language dispositions, their visual side, and semantics.

8.1 The New York Times

One of the newspapers discussed in this bachelor thesis is The New York Times which are present since the year 1851. This newspaper also has an online form. However, since the year 1996 when the idea of writing the news on the web site emerged the traditional print media is still quite popular and make a profit to the company. One significant problem at that time was that the print media allows predominantly text whereas the online web has many options of how to be interactive using for example pictures, videos, or quick updates which is not possible with the printed version. The New York times stays one of the most respected newspapers in the United States. (Usher 2014, 1–8).

The topics shared in the newspaper are political, economic but also topics from daily lives (reviews on films, Broadway shows, where to travel, etc.). The articles in The New York Times are written by journalists who are specialised in certain professions (e.g., doctors, former U.S Marines, masters of business) who are delivering themes well-known for them. The home page of The New York Times displays the newest articles and also shows how many minutes ago the article was updated. Sections such as World, U.S, Politics, N.Y, Business, Opinion, Tech, Science, Health, Sports, Arts, Books, Style, Food, Travel, Magazine, T Magazine, Real estate, and video are the main sections. After clicking on each section, subsections regarding the latest updates appear. The language of the whole online version of news can be switched into Spanish and Chinese. There is a possibility to create an account by adding an email to subscribe to news. The target readers of the newspaper are in majority males and democrats. (The New York Times, 2021).



Figure 2 The Home Page of The New York Times. (<https://www.nytimes.com/>: Accessed 19 February 2021).

8.2 The Washington Post

The Washington Post, founded in 1877 by a democrat Stilson Hutchins, is owned by Jeffrey P. Bezos, the founder of Amazon.com. The Washington Post is considered to be serious broadsheet. The slogan which is used by the company is *Democracy dies in darkness*. In its beginning, the newspaper cost three cents and contained only a few pages. The Washington Post was owned by several people through the time. The Washington Post was labelled as cantered or right-sided and in the year 1889 it was sold to a republican Frank Hatton which lasted for about 6 years when in the year 1905 John. R. Mclean bought the company. But it lost its objectivity and sold fewer copies because the owner and his son, who owned the newspapers after John R., shared their political beliefs and objection in the newspapers. The Post had many more owners since from whom it became famous for its independent attitudes and well-written articles. The online form of The Washington Post website was created in the year 1996, in the same year they started using coloured pictures and graphics in their printed form. The company also won many awards, including 60 Pulitzer prizes. As all of the other newspapers discussed in the thesis, even The Washington Post's online newspapers can be accessed after a required €20 a year. This allows you to read any news article. There are sections on the home page that allows the reader to orientate quickly and easily. The motto of the newspapers is *Democracy Dies in Darkness*. The average age if the readers is 30 years old. (The Washington Post, 2021).

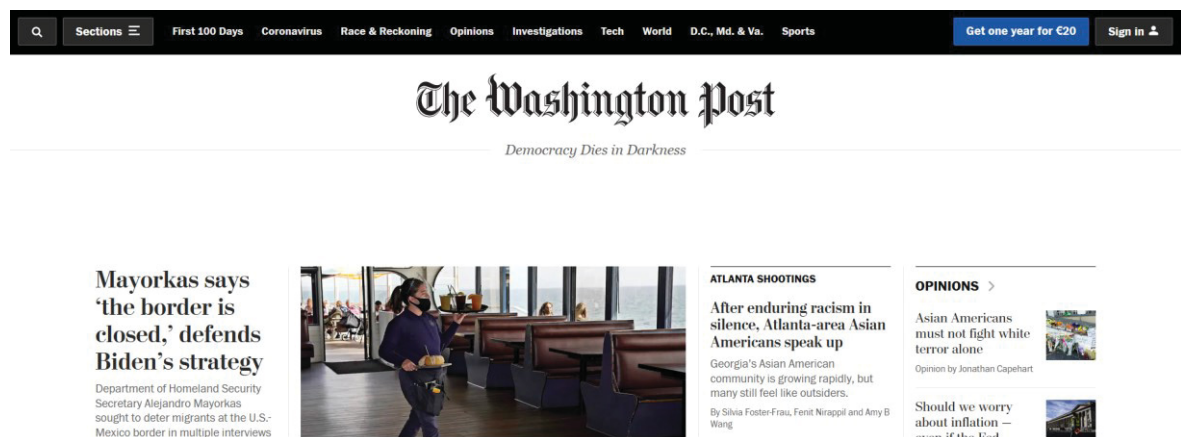


Figure 3 The Home Page of The Washington Post. (<https://www.washingtonpost.com/>. Accessed: 21 March 2021).

8.3 The Telegraph

The Telegraph is one of British most famous newspapers founded in June 1855. Famous thanks to its low price in times when the tax rose and because the newspaper is the first national U.K newspaper that made their content online. For this reason, The Telegraph gained recognition and became admired. The only benefit was not only a low price but also the style of writing which was similar to the American one. The popular style of such newspapers attracted new readers. The journalists and editors came up with something new but still kept its seriousness. This combination was successful enough to be a competition to the Times, which were the most popular and respected newspaper at that time. This newspaper was not only about writing articles but also about the connection between the writer and the reader. One of the first famous newspapers which helped the people to be heard and to share their opinion. In its beginning The Telegraph was selling more than all its competitors together. Themes such as domestic violence, riots were themes that were not usually explicitly showed in newspapers, however The Telegraph devoted one whole page to such themes. (Conboy 2010, 91–93).

The Telegraph changed from broadsheet to tabloid very slightly so it can still be considered serious. The main change is in the usage of images, which is higher than it used to be, especially in The Telegraph's online form. However, the usage of text space remains relatively on the same level over time. (Rowe 2011, 450–458).

The screenshot shows the homepage of The Telegraph. At the top, there are several promotional banners: 'NEWS WEBSITE OF THE YEAR' with the Telegraph logo, 'SIGN UP: MATT NEWSLETTER' with a cartoon character, 'CLAIM: SUBSCRIBER REWARDS' with a 'T' logo, and 'EXPLORE: TONIGHT'S TV' with a TV icon. Below these is a navigation bar with categories like Coronavirus, News, Politics, Sport, Business, Money, Opinion, Tech, Life, Style, Travel, Culture, a search icon, a 'Subscribe now Save over 85%' button, a 'Log in' button, and a menu icon. A large central banner reads 'Subscribe now and save over 85%' with the tagline 'Stay expertly informed on every step of the road to lifting restrictions' and a 'Start your free trial' button. Below this, there are three main sections: 'NEWS BRIEFING' with the headline 'Kill The Bill' Police officers sustain broken bones during violent demo', a photo of a burning police van, and 'OPINION' by Douglas Murray with the headline 'In Priti Patel, we finally have a Home Secretary prepared to take on the Left on asylum'.

Figure 4 The Home Page of The Telegraph. (<https://www.telegraph.co.uk/> Accessed: 21 March 2021).

8.4 The Daily Mail

The Daily Mail, founded in May 1896, is one of the British known newspaper considered not very serious. This newspaper uses visually appealing headlines, entertainment articles, and popular themes usually common for tabloids. It used to be sold for a low price so it could be available especially for middle-class workers and women. A small part of the newspaper was specifically devoted to women. The division of headlines, articles, entertainment, and advertisement had to be balanced on the paper and every part of news should be in its place, therefore the journalists use the space to highlight the most important information. This could however lead to a bias of the writer, editor, or owner of the newspapers. The front page of The Daily Mail is usually covered with advertisements and short stories. Compared to The Telegraph which is considered to be more serious. The Daily Mail belongs to the group of tabloids based on its visual and communicative techniques which were more popularized. (Conboy 2010, 115–118).

The online form of The Daily Mail is clearly divided into News, U.S, Sport. TV&Showbiz, Australia, Femail, Health, Science, Video, Money, Travel, DailyMailTV, Discounts. After opening these main section subsections (latest headlines of news that have been recently published) appear. Recent news and clickable articles are displayed on the home page. Compared to the rest of examined newspapers in this thesis, the newspaper's online form is almost full of advertisements that appear in both corners of the page, and also

a different video advertisement shows up once you click on each section. Feedback can be given by the user by sending an email. Readers can also contribute to the news creation by sending their observations, photos, news, and videos to The Daily Mail, they can also be paid for it. The reader also has the possibility of liking The Daily Mail on Facebook. (The Daily Mail, 2021).

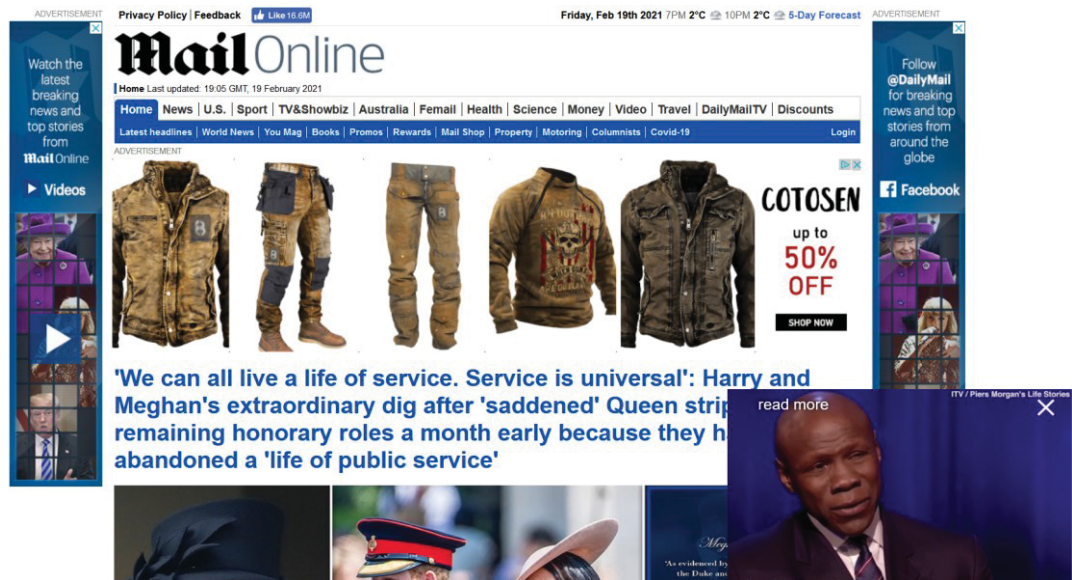


Figure 5 The Home Page of The Daily Mail.

(<https://www.dailymail.co.uk/home/contactus/article-3701580/How-Complain.html>:Accessed 19 February 2021).

II. ANALYSIS

9 METHODOLOGY

The newspaper articles in this bachelor thesis will be analysed lexically (e.g., vocabulary, types of sentences, etc), how the text is organized based on the inverted pyramid, and if the text is related to the theme. Nevertheless, because of the accessibility of the news article, the articles will not be analysed in terms of graphics. The analysed articles are in an online form. The news articles will be attached to this thesis on a CD.

The selected texts are all concerned with a Covid-19 thematic, the theme in each section deals with the medical side of the coronavirus (e.g., new cases, symptoms, hospitals, vaccines), the articles are divided into two sections. Each section has a similar theme and the text by each selected newspaper was written the same period. The theme for the first section was chosen because of the novelty of coronavirus, therefore it will be analysed how the newspapers conveyed such new and vulnerable information. The theme for the second section was chosen because of the controversies of the Sputnik V vaccine in the world and the number of available texts, therefore it will be analysed how each newspaper approached such political controversy, if the conveyed message is objective.

The text will be labelled by the name of the newspapers and the section e.g., *The Telegraph 1*. Inside of these sections, the analysis of each news article will be done, the text will be compared to each after the second section.

9.1 The Goal of the Analysis

Based on the theoretical part, the differences between tabloids and broadsheets can be found, it is important to highlight how the British and American press convey such a serious message. The aim of the analysis is to analyse all the selected texts individually and then compare the texts to each other in order to highlight the differences and similarities. The selected articles will be compared to each other mainly in the section. Articles from the first section will be compared to each other not with the articles from the second section and vice versa because of the differences in the themes, however, some similarities and differences of both sections together are highlighted in the conclusion.

One of the parameters for the text analysis is the social context, if the headline corresponds with the theme, and how many themes occur in the article. After the analysis of the theme is done, it will be crucial to understand if the delivery of the theme is rather negative, positive, or neutral, based on the use of vocabulary in the article. Last but not least

the article will be analysed in terms of syntax (e.g., if the articles use passive or active voice and what kind of sentences the journalist uses). Some additional information will be also taken into consideration, for example, if the text is intertextual (to what entities the journalist refers to), the length of the article together with the amount of information and the objectivity of the article.

The corpus of the selected texts from each newspaper was made in order to find the differences and similarities between them. Examples in cursive will be used to demonstrate the phenomena found in the news article. However, because of the required number of characters, only some examples will be showcased (for example when referring to the use of active voice in the article, only one or two examples will be available).

10 SECTION 1

The selected news articles from the British and American selected newspapers that were produced at the global outbreak of the pandemic were chosen for this section. This outbreak was on the verge of February and March 2020. These texts were chosen by using keywords such as *the emergence of coronavirus, hospital shortage, and first cases*.

10.1 The Telegraph 1

This news article was published in the Telegraph.co.uk, (the online form of The Telegraph newspapers), in London on 23 February 2020. The article is written by Henry Bodkin, who is a health and science correspondent for The Telegraph.

Bodkin introduces the article with the headline *World is on the brink of a coronavirus pandemic, warn virologists, as four more cases emerge in Britain*. The headline refers to *virologists*, which already suggests that the article is supported by the opinion of experts.

The text begins with the introduction *Four new cases in Britain and Lombardy towns in lockdown after major outbreak*. The introduction is concise, it is also in bold letters, so from the visual side it is more eye-catching to the reader. Nevertheless, the introduction does not sum up the article but rather leads the reader into the whole story.

Based on the inverted pyramid the article seems to be informative throughout the whole article. New information is added at the beginning of the article by telling the readers how many new cases of coronavirus had recently emerged in Britain, but the author adds new information and experts' point of view even in the body and the end of the article. There is however no conclusion or a summary of the text at the end of the article. All shared information can be labelled as important (e.g., new cases, experts' opinions, world situation), however, some information can be recognized as less significant to the reader (e.g., *Venice carnival has been cancelled*). However, this can be evaluated objectively, because the carnival was cancelled due to the coronavirus, therefore it is relevant to the theme of the Covid-19). A more personal story about an infected married couple is shared in the article, which can have an emotional impact on the reader.

Words such as *pneumonia, symptoms, quarantine, outbreak, pandemic, coronavirus* were used repeatedly in the text. This terminology is related to the topic of the article and the world situation. Words such as *pandemic, quarantine, and coronavirus* have become frequently used since the emergence of the Covid-19. The article also uses dramatic

adjectives and collocations such as *major, massive, impending pandemic*. Some other dramatic expressions were used such as *the European threat from coronavirus dramatically increased* in order to express the greatness of the disease in the EU, *the situation is concerning*, which also expresses the severity and urgency that the journalist tries to imply in the text, and *they are desperate*, which was used as a direct speech and a reference to a family abroad. In the tenth paragraph Bodkin refers to the spread of cases in Iran and South Korea as *an explosion of cases*, the reader then has an idea of the situation in foreign countries. Based on the vocabulary, the delivery of the information is rather dramatic. As Bodkin uses many experts' opinions the article can also be considered objective.

Both passive, when stating facts in past (e.g., *new cases of coronavirus were confirmed, the patients had been tested, they have now been transferred, towns were put into official lockdown, has been cancelled*), and active voice, when stating facts that are still true, can be found in the article (e.g., *patients are in the hospital, countries are on the list*). The article contains 35 paragraphs, sometimes one paragraph contains only one sentence. The sentences are predominantly complex, because of the idea being described.

10.2 The Daily Mail 1

This news article was published by The Daily Mail in London on 19 March 2020. The article is written by Ben Spencer, who is a medical correspondent for The Daily Mail.

The whole article appears quite confusing in its delivery. The headline *25, 000 checks but NHS staff won't a day... get one: VIRUS PANIC SPREADS Row as medics in frontline of corona battle aren't screened for deadly bug* is quite confusing because much information being put together. The use of expressiveness is higher compared to other articles in this thesis. The author uses capitalization of some words in order to highlight the importance of them.

In the first part of the article, it is reported about the testing of the Covid-19 which involves the NHS staff that is in the closest touch with positive cases. In the second part of the article, the journalist also shares some information about celebrities, who were self-isolating and referring to their Instagram posts. At the end of the article, a doctor who had to stay at home because of the coronavirus is mentioned.

The collocation *deadly bug* is used in the article to express the severity of the disease. However, this can have a negative impact on the reader. Some other words collocations are

expressed in the article such as *the global outbreak, coronavirus escalating* are used to highlight that the coronavirus is something new and it has great power. Also, already in the headline collocations such as *panic spreads* and *deadly bug* is used, which implies the article might be dramatic or negative. Terminology which deals with the coronavirus thematic was used in the article *outbreak, Covid-19, social distancing, self isolating*.

Spencer uses the term self isolate, however sometimes written as *self-isolate* and sometimes *selfisolate* and also self isolating without a hyphen. Because of this disparateness, it seems the article was not proofread or it is the personal style of the journalist. Towards the end of the article another piece of information is added, the paragraph *Stars who quickly got tested...* might even sound a bit ironic because of the fact that the article deals with the shortage of testing. Information about celebrities (e.g., Idris Elba, Miley Cyrus, Lady Gaga, Michelle Pfeiffer, which is misspelled as Pfeiffer, etc.).

There are approximately 31 paragraphs that develop different themes and ideas. Many single sentences are used as a paragraph. Active voice is used predominantly, mainly when referring to some authorities (e.g., *Boris Johnson confirmed, He said, Officials believe it will be..., American popstar Miss Cyrus has been very vocal...*).

10.3 The Washington Post 1

This news article was published by The Washington Post in Washington D.C on 25 March 2020 and written by Sarah Kaplan a writer for The Washington Post who is a climate reporter, William Wan, a science and health reporter, and Joel Achenbach a science and politic reporter.

The introduction *How the virus uses humans to survive, replicate and spread* together with the headline suggests that the article deals with the scientific side of the coronavirus. The number of infected people and the number of dead people (*...killed more than 18,000 people, and counting...*). The journalists report facts, figures and refer to professionals, which makes the article objective.

The headline *This Pathogen isn't alive. That's why it's so hard to kill.* does not give the reader any clue of what kind of pathogen is really meant, the answers are found further in the article. The article is highly informative about the Covid-19 and similar viruses to which the authors compare the coronavirus (e.g., SARS, MERS, EBOLA). The article was published at the beginning of the Covid-19 outbreak, for this reason, the author of the article

uses description in order to educate the reader about the disease, also some figures of infected people in the world and fatalities are shared. It can be said that the article does include an introduction *How the virus uses human to survive, replicate and spread*, which is being answered in the article, the introduction is not highlighted. The information can all be labelled as important and scientific.

Sometimes more expressive vocabulary was used in the article (e.g., *zombielike* or comparing the virus to burglars, phrase *bit by bit*), apart from this a terminology such as *coronavirus, outbreak, pathogen, SARS, MERS, Ebola, vaccine, novel coronavirus, social distancing*. The journalist uses the name SARS-CoV-2 to refer to the coronavirus. They also refer to the coronavirus as *deadly new coronavirus* to express its severity, but it can have a negative effect on the readers.

Some other negative words in order to refer to the coronavirus such as *deadly new coronavirus, zombielike existence, a potent thread, a frighteningly effective strategy*, which was used to refer to how the coronavirus works, were used.

The expression *frighteningly effective strategy* and the paragraph *It is just sneaky enough to wreak worldwide havoc* are used quite humorously to refer to the coronavirus itself. Andrew Pekosz, a virologist compared viruses to burglars, which is afterward used by the journalist. Other articles in the first section reported the cases and the Covid-19 situation quite dramatically, however, the articles from The Washington Post explain how the coronavirus works in a neutral or sometimes even a humorous perspective.

The article is in majority written in an active voice (e.g., *scientist believe that SARS virus originated as bat virus that reached human via civet cats sold in animal markets, etc.*). There are approximately 43 paragraphs and they are logically connected together because the idea is still developed and new ideas or opinions are added to it. The sentences are complex because the article develops some kind of idea. It can be considered that there is only one theme and that is the nature of the virus.

10.4 New York Times 1

This news article was published by The New York Times on 3 March 2020 and written by Mitch Smith who writes about a variety of themes (e.g., gun violence, politics). At the end of the article is added that Amy Harmon, a national science and society correspondent, contributed to the article from New York.

Some of the paragraphs are only one sentence long (e.g., *But as concern about a broader outbreak spreads, here is what is known about the current cases, etc.*). Direct speech is used in the article, only a few times. On the other hand, the journalist indirectly quotes officials in the text (*Health officials in California, Oregon and Washington State have all reported incidents...*).

Smith welcomes the reader with the headline *Known Coronavirus Cases in U.S. Hit 100. (Some May Go Undetected.)*. The article is therefore very informative about people Covid-19 positive and the place where they have got infected. He also mentions the Diamond Princess cruise ship, which was as well mentioned in The Telegraph. Smith claims in the article that many people positive for the Covid-19 *experience only minor symptoms* and that almost all of the confirmed cases are already recovered, therefore the approach to the coronavirus situation can be considered positive.

It is said in the article that The New York Times has been tracking every case and that they have a database of those cases with the help of credible officials. This gives the reader a feeling that they can trust the figures that are given in the article. There is no redundant information in the article because it all contributes to the theme that has been given by the headline and in the first part of the article.

Words with the Covid-19 thematic such as *outbreak, coronavirus, symptoms* were used in the article. No expressive and opinionated words were used in the article. The expressions that were used in order to refer to the uncertainty and unpredictability of the Covid-19 were for example a paragraph *There's unexplained spread on the West Coast*, the word *undetected*, however later in the article the author suggests that *unexplained cases have been identified*. In the first part, the journalist uses words that have a negative connotation such as *concern, outbreak*, and also mentioning the fatalities. On the other hand, toward the end of the article some positive information is shared, such as *Several patients have already recovered, Many people with coronavirus experience only minor symptoms*.

The article contains 30 paragraphs made from one to three sentences, the main themes of the article are the new positive cases, that it might be unknown where they got infected and that many people experience minor symptoms and already recovered. Similarly, as in the rest of the newspapers, this article uses complex sentences because even the information is complex. Sometimes simple sentences are used to highlight the most important

information (*six people have died in Washington State*). An active voice was predominantly used to keep the article concise and inform the reader more efficiently.

11 SECTION 2

The articles in this section deal with the vaccine supply of the Sputnik V vaccine and some difficulties and controversies it faces. The articles were produced at the beginning of 2021. The articles were searched by using keywords such as *vaccine*, *coronavirus*, *Covid-19*, *hospitals*.

11.1 The Telegraph 2

This news article was published in the Telegraph.co.uk in London on 12 February 2021. The article is written by Nataliya Vasilyeva, a Russia correspondent.

The article deals with the efficiency of the Sputnik V vaccine and its delivery from Russia to foreign countries. The journalist claims that the Sputnik vaccine is 92 percent effective and refers to some trials and data from Russia, also to The Lancet, a highly respected medical journal, which is said to change the general opinion about the vaccine, therefore the article is intertextual (e.g., *Full trial data had not been released, many Russians noted, while the Kremlin's announcement that it was slightly more effective than the Moderna and Pfizer jabs was taken in the West as mere propaganda, etc*). The article provides evidence that the vaccine is effective, therefore the article can be considered positive, based on the selection of positively connotated vocabulary.

Vasilyeva writes in the introduction *Russia's cheap, easy-to-transport jab is drawing envious glances to the Kremlin from around the world*, by the choice of the vocabulary she implies that the vaccine is admired and also easily accessible. A metaphor is used in the headline *Russia's Sputnik coronavirus vaccine is a shot in the arm for the Kremlin*, by this Vasilyeva compares the actual vaccine that could possibly and effectively help in the Covid-19 prevention but also that the Kremlin will gain a good reputation.

The sentence *winning new friends in poorer countries and breaking ice with geopolitical rivals* is used to express that even though the vaccine was taken as a *mere propaganda* in the West, poorer countries could profit from Russia's help. Also, information that Russians have made other vaccines for other similar diseases such as Ebola and MERS support the idea but it is highlighted that the major issue is that the vaccine is not yet approved in the EU and was ready to roll out in countries before *the official start of clinical trials that drew strong criticism in the scientific community*.

At the end of the article Vasilyeva mentions possible cooperation of Angela Merkel and Vladimir Putin, the journalist also refers to Merkel as *President's Putin staunchest critics over the poisoning of Mr Navalny who was convalescing in a Berlin hospital*. This however may seem ironic to the reader, because a negative aspect is being shared together with the cooperation with Russia. Also, *deep scepticism* is used to refer to the general opinion about the vaccine, *winning new friends in poorer countries and breaking ice with geopolitical rivals* is used to highlight that the bad reputation of the vaccine might disappear. The approach is, therefore, in my opinion, positive.

The last paragraphs seem to close the article by repeating the Navalny poisoning and stating that Navalny is currently *locked up for three years in Russian prison*, which appears to be an added information that could be left out and claiming that *President Putin will be hoping that the name of Alexei Navalny will fade from foreign lips amid the growing clamour for the Sputnik V*, she uses the word *clamour* which is usually used in a negative way and *foreign lips* in order to refer to the foreign countries.

The article contains 28 paragraphs that contain one to two in the majority complex sentences (e.g., *But now the cheap, easy-to-transport jab is drawing envious glances from around the world, winning new friends in poorer countries and breaking ice with geopolitical rivals*). Active voice is used in the article in a majority (e.g., *The Gamaleya Institute in Moscow has a proud scientific history*, etc).

11.2 The Daily Mail 2

This news article was published by The Daily Mail in London on 5 March 2021. The credit of the article belongs to the Mail Foreign Service, no particular authors were mentioned.

The article deals with vaccines in the EU as well in Britain. The text is cohesive and coherent, sometimes new information is given in the article rather than developing the information given before. There is additional information at the end of the article that is highlighted with a small headline *Horses, gorillas and whales have potential to catch Covid*, the information given in this sub-headline is then detailed in 6 paragraphs, such information can be labelled as redundant. The article does not include any introduction nor conclusion or summary.

The headline *Russia's Sputnik V jab under review for EU rollout* implies that the article deals with vaccines, especially with the controversial Sputnik V. It is reported that the EMA

needs to review data about the vaccine and consider it safe enough for use. Kirill Dmitriev, a CEO of the RDIF (Russian Direct Investment Fund) is quoted in the article saying that the vaccination is a strong one and *can act as a bridge between Russia and Europe* and that the vaccine should not be approached politically. The article reports that Sputnik V, based on scientist's researches and trials, is *almost 92% effective in fighting Covid-19*. The article provides some basic information about vaccines, mainly about the situation in Europe.

There are 17 paragraphs in the article that contain one to two sentences. The sentences are in majority complex (e.g., *Mr Dmitriev said Moscow could provide vaccines for 50million Europeans starting from June if the shot won EU-wide approval, adding he expected several EU countries to approve the use of Sputnik V this month for their national use*). The article is predominantly written in an active voice (e.g., *Europe has so far approved vaccines from Pfizer/BioNTech*).

11.3 The Washington Post 2

This news article was published by The Washington Post in Washington D.C. on 9 February 2021. The article is written by Robyn Dixon, a Moscow bureau chief and foreign correspondent.

The headline *Validation for Russia's vaccine follows scepticism* already implies that the article deals with the public disapproval of the vaccine which was made in Russia. The article involves a short introduction which already approves of the vaccine *Sputnik V found to be effective despite trampled protocols in trials*.

In the firsts paragraphs it is expressed that the vaccine *recognized a seal of approval after British medical Journal The Lancet published a peer-reviewed paper last week that put the vaccine in the same league as Western doses...* The statement is supported by certain figures, it is also reported that the vaccine is 91,6% efficient after the first shot.

There are sub-headlines in the article, they are highlighted by bold letters and introduce new themes in the article. The first sub-headline *Sputnik as 'outlier'* suggests that the vaccine is somehow an outsider compared to other vaccines. Ilya Yasny, head of scientific research at Moscow-based investment fund Inbio Ventures is quoted in the sub-section, the term *outlier* is Yasny's statement. Some unknown experts are quoted in the sub-section saying that *to gain lasting credibility Russian scientists need to publish more papers...* Because of the choice of this statement, it can be considered that the article suggests there is a general

consensus of Russians not following the rules. In this section is also claimed that a study of *22 million scientific papers from 2005 to 2017* by Vit Machacek and Martin Srholec from the Institute for Democracy and Economic in Prague shows that there have been many cases of plagiarism in Russian documents.

Words such as *vaccine*, *clinical trials*, *MERS* were used in the Article. The sentences are divided into small paragraphs which elaborate the idea. The themes in the article are corresponding with the headline of the article. The word *scepticism* is used only in the headline but the disapproval of the vaccine is provided in the article, also the efficiency of the vaccine is shared to balance negative and positive aspects of it. Sub headlines occurred in the article to divide the ideas visually.

The sentences are predominantly complex because of the complexity of the information. Active voice is used in a majority in order to keep the reader focused on the idea while detailing it. The opinions seem to be balanced in the article, both negative and positive aspects are provided.

11.4 The New York Times 2

This news article was published by The New York Times in New York on 19 February 2021. The article is written by Andrew E. Kramer, a Moscow reporter.

The headline *Russia is Offering to Export Hundreds of Millions of Vaccine Doses. Can it Deliver?* implies that that the article deals with the Russian Sputnik V vaccine, its efficiency, and the issue of a supply to foreign countries.

The article contains 18 paragraphs which elaborate the idea set by the headline. The article starts by stating that the *Kremlin has scored a sweeping diplomatic win from an unexpected source: the success of its coronavirus vaccine, Sputnik V* the choice of vocabulary is already positive because it is referred to the vaccine as a *diplomatic win*. Therefore, the reader might expect that the article is in favour of the vaccine. It is also stated that some countries did not approve of the vaccine, while some countries in need approved of the vaccine which is taken as an *apparent act of enlightened self-interest*.

After the shared number of ordered vaccines in the Latin America and Asia the article suggests that it is *buffing the image of Russian science and lifting Moscow's influence around the world*, the positive words such as *buffing* and *lifting* can either be understood positively or ironically. In my opinion, it depends on the reader's bias towards the situation.

Nevertheless, in the next paragraph, it is claimed that Sputnik V is *unquestionable effective* but the production is *lagging*. Therefore, in terms of the effectiveness of the vaccine, the article is very positive towards the vaccine but sceptical toward the issue of the delivery, which has been suggested in the headline.

The text is intertextual because it refers to the opinions of experts. Kulish, a professor at the Skolkovo Institute of Science and Technology in Moscow, stated that the *actual number of doses distributed within Russia is a state secret* the quotation is however not highlighted with quotation marks, only with the verb *said*. A sentence that follows after that uses positive verbs *basking* and *boasting* when referring to the vaccine and also to the exports of it. It is not clear enough if this sentence was also a statement by Kulish or by the journalist, either way, it brings a positive light towards the vaccine and shows the contrast between the reality that the supply is lagging but it seems the Russian officials seem to be *basking in the warm glow of the vaccine diplomacy that has generated*. Some other themes are provided in the article, for example, that there has been disinformation in Latin America about the vaccines that *undermined public confidence in vaccines made in the United States*

The article is predominantly written in an active voice because it elaborates on the idea. The paragraphs are usually made from more than one sentence and the sentences are predominantly complex. The reason for this might be that the information is detailed and sophisticated. Sometimes a paragraph that only contains one sentence is presented to build the bridge between ideas in the surrounding paragraphs and also to highlight one specific idea.

12 THE RESULTS OF THE ANALYSIS AND COMPARISON

Based on the analysis of the selected news article in the two sections the phenomena found in the article are compared to each other in order to highlight the tendencies for each newspaper. The results were compared in terms of social context, themes, information, and if the information has been delivered in a positive, negative or neutral way. Other findings that have been compared were in terms of syntax and how many themes were delivered in the article.

12.1 Comparison of the Selected Articles in the First Section

Articles that deal with the Covid-19 outbreak were analysed in the first section. These findings are highlighted and compared in sub-sections that deal with specific aspects (headlines, information in the articles, etc.). Only articles from the first section are compared to each other.

12.2 Headlines

When compared the headlines of the newspapers in the first section, British The Telegraph, Daily Mail, and American The Washington post referred to the coronavirus negatively or dramatically, only The New York Times seemed to be neutral in the headline (*Known Coronavirus Cases in U.S. Hit 100, (Some May Go Undetected)*).

All of the four selected articles referred to the *coronavirus*, *corona*, and *pandemic* in the headline. Only in the Daily Mail, the headline can appear a bit confusing to the reader, ellipsis and capital letters are used. All of the newspapers corresponded with the suggested headline.

12.3 Information in the Articles

The Telegraph referred to the situation in the UK and the world and described the news positive cases more personally than the rest of the articles, in my opinion, the reader might therefore sympathize with the people of the stories and get more personally involved in the situation.

Also, the Washington Post shared some figures of the infected patients, the article was however very scientific, explaining to the reader how the virus works. Only New York Times

shared in the article that they track every case and have their own database, which suggests that the newspaper put a lot of effort into their work and therefore can be trusted.

As well as The Telegraph The New York Times referred to the *Diamond Princess cruise ship* that was the place where many people got infected, they also shared a personal story. The themes that occurred in the articles were testing, new positive cases and only The Washington Post referred mainly to how the virus behaves. American press seemed to be more concise about the information delivered, no redundant information was found, however in The Telegraph and Daily Mail some information that could potentially be left out was found, however all of the information deals with coronavirus consequences.

Only British articles contained redundant information (e.g., *cancelled carnival and fashion week, celebrities*). Even though all of the information was in the Covid-19 theme, they were, in my opinion only expressed to entertain the reader (e.g., in the Daily Mail, celebrities who got tested when writing about testing in hospitals).

The introduction used only The Telegraph and The Washington Post, while The Telegraph used an introduction in bold letters which catches the reader's attention, however, The Washington Post uses a concise and clear introduction *How the virus uses humans to survive, replicate and spread* which suggests that the article is from a scientific point of view and written rather narratively than just reporting information. Only The Daily Mail used sub-headlines in the article, therefore it signalizes different themes and the reader can get orientated in it.

12.4 The Terminology

British newspapers were using dramatic words such as *dramatically increased, European threat, major, massive* in The Telegraph and *panic spreads* in The Daily Mail when referring to the coronavirus. Dramatic words were predominantly used in The Telegraph. The approach to the novel coronavirus was rather negative in both British articles and in The Washington Post, the least negative attitude was spotted in The New York Times, some negative words could be found but it was shared that the patients have only *minor symptoms* and all of the cases got recovered, therefore the article can be considered positive or neutral. The word *outbreak* was spotted in all of the articles because they all refer to the spread of the coronavirus. Only The Washington Post compared the coronavirus to *SARS, MERS and EBOLA* and also used another term for the coronavirus *SARS-CoV-2*, which is not commonly

used, but it refers to the coronavirus as *deadly new coronavirus*, therefore while the article is informative as the rest of the articles, it is also negative, but some ironic and humorous vocabulary can be found in the article, maybe because the article does not share too many figures that provide the new positive cases and only is focused on the *pathogen* itself. The Daily Mail used the contrast of the people who can get tested and regular people who cannot.

Collocations were in majority used in all of the articles (e.g., *deadly bug, impending pandemic, deadly coronavirus, European threat, potent threat, new infection*). Some inconsistencies were found in the Daily Mail, words *self isolate, self-isolate, self isolating* were used, usually, the term self-isolate is used with a hyphen, the journalist uses the term *self isolate* but only one time. Also, the name of famous actress Michelle Pfeiffer was misspelled as *Michelle Pfeiffer*.

12.5 Textual Elements

In each article complex sentences were predominantly used in order to develop ideas without spreading them into many independent sentences, which makes the reader more involved and eager to finish the sentence to understand what information the article is trying to convey. In my opinion, more complex sentences make the reader read more because the idea is connected which it also makes easier and quicker to read. The next phenomenon that helps the reader to read as fast as possible is small paragraphs which were made from one to four sentences. Only one to two sentences were spotted in The Telegraph and most sentences in a paragraph can be found in The Washington Post, the reason for this might be that The Telegraph reported more information while the Post was writing the article as narrative.

In order to make the article more engaging and in order not to make many wordy expressions the active voice was used predominantly in all of the articles. Compared to the next articles in this section in The Telegraph used the passive voice when stating past happenings.

12.6 Comparison of the Selected Articles in the Second Section

Articles that deal with the Sputnik V vaccine supply were analysed in the second section. These findings are highlighted and compared in sub-sections that deal with specific aspects (headlines, information in the articles, etc.). Only articles from the second section are compared to each other. Some highlighted differences and similarities of both sections can be found in conclusion.

12.7 Headlines

All of the headlines of the articles corresponded with the theme shared inside of the articles. The headlines referred to the Vaccine with scepticism. The New York Times used a question to express the uncertainty of vaccine rollout. Already in the headlines both American articles shared some negative or sceptic approach toward the situation concerning the Sputnik vaccine. However, the British press was quite the opposite in terms of headlines. The Daily Mail's headline is the most objective because it states that *Russia's Sputnik V jab under review for EU rollout*, whereas in The Telegraph a metaphor *Russia's Sputnik coronavirus vaccine is a shot in the arm for the Kremlin* suggests that Russia is profiting from developing the vaccine.

12.8 Information in the Articles

All of the information in the articles corresponded with the headline. Themes shared in the British Press are themes such as that the vaccine is 92% effective and they both referred to highly respected medical journal The Lancet. Some other data sources and trials were shared in the articles, also quotation was frequently used in order to make the article unbiased and informative. It is also shared that Mr Gabuev told the information directly to The Telegraph, whereas The Daily Mail refers to available discussions and opinions. However other sources that The Telegraph used are also from different sources such as conferences, therefore the articles are intertextual.

Redundant information was only observed in The Daily Mail where towards the end of the article information about animals who can get a coronavirus was shared, the information was highlighted by a sub-headline. The name of the journalist was not shared in the Daily Mail's article, but the article belongs to the Mail Foreign Service, for this reason only information from foreign countries was shared. Apart from The New York Times, all of the articles referred to the Lancet. Moreover, the NYT article suggests that the vaccine is *unquestionably effective* but does not provide any numbers, which are provided in all of the other articles. In addition, The Washington Post shares the exact number of the vaccine's effectiveness (91,6%) whereas the British press shared that it is 92%. Both American articles provided pros and cons of the vaccine, for this reason, the articles can be considered objective, because it does provide different points of view.

The New York times preferred to quote Russian experts whereas The Washington Post also referred to experts from the USA. The British press referred to both Russian and foreign experts. The main theme of The Washington Post is the *supply shortfalls* of the vaccine, which also appeared in The New York Times article where some other added information occurs such as the disinformation in Latin America about vaccines that *undermined public confidence in vaccines made in the United States*. Commonly all of the articles expressed the general scepticism toward the vaccine and suggested that the vaccine should not be politically approached but rather from the medical point of view, however, it is also suggested that Russians did not follow the general rules for vaccine validation in the EU, which was mainly a theme for the British press, the American press was more focused at the supply problem.

The introduction was used in The Telegraph, highlighted with bold letters, and The Washington Post, which also used sub-headlines to make the text more cohesive and coherent. The Daily Mail also used a sub-headline to signal the change of theme in the article.

12.9 The Terminology

As already mentioned, the headline in The Telegraph used a metaphor *is a shot in the arm for the Kremlin*, which is used positively, also in the article, it is shared that the vaccine is effective and that Kremlin will gain a good reputation. The article is very positive towards the vaccine, already the introduction *Russia's cheap, easy-to-transport jab is drawing envious glances to the Kremlin from around the world* suggests that the vaccine is admired by the public. Some other positive expressions such as *winning new friends in poorer countries* and *breaking ice with geopolitical rivals* were used in the article. The article does not share any major negative information about the vaccine. Similarly, The Daily Mail shared some positive thoughts toward Russian's and the vaccine such as the vaccine *can act as a bridge between Russia and Europe...*, the word *scepticism* is used in The Daily Mail and The Washington Post to refer to the public disagreement of the vaccine. The Daily Mail referred to the Kremlin as *Europe's medicine tsar*, which already suggests the confidence of the vaccine and its creators, however, no other major expressive vocabulary was found, for this reason, the article can be considered objective and informative

On the other hand, both American articles provided both points of view, negative and positive. The Washington Post's introduction *Sputnik V found to be effective despite trampled protocols in trials* shows that the trial processes were not following the rules but

the vaccine is effective. The article also expressed that Russia *has built several cutting-edge science Institutions*, and that the *Soviet mentality* is blocking Russia to cooperate with foreign countries, these expressive words were used to highlight the contrast of the theme in the article. Colourful expressions to support the reader's imagination was used (*ran roughshod over normal scientific protocols, piggybacked*), which referred to the creation of the vaccine. The New York Times article weighed the pros and cons as well. It used a collocation *diplomatic win* to refer to the creation of the vaccine. Sputnik V is *unquestionable effective* but the production is *lagging* conveyed both sides of the situation and expressed them objectively. A comparison was used in the American press; they compared the situation in the USA and Russia and the approval and the disapproval of the vaccine.

12.10 Textual Elements

In both British articles, the paragraphs contained one to two sentences, however, in the Daily Mail, the paragraphs in the majority shared new information, while in The Telegraph the information was shared in more paragraphs. Daily Mail contained 17 paragraphs and The Telegraph contained 28 paragraphs, for this reason, more information about the vaccine was provided in The Telegraph. In the American articles the paragraphs contained one to three sentences, The New York Times contained 18 paragraphs and The Washington Post was the most informative containing 44 paragraphs with no redundant information. Complex sentences were used predominantly in all of the articles, however in The Daily Mail the use of simple sentences, compared to other articles, was also used quite frequently. The articles were in majority written in an active voice, which makes the article more engaging.

CONCLUSION

In the first part of the thesis basic information about the journalism and some of the typical features of an article were stated. Also, the emergence of online journalism and its aspects was mentioned. It was also crucial to differentiate tabloids and broadsheets which were then analysed in the practical part, these selected American and British newspapers were also described in the theoretical part.

The selected British and American articles from two different periods were analysed and compared with each other to find and highlight the differences and similarities between them. The goal of the analysis was to find out if the articles were biased or if they shared the particular information positively, negatively, or neutrally based on the vocabulary and the textual means that were used in the articles, for example, simple or complex sentences, the active/passive voice and if the shared information was important and corresponded with the article or if the information was redundant.

The main difference was recorded in The Daily Mail, it shared redundant information that was not suggested by the headline (information about celebrities). Redundant information that does not correspond with the headline was not spotted in the American press, only in the British tabloid and in the first section in The Telegraph (when referring to the fashion week). Some other discrepancies were spotted in the tabloid, a misspelled name of a celebrity, and inconsistency in compound words (e.g., the word *sevenday* which is usually used as a hyphenated compound word, etc.).

The British broadsheet The Telegraph seemed to be consistent in terms of the visual side (highlighted introduction). On the other hand, The Daily Mail used expressive means in its headline (capitalization, ellipsis), which sometimes can appear a bit confusing. In the second section, The Daily Mail was however the most objective in its headline while the American press highlighted in its headline that the situation with the Sputnik V vaccine faces scepticism, on other hand, the American articles were objective when reporting about the vaccine, providing both points of view, compared to the British press, in which The Telegraph's article was very positive. Apart from The Daily Mail which corresponded with the headline but some less important or even information that could be left out was shared (*Horses, gorillas and whales have potential to catch Covid*), all of the headlines corresponded with the particular article.

The vocabulary used in all of the articles was similar, words such as *outbreak* (mainly used in the first section), *novel coronavirus*, *self-isolating*, *symptoms*. Only The Washington Post referred to the coronavirus as *deadly new coronavirus* and The Daily Mail used an expression *deadly bug* to refer to the coronavirus and its severity. No other expressive collocations were spotted. The American articles used more expressive vocabulary (metaphors and colourful words (e.g., *piggybacked*, *buffing*, *zombielike*, *burglars*)), which helped the article to be more imaginative. Also, a metaphor was spotted in the second section in The Telegraph (... *a shot in the arm for the Kremlin*). The opinion of experts was used both in the American articles and the British articles, the direct and indirect speech was used to refer to certain authorities. In the second section, The Washington Post shared that the Sputnik V vaccine is 91,6% effective, all of the other articles shared it is 92%.

In conclusion, the American articles were objective and intertextual, although expressive vocabulary was used more compared to the British articles. The Daily Mail was the most inconsistent in terms of textual elements and information (capital letters, redundant information). It has been claimed in the theoretical part that the active voice should and is used in a majority of news articles and it has been found in this thesis that this claim is true. No redundant information was spotted in the American press, only in the British press.

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