

PECULIARITIES OF THE ENGLISH PRESS

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Since the 19th century the language of press has been considered as a special kind of communication that has its own system of linguistic means. It includes a system of coherent lexical, phraseological and grammatical means. These means serve both to inform and entertain readers. As a result newspapers contain not only information, but also author's comments. Not only articles, news and reporters' comments can be found in press, but also different stories, poems, crosswords and so on.

The purpose of the given article is to define the linguistic peculiarities of the English press.

Material and methods. We conducted our research on the material of the following newspapers: The Telegraph, The Daily Mail, Grand Prix of Russia, The Guardian and The Independent. While our research we used the following methods: the analytic method, the method of stylistic analysis, the method of linguistic analysis.

Results and their discussion. The language of press is constantly changing and developing. It should be laconic, simple and clear for everyone. Therefore, the biggest part of the press vocabulary is a literary and neutral language. However, while reading American periodicals you can encounter some peculiarities such as:

- special economic and political terms, e.g. *stability, elections, anti-terror work*;

- non-term political words, for instance *officials, hostages, kidnappers*;

- bookish words, including various figures of language, e.g. *war hysteria, escalation of the war, overwhelming majority*;

- various clichés, i.e. stereotyped expressions, ordinary phrases known to the reader, e.g. *long-terms agreements, a melting pot, to cast a veto over*. Clichés are the best way to show national-cultural peculiarities in printed texts;

- neologisms, nowadays words related to the Internet are the mostly widespread, e.g. *online auction, access provider*. Also, neologisms related to medicine and finances are commonly used. E.g. *dead cat bounce* (a rapid increase in the price of a financial asset after a period of substantial decline), *stealth tax*.

There are a lot of means of word-building. One of the ways to form neologisms used in modern publications is telescoping, or blending. Blending is one of the many ways new words are made in English. It refers to joining the beginning of one word and the end of another to make a new word with a new meaning [1]. The main idea is to create a new lexical unit, which combines and shows the meaning of its components. E.g. *netizen, e-lationship*.

- foreign words, some of them have been used in newspapers for a long time and others are becoming widely used nowadays. E.g. *bona fide* (from Latin, fair, honest), *glitch* (from German, difficulty), *schlock* (from Yiddish, careless work, odd jobs).

The above-listed points are the main peculiarity of the vocabulary of the English press, which can be encountered in articles and their titles. As a rule they lack emotional colouring, but some journalists use emotionally coloured words while writing their articles. Thus, the specific feature of English mass media is the use of colloquial phrases, jargon and slang. E.g. *5th graders freak out as teacher proposes to fellow teacher in class* [15.02.2017, The Daily Mail]. While translating into Russian an interpreter should avoid the use of jargon and slang in order to keep to the norms and to preserve stylistic peculiarities of the Russian language.

One more typical feature of the English press is the use of colloquial units in the most serious texts. While reading a newspaper you can often meet shortenings of names and surnames of famous people. E.g. *Bobby Kennedy* – *Robert Kennedy*, *Mac* – *Macmillan*. These colloquial forms are familiar to English people but they make a much stronger impression on the Russian reader. As a result in this case an interpreter should follow the norms which are peculiar for a certain genre in the Russian language.

It is common to indicate the title of a politician in English newspapers and magazines, even if he is criticized. If the surname of a politician is mentioned without the title, the shortenings *Mr* (*Mister*) or *Mrs.* (*Mistress*) should be placed in front of the surname. Titles and post mentioned in newspapers have formal meaning and do not show respect of a journalist to the referenced. Therefore, in translations into Russian titles are omitted excepting in especially official texts.

Another specific feature of this type of communication is omission of the verb *to be* in passive constructions. E.g. *Bomb squad called to beach after young boy picks up hoard of wartime bullets washed up on sand* [30.04.2017, The Telegraph]. Also, the verb *to be* can appear as a specific stylistic device that creates emphases and makes us think that someone's words are quoted although quotation marks are omitted. E.g. *Our Brexit illusions are about to be shattered* [29.04.2017, The Telegraph].

When reading American and British press you can encounter different types of shortenings. For instance abbreviations are often used in English newspapers and magazines: *NAACP* – *National Association for the Advancement of Colored People*, *NLRB* – *National Labor Relations Board*, *EEC* – *European Economic Community*.

A peculiarity of the English press is the use of various quotations and direct speech in headings. They are used in order to catch the reader's attention and to make some impact on him.

For the same purpose diverse tropes and figures of speech are used in mass media. E.g. *Red Bull is under the microscope again* [01.05.2016, Grand

Prix of Russia] – the metaphor *to be under the microscope* (i.e. *to attract attention, to be under supervision*) is used. *Can Le Pen beat Macron in the French Election, despite losing in the first round* [30.04.2017, The Telegraph]? – the rhetorical question is used.

Due to the fact that the mass media has a goal to influence public opinion journalists often use words with evaluative connotations. Headings contain not only information but also some assessment which is shown by means of a size of a heading, its position on a page, use of emotional words, etc.

Conclusion. Thus, the English press is characterized by great variability of language. There used not only neutral and literary lexical units but also diverse terms. One more significant feature is the use of colloquial words, jargon and slang. The American newspapers and magazines are characterized by the use of various clichés, neologisms, abbreviations and other shortenings. This type of communication is widely spread and as a result it should be simple and clear for everyone, it should change and develop.

Reference list:

1. British Council / The United Kingdom's international organization for cultural relations and educational opportunities. – The UK, 2014. – Mode of access: www.teachingenglish.org.uk. – Date of access: 27.10.2017.
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ANGLICISMS IN FRENCH: SPHERES OF USE

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The number of Anglicisms increases every day in French. Anglicism is subjected to the process of adapting the linguistic unit to the rules and norms of the borrowing language is assimilation.

The aim of the objective is to establish the basic spheres of the use of Anglicisms in French.

Material and methods. The material of the research is English borrowings in French according to Internet sources [1, 2, 3]. During the work on the article we used the following method: quantitative data processing.

Results and their discussion. We start to consider the most popular English borrowings according to Internet sources. We can distinguish the following areas, which include English-language borrowings in French:

1. **The Internet** (14 Anglicisms): *chat, downloader (conjugable), followers, hotline, laptop, playlist, plugin, post, poster, rebooter (un ordi), screenshot, uploader (conjugable), le Web, zoom.*

2. **Cinema** (11 Anglicisms): *box-office, un casting, un one-man-show* (instead of *un spectacle en solo*), *pop-corn, un remake* (instead of *une*