

# **LINGUA INGLESE 2 (2019-20)**

(B004700 –LINGUA INGLESE 2 (12 CFU))

Università degli Studi di Firenze

Corso di laurea in

LINGUE, LETTERATURE E STUDI INTERCULTURALI

Prof. Nicholas Brownlees

**Course title:**

Text types and language varieties in a diachronic perspective

# LINGUA INGLESE 2 (2019-20)

(12 crediti)

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Prof. Nicholas Brownlees

## **Course title: Text types and language varieties in a diachronic perspective**

### **Credits**

Prof. Brownlees's course is part of the Lingua Inglese 2 course. The Lingua Inglese 2 course is a 12-credit course. To obtain the 12 credits from the course, students must pass a) Prof Brownlees's exam b) the 'lettorato' that includes language analysis and exercises regarding further text types and linguistic varieties.

The rest of the information on the following pages only concerns the contents of Prof. Brownlees's course.

Information regarding the course can be found at the Moodle page on the 'Università di Firenze' website.

<https://e-l.unifi.it/course/view.php?id=10858>

### **Texts (Prof. Brownlees's course)**

1. These lecture notes (*questa stessa dispensa*).

2. Brownlees, Nicholas. 2014 2nd edition, paperback. (2011). *The Language of Periodical News in Seventeenth Century England*. Newcastle-upon-Tyne: Cambridge Scholars Publishing.

In the ex-Facoltà di Lettere library at P.zza Brunelleschi 3 copies of the volume are 'in deposito'.

Otherwise the book can be purchased through Cambridge Scholars Publishers:

<https://www.cambridgescholars.com/the-language-of-periodical-news-in-seventeenth-century-england-14>

### Other texts (*volumi utili ma non obbligatori*)

- Facchinetti, Roberta, Nicholas Brownlees, Birte Bös, Udo Fries. *News as Changing Texts: Corpora, Methodologies and Analysis* (second edition). Newcastle-upon-Tyne: Cambridge Scholars Publishing.
- Biber, Douglas et al. 2002. *Longman Student Grammar of Spoken and Written English*. Harlow: Longman.
- Gramley, S / Pätzold, K. 2003 (2<sup>nd</sup> edition), *A Survey of Modern English*. London: Routledge.
- *Collins Cobuild English Dictionary for Advanced Learners*. (5<sup>th</sup> edition). Glasgow: HarperCollins.
- *Macmillan English Dictionary for Advanced Learners*. New edition. 2007. Basingstoke: Macmillan.
- *Garzanti Hazon Inglese-italiano, Italiano-inglese*. Varese.
- Picchi, Fernando. *Grande Dizionario Inglese-Italiano, Italiano-Inglese*. Milano: Hoepli.

**Course objectives (Prof. Brownlees's course)**

The course is entitled "Text types and language varieties in a diachronic perspective". Text types that will be examined linguistically and rhetorically, as they evolve over time, include news, and advertising texts.

**Lesson times (Prof. Brownlees):**

The lessons are held in the first semester (2019-20)

Course begins: Monday 16 September, 9-11, Aula 11, Via Laura, 48.

Lesson times: See <https://www.cl-llsi.unifi.it/>

**Office hours/ orario di ricevimento (Prof. Brownlees):**

For my office hours, see the site: Unifi, Cercachi, Brownlees

<http://www.unifi.it/cercachi.html>

**Enrolment to course (*iscrizione al corso*)**

You must enrol for the course. Make a photocopy of the enrolment form below, fill it in, and put the form in Prof. Brownlees's postbox (Via S. Reparata, ground floor) or give it to me at my lesson.

\*\*\*\*\*

**LINGUA INGLESE 2 (Prof. Brownlees)**

**2019-20**

(write in capital letters/*scrivere in stampatello*)

Family name (*cognome*)

.....

First name (*nome*) .....

Corso di laurea .....

University of Florence e-mail address

.....

## Exam information (Prof. Brownlees's exam)

### Kind of exam

The exam is based on:

- a) these lecture notes.
- b) the contents of the volume, *The Language of Periodical News in Seventeenth Century England*.

My exam amounts to 50% of the total mark of the 12-credit Lingua Inglese exam.

To pass my exam you have to pass:

- a) a written test based on these lecture notes. The written test will consist of 20 questions in which you answer

*Right or Wrong* (see below for examples)

- b) an oral exam in which you analyse a kind of text studied in the course (including the lecture notes and the volume *The Language of Periodical News in Seventeenth Century England* (see below for example)

You do the written test and oral exam at the same exam session. It is not possible to divide the two parts of the exam.

You can only do the oral part of the exam if you have passed the written test. To pass the written test you need to get 12 out of 20 marks.

You can do my exam even if you have not already completed the lettorato exams. You enrol online for my exam.

If you pass my exam, and have passed the rest of the programme of Lingua Inglese 2, I can 'verbalizzare' the exam immediately for the 12 credits. If you pass my exam, but have not yet completed the rest of the programme when you do me exam, you have to enrol again for my exam when you have completed all the programme of Lingua Inglese 2. This is necessary so that I can complete the 'verablizzazione'. It is not necessary to do my exam again because you have already done it.

**Written test (examples of questions)**

Are these statements right or wrong? A half mark is deducted for every mistake.

1. Direct speech is often found in early modern news texts.
2. In modern-day news translation, literal translation is not a common translation strategy.
3. News stories in the modern press follow a chronological way of reporting news.
4. In the seventeenth century woodcuts had a paratextual role in news communication.
5. Advertisements in the seventeenth century gave more importance to the informative function than to the explicit conative function.

**Oral part of exam:**

**You will be given ten minutes to study the text and think about the questions. After ten minutes you answer the following questions.**

**Example 1:**

The following is the beginning of a modern-day article about a bicycle thief. Below the article there are readers' comments about the contents of the story.

1. What is the story about?
2. Make a brief analysis of the language in the headlines in italics below the main headline in bold
3. Analyse the language used in the readers' comments.
4. Are readers' letters included in the 17<sup>th</sup>-century press? If they are, what kind of language is used in the letters?

## **Prolific bicycle thief becomes the first man in Britain to be given a LIFE-TIME ban from riding a bike – or even going within four metres of one**

*John Liddicoat, 47, jailed for three-and-half-years for bike thefts*

*Given a life-time ban from riding a bike or going within four metres of one*

*Has 48 convictions for 142 offences, including numerous thefts of bikes*

A prolific bicycle thief has become the first man in Britain to receive a life-time ban from riding a bike - or even venturing within four metres of one. ....

**Readers comments about story**

Cityman, Leeds, 19 hours ago

*Jail him and the next time he steals someone's property jail him for longer! It's not that bloody difficult.*

Rachael, Zurich, 19 hours ago

*Ridiculous sentence - who will enforce it?*

Banthams22, birmingham, United Kingdom, 18 hours ago

*Any him riding a bike*

**Example 2:**

1	<b>Yemen agrees ceasefire with northern rebels</b>
	<b>Yemen has agreed a ceasefire with northern Shi'ite rebels to end a six-year conflict which drew in neighbouring Saudi Arabia.</b>
5	A truce was to begin on Thursday at midnight Yemeni time (2100 GMT), a Yemeni official said. Shi'ite rebel leader Abdul Malak al-Huthi issued an order for his forces to respect the ceasefire.
10	The Yemeni government, simultaneously battling a resurgent al-Qaeda and southern separatists in addition to the northern Huthi insurgents, has been exchanging proposals with the Shi'ite rebels in recent days to end the conflict.
15	Yemen said last week it had handed rebels a timetable for implementing the government's ceasefire terms, a week after rejecting a rebel truce offer because it did not include a promise to end hostilities with Saudi Arabia.
20	The world's largest oil exporter was drawn into the conflict in November when the rebels seized some Saudi territory, complaining that Riyadh was letting Yemeni troops use its land for attacks against them.
25	Riyadh declared victory over the insurgents last month after insurgents offered a separate truce and said they had withdrawn from Saudi territory. But the rebels say Saudi air strikes have continued.
30	Yemeni officials have said that as part of a truce deal, Sanaa would allow rebel representatives to sit on a committee overseeing the truce, and insurgents would hand over weapons they seized from the Yemeni and Saudi forces. The official said President Ali Abdullah Saleh had briefed a committee charged with supervising conditions for a truce on his "position to stop the war". The deadline for the full implementation of the truce had been a point of contention, with the rebels asking for more time for their fighters to leave mountainous positions, they said. [...]
	<i>(The Daily Telegraph, 11 February 2010)</i>

1. What is the news report about?
2. Comment on the narrative structure in the above article. How is the narration of time structured?
3. In what ways is the framing of time in the above article different from the way in which time is structured in news reports in the early English periodical press?
4. Why was time structured differently in the seventeenth century press?

Course title:

**Text types and language varieties in a diachronic perspective**

The course will be examining:

Specific text types: in particular, news and advertising.

Language varieties: the language used in relation to these specific text types. The language comprises both the macrostructure and microstructure. The examination of the macrostructure will require analysis of the functional/semantic components of a text (e.g. a modern-day news text begins with the headline and intro, where the main news in the article is the most recent). At a micro level the language variety can be seen at a lexical, syntactic and grammatical level.

Diachronic perspective: the manner in which the above texts change over time. The starting point will be the early modern period (1500-1700), and texts will be analysed in relation to the language of texts in that period and how such language and texts changed over the following centuries.

Diachronic perspective presupposes that a historical analysis can be valuable. Why should that be the case. What, generally, is the value of history?

Class: what is meant by the following statements, and do you agree?

- a) A.J.P. Taylor (English historian): Studying history is as useful as collecting sea shells on a sea shore
- b) Simon Schama (English historian): I don't say that if you press a button 'history' you get an answer to today's problems. That doesn't happen. But history opens up the debate. History never repeats itself exactly.
- c) George Orwell: The most effective way to destroy people is to deny and obliterate their own understanding of their history.
- d) Confucius: Study the past if you would define the future.
- e) Mark Twain: History doesn't repeat itself, but it does rhyme.
- f) L.P. Hartley (English novelist): The past is a foreign country; they do things differently there.
- g) American student: It's okay to like history; just don't major in it, because you'll never get a job.

More specifically, how do these statements relate to a diachronic study of text types? For the historical element, and its interrelationship with context, the most pertinent connection lies in the field of what is called historical pragmatics.

### Historical Pragmatics

(a)

A.H. Jucker: historical pragmatics is a field of study that wants to understand the patterns of intentional human interaction (as determined by the conditions of society) of earlier periods, the historical developments of these patterns, and the general principles underlying such developments. It is based on an empirical study of historical data in all the diversity in which it has survived. Written texts are seen as communicative acts in their own right and they are taken to comprise a broad range of varieties of language that can be located on several different variability scales, such as the scale from the language of immediacy to the language of distance. Future work in historical pragmatics is expected to rely even more heavily on corpus-linguistic methodologies and to increase the sophistication of such analyses, particularly in terms of pattern searches for functional elements and the inclusion of contextual features. (Historical pragmatics, in *Language and Linguistics Compass*, Volume 2, Issue 5, September 2008, p. 894)

(b)

I. Taavitsainen and S. M. Fitzmaurice: A provisional and fairly neutral definition of historical pragmatics could be that historical pragmatics focuses on language use in past contexts and examines how meaning is made. It is an empirical branch of linguistic study, with focus on authentic language use in the past. This definition is sufficient to cover this new and dynamic field, with its various branches and different foci. (Historical pragmatics: What it is and how to do it, in S.M. Fitzmaurice and I. Taavitsainen (eds.), *Methods in Historical Pragmatics*, Berlin: Mouton de Gruyter, 2007, p.13)

(c)

A. Jacobs and A.H. Jucker: Historical pragmatics deals with changes in the linguistic structure resulting from altered communicative needs which are due to changes in the social structure, or, in other words, with changes in the traditions of language use resulting from changes in the situational context, e.g. [...] a medium change. (The historical perspective in pragmatics, in A.H. Jucker (ed.), *Historical Pragmatics. Pragmatic Developments in the History of English*. Amsterdam: Benjamins, 1995, p.6.)

# Section 1

## The Language of News

### 1. The Beginnings of Periodical News in Seventeenth-Century England

#### A. Importance of news and how to present it in early modern England

Seventeenth-century English news writers knew there was a market for news—about that there is no doubt. Right from the very first decade, there was what has been variously described as a ‘thirst’, ‘appetite’, or even ‘itch’ for news about contemporary events and affairs. The readers were out there, but whilst eager or even desperate (if we are to credit Ben Jonson’s satires) to read print news, they were not prepared to hand over their two pence for a weekly news pamphlet unless convinced that what they were getting was worth the money. And it was this that disturbed and troubled news writers then just as much as it does now in the twenty-first century. In short, how do you, the journalist, present news? What language do you use to persuade the news readers that the money they are spending—or in the case of the internet more simply what they are doing—is a good investment?

It is this question, which lies at the forefront of the seventeenth-century ‘news revolution’, and maintains its significance up to the present day, that will be examined in this section on News.

Class:

What importance does news have for us nowadays? Does the possessor of news have social importance?

#### B. How was news communicated at the beginning of the 17<sup>th</sup> century?

Speech (friends, acquaintances, proclamations in the market place, written texts read out aloud)

Written texts:

- a) manuscript: (letters, including news letters)
- b) print (proclamations, broadside ballads, occasional news pamphlets)

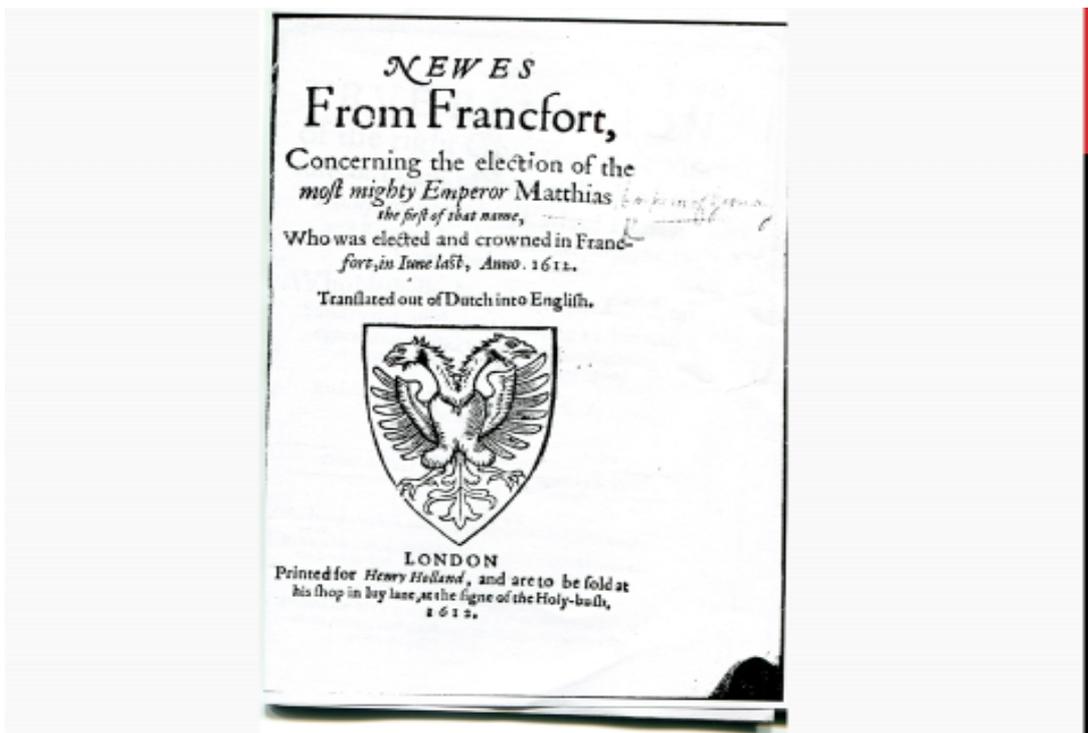
Class:

How is news transmitted nowadays? Do you think the differences in modes of news transmission lead to differences in the forms of language used?

### C. Occasional News Pamphlets (1600-1620)

Occasional news pamphlets in the first two decades of the seventeenth century most commonly carried the word 'newes' or 'relation' on their title pages. Either the terms appear together or they are reported singly, e.g. *Newes from France. Or a relation of a maruellous and fearfull accident of a disaster* (1618) *Newes from Spain. A true relation of the lamentable accidents* (1618), *Newes from Turkie. Or a true and perfect relation sent from Constantinople* (1618).

The format of occasional news pamphlets was small quarto, woodcuts were often found on the title page, the font was usually gothic, and the number of words per page varied between 350 to 400. The pamphlets reported both foreign and domestic events, be it natural disaster, criminal deed, political spectacle, naval confrontation, child monster and wonder stories, or whatever else was deemed to excite the public's curiosity. However, given licensing requirements, none of the pamphlets published news that would have been considered in any way controversial by the English monarchy of the day.



#### Class:

Look at this title page of an occasional news pamphlet.

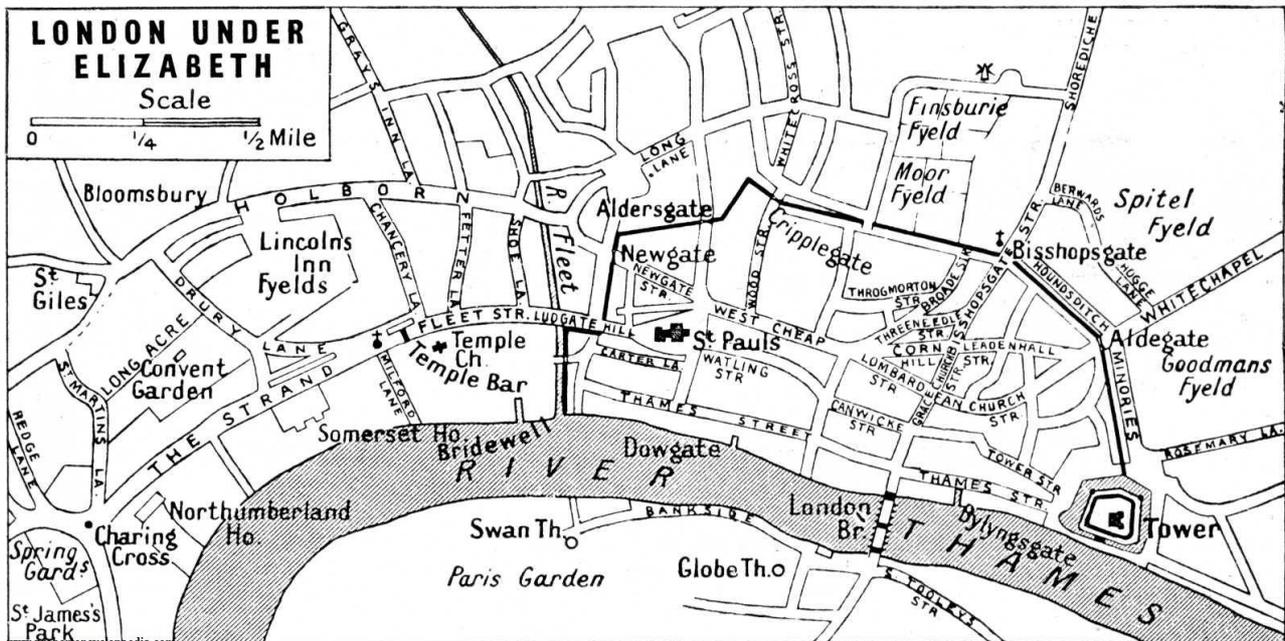
a) What information, if any, is supplied regarding:

The title, the source of news, imprint (e.g. name of publisher, name of printer, where pamphlet could be bought) cost, date of publication

b) What visual material and foregrounding is found? What is its purpose? What is the role of visual foregrounding in news communication?

### Place of publication

For much of the early modern period, the book trade in London, and therefore news pamphlets and gazettes, centred around St. Pauls. From the eighteenth century onwards, Fleet Street, that was very close to St Pauls, became associated with the English press.



### **D. Paratext**

For Genette (1997 [1987]) paratext indicates those parts of a published work that provide a framework for the written text. Paratextual elements typically include the title page, preface, contents pages, illustrations and appendices. Genette argues that although the paratext amounts to just a "a fringe of the printed text ... [it is] a privileged place of pragmatics and a strategy, of an influence on the public, an influence that [...] is at the service of a better reception for the text and a more pertinent reading of it" (1997: 2). This definition of Genette's is certainly applicable to paratextual features found in many early seventeenth-century news pamphlets. Many of them make extensive use of the paratext to attract, inform, and orient the reader.

With regard to the first two objectives, that is, attracting and informing potential readers, the title page is extensively exploited, whilst reader orientation is most obviously seen in prefatory dedications or authorial addresses.

What frequently catches the readers' gaze on the title pages are halfpage woodcuts. Particularly frequent in news concerning crime and natural disaster, the woodcuts are often dramatic and sensational, usually illustrating in broad but arresting images the main brunt of the story.

Only occasionally do the woodcuts seem of little pertinence to the news story. For example, in *Miracle vpon miracle. Or a true relation of the great floods which happened in Couentry* (1607) the woodcut provides a picture of a group of houses, with smoke billowing from the chimney tops, but with no immediately recognizable depiction of a flood.

From a semantic point of view, the text in the contents summary can be divided into different parts. They are, in order, the initial information relating to the subject of the relation, further background details concerning the event, and finally explicit editorial comment on how the news will affect the reader. The first part, the title, is always found, whilst the other two elements, and especially the last, are only sometimes present. An example of a news pamphlet where all three components are provided is the following 1612 publication. The title-page bears a woodcut in the bottom part of the page above which is the text:

A most true Relation of a very dreadfull Earth-quake, with the Lamentable effectes thereof, Which began vpon the 8. of DECEMBER 1612. and yet continueth most fearefull in Munster in Germanie. READE AND TREMBLE.

*(A most true relation of a very dreadfull earth-quake, 1612)*

The initial information is found in the words up until “Lamentable effectes thereof”. This first layer of information is then furnished with additional details in the words from “which began” until “Munster in Germanie”. Following this, one finds explicit editorial comment relating to how readers will react to the text: “Reade and tremble”.

In the introductory information of many pamphlets the word ‘relation’ is very frequently collocated with ‘true’, ‘most true’ or other words underlining the authenticity of the news. Indeed, so often do the terms ‘true’ and ‘most true’ collocate with ‘relation’ that the adjectives lose some of their semantic force. As they are almost invariably associated with the term ‘relation’ they are to a certain extent delexicalised. Given this, it is difficult to see how the presence of such words can have rendered the text more authentic in the eyes of the prospective buyer. What instead does help to underline the verisimilitude of the news is the factual precision of much of the information in the contents summary. Very often precise information is given regarding the quintessential features of reportage: details relating to *what*, *where*, *who* and *when* are frequently found in the title page summaries.

Class: What features of news are found in the following title of an occasional pamphlet of 1617?

A

# True Relation of a most desperate Murder, committed vpon *the Body of Sir IOHN TINDALL* Knight, one of the Maisters of the *Chancery;* Who with a Pistoll charged with 3. bullets, was slaine going into his Chamber within *Lincolnes-Inne*, the 12. day of Nouember, by one *John Barterham* Gent: Which *Barterham* afterwards hanged himselfe in the *Kinges-Bench* in *Southwarke*, on Sunday being the 17. day following. 1616. 188/16 LONDON Printed by *Edw: All-de*, for *L. L.* dwelling in *Pauls Church-yard*, at the signe of the *Tygers head*. 1617.

## Class

What similarities and differences can you see between the use of paratext in the seventeenth-century pamphlet above and the 2016 news article below.

+++++

### **Dating apps fuel rise in sex attacks: Sites linked to reports of rape and grooming**

*Crime involving dating apps Tinder and Grindr have risen sevenfold  
Includes serious offences like rape, assault, and child exploitation  
Figures were revealed through a Freedom of Information Act request  
Just 55 cases were recorded in 2013, compared to 412 last year*

**By DAILY MAIL REPORTER**

**PUBLISHED: 00:02 GMT, 11 January 2016 | UPDATED: 00:08 GMT, 11 January 2016**

The figures have prompted calls for app users to be better educated about the dangers of meeting people online, amid fears they are ‘just the tip of the iceberg’. ‘If we are going to base the formation of a relationship on a photo and a few lines of text, how do we know that person is who they say they are?’ said Andy Phippen, a professor of digital responsibility at Plymouth University.

‘It is something we tell children about – don’t trust who people say they are online – but adults go merrily about thinking it is a good way of [finding a partner].’

The figures have been revealed through the Freedom of Information Act, which is under threat from the Government. Ministers claim it is ‘too costly’ to administer and have ordered a review. Some 30 police forces responded to the request, which showed that two years ago there were just 21 crime reports involving the dating app Tinder, compared with 277 in 2015. Meanwhile Grindr saw numbers rise from 34 in 2013 to 135 last year. Tinder is hugely popular among heterosexual daters with around 50million users worldwide.



### **E. Occasional epistolary news pamphlets and credibility of sources (1600-1620)**

“I haue with the first conueniency sent ouer vnto you, the newest, and (heere) most knowne newes [...]”: these words introduce a letter which was published in an English pamphlet of 1616. The English gentleman’s desire to inform his friend of the most up-to-date news as quickly as possible reflects the role of news in early seventeenth-century English society. News was a commodity of high value. Those people who had important news would indeed wish to communicate it to their preferred addressee with the utmost speed. Directly or indirectly, the supplier of news (providing, of course, the news was reliable) could only but gain from its transmission. The benefit could range from financial advantage, in that the news writer could be involved in the commercial transmission of news, to an increase in personal status—that is, the fact that you were a potential source of important news enhanced your social standing in the eyes of the recipient of that news.

#### Class

Can the possession of news nowadays have similar financial importance or advantage as in the early modern period? Can you think of any situations where this could be the case?

News was a highly-valued commodity, and much news transmission was in the form of epistolary news. Such news could be both in manuscript and printed form. Although the news is varied, what is common to all the pamphlets is the underlying premise that what was published was the version in print of the original letter. Sometimes this fact is explicitly stated on the title page, where the reader is informed that what is contained in the pamphlet is the copy of a letter, while in other pamphlets the authenticity of the epistolary text is underlined by the presence of standard epistolary conventions such as opening salutation and closing subscription. As Dossena (2006: 175) writes, “a sense of identity is conveyed by the choice of the forms of address in the salutation and closing greetings”.

This framing, or ‘recontextualisation’ as it has been termed by Schneider (2005: 187), is relevant since through it manuscript letters once in print acquired new layers of signification.

An examination of the title pages of the 1600-1620 letters of news shows that they all provide paratextual information regarding not just the contents of the letter but also the background of either the addresser or addressee or both. Invariably, this background or metaepistolary information foregrounds the high standing of the correspondents, whether the referencing be to the correspondents’ social, political, professional, or moral status. For example, the addressers include “M. Rider, Deane of St. Patricks”, “a Souldier of good place in Ireland”, “a commaunder [...] a-

board the Hollands Fleete”, “an English gentleman” and “persons extraordinary”. Of correspondingly high status are the addressees. They comprise: “an Honourable person in England”, the “friend in London” (“of a Souldier of good place in Ireland”), “the right worshipfull the Governors and Assistants of the East Indian Marchants in London”, and “a Gentl. not long since employed into that countrie from his Maiestie”. By indicating the high status of the addresser and addressee, publishers achieved two important objectives. First, they succeeded in giving news value to the correspondence. The Dutch commander, “persons extraordinary” and “Governors of the East Indian Marchants” are important people, therefore the implication is that their letters are likewise significant. Secondly, the correspondents’ respectability also gives reliability to the news found in the letters. In the early seventeenth century, and throughout much of the century, there existed the paradoxical situation whereby although news was eagerly sought, it was also as frequently criticised and mocked for its unreliability. By referencing the correspondents’ high standing, the publisher was therefore aiming to eliminate any reservations among real or possible readers as to the authenticity of the news reported in the letters.

### Modern news

A. We shall examine the various news authenticating devices in more detail later, but one such strategy regards the importance of news sources. The more prestigious the news source the more authoritative the news itself. Therefore, where possible and appropriate, newspapers emphasise the high status of the news source.

B. Görlach has described modern-day newspapers as a “conglomerate supertype ... [where] clearly each individual text type can have a definite position allocated to it and can have formed, over the last three centuries, specific forms conventionalized between writers/compilers and readers. Instances of such individual types are the leader, political comment, news report, weather forecast, ... astrological prognostication, birth and death notices, obituary, cartoon, crossword puzzle, classified, and of course the commercial advertisement.” (2002).

Görlach was writing when only hard copy newspapers existed, while nowadays online editions also provide other forms of reader interaction.

**Class:** Where is correspondence found in newspapers nowadays?

Compare the following two types of reader interaction in modern day newspaper (the second is an online paper). What differences in language are there? (see Appendix for Checklist on lexical/syntactic differences)

1)

Dear Editor,

I am writing to express my concern that opening hours may be cut at our local libraries. As a cost-cutting measure, the City administration is recommending that libraries close on Mondays.

I am a staff member at the North Park Branch, and I work weekday afternoons. Each day, as school closes, dozens of students file into the library to do homework, use the library's 13 computers, or socialize in a safe place. Many of these children would otherwise go home to empty houses, and the library is the one place that provides a secure, supervised alternative to being home alone.

I strongly encourage your readers to contact their City Council representatives and urge them to vote to keep libraries open! Contact information is on the library's website at [www.locallibrary.org](http://www.locallibrary.org).

Yours faithfully,  
Steve Jones

2)

**Prolific bicycle thief becomes the first man in Britain to be given a LIFE-TIME ban from riding a bike – or even going within four metres of one**

- **John Liddicoat, 47, has been jailed for three-and-half-years for bike thefts**
- **Given a life-time ban from riding a bike or going within four metres of one**
- **He has 48 convictions for 142 offences, including numerous thefts of bikes**
- **Judge said he had 'appalling record' and 'you have not learnt your lesson'**

A prolific bicycle thief has become the first man in Britain to receive a life-time ban from riding a bike - or even venturing within four metres of one. ....

**Readers' comments about story**

Cityman, Leeds, 19 hours ago

*Jail him and the next time he steals someone's property jail him for longer! It's not that bloody difficult.*

Rachael, Zurich, 19 hours ago

*Ridiculous sentence - who will enforce it?*

bathams22, birmingham, United Kingdom, 18 hours ago

*any police officer who sees him riding a bike .*

## **F. First English periodical news pamphlets (1620): The role of translation**

Although the first news item itself is less than dramatic—“The new tydings out of Italie are not yet com”—the news publication containing this news is very significant. It was published on 2 December 1620 and marks a historic break from the way news was packaged and sold in the past. Whereas before, news pamphlets generally recounted single events or themes, and were totally irregular in publication, from December 1620 onwards print news not only started being sold on a much more frequent basis but also in single numbers began covering news from many different places in the same issue. However, while the publication of 2 December 1620 marked a turning point in English print news, the newsheet itself was not printed in England. Like other similar publications up until September 1621, it was printed in the Netherlands. Partly as a result of the spreading Thirty Years War, Amsterdam had become very important in the context of European news publications. Indeed, Frank refers to the city as “the centre of European journalism” (Frank 1961: 2), since it was here that enterprising Dutch publishers started selling newsheets containing a selection of news items from the various newsletters, *Newe Zeytungen*, *avvisi*, and all the other forms of written news arriving in Amsterdam from everywhere in Europe. Originally written just in Dutch, in the late summer of 1620 the Dutch publications began to be translated into French, then on 2 December there appeared the first extant English 'coranto', for this is how these single-sheet news publications were generally called. The imprint in this earliest surviving English coranto reads: “Imprinted at Amsterdam by George Veseler, Ao. 1620. The 2. of Decemember (sic). And are to be sould by Petrus Keerius, dvvelling in the Calverstreete, in the uncertaine time”.

Pieter van de Keere, to use the Dutch form of his name, was primarily a map- and print-engraver but between this earliest extant coranto of 2 December 1620 and his last surviving one of 18 September 1621 he brought out at least 16 English corantos. Consisting of one leaf in small folio, amounting on average to about 2,000 words, with two columns of news on each side of the two pages, these corantos were in format the same as their Dutch counterparts. Their content too very closely reflected the news found in the Dutch versions. In general, they amounted to literal translations which were written up as quickly as possible in Amsterdam. The corantos needed to be sent over the North Sea on the first available packet-boat because the target audience Pieter van de Keere was aiming at was not the small English community in Amsterdam but the much larger reading public in London.

The Dutch-printed corantos that have come down to us show that by the summer of 1621 English readers in search of print news had an ever increasing opportunity to satisfy their appetite. Not only did they have their home printed news pamphlets specializing in individual news stories, but now

they also had the opportunity of reading on a relatively frequent basis the much more condensed and factual dispatches circulating in continental Europe's news network and first published in Dutch corantos.

The corantos focused on news and rumours regarding the Thirty Years War, which had begun in 1618. The war, in one form or another, involved all the principal powers in central Europe and captured the attention of populations not directly involved. For the Dutch and English coranto reader it did not represent some distant continental conflict, but instead a supreme struggle between good and evil, Protestantism and Catholicism.

Right from the very first number of 2 December 1620, English corantos concentrate on the diplomatic manoeuvrings and military engagements arising from the hostilities.

Out of Weenen, the 6 November. The French Ambassadour hath caused the Earle of Dampier to be buried stately at Presburg. In the meane while hath Bethlem Gabor cited all the Hungerish States, to com together at Presburg the 5. of this present, to discourse aboute the Crowning & other causes concerning the same Kingdom. The Hungarians continue with roveing against these Lands. In like manner those of Moravia, which are fallen uppon the Cosackes yester night by Hosleyn, set them on fire, and slaine many dead, the rest will revenge the same.

*(The new tydings out of Italie are not yet com, 2 December 1620)*

These early stages of the war were as violent and brutal as anything that followed and the reader is spared no detail in the reporting. The following extract narrates the vindictive savagery inflicted on the dead body of one of the Protestant rebels in Bohemia.

From Prague the 26. of Iune 1621. The seuenth of this moneth, as 8. daies since it was written, old Srucwin, one of the imprisoned directors, in the night time threw himselfe headlong out of the white Tower into the ditches and there died, his body was yesterday cut in 4. quarters, and hange in 4. places of the high way, his head and hand nailed vpon the Gibet in the Towne, and it is sayd that the execution of the rest next Monday or Tuesday shall be done

*(Corante, or, newes from Italy, Germanie, 9 July 1621)*

## Translation in seventeenth-century

### English news

Translation had a fundamental role in the dissemination of foreign, mostly European, news among the English reading public. It was through translation that much of what was happening abroad was brought to the English reader's attention. However, the role of translation in English news was not one-way. English print news was itself translated into other languages. This was only to be expected given the growing criss-crossing, international dimension of news in the seventeenth century. As Dooley says (2015, ERC project proposal) "News exchange was essentially international and polyglot; and the transition of news from place to place depended upon interpretations and re-interpretations in a variety of languages, with variations in sense and nuance and discourse structure that constituted the very essence of the European context."

In order to appreciate the kind of language employed in English corantos, it is necessary to examine the translation strategies adopted in their translation from Dutch into English. To what extent did translators follow the Dutch text in their translation? Apart from those passages containing news about England, which were eliminated for censorship reasons, did translators decide upon a literal translation of the Dutch corantos or something much less rigid?

If one analyses the seven extant English publications that are undoubtedly translations of their surviving Dutch news counterparts, one realizes that in the translation the translator closely follows the source text. A comparison of the extracts below, the first taken from Broer Jansz's Dutch coranto of 3 July 1621 and the second from its English translation published on the ninth of the same month, reflects the degree of literal translation involved.

VVt Praghe den 17.dito **Dese daghen** heestmen wederom ettcijcke Stucken gheschuts uyt het Magasijn aen verscheyden plaetsen op't Slot alhier brenghen laten / desghelijker sal oock inde Stadt gheschien / soude van wegghen der Erecutie / ende den oploop / daer vooren mensich bevreest/ aenghesien sijn/ ghelijck dan oock teghenwoordich / hier des Oversten van Saffars Muyterije seven Campaignien / alhier aenghecomen zijn / wel ghearneert Dolck / alleene dat zy gheen 20orant Boeren ofte Carbiners voeren / de selve heestmen inde Oude ende Nieuwe-Stadt gheinquartiert / ende segtmen dat die erecutie op toccomende Maendach ofte Dingsdach voltrocken sal worden/ daer na sullen de Keyserlijcke Commissarissen sich van hier nae **Brin in Moravien** begheven / ende aldaer verghelijcken Proces voornemen / oock handelt dat Spaensclje vole in Moravien teghens die Burgherije ende Inwoonders seer Tyrannisch. Gisteren nacht hebben die alhier legghende Soldaten / de Joden Stadt plunderen willen / dan is

veracordeert worden / ende sullen de Joden den Oversten van Walsteyn een 21oran somme gelts geven morten. Die Overste Frenck gaet daghelijck alhier sonder wacht / wil een Apologia teghens Mansvelt laten uyt gaen.

From Prage the 17 herof There are againe some more peeces of Ordinance caused to be fetched out of the Magazin / and brought into divers places of the Castle / the same shall also be done in the Cittie / the reason is / because they feare for an 21orant when the execution shall be. In like manner the Generall Saffars Horsemenne are 21oranto 21ora / 21oran 7. Companies strong / well Armed Men / alone they have no long gunnes or Cerbyners / they are inquartered in the old and new cittie / it is said / that the Execution shall be upon Munday or Tuesday next / which 21oran ended the Emperours Commissioners shall goe from hence into Moravia / and there doe the like Execution. The Spanish Souldiors in Moravia doe Tyrannize very much over the Citizens and Inhabitants. The Souldiors / which lye here / would yester night have savaged the Jewes Cittie (**or that part of Prague / wherein the Jewes dwell**) but an Agreement is made / and the Jewes must give the Governour of Walsteyn a great som of Money. The Governour Frenk goeth dayly here up and downe / without any watch / he will sett out an Apology against Mansvelt.

*(Courant newes out of Italy, Germany, Bohemia, Poland &c., 9 July 1621)*

The three principal differences found in the English translation consist of lexical omission and addition. Lexical abridgement occurs at the beginning of the first paragraph where the Dutch words ‘Dese daghen’ (‘these days’) are left untranslated. The other example occurs at the end of the same paragraph where before ‘Moravia’ no reference is made to the place name ‘Brin’. On the other hand the parenthesis in the penultimate paragraph is a gloss having no correspondence in the Dutch text. Although it is difficult to understand why ‘Dese daghen’ was not translated, one can surmise as to both the exclusion and inclusion of the other words. The translator may have left out the reference to Brin on the grounds that for the English public such information was irrelevant since the town was unknown to most of the target readership. In contrast, the additional information about the whereabouts of the Jewish quarter in Prague could have been included to clarify what is meant by the words ‘the Jewes Cittie’, the literal translation of the Dutch text. Therefore, the basic method of translation was literal, word for word, and to that extent Dahl and Frank are right in their assessment of how corantos were translated. Nevertheless the exceptions to the general practice of

literal translation are often significant in that not only do they represent a small degree of creativity in the writing-up of the English text but they also display the translator's sensitivity to issues affecting the English reader's cultural knowledge. The fact that the translators of corantos followed a literal method of translation can be contrasted with the different translation strategy adopted by the following translator of an occasional pamphlet. The pamphlet in question is *Newes from Mamora* (1614), and in its preface the author declares: "I respected not so much exactnesse in Translating word for word out of the Originall, (whereby the matter must perforce loose its garb and graine)". This metaphor of 'dress' was commonly adopted in early modern England by translators of literary works (Denton 2007: 1392). For them literal translation was shunned, since as Henry Rider (1638) wrote in the preface to his translation of Horace, "Translations of Authors from one language to another, are like old garments turn'd into new fashions; in which though the stuffe be still the same, yet the dye and trimming are altered, and in the making, here something added, there something cut away" (Venuti 1995: 49-50). Using the same clothing metaphor as the translator of *Newes from Mamora* (1614), Rider is advocating a mode of translation which in its freedom brings a new spirit to the translated work.

### Class

The *London Gazette*, founded in 1665, was the sole periodical newspaper in England to run uninterruptedly from August 1666 to February 1688. The government-sponsored two-page publication contained not only domestic and foreign news but also, from 1671 onwards, advertisements. The French edition of the London newspaper began publication in November 1666. The *Gazette de Londres* was printed and published in London and addressed not only the French community in England and abroad but all foreigners who read and communicated in French. The translator into French generally provided a literal translation, but there are exceptions.

Analyse the translation strategy in the following news item about the French queen. What can explain the non-literal approach?

(i)

Paris. The 27<sup>th</sup> instant Madam was happily brought to bed of a Daughter at the Pallace of *St. Clou*, and was the same day visited and complimented by their Majesties and several of the Great Ladys and personages of the Court.

(*London Gazette*)

(ii)

Il 27 de ce mois, Madame fut, heureusement, delivrée d'une belle Princesse, en la délicieuse Maison de Saint Clou: & ce jour-là, recut visite de Leurs Majestez, & de plusieurs des Personnes de la Cour.

*(Gazette de Londres)*

### Modern news: Translation role and strategies

Modern-day news agencies can be viewed as vast translation agencies, structurally designed to achieve fast and reliable translations of large amounts of information. Translation is of the utmost importance in news agencies and it is inseparable from other journalistic practices that intervene in the production of news.

Global news agencies traditionally produce news texts in the major European languages (Reuters and Agence France Press in English, French, Spanish, Portuguese, German), which are the languages of their main news markets. To these only Arabic is a recent addition (launched by Reuters in 1954 and by AFP in 1969).

Translation is thus an important part of journalistic work and is subject to the same requirements of genre and style that govern journalistic production in general.

In news translation the dominant strategy is absolute domestication, as material is shaped in order to be consumed by the target audience (ta), so [it] has to be tailored to suit their needs and expectations.

In translating news, journalists must rewrite texts to make them suitable for their new context according to the rules and practices of the medium in which they work.

Most frequent modifications to which the source text can be typically subjected in the process of translation:

- Change of title and lead;
- Elimination of unnecessary information;
- Addition of important background info;
- Change in the order of paragraphs;
- Summarizing information

The central importance of authorship, reflected in the sacrality of the original text, is a product of the autonomy of the literary field, and does not have an equivalent form in the highly heterogeneous journalistic field. The news translator, unlike the literary translator, does not owe respect and faithfulness to the source text but is able to engage in a significantly different relationship with an often unsigned piece of news, the main purpose of which is to provide information of an event in a precise and clear way.

*(Translation in Global News, E. Bielsa and S. Bassnett, London: Routledge, 2009)*

Class: The following news item was published in *Corriere della Sera*. Its English translation (in the right column) was published in the English version of the *Corriere* web site. Examine the changes that are found in the English translation and explain why there are such changes. Do you think the translator could have made other changes too?

1	<p><b>Pianosa, il paradiso terrestre salvato dai detenuti</b></p>	<p><b>Pianosa, the Earthly Paradise Saved by Its Inmates</b></p>
	<p>Viaggio tra detenuti in regime di semilibertà di <i>Sergio Rizzo</i></p>	<p>A visit to prisoners living in partial freedom by <i>Sergio Rizzo</i></p>
5	<p>Lo sguardo dello spazzino è pieno di serena malinconia. “Una volta c’era un sacco di gente”, dice. Una volta era tanti anni fa, quando è arrivato nella colonia penale di Pianosa, nell’arcipelago toscano. Lo spazzino è un uomo di quasi</p>	<p>The look in the street sweeper’s eyes was one of calm melancholy. “There used to be lots of people here,” he said. “Once” was many years ago, when he first arrived in the penal colony of Pianosa, in the Tuscan archipelago. He is now almost 70 years</p>
10	<p>settant’anni e ne ha passati 42 qui. Una vita per riparare a un errore. Ma ora, a differenza di prima, lo sta facendo da detenuto libero. Il Comune di Campo dell’Elba, di cui l’isoletta fa parte, l’ha assunto part time per tenere pulite le strade di uno</p>	<p>old and has spent 42 of them here: a lifetime to make amends for a mistake. What has changed is that now he is partially free. The town council of Campo dell’Elba, on which the island depends, has hired him part-time to keep the streets clean, in what is one of the smallest and most picturesque towns in the Mediterranean. This jewel of eclectic 19th-century architecture, now almost completely uninhabited, is the setting for one of the most incredible events in Italian history. ...</p>
15	<p>dei paesi più piccoli e suggestivi del Mediterraneo. Un gioiello splendente dell’architettura eclettica dell’Ottocento, oggi quasi completamente disabitato, dove si è consumata una delle vicende umane più</p>	
20	<p>incredibili della nostra storia. ....</p>	
25	<p>Le barche non si possono avvicinare, la pesca è tassativamente vietata entro un miglio dalla costa. Si può fare il bagno solo alla spiaggia di sabbia bianchissima separata con il piccolo paese dal resto dell’isola completamente piatta come dice il suo nome, che era tutta una colonia penale agricola, da un enorme barriera di cemento armato, ormai quasi più diroccata di tanti muri di sassi e mattoni. Non altra funzione se non quella intimidatoria: nelle torrette di sorveglianza non è mai salita una guardia. Quel muro gigantesco era stato tirato su più di trentacinque anni fa, dicono per volontà del generale Carlo Alberto Dalla Chiesa, quando venne costruito sul vecchio sanatorio il carcere di massima sicurezza nel quale furono rinchiusi prima i brigatisti, quindi dopo il 1992 i mafiosi. Era il luogo del famigerato (per I</p>	<p>Boats are not allowed to approach, and fishing is strictly prohibited within one mile of the coast. The only place you can swim is from a beach of sparkling white sand, separated from the rest of the island – which as its name suggests, is completely flat – by a huge concrete barrier of stone and brick walls, now almost in ruins. Its sole purpose was to intimidate, and no guard has ever climbed up into the watch towers. This massive wall was built over 35 years ago, reportedly at the order of General Carlo Alberto Dalla Chiesa, at the same time as the maximum security prison on the site of the old sanatorium. It was here that they held Red Brigades terrorists, and then, from 1992 onwards, Mafiosi, and where Italy’s infamous “hard prison regime” was applied.</p>
30	<p>criminali) 41-bis.</p>	
35		

We also find similar kinds of strategies in news articles translated from English into Italian. The following article from the English newspaper, *The Guardian*, was published in its Italian translation in the Italian journal, *Internazionale*.

1	<p><b>Chicago police detained thousands of black Americans at interrogation facility</b></p>
5	<p><b>Special report: Guardian lawsuit reveals overwhelming racial disparity at Homan Square, where detainees are still held for minor crimes with little access to the outside world, despite police denials that site is an anomaly</b></p>
	<p><u>Spencer Ackerman</u> and Zach Stafford in Chicago</p>
	<p>Wednesday 5 August 2015 17.56 BST</p>
10	<p>At least 3,500 Americans have been detained inside a <u>Chicago</u> police warehouse described by some of its arrestees as a secretive interrogation facility, newly uncovered records reveal.</p>
	<p>Of the thousands held in the facility known as <u>Homan Square</u> over a decade, 82% were black. Only three received documented visits from an attorney, according to a cache of documents obtained when the Guardian sued the police.</p>
15	<p>Despite repeated denials from the Chicago police department that the warehouse is a secretive, off-the-books anomaly, the Homan Square files begin to show how the city's most vulnerable people get lost in its criminal justice system.</p>
	<p>People held at Homan Square have been subsequently charged with everything from “drinking alcohol on the public way” to murder. But the scale of the detentions – and the racial disparity therein – raises the prospect of major civil-rights violations.</p>

1	<p><b>Internazionale</b></p>
	<p>07 AGO 2015 16.01</p>
	<p><b>Dentro la struttura segreta della polizia di Chicago</b></p>
5	<p><b><i>La struttura di Homan square gestita dal dipartimento di polizia di Chicago.</i></b></p>
	<p><i>(The Guardian)</i></p>
	<p>Spencer Ackerman, <i>giornalista di The Guardian</i> , Zach Stafford, <i>giornalista</i></p>
10	<p>In base a documenti resi noti solo di recente, almeno 3.500 statunitensi sono stati detenuti in un centro della polizia di Chicago descritto da alcuni degli arrestati come una struttura segreta per interrogatori.</p>
	<p>L'82 per cento delle migliaia di persone trattenute nella struttura di Homan square nell'arco di un decennio è nero. Secondo la documentazione segreta ottenuta quando il Guardian ha fatto causa alla polizia, solo tre di loro hanno ricevuto visite documentate da parte di un avvocato.</p>
15	<p>Nonostante il dipartimento di polizia di Chicago continui a negare che il deposito rappresenti un'anomalia segreta e illecita, dai documenti relativi a Homan square comincia a emergere come le persone più vulnerabili della città si perdano nel suo sistema di giustizia penale.</p>
	<p>Le persone rinchiuso a Homan square sono state in seguito accusate di qualsiasi cosa, da “bere alcol per strada” all'omicidio. La portata delle detenzioni – e la disparità sociale che le ha caratterizzate – lascia ipotizzare tuttavia pesanti violazioni dei diritti civili.</p>

## G. Giving credibility to the news

The intellectual élite had little but contempt for corantos and serialized print news. This contempt, which however did not prevent the sale of news—at least when it was positive—was based on four main considerations. First, news customers are castigated for their unthinking, uncritical appetite for news; secondly, news publishers and writers are condemned for their overriding interest in financial gain; thirdly, all those involved in the publication of news are scorned for lack of education and class; fourthly, the news publications themselves are attacked for their multifarious inaccuracies.

It is the fourth point which we can examine in more detail. However, let us shift the focus of the analysis away from the critic and towards the news writer and news discourse itself. In particular, we will study those rhetorical strategies found in news dispatches that underline the factuality and hence truthfulness of the reported news. Therefore, we shall consider how news writers sought to persuade readers of the truth of their information. To do this, reference can be made to *News as Discourse*, van Dijk's seminal study of newsprint language, where we find an examination of the most common news authenticating strategies. Although the study focuses on the contemporary press, the rhetorical features that van Dijk identifies and examines provide a valid starting point for an examination of news dispatches throughout the seventeenth century.

### Factuality in News Discourse

Van Dijk begins his analysis of factuality in news discourse with the assertion that “if propositions can be accepted as true or plausible there must be special means to enhance their appearance of truth and plausibility” (1988: 84). The Dutch linguist, following Tuchman (1972), then classifies these persuasive strategies into three broad categories. The first emphasises the factual nature of events, the second builds a strong relational structure for facts, and the third provides information that also has attitudinal and emotional dimensions. In van Dijk's opinion, the second and third categories are closely related to the news value system that underlies news production. For example, the third category includes authenticating strategies reflecting the news value maxim that facts are better represented and memorised if they involve or arouse strong emotions. This maxim is very closely connected to the news value system in that attention to the “negative, the sensational” (van Dijk) is a fundamental characteristic of newsworthiness in the modern press. Similarly, the second category also touches upon newsworthiness. Authenticity strategies in this category include inserting facts into well-known situation models that make them relatively familiar even when they are new. In other words, as van Dijk says: “news is more persuasive if it represents events that fit our models without being completely predictable”. However, of these three truth-authenticating categories, van Dijk believes that it is in the first that “the real rhetoric of the news seems to reside” (1988: 86). This category, which emphasises the factual nature of events, comprises a) signals that indicate precision and exactness such as numbers for persons, time, events, b) direct descriptions of ongoing events, c) using evidence from reliable sources (authorities, respectable people, professionals), d) using direct quotes from sources, especially when opinions are involved. Regarding the first characteristic in the list—indicators signalling

precision and exactness—van Dijk writes that “news discourse abounds with numerical identifications of many kinds: numbers of participants, their age, date and time of events, location descriptions, numerical descriptions of instruments and props (weight, size), and so on” (1988: 87). He continues by rightly stating that it is not so much the exactness of these numbers that is important but rather the fact that they are given at all. They are signals of truthfulness predicated on the understanding that the reporter capable of providing such exact figures must necessarily have had first-hand knowledge as to what happened. Such precise numerical referencing is one of the defining rhetorical features of coranto news discourse. Examples of news dispatches abounding in numbers and figures are limitless. The following news item typifies this kind of factual exactitude.

From Bergen up Zoom, the 11. Of November The 27. Of the last moneth, his Excell: the Prince of Orange, commanded the baggage of the whole army to bee shipt. The 29. The whole army of the Archdutchesse went into garrison, 18. Companies of their horse were commanded to the Rhyne, to march into Germany. The 31. All our Canon was shipt, and the 26. Of November all our drawing horses. The 3. Of November the souldiers broke downe all their huts and all the army departed, his Excell. With some Earles and Colonels are come into this Citty the 4. Of November from whence they departed. The Emperour causes 3000. Souldiers horse and foot to be levied in the Land of Liege. The troupes of the Duke of Lerma, and Feria, are reduced into 17. Companies and are marching into Germany.

*(The continuation of our weekly intelligence. Numb. 1. 29 November 1631)*

### **Class**

Indicate the truth-authenticating features in the above news report.

By direct description, van Dijk is referring to “first-hand evidence” from news correspondents or reporters since in the Dutch linguist’s view “the immediacy of the description and the closeness of the reporter to the events is a rhetorical guarantee for the truthfulness of the description and, hence, the plausibility of the news” (1988: 86). In this definition two aspects stand out. They are the “immediacy of the description” and “the closeness of the reporter to the events”. As regards the latter, the implication of proximity to the reported event is signalled in different ways in early English news publications.

The first is seen in the presence of the dateline itself. The fact that readers are told that the news is from, for example, “Rome, April the 11; From Venice, April 24; From Vienna, April 15; From Prague April 25” is not just significant in so far as it indicates the source of the news but also for what it can sometimes imply regarding the correspondent’s closeness to the reported events. That correspondent is there in Rome, or Venice, or wherever, talking about news in that particular area. As regards the body of the text, discrete linguistic features underlining the correspondent’s proximity to the news include the use of deictics. For example, the date-lined dispatches often include the exclusive first person singular or plural pronoun:

From Prague the 4. Of November, 1631. This Citie is every where exceedingly fortified, and amended. Great feare also is conceived in this place, wherefore, men transport their goods and

flie to Vienna. For the Duke of Saxons Forces are enquartered in this Kingdome of Bohemia, and doe encroach day by day vpon us. (The continuation of our weekely intelligence. Numb. 1. 29 November 1631)

The exclusive, as opposed to inclusive, reference of the pronominal deictic “us” underlines the focus of attention on the correspondent and his involvement in the reported news. Thus, as regards the authenticating strategy of direct description, we can say that these dispatches provide through the dateline and deixis evidence of journalistic proximity.

Finally, regarding van Dijk’s last truth-authenticating strategy, that is, using direct quotes from sources, the linguist says that modern-day journalism contains much direct speech because “quotations, or quasi quotations [...] not only make the news report livelier but are direct indications of what was actually said and hence true-as-verbal-act”. This use of direct speech was much more limited in early seventeenth-century periodical news and essentially confined to brief interpolations in news reports and the official speeches of political leaders. One such example is found in the following coranto of 1631, where we hear the words of the Earl of Hanaw:

[the Earle] came to them vpon the walles of the Citie, and spake to them in the Citie, in this manner. My faithfull and loving Citizens and Soulders, to 28orant you much Counsell in this extremitie, or any assistance, I am not able, by reason I am a prisoner. Onely this I wish you to compound and make your agreement vpon the best terms you can.

This comparison of factuality strategies in corantos and the modern press illustrates that in the first years of its existence English periodical news possesses three out of the four characteristics common to those found in newspapers today. The most underlined characteristic regards precision and exactness, but apart from this the reader is also made aware that the correspondent is sufficiently close to the news event to be able to provide good-quality information though, unlike much modern day news coverage, you only rarely find eyewitness accounts in early seventeenth-century news reports. The third characteristic in van Dijk’s list of factuality features—the referencing of authoritative news sources—is also found, but, as said above, what is only very intermittently provided in corantos is direct speech.

### **Class: Modern-day news**

Van Dijk based his analysis of truth-authenticating features in the press on modern-day news texts. Read the following modern-day news story and answer the questions:

What are the words and expressions indicative of precision and credibility in the report?

Write the expressions in the columns below.

Numbers of persons:

Numbers regarding events:

Time references:

Authoritative sources:

Direct descriptions:

Quotations from sources:

The story concerns the rehabilitation of Richard Hammond, a TV presenter who had been involved in a car accident.

### **HAMMOND IS BETTER AND READING A BOOK**

Richard Hammond, the TV presenter of *Top Gear*, left Leeds Hospital yesterday with his surgeon saying that he would “return to work” in six months if there were no complications.

- 5) Laughing and joking, Hammond was flown to a hospital near his home in Cheltenham, where he will begin his rehabilitation after his crash in a very fast car.

James May, his co-presenter on the programme, and a journalist for the automobile section of *The Daily Telegraph*, said he had made telephone calls and

- 10) started reading a book.

After the accident eight days ago, Hammond was in intensive care with a significant brain injury and doctors were worried that he was permanently injured. Since then he has made a remarkable recovery.

Stuart Ross, a neurosurgeon, said: ‘I am very pleased with his progress.

- 15) Considering the potential injury, he has responded very well.’ The neurologist said he was a “great fan” of *Top Gear* and hoped to see Hammond again on the programme.

The presenter, who has two children, was taken by plane to the Leeds hospital last Wednesday, when the car he was driving near York, crashed very badly.

- 20) His wife, Mandy, who stayed all the time at the hospital with him thanked the public for their support.

Her appeal for the public to make donations to the Yorkshire Ambulance service has helped to raise more than £148,000 for Yorkshire ambulances.

(adapted from *The Daily Telegraph*)

## H. Recounting time and events in news

### a) Seventeenth-century

Much news in the seventeenth century consisted of dispatches based around the dateline (place and date of news) followed by the news report itself. So as to appreciate more clearly the characteristic features of such texts, we can analyse the following report below from a 1632 coranto.

1	<i>From Breslaw in Silesia the 14. of September, 1632. Stilo novo.</i>
5	There came tydings hither on the 4. of this moneth, that the <i>Saxon</i> forces were expelled out of the Citie <i>Steynau</i> by the <i>Imperialists</i> , and likewise that the Sconce was yeilded vp by agreement, which newes was very acceptable to the Spirituall persons, as likewise to the <i>Burgrau</i> of <i>Dona</i> , and caused much joy amongst them. On the fift of this moneth about evening, wee heard great shooting here, and from our Steeple wee saw great fires which much perplexed and terrified vs all, neither could any man conjecture what might be the matter. Onely all men generally agreed in this, that the <i>Saxons</i> happily and those of <i>Dubalts</i> Armie were come to relieue <i>Steynau</i> , and that both Armies had encountered together.
10	
15	The next morning (which was the 6. <i>ditto</i> ) there came before the gates of this Citie many Wagons and Carts, as likewise many <i>Imperiall</i> Troupes (betweene 40. and 60.) most of them horsemen, and the greater part of them Crabats, which were fled from the <i>Imperiall</i> Armie: these related unto vs, that [...]
20	
25	This Afternoone we received more certaine intelligence, the Contents wherof are to this purpose. The <i>Imperialists</i> having heretofore taken and forced the Citie <i>Steynau</i> from the <i>Saxon</i> and <i>Dubalts</i> forces, were resolved with an Armie of 20000. men to march [...]
30	
	<i>(The continuation of our forraine avisoes, 3 October 1632)</i>

Beginning our analysis, we see that it is headed by the dateline, “From Breslaw in Silesia the 14. of September, 1632. Stilo novo”. These details, which inform the reader of when and from where the news was sent, but say nothing about the contents of the report, are then followed by a chronological recount of the events occurring in and around the Breslaw area. The news writer begins with the date that is furthest back in time (“4. of this moneth”) and moves forward in chronological fashion to report what then occurred on “the

fift of this moneth”, “the next morning (which was the 6. ditto)”, concluding with the news he received “this afternoon”. In this narration of the Imperialists’ attempts to capture and hold Steynau, no attempt is made to foreground any particular aspect of the story. Unlike modern-day news reports, there is no perceived news value to overturn temporal sequence and impose “an order completely at odds with linear narrative” (Boyd 2001: 213). What is missing is journalistic viewpoint or angle. The news writer in this particular report is basically restricting himself to the role of purveyor of news rather than interpreter.

### **b) Modern-day news reports**

In his analysis of printed hard news van Dijk refers to the structure of news discourse. Very briefly, van Dijk writes that from a semantic point of view hard news topics are organised according to the following main principles. First, news stories follow a top-to-bottom organisation, meaning that as the story progresses the information becomes steadily less general and increasingly more specific. This semantic organisation is likened to an inverted pyramid in that the text can be cut at any point from the bottom upwards without prejudicing the textual coherence of the piece. Secondly, unlike ordinary narratives, news stories do not usually proceed in temporal succession. Rather than following chronological order, hard news is characterised by flashbacks and flashforwards. The only kind of news report which generally follows a broadly linear chronological structure is that of a sporting event which is generally narrated from beginning to end. Thirdly, in the contemporary press news is recounted cyclically. Each topic of the news story is delivered in instalments rather than in the form of one complete, self-contained piece. This convention is a consequence of the principle of relevance that also influences the semantic organisation of news discourse. News writers interpret news according to what in their opinion is most relevant.

The semantic macrostructure of news discourse, of which the above principles are characteristic features, is necessarily closely related to news discourse macrosyntax. The macrosyntax, or schemata, include in the case of hard news: Summary (consisting of headline and lead), Main Event, Background (history, context, previous events), Consequences, Verbal Reactions, Comment and Closure. This structure of hard news texts has no rigid order but what is indispensable is the

presence of the Summary. In the Summary the conciseness of the headline provides the first basic information about a story that is then developed to a lesser or greater extent in the body of the text.

The non-chronological, cyclical reporting of events referred to in semantic macrostructures is further often found in other parts of news schema such as Main Event, Background, Consequences, Verbal Reactions, and Comment. As illustration of this, one can refer to the previous report in *The Daily Telegraph* about the rehabilitation of Richard Hammond, the TV presenter who had been involved in a car accident.

The above news story exemplifies some of the key features of van Dijk's analysis of semantic and schematic features in news discourse. The Summary, represented by the headline and lead, provides the first general information about the story, which becomes increasingly more specific in detail. However, apart from the inverted pyramid characteristic, the Summary also exemplifies another semantic feature. This is recency, illustrated in the reference in the lead to the news event happening "yesterday". As for temporal organisation, while the referencing of time follows a linear chronological structure in the first three paragraphs, the recount of the story then goes from past to present to past again in the remaining paragraphs. This non-chronological narrative organises a semantic macrostructure that in instalments narrates the different parts of the report, ranging from the patient's journey to another hospital, the surgeon's view of the patient's progress, the accident itself, and finally the wife's vigil and appeal. This semantic macrostructure links with the news schema consisting of Summary, Main Event, and then alternately Background and Verbal Reactions.

### **Class**

1. In a news report does the news become more and more specific?
2. Do news stories follow chronological order?
3. Are the most recent events usually put at the beginning of a news story?
4. Does a summary consist of a headline and lead?
5. Do news stories always contain a summary?

**Class**

Indicate the temporal order of events in the story below.

**ROD STEWART, 66, TO BECOME A FATHER FOR THE SEVENTH TIME**

(1) Rod Stewart will become a father again, at the age of 66. (2) The singer, who is married to Penny Lancaster, already has a four-year-old son, Alastair. (3) Stewart also has five other children from past relationships.

(4) Lancaster, 39, discovered she was pregnant while celebrating their third wedding anniversary in June in Portofino, Italy. (5) They said in a statement on hellomagazine.com: “We were thrilled and delighted to be able to tell Alastair that he would be the big brother to a little baby.”

(6) Stewart married Lancaster, a photographer, in 2007. (7) They have been together for more than 10 years.

**c) Reasons for differences in recounting of time in the 17<sup>th</sup> and modern-day news reports**

The coranto and present-day news structures are hence very different, but what insights do such differences provide regarding the world of coranto news, and indeed much seventeenth-century news generally? In the case of the 1632 news report, the first most obvious point concerns the source of the text, that is, the fact that the text was a translation. The chronological framework found in the English news text reflected the continental European news publication from which it had been translated. Therefore, in any analysis of narrative structure in English news texts we have to bear in mind the larger European context of news production. This European dimension becomes apparent when we read what continental news writers had to say regarding their own working practices. For example, the words the Danish news publisher Daniel Paulli used to describe his approach to the selection and presentation of news very clearly reflected an unwillingness to shape the readers’ viewpoint through authorial or editorial intervention:

I do not make up the news myself but communicate it unchanged as it is related to me now by one, now by another [person] and present it to the public as a naked girl so that everybody can dress her the way he wishes and believe as much of it as he thinks fit

The very fact that if there is no news angle, no Summary, the writer is distancing himself from the text is further brought out in the words of another European writer, the Italian Paolo Marri: “writing and making are two different things; and I never made the newsletters, although I did write them”.

In determining why news writers should have adopted such a style one needs to place mid-seventeenth-century news discourse within its socio-political context. One of the most evident dangers confronting a news writer, whether in England or on the continent, was the possibility of offending local authorities through both the actual reporting of the news itself and the interpretation given by the writer to that news. As the mere reporting of news could be controversial—the writer could stand accused of a wilful, politically prejudicial selection of news—it is no wonder that writers generally refrained from providing their own interpretation of events through an initial summarising headline or lead. The chronological linearity also underlined the news writers’ impartiality in the eyes of the reader was often very quick to doubt the accuracy of much printed news. By following a strictly chronological, or top-down, recount of the news, the writer was not “burdened with many choices and alternatives” (Ungerer 2002: 103). He was simply passing on unaltered the news he had received from ‘reliable’ sources.

The straightforward narrative account also had other advantages. A recount strategy with no initial Summary provided an element of suspense and drama. This, for example, is seen in the following report about a French siege in the “Low Countries”.

From the Campe of Monsieur de Mileraye before *Hasdin* the 22 of May, the 1 of June.  
 The 9.19. of this moneth we came with our Army before this City: about noone the besieged sallied forth with 100. hosemen, and entertained a small skirmish: From the 10.20 to the 14.24 of this moneth, the Boores which were press’d hereabout, laboured so strongly in the trenches, that the 15.25 of this moneth we lay fully entrenched; This Campe is divided into 2 Head-quarters, on one side commandeth Monsieur de Lambert, and on th’other side Colonell Gassion: The besieged shoot fiercely with their Canons; the prisoners relate, that they have about 50 peeces of Ordnances in the City, and 9 companies of Souldiers for a garrison, and betweene 5 and 600 Peasants: in the said City commandeth the Count of Hanapes, betwixt him and an Italian Gentleman, who was sent thither by the Cardinall Infante, is great strife and controversie; the prisoners relate, that a great fault was committed herein, that certaine days agoe they did send a good part of the garrison towards St. Omaer.  
 (*The Cvranto this weeke from Holland.* 21 June 1639. Numb. 86.)

The reader has to read until the end of the report to find out if anyone is gaining the upper hand in the siege, whether it is the French “commandeth” by Monsieur de Lambert and Colonell Gassion, or the besieged shooting “fiercely with their Musquets” and “Canons”. According to Iedema, Feez and White (1994: 90),

this chronological mode of news narration involves the reader interacting more actively with the text than is the case with modern-day news narrative techniques: “people working in the area of media research have found that texts written in (chronological) narrative style caused more emotion and mood change responses than those presented in (fragmented) newspaper style.”

Finally, one further characteristic of the straightforward chronological mode of narration is its relative ease of comprehension. Regarding this, Bell says that the work of cognitive psychologists indicates that in storytelling chronological order “is apparently the ‘natural’ order because it matches its discourse structure to the event structure” (1998: 94). The standard temporal structure employed in most seventeenth-century news texts was a strategy that therefore facilitated news comprehension.

(57) Numb. 8

The KING and QUEENE conjoynd,  
The Kentish news related,  
Our Forces are united,  
A publique Fast appointed.



Mercurius Civicus.  
LONDON'S  
INTELLIGENCER:  
OR,  
Truth impartially related from thence  
to the whole Kingdome, to  
prevent mis-information.

From Thursday, July 13. to Thursday, July 20. 1643.

**W** Hereas it is the generall expectation and desire of most people to be informed of the true state of the Army under the command of his Excellency the Parliaments Lord Generall; It will not therefore be amisse in the first place to impart something of the late intelligence from thence, which was informed by Letters from *Stony-stratford*, to this effect, That on Saturday last, being the 15 of *July*

H

## I. Headlines, headings and margin captions

News reports in the seventeenth century were not introduced by headlines. There are various reasons for this, but the most important regards the news writer's desire to simply give information, rather than interpret it as well. However, in some situations, such as during the English Civil War (1642-1648) some news pamphlets (or newsbooks as they were sometimes called) did experiment in some form of directional summary. They were not headlines in the way we understand the term, but they did orient the reader as to the contents of the newspaper or report.

For example, *Mercurius Civicus* (1643-1646) had heads at the top of the first page. A 'head' is the general term for headlines and datelines that precede and give some information about successive news texts. An example of such heads in *Mercurius Civicus* is found on the preceding page.

The heads indicate roughly what the news is all about, thereby providing the kind of summarising information associated with headlines today. What we see in *Mercurius Civicus* is a news feature that prior to the advent of newsbooks (i.e. before 1642) had not been found in periodical print news. The editor of *Mercurius Civicus* was experimenting with the narration of news on the front-page of his newsbook, and in doing so had started using heads as a way of informing readers what was inside the publication.

*Mercurius Britanicus* was another news pamphlet that experimented with forms of directional summary.

*Mercurius Britanicus*, which was one of the most important parliamentary publications in the English Civil War, often makes use of margin captions which in form reflect the quintessential features of headlines. Thus, in the news items below what we find is not a simple dateline but instead topic-focusing margin captions that correspond in syntax to what Turner says of headline syntax: 'the syntax of ... headlines is analysed on the assumption that a headline is an abbreviated message, summarizing the following text and labelling it'.

Oxford  
hast.

I must remember you of his Majesties *hast*\* from *Oxford* with about foure of 5000. horse and foote, with the *Prince*, and divers *Lords*, and many *Ladies*, who because they were something lighter of carriage then ordinary, did not much clog their train of Artillery ...

A visit.

His Majesty tis thought took horse to *visit* the Queen, and returned as soon, she lies sick it seemes of her disease and affaires at once ; onely the bloody execution and massacre at *Bolton*, on the godly party thwere, hath little refreshed her ...

\* 'hast' = haste, hurry

## Headlines in modern-day newspapers

In the eighteenth and nineteenth centuries, headlines, in the form of introductory words at the top of a news report providing information about the report, came to be used more and more often. In expressing an informative function, a headline focuses on giving a brief summary regarding the contents of the article or story.

For example, the following modern-day headlines are informative:

*Pope agrees to visit Cuba after meeting Castro*

*Teenagers spend more time at home*

In giving information, the headline says something about: **what, who, where, how**

### Class

Identify these different aspects (what, who, where, how) in relation to the following headlines. They are all about the same event, that is, a plane that crashed onto a motorway. Four people were on board the plane but luckily nobody died.

1 *Lucky escape as plane crashes onto motorway*

2 *And they all lived*

3 *Actress Julie's amazing escape*

4 *Five escape through the window in plane crash*

5 *Archer's wife in plane helicopter crash escape*

### Conative purpose of headlines

A headline that is written to catch the reader's attention through a particular use of words is expressing the conative function of language. For example, the following headlines catch the reader's attention through phonological foregrounding – that is, the repetition of sounds in the words. In both cases we see the use of alliteration.

*Princess's promise kept*

*Charming, cheap – and close to God*

### Class

Decide if the following headlines express the informative function only or are also written to attract the reader's attention through other means.

*Wilson invited by Chinese to pay visit*

*Two robbers arrested in town centre*

*Raine won't stop*

*Train workers strike on Monday*

*Thanks for ring Sting!*

*TV dinners in the soup*

*18% increase in phone costs*

### **Punning in headlines**

When headlines are written to strike the reader's attention the impact is generally expressed in phonological foregrounding or in punning.

Punning, a play on words, is, for example, found in

a) *Mine Exploded*

b) *London banks help Russia get out of the red*

In a) *mine* has the meaning of 'miniera' but also of 'mio' whilst in b) *get out of the red* means 'become financially solvent', but as 'red' is also the colloquial word for communist there is a pun too.

Punning is seen through the use of homonyms, homophones and homographs.

Homonyms: different words (with different meanings) have the same spelling and pronunciation (*bear*: noun, verb)

Homographs: different words (with different meanings) have the same spelling but different pronunciation (*lead*: verb, noun)

Homophones: different words (with different meanings) have the same pronunciation but different spelling (*no, know*)

**Class:** Is the following pun a homonym?

Women who smoke have *lighter* children

### **Words omitted in headlines**

Headlines usually omit words found in complete clauses. The words that are omitted are grammatical words.

Grammatical words are those words that indicate grammatical relationships between one word and other.

Such grammatical words include:

Articles, auxiliary verbs, prepositions.

What words are omitted in the following headlines?

*Queen angry with Charlie as writer defends revelations*

*Murder Mystery of Robbed Mother*

*Tobacconists fuming*

*Husband arrested as body found in village home*

**Class:** Write your own headlines for the following stories. Explain if you have focused more on the informative or conative function.

<p>1) A man missing for a month destroyed his Manila home when he returned to find his wife and neighbours holding his funeral, after a body found in a river was identified as his.</p>	<p>2) Kate Middleton, the future Queen of England, certainly put a lot of effort into organising and taking part in a charity roller-skating disco in London last night. Perhaps a bit too much – because she fell on her back, leaving her on the floor. Kate's clothes were not perhaps the most modest, but as the co-organiser of the charity event she clearly decided to give an example. The 26-year-old decided luminous yellow hotpants were suitable for the roller skating.</p>	<p>3) Smokers will be stopped in the street and given a carbon monoxide test in London's most aggressive anti-smoking campaign. 'Smoking police' will target people to shock them into stopping cigarettes.</p>
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**THE Sun**  
Tuesday, May 9, 1982 14p TODAY'S TV: PAGE 12

**QE2 IS SET TO SAIL FOR WAR**  
We told you first

**GOTCHA**

**Our lads sink gunboat and hole cruiser**

**CRIPPLED** THE Argie cruiser General Belgrano... put out of action by Tigerfish torpedoes from our super nuclear sub Conqueror

**UNION BOYCOTTS WAR**

**MAJOR**

**BATTLE FOR THE ISLANDS**

**£50,000 BINGO! Today's lucky numbers are on Page 20**

The English tabloid, *The Sun*, delights in very eye-catching, sometimes very provocative headlines. The headline above, that celebrated the sinking of an Argentine ship at the time of the 1980s war between the United Kingdom and Argentina over the Falklands, was strongly condemned for its extreme aggressiveness.

## J. The Language of News Reporting

For much of the seventeenth century, articles and reports in periodical news were characterised by their impersonal, factual style. We see this in most of the corantos (1620-1641), the newsbooks (1642-1665) and the *London Gazette*, (the predominant English newspaper from 1665 until the end of the seventeenth century).

In these publications the language of news is generally factual and impersonal, with the focus on nouns and verbs, and little use is made of adjectives and other forms of nominal premodification. The unadorned style is largely devoid of rhetorical devices such as metaphor, simile and synecdoche. In line with the style recommended to Italian newsheet writers of the time, the language showed no ambition to “delight with poetic license” (Infelise 2010).

However, there are occasional periods and newspapers where we see exceptions to this general characteristic. One period where we see a different way of presenting news is in 1622-1624. In these years Thomas Gainsford, the coranto editor, worked hard on creating a new newspaper language. Not content with providing just the basic hard facts that were generally found in corantos, he attempts to create a news text that offers a more sophisticated understanding of news. His role is that of guide and interpreter. He courteously, deferentially, leads his readers on a tour of Europe's battlefields and courts, reporting and explaining as he goes.

In his exegetic role it is not surprising the editor establishes a personal relationship with his readers. This directness is most obviously signalled by the use of personal pronouns used in relation to himself and the reader. Whilst in some passages, such as that on the preceding page from *A continuation of the newes of this present weeke* (16 November 1622), the editor uses “we” in reference to himself and his publisher, on other occasions “we” appears indicative of a pronominal bonding between the reader and editor.

Thomas Gainsford used a form of presenting news called continuous news narrative. In his news reports he makes it clear that news can only be properly understood in context, as events occur over time and are explained and narrated week by week. Therefore, periodicity is not simply understood as being a more or less fixed time interval between one news publication and another but rather a temporal framework designed to promote a more insightful narration and understanding of contemporary events. He often refers to what he has written in previous reports and publications. In doing this, he is indicating his own continuous editorial presence. He is editing the publication, week by week overseeing the news production process, escorting his readers through the complexities of continental politics and warfare.

Metaphor, and figurative language generally, are frequently exploited in continuous news narrative. The writer's intention was no doubt to enliven and give greater breadth to the reporting. An example of such writing is seen below. The metaphor begins with the reporting of the news and then continues when the writer addresses the reader.

In this manner stand the affaires of *Europe*, which I cannot compare better, then to a wounded man, newly drest, and in great danger of life, so that vntill his second opening, and taking the aire, the Surgion himselfe cannot tell what will become of him: But if you gentle Reader, affect to vnderstand (by way of indulgencie and desire of his well doing) the state of his health and body, I wil my selfe attend the next dressing, & according to the effect of the surgery certifie you, what hope there is of recouery,  
*(Ital: Gazet. Nũ. pri<sup>o</sup>, 1623)*

However, Gainsford's style of reporting news was exceptional in the seventeenth century. Apart from 1622-1624, it was only in a few news pamphlets of the Civil War years that we see other exceptions to the general impersonal factuality of news reporting in that century. This style continued for much of the eighteenth and nineteenth century too. In fact, it was only in the late 1960s that we see a really new kind of news language.

### **The Language of the *Sun***

This section examines the kind of news language that the English tabloid the *Sun* introduced into English journalism when it was founded in 1969. The *Sun*'s owner, Rupert Murdoch, wanted a new kind of newspaper that would appeal to readers that did not just want news but also wanted to be entertained. In Murdoch's opinion the paper had to be fresh, lively, entertaining and easily comprehensible. This emphasis on fun and simplicity – which is now called infotainment – became characteristic of the *Sun*, and influenced, some would say contaminated, the rest of the British press, both tabloid and broadsheet.

Here below is an analysis of the *Sun*'s innovatory news discourse.

#### The *Sun*'s new journalism

In general, the language the *Sun* journalists used, and the way in which it was typographically presented, was indicative of a greater oral, demotic style than that found in other British popular newspapers. The spoken register was as evident in the newspaper's editorials as in other sections of the daily. The following editorial is emblematic of a highly communicative, interpersonal approach to newspaper discourse.

<p>1</p> <p style="text-align: center;"><b><i>THE SUN SAYS</i></b></p> <p style="text-align: center;"><b>A million women wait</b></p> <p><b>ONE MILLION British women take the pill. Regularly. They have to know how SAFE it is – not just how effective.</b></p> <p>5 Professor Victor Wynn’s long researches have convinced him that there are real dangers in the pill. Dangers of fatness. Of depression. Of thrombosis.</p> <p>10 He is sure that within two or three years the pill, in its present form, will be banned. On both sides of the Atlantic.</p> <p>15 Some of the professor’s findings have been published in learned medical journals that most women don’t read. And he has an important book coming out next year. Maybe in March. Maybe later.</p> <p>20 <b><u>But those million British women are taking the pill NOW. They should be told now what the risks are.</u></b></p> <p>25 The professor is anxious that young women SHOULD be given the facts. This week the <i>Sun</i> invited him to give the facts. In its columns. He said he couldn’t do so [...]</p> <p>(29 November 1969)</p> <p>(1)</p>	<p style="text-align: center;"><b><i>THE SUN SAYS</i></b></p> <p style="text-align: center;"><b>IT’S A SCANDAL</b></p> <p><b>PEOPLE</b> struggling to buy their own homes were ROBBED of £24 million in 1966.</p> <p>That’s official. That is the main conclusion of yesterday’s shock report on conveyancing charges, issued by the Prices and Incomes Board.</p> <p>The board says that the £91 million paid to solicitors for conveyancing – that is, looking after the legal formalities involved in buying a home – was too much. Much too much.</p> <p>The value of the work done, including a normal profit was only £67 million.</p> <p style="text-align: center;"><b><i>INTOLERABLE</i></b></p> <p>Which means that the profession milked the public of £24 million. This is ten times the value of the haul in the Great Train Robbery. It represents about 8 shillings a head for every man, woman and child in the country. Unhappily, it was legal. Conveyancing work, they say, finances other legal business. Does it? And if so, should it? Is there any reason why a young couple trying to scrape together enough money to buy a house should be robbed to pay the costs of someone else’s divorce?</p> <p>(2)</p>
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**Answer the questions about the text in the right column**

- 1) Indicate the language functions of the text.
- 2) Name 3 significant features in the layout of the text. Explain their importance.
- 3) Are all the sentences in the text declaratives? If there are exceptions, explain the communicative importance of them.
- 4) Indicate the complexity of the sentences in lines (l.) 18-25 (“Which means...was legal”). Are they simple, compound, complex or minor?
- 5) Is ellipsis found in the sentence “Much too much” (l. 13-14)? If so, what is ellipted?
- 6) Which sentence contains parenthesis? Which text types frequently contain parenthesis?
- 7) What semantic information can you give about the following words: shock (l. 7), conveyancing (l. 8), intolerable (l. 17).

At a typographical level in editorial (1), one notices the use the *Sun* makes of bold type, underlining and capital letters. This variety of presentation is designed to reflect graphically what in speech would be emphasised through intonation. This oral mode of address is also visible in the *Sun*'s textual organization. The body of the text is just 150 words long, yet it is divided into seven paragraphs, an average of just thirty words per paragraph. The *Sun*'s editorial is framed in brief textual chunks that neither strain the eye nor the mind. At a syntactic level what is most evident is a sentence structure that is reflective of spoken discourse. There are eight examples of verbless sentences: "Regularly", "Dangers of fatness", "Of depression" etc. Such sentences, typical of spoken speech, amount to the very high 45% of the total number of sentences.

Also significant in the construction of the *Sun*'s verbless sentences is their degree of grammatical and lexical repetition. In "Dangers of fatness". Of Depression. Of Thrombosis" we not only find the preposition 'of' repeated but also the head noun 'dangers' in that in the second and third sentences the noun is implied through ellipsis.

Further repetition is evident in the adverbial phrases "Maybe in March", "Maybe later". As was said above, such marked forms of lexical and grammatical repetition are closely associated with spoken discourse. Finally, mention should be made of the high percentage of monosyllabic vocabulary in the *Sun* editorial. Of the 150 words in the text, 102 are monosyllabic. This is very high for written English.

The *Sun* was experimenting with a much more direct, immediate form of communication. The directness, even intimacy, of address is also evident in the frequency with which the *Sun* editorial writers make use of the 'you' pronoun to identify the reader. 'We' is also often used to connect the newspaper and reader.

Although this pronominal bonding of newspaper and reader was not innovatory, it is nevertheless highly relevant since it illustrates the closeness of the rapport the *Sun* wanted to create with its readers. The addressee was frequently involved in the discussion, through explicit reference as in the case of the pronominal address 'you' and inclusive 'we'.

What we therefore see is that the *Sun*, from November 1969 onwards, intended to establish in its readers' minds an implicit recognition that both newspaper and reader shared a similar background and world outlook. In the late 1970s and 1980s, when the *Sun*'s sales were over 4 million, this implied consensus of viewpoint attracted much attention from discourse linguists. In an important analysis of newspaper discourse. Fowler (1991) identified the *Sun*, by then very right-wing, as an example of how a newspaper's creation of 'ideology of consensus' could lead to news manipulation: "[...] what is happening here is that the *Sun* is, through a discursive model of popular speech, consolidating a community: those who experience in the paper a kind of 'plain man's language' will buy it and read it because that is what the 'ordinary man' does.

## **News and Social Media**

News transmitted via social media sites is a typical example of unmediated journalism. Every single news update reaches us in the form of a(n instant) message; once the message has been received, if we intend to read on, we click on the link, widen up the scope of our knowledge and may also reply by providing further data easily accessible to everybody. This ‘real-time reaction’ allows for instant feedback—that may be replies or re-tweets—which turns the once ‘one-to-one/few’ e-mail communication into mass communication.

Thus, social media place us on a live microphone, or even camera, all the time; they may be both intimate and broadcast; we can use them to contact one person or send a manifesto to millions and ‘expose’ ourselves by using the same forum both for public and for private business. This is their key difference from institutional, mainstream forms of journalism, of news reporting and news making: social networks are unmediated. Clear examples may be drawn from *Twitter*, *Facebook*, blogs, and *YouTube*, all based on internet platforms.

*Twitter*, launched in 2006, is the SMS portal of the Internet, offering a social networking and micro-blogging service which enables “its users to send and read messages called *tweets*. Tweets are text-based posts of up to 140 characters displayed on the user’s profile page” (*Twitter* website) in reversed chronological order and posted via a range of technologies such as mobile phone, instant messaging clients and the web. Twitter has been the main communication channel among Iranian protesters in the aftermath of the 2009 elections and one of the most exploited communicative tools for news-sharing in the 2011 Arab spring as well.

In contrast, when *Facebook* was launched in 2004, it had not been intended for exchanging news, though now it connects millions of people around the world and helps to share information on any topic; indeed, at present over 750 million active users exploit this social network to exchange messages which are also news-related; yet the specificity of personal profiles set up on *Facebook* tends to produce opinionated texts, rather than actual breaking news updates.

In turn, blogs are the epitome of unmediated journalism; they can be opened by professional journalists and by ordinary citizens, thus leading to the so-called ‘citizen journalism’ of the web, which anybody can read and which can uncover mines of information. In the blog arena, the most basic unit is the ‘post’, an individual message, frequently a comment to a previous post, logged in by a submitter with identifiable date and time of logging and—like tweets—presented in reversed chronological order on the blog page. Overall, as highlighted by Reese, Rutigliano *et al.* (2007), “traditional online news sites differ in structure from the weblogs, using the story as the basic unit, updating and changing these stories from one hour to the next. These story units do not accumulate as do posts on weblogs. They do not typically embed links to other stories in the site’s own archive” (Reese, Rutigliano *et al.* 2007: 244).

Finally, *YouTube* is an unmediated web TV, a worldwide video-sharing community where the participants—be they professionals like *CBS* and *BBC* or amateurs—upload any sort of video clips. The website was created in February 2005 and now witnesses a massive circulation of news-related videos; by means of the ‘video-response’ option specific of *YouTube*, *YouTubers* can post videos to reply to and comment on previously posted videos, in the same way as they can post replies to other posts on a blog. However, while the interaction on blogs takes place largely via textual discourse, on *YouTube* dialogue is by means of video clips. Hence, any sort of material, including news stories, can be constantly updated and integrated with further details, which are first and foremost visual, but which may also include—as they frequently do—spoken and written language, sounds, and music.

[...]

This change in the news making process and output has led scholars to add at least two new variables to the content and methodology of their studies: (a) ‘citizen journalism’ as to the authorship of news and (b) ‘the Internet’ as to the channel of communication. Professionals are no longer the only ones to gather, edit and report news; amateurs, called by the media critic and journalist Rosen (2006, accessed July 27, 2011) “the people formally known as the audience”, now challenge mainstream news organizations. Indeed, Arianna Huffington, co-founder of the *Huffington Post*, a news website in the vanguard of integrating news with social media, remarks that people “don’t just consume news, they share it, develop it, add to it—it’s a very dynamic relationship with news” (quoted in the *Economist*, special report on “The news industry”, July 9, 2011). As such, social media are of help in the ‘deterritorialization of news’, whereby “the user, creator and news subject need no longer share the same national frame of reference.” (Reese, Rutigliano *et al.* 2007: 236-237) and in the process of what Chouliaraki calls “technologization of democracy” (Chouliaraki 2010: 227).

(From Roberta Facchinetti, News writing from the 1960s to the present day, in Roberta Facchinetti, Nicholas Brownlees, Birte Bös, Udo Fries. *News as changing texts: corpora, methodologies and analysis* (second edition), pp. 145-197, Newcastle-upon-Tyne: Cambridge Scholars Publishing)

## The Language of Twitter

1	<p style="text-align: center;"><b>Should We Care About Grammar and Spelling on Twitter?</b></p> <p style="text-align: center;"><i>by <a href="#">Anne Trubek</a></i></p> <p><a href="https://www.good.is/articles/should-we-care-about-grammar-and-spelling-on-twitter">https://www.good.is/articles/should-we-care-about-grammar-and-spelling-on-twitter</a></p> <p><b>Many people assume</b> I am a guardian of grammar. The typical plane-ride conversation goes like this: “What do you do?” “I am an English professor” “Oh! I better watch my grammar.”</p> <p>Their worries are unfounded. I wouldn't flinch if they were to split an infinitive, use the singular "they," or dangle modifiers. I don't get huffy when I read grammatical mistakes in blogs—and I certainly don't care when I see them on Twitter. So when <i>The New York Times</i> ran a lengthy article about grammar trolls on Twitter, I could only think of the wasted column inches. John Cusack misspells "breakfast"; "your" is used instead of "you're"; semi-colons are used with dependent clauses. Does it really matter?</p> <p>To many it does. GrammarCop (@GrammarCop) corrects people's tweets, but a common error GrammarCop likes to correct is the misspelling of grammar as "grammer," which is not a grammatical mistake but a spelling one. YourorYoure (@YourorYoure) jumps on those who mistake one word for the other by reposting tweets placing "[Wrong!]" in front of them—but drops the apostrophe in "you're" in his or her handle. YourorYoure's profile sends you to a webpage that explains the rule.</p> <p>Nothing elicits comments like a story on grammar (are you composing your response to me right now? Does it begin "You are an idiot"?). William Safire has said that his column that inspired the most reader letters was a piece about grammar. Joseph Epstein has a column in the <i>Weekly Standard</i> on the long letters readers used to send him pointing out typos and errors in his books. And the <i>Times</i> article was quickly weighed down with 135 “Yeah! I hate bad grammar!” and “We are all becoming illiterate” comments.</p> <p>Language is a means to communication. Grammar, usage, spelling, and punctuation have developed over time to ensure intelligibility. Rules change as cultures and people do. Why can't we split</p>
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20	

30 infinitives? The rule against split infinitives was invented in 1834, when a writer for *New-England Magazine* noted that people were beginning to split infinitives, and told them not to: “To, which comes before the verb in the infinitive mode, must not be separated from it by the intervention of an adverb.” As Jack Lynch writes in his excellent book *The Lexicographer’s Dilemma: The Evolution of ‘Proper’ English from Shakespeare To South Park*, the author of that rule supplied no reason why splitting infinitives was wrong. It may be because he was imposing Latin rules onto English (in Latin verbs in the infinitive are only one word, not two), or it may have been a way to mark social class and separate oneself from the infinitive-splitting rabble. Truth is, there was, and remains, no good reason why splitting infinitives is wrong.

All grammatical rules are like the one against split infinitives: They are all manmade. So too are spelling conventions. Some make little sense. Why does “receipt” have a “p” in it whereas “deceit” and “conceit” do not? Why do we abbreviate “shall not” as “shan’t” if an apostrophe is supposed to replace one missing letter, as in “don’t”?

40 What interests me about grammatical and other “mistakes” on Twitter is what they signal about our changing culture—a thread of inquiry entirely absent in the *Times* article. John Cusack spelled “breakfast” as “breakfasy.” Why this error? Surely not because he cannot spell—no one confuses “t” for “y.” But look at your nearest keyboard: The two letters are next to each other on the keyboard, and Cusack clearly mis-hit the keys. QWERTY keyboards were developed in order to prevent exactly these sorts of mistakes on the typewriter—the letters are spaced so to avoid common letter pairs hitting the carriage at the same time. When we hit the digital age, we kept the typewriter-based keyboard. So now we make new errors.

50 Cusack’s misspelling indicates an out-moded keyboard layout, not a reigning illiteracy. The loss of apostrophes and "e"s—your for you’re—is another smartphone-created change. I have myself sometimes sent a text message using “your” when I knew it was wrong because I was too impatient to figure out how to get my iPhone to do an apostrophe—and I knew the messagee would get my message.

57 We are living in a moment of seismic linguistic change, and attention should be paid—but not to errors. Our changing language signals evolution, not degradation. "OK," the most popular American word in the world, was invented during the age of the telegraph, because it was concise. No one considers it, or the abbreviations ASAP or Ph.D. , a sign of corruption anymore. Someday, there may be only one way to spell “your;” someday, *The New York Times* may use “fwiw” without irony. And who knows? One morning in America, we might all awake to breakfasy.

1

## Twitter language

### Is Twitter killing the English language?



*This story was authored by Antra Kalnins and first published at Macquarie University's The Lighthouse. It is reproduced here with permission.*

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If the question in the headline makes you flinch a little, you're not alone. As the popularity of social media – and its associated 'cyberspeak' language forms – continues to grow, there is concern that sites like Twitter and Facebook are leading to a 'dumbing down' of the English language. Actor Ralph Fiennes even went so far as to say Twitter was the reason why today's drama students struggle to understand Shakespearean texts.

But while new technology has unquestionably given rise to new types of language use, we shouldn't be so quick to judge social media against Shakespeare, according to Ingrid Piller, Professor of Applied Linguistics at Macquarie and editor of *Language on the Move*, a sociolinguistics research site focusing on multilingualism, language learning and intercultural communication.

"If we measure social media language use, which has characteristics of both spoken and written language and is relatively informal, with the yardstick of formal written language, the impression may arise that the language is being degraded," said Professor Piller.

"But it's like complaining that apples don't taste like pears."

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"It's important we don't confuse the medium through which we communicate with the level of formality we use to communicate."

The good news is that most of us are actually very good at switching between levels of formality. So there's no reason why your tweeting teen can't also knock out a fantastic formal job application letter.

"Unless a person has a specific impairment, they will always adapt their language to the context," Professor Piller said.

"That includes adapting our level of formality to suit the person we are talking to, the situation or

medium we are in, and the purpose we are trying to achieve.”

30 And while sites like Twitter might see someone using shorter words and abbreviations to fit their message into the required 140 characters, it doesn't necessarily mean they don't have mastery of a wide range of multisyllabic words.

“Social media use is relatively irrelevant to the size of a person's vocabulary,” Professor Piller said.

“Rather, it's a function of the education they have received and is also associated with specialist knowledge – for example a doctor might use ‘fracture’ instead of ‘break’.”

Piller argues that online communities can, in fact, provide good opportunities for language learners to actually increase their vocabulary.

“This is particularly true of international students who may not have easy access to offline communities outside the classroom,” she said.

40 As for those who pine for the pre-social media days when people spoke ‘proper’ English, Piller suggests adjusting our expectations and embracing the fact that wherever there is rapid social, economic, cultural or technological change, there will be accompanying language change.

“No living person uses English as it was used in the 16th century, or even in the same way as their grandparents did,” she said.

44 “Furthermore, no one speaks the standard language – or what we imagine to be the standard language – at least, not all the time. Language change and linguistic diversity are a fundamental fact of life.”

## #FightFakeNews

Developments in the last few years have placed journalism under fire. A range of factors are transforming the communications landscape, raising questions about the quality, impact and credibility of journalism. At the same time, orchestrated campaigns are spreading untruths - disinformation, mal-information and misinformation - that are often unwittingly shared on social media:

- **Disinformation:** Information that is false and deliberately created to harm a person, social group, organisation or country
- **Misinformation:** Information that is false but not created with the intention of causing harm
- **Mal-information:** Information that is based on reality, used to inflict harm on a person, social group, organisation or country.\*

\* Sometimes authors (like below) give 'misinform' the meaning of 'disinform'

Class: The following article is about fake news. Complete the passage by inserting the following words in the right spaces. What syntactic clues did you use to help your choice? Name the grammatical categories to which the words belong.

*Shared, endorse, today's, in order to, virality, credible, up, add, nor then,*

### Future Skills: understanding fake news

**Imagine this: two news articles are shared simultaneously online.**

The first is a deeply reported and thoroughly fact-checked story from a \_\_\_\_\_ news-gathering organisation – perhaps *Le Monde*, *The Wall Street Journal*, or *Süddeutsche Zeitung*.

The second is a false or misleading story. But the article is designed to mimic content from a credible newsroom, from its headline to the way in which it has been \_\_\_\_\_.

How do the two articles fare?

The first article – designed to inform – receives limited attention. The second article, designed for \_\_\_\_\_, accumulates shares. It exploits the way your brain processes new information, and the way social media decides what to show you. It percolates across the internet, spreading misinformation.

This isn't a hypothetical scenario – it's happening now in the United States, the United Kingdom, France, Germany and beyond. The Pope did not \_\_\_\_\_ a US presidential candidate,

\_\_\_\_\_ does India's 2,000-rupee note contain a tracking device. But fabricated content, misleading headlines, and false context convinced millions of internet users otherwise.

This type of fraud is reaching epidemic proportions worldwide, at least in part because the online advertising economy that underlies much of \_\_\_\_\_ internet is terribly broken. The rise of misinformation discussed under today's catch-all banner of 'fake news' needs to be understood in the context of unhealthy market realities that can reward malicious behaviour for profit or political gain.

Most people are getting at least some of their news from social media now. \_\_\_\_\_ maximise profits from displaying ads, news feeds and timelines show the content that attracts the most attention. This ends up favouring headlines that scream for reactions (expressed as shares, 'likes' and comments). \_\_\_\_\_ to this the ability to boost the visibility of any message by buying an ad and targeting the people most likely to react to it (based on interests, behaviours and relationships), and anyone can churn out disinformation at unbelievable rates and \_\_\_\_\_ track their success.

(From The British Council, <https://www.britishcouncil.org/anyone-anywhere/explore/dark-side-web/fake-news>)

**CLASS:** The following article is about identifying fake news. 1. Write 6 questions to ask your neighbour regarding the contents. 2. What words in the passage are now also found in Italian? From a semantic and morphological point of view are they used in the same way in Italian?

## HOW DO I SPOT FAKE NEWS?

Adapted from Evan Annett

Google and Facebook have begun testing out new tools to help users better spot and flag fake news sites. Google is now barring hoax sites from its advertising platform and is testing fact-checking labels in Google News, and Facebook implemented a new system for users and fact checkers to report suspicious stories. But the most reliable media-literacy tool is your own common sense. Here's a checklist that can help.

### 1. Eliminate the usual suspects

Do you trust the source of the information? It helps to keep a mental checklist of the organizations you trust and check often; the ones you don't check often but know by reputation (local newspapers or TV stations outside your community or country); the ones you know are parody sites; partisan or gossip outlets that you don't trust most of the time; and the sites that you know purport to be real news but aren't (i.e. known fake-news-for-profit sites). Once you exclude those, you're left with the outlets you don't know about and don't know if you can trust. That's where the hardest work of verification happens.

### 2. Trust, but verify

Even it looks sort of like a news outlet you trust, you should still check for signs that it might be a hoax. Is it written in a strange way that you wouldn't normally expect from that source? Check the URL and the design of the website for signs of misleading mimicry; maybe it's a URL that's sort of like the one you know, but with an unusual country code or a typo in it. As with websites, some Twitter accounts mimic mainstream media by switching letters that are hard to tell apart (@globeandmail versus @globeandmai1, for instance) or using a plausibly similar-sounding name. Look for Twitter's blue verification checkmark to make sure the account is real. If it's an e-mail notification, does the sender's address look right? Is it worded strangely? Is it asking you to reply immediately with sensitive information?

### 3. The smell test

If you don't know the source, look around for clues to whether it's reliable or not.

- a) If it's a Twitter account, how many followers does it have, and is it a verified account?
- b) If it's a webpage, do the URL, main page and "about" page look credible?
- c) Be cautious when clicking on links you don't trust; it might be a phishing scam to install malware on your computer.

### 4. A second opinion

If the source seems like a legitimate news organization, it's time to look around a bit at the rest of the media landscape. Is the information also being reported by news outlets that you do trust? How many, and which ones? Do the details of their report match up with the information you saw originally?

## Six Fake News Techniques and Simple Tools to Vet Them

1. **Photo manipulation** — Easy to check, using tools such as Google Reverse Search..
2. **Video tricks** — Close examination of the video and finding the original video.
3. **Twisting Facts** — Watch for deceptive headlines, opinions presented as facts, distortions, made-up facts and neglected details.
4. **Pseudo-Experts, Imagined Experts**— Check their credentials and their statements.
5. **Using the Media** — Watch for false claims gained by referencing mainstream media.
6. **Manipulating Data** — Look at the methodology, the questions, the clients and more.

## K. The Language of Diplomatic Correspondence

Early modern diplomatic correspondence provides a very good example of how contextual communicative features can influence the structure and contents of a text. The following analysis examines the diplomatic correspondence sent in 1703 by Sir Lambert Blackwell, England's envoy to the Grand Duchy of Tuscany, to England's Secretary of State in London, the earl of Nottingham. As in early modern England, much of the news in English diplomatic correspondence was passed to the press, a study of the correspondence can provide insight into reasons determining stylistic features of English news.

### Analysis of Sir Lambert Blackwell's correspondence

From the dates of the letters it is clear that Blackwell was expected to write at least once a week. Thus, in the archives one finds letters of 7th July, 14th July, 21st July and 28th July 1703. He was, therefore, not just writing when there was much to report, but also when fresh news was negligible.

If we now examine the structure and content of Blackwell's letters, we should start with the epistolary opening. This structural component is invariably lexicalized by the salutation *My Lord*, the conventional salutation in formal correspondence to someone of Nottingham's social rank. After the salutation there is a significant amount of blank space before the first paragraph. Such space, which in epistolary practice symbolised the deference the addresser felt for the addressee, usually amounted to half a page though in those letters where Blackwell needed more writing space, given the need to conclude the letter in two or four pages, the space could be shorter.

Following the opening, the textual superstructure continues with the body of the letter. Signalled by an indented paragraph, this first part of the body almost invariably begins in one or two ways: either Blackwell indicates the date or general contents of his last letter to the Secretary of State, or he acknowledges receipt of the last letter or letters to arrive from Nottingham. This information is important and highlights the common concern for all Italian-based English diplomats at that time: the fear that "miscarriage" would prevent their correspondence arriving at its correct destination. It was a very real anxiety because not only was the post at the mercy of ordinary natural hazards, that could at any moment prevent letters from concluding their one month or longer journey to England across land and sea, but there was also the risk that the diplomatic correspondence would be intercepted by a foreign power.

It is, therefore, not surprising that Blackwell felt the need to inform Nottingham of when previous correspondence had been sent. However, "feare of miscarriage" not only prompted Blackwell's back referencing to previous letters but also the reiteration of contents of previously sent letters. This repetition of contents from one letter to another can be considered characteristic of Blackwell's letters to the Secretary of State and is a direct result of the risk of diplomatic correspondence going astray.

What we therefore see is the very direct manner in which the discursive context of this epistolary exchange between Blackwell and Nottingham activates propositional features of the English envoy's personal newsletters. On account of the inherent unreliability of cross-European postal communication in the early eighteenth century, not only do we find Blackwell, like many correspondents of that time, referring to previous letters that had been both received and sent, but more particularly reiterating in his letters almost word for word the information supplied in previous correspondence. This second aspect, a very marked form of epistolary intertextuality, is one of the characteristics of this subcategory of diplomatic correspondence that sets it apart from general epistolary exchange in that period.

In those cases when Blackwell's letters do not open with temporal or content referencing to his own correspondence, they often begin with either the acknowledgement of the receipt or non arrival of Nottingham's letters.

In his account of the week's news, Blackwell resists indulging in much personal evaluation as to England's affairs at large. Certainly, personal evaluation is sometimes provided as seen, for example, in the use of private verbs such as *think*, *believe*, predictive *will*, and evaluative adjectives, but it is clear that Blackwell does not want to be seen to be attempting to shape English policy. Indeed, the only occasions in which he gives way to overt personal opinion is in his combined condemnation of both the Italian character and various renegade English apostates who had not only turned their back on Protestantism but also in the process had made themselves welcome at the Grand Ducal court.

Here are letters in towne from Sr Tho:s Denham (who went into Eng: with Margt: Rinuccini) dated 4 current from Paris, his going thither will confirme to yo:r Lord:p the Character I formerly gave your Lord:p of him, he is a tool to this Court, and joined with other ffrenchified English here, doo thwart my Negotiations in her Maj:ties service very much—for having turned his Religion he has the Great Dukes Eare, and tho: but little force, yet he is very cunning according to the Italian way, and by his great submission insinuates &tc

Following his account of his own week's diplomatic news, Blackwell supplies news relating to Italy at large. As this section of the letter, which textually is represented by a new paragraph, is usually based on snippets of news he himself has received by post, it is interesting to see how he presents such disparate forms of information in his own letters to the Secretary of State. One presentational model that he could have followed was that adopted in his 'foglietto', or newsletter, which he sometimes enclosed with his own personal letter to Nottingham. In these newsletters we find a succession of brief, thematically unrelated dispatches about different parts of Italy where editorial intervention is non-existent. The newswriter is simply providing facts and information; he is the purveyor of news, not the news analyst. This model of news presentation was very common at the time, and especially so in the contemporary press. Thus, Blackwell

could have simply set out the unrelated pieces of news he had gleaned and left it to the Secretary of State to elucidate what if any overall significance there was in the assorted detail. However, in most cases he avoids this.

Following the body of the letter, the letters conclude with the subscription.

The personal element in Blackwell's letters to the Secretary of State is kept to a minimum. Never once does he speak about himself in relation to anything other than his diplomatic dealings and expenditures, nor once does he attempt to interact with his English interlocutor on anything other than a formal level. The only occasions when the outside world appears to intervene and interrupt a rather insulated set of diplomatic correspondence is when the postman arrives with important news or with a letter from Nottingham, or when, as in February 1703, Blackwell receives an important visitor, whose information needs to be communicated immediately: "It now past twelve at night, and Count Montamagni Secretary of State has beene with me, to lett me know the Great Dukes last answerre about Sr: Alex:r Rigby and Mr Plowmans affayres".

It was only in these unexpected circumstances that Blackwell's weekly letter deviates from the following broad schema:

#### **Schema of Blackwell's letter**

<u>Opening</u>	1.	Salutation + blank space
<u>Body</u>	2.	Referencing to when his own letters were sent and/or when he received Nottingham's last letter;
	3.	Reporting his own diplomatic activity;
	4.	Reporting other news he has received regarding Italy or affecting Italy and England
	5.	Subscription
<u>Closing</u>		

(adapted from Brownlees, Nicholas. 2012. Reporting the news in English and Italian diplomatic correspondence. In: M. Dossena, G. Del Lungo Camiciotti (eds.). *Letter Writing in Late Modern Europe*, pp. 121-138, Amsterdam: John Benjamins)

**Class**

**Place the following parts of Blackwell's letters in the correct position in the schema (see above), i.e. to which of the five features in the schema do they belong?**

- (1) Last post I acquainted your Lord:p that two French Men of Warre, one of 50:, the other of 56 Gunns arrived Legorno 28 ultimo
- (2) My Lord, [...]
- (3) Enclosed is cobby of what I wrote yor Lord:p last post (for feare of miscarriage), And having therein given your Lord:p an acct: of what past att my Audience of the Great Duke the 14: Curr:t
- (4) The Great Duke returned to towne 9:th Curr,tt —and pp his Secretary of State hath lette me know that I must expect noo further answerre, or liberty, about the imbarcation of Marriners then what already sent your Lord:p, his Highnesse looking upon any other method as a breach of his Natturale Neutrality;
- (5) Last week I acquainted your Lord:p—that the Great Duke (by his Secretary of State) had let me know that I must expect noo further answerre, or liberty about the imbarcation of Marriners then what already sent your Lord:p, which made me repeate, that her Maj:tie expected better treatment; it being very unreasonable on any pretence whatsoever to limit the ffree imbarcation of her Maj:ties Subjects on board English & Dutch shippes [...]
- (6) Ffrom Tunnis the Consule writes under the 12/23 March that seaven English Merchant shippes from Legorn, And foure from the Levant were by bad weather putt into Tunnis, & Beserta but would imbrace first fayre Wind to proceed for Londo
- (7) I confirme my humble Duty and Remyne # My Lord # Yo<sup>r</sup> Lord<sup>ps</sup> Most obed<sup>t</sup> & Most hum:<sup>ble</sup> Serv<sup>t</sup> # ڪ<sup>1</sup> L: Blackwell<sup>2</sup>
- (8) Yesterday I rec:d your Lord:ps Comands of the 24 Nov:r, inclosing a letter from her Maj:tie for this Republick [...]
- (9) In obedience to her Maj:ties Comands signified to me p your Lord:ps letter of the 8th: ultimo, I have [...] made knowne to the Doge and Senate, that in case they either sell hyre or lend shippes to the ffrench, or furnish them wth Navall stores, that her Majestie will resent it; And have also lett them know that if they cover ffrench or spanish Effects, or carry them in their shippes, they will not only be liable to a strict and rigorous search, but runn the hazard of being confiscated
- (10) I had Audience of the Grand Duke, when I pressed his Highness with all the respectable and persuasive arguments imaginable to satisfie S.r Alexr Rigby and Mr Plowmans pretentions

<sup>1</sup> The flourish represented by “ڪ” presumably indicates ‘Sir’.

<sup>2</sup> # indicates a new line

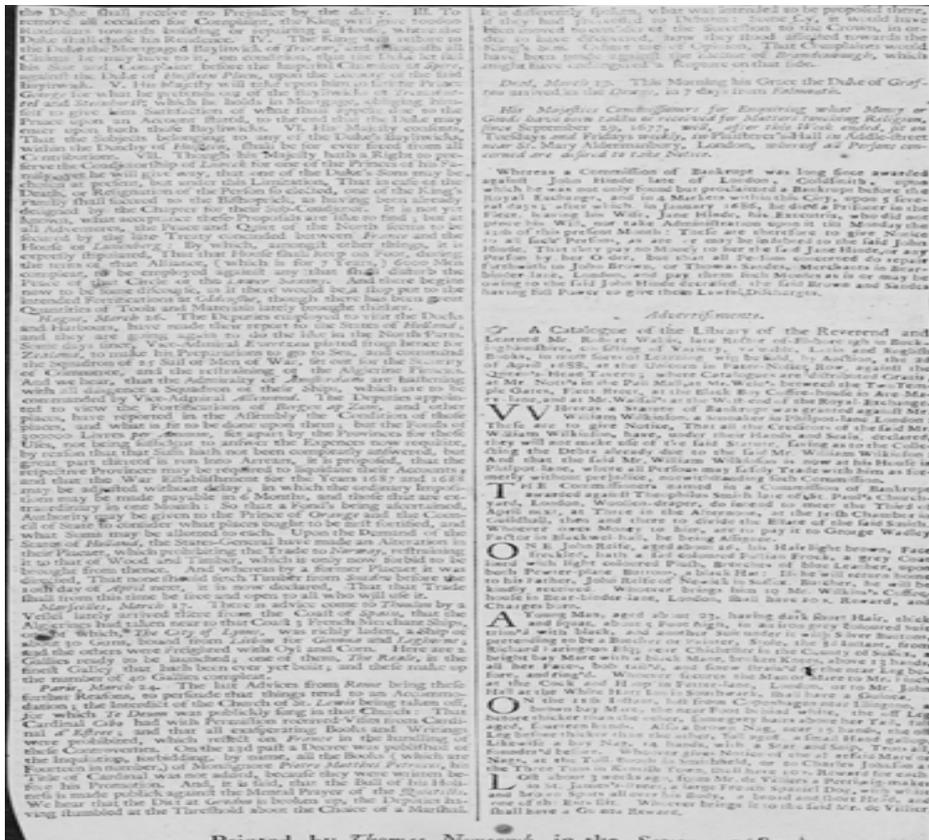
# SECTION 2

## The Language of Advertising

### Seventeenth-century Advertising

With the exception of 3 years from 1679 to 1682, the *London Gazette* was the sole periodical news publication from August 1666 to February 1688. During these years it exploited to the full its monopolistic position. The news it published was factual and impersonal but despite its rather dull format and content it made money, much of it deriving from the increasing space that it dedicated to advertising. Its often lengthy *Advertisements* section reflected a phenomenon that had gradually developed in periodical news during the preceding decades. Whilst almost non-existent in corantos, advertising had become increasingly common during the 1650s and by the 1680s it had become a fundamental part of the *Gazette*.

The following are some advertisements in the *London Gazette* of 1681. All these texts appear at the end of the second column on the second page. In those issues where there are four or more advertisements, the space occupied by the advertisements section can take up more than half the column, thus representing an eighth of the entire content in the publication. Although there are no hard facts about the cost of advertising space for 1681, it is estimated that advertising could amount to 40% of the total income.



(The *London Gazette* was a one-sheet newspaper, with the Advertisements in the right column of the second page)

### Advertisements in the London Gazette (1681)

- a) ☞ *Novum Jesu Christi Testamentum à Sebastiane Castaliane Latine redditum. Londoni, apud Sam. Mearne.*
- b) ☞ *An Impartial Collection of the great Affairs of State, from the beginning of the Scotch Rebellion, in the year 1639 to the Murther of King Charles the First. Wherein the first occasions, and the whole Series of the late Troubles in England, Scotland, and Ireland, are faithfully Represented. Taken from Authentick Records, and Methodically Digested, by John Nalson, LL D. Published by His Majesties special Command. Sold by S.Mearne, T.Dring, B. Tooke, T. Sawbridge, and C. Mearne.*
- c) ☞ *The Second Part of the Works of Mr. Abraham Cowley, being what was Written and Published by himself in his younger years, and now Reprinted together; The Fourth Edition. Sold by Charles Harper at the Flower-de-Ince in Fleetstreet, and J. Tonson at the Judges Head in Chancery Lane, near Fleetstreet.*
- d) ☞ *Dr. Franciscus de la Boe Sylvius Of Childrens Diseases: given in a familiar stile for weaker capacities. Within an Apparatus, or Iutroduction (sic) explaining the Authors Principles: As also a Treatise of the Rickets. By R.G. Physician. Sold by George Dowers at the Three Flower-de-Budes in Fleetstreet, over against St. Dunstans Church.*
- e) **THE** Royal Bagnio is now in very good Order, and Open'd, with the addition of a new Bathing-place; whereof all Ladies and Gentlemen are desired to take Notice.
- f) **WHEREAS** some time since, at the desire of several Ladies, and Persons of Quality, Saturday was allotted them to Sweat and wash in the *Royal Bagnio* (all Gentlemen exclusive.) Now, at their farther desires, it is thought convenient by the Proprietors thereof, to add, (for their Services) another day, which is Wednesday, commencing the 23 of this Instant *March*; All Persons being desirous to take Notice thereof, and order their Affairs accordingly
- g) **THomas** Warren of London, Apothecary, living at the *Heart and Anchor* in *St. Laurence Lane* near *Cheapside*, having after great cost and trouble, found out a most curious way of preserving dead Bodies from Putrifaction, or change of Colour, without Disboweling, Searclothing, or cutting any part, and undertaking for 5 l. to secure any dead Body above ground for several years; he caused publick Notice to be given thereof; but some persons, perceiving the great satisfaction this his Invention has given to all persons that made use of it, have pretended to make use of his Powder, as bought from him; Wherefore he desires it may be known, that there was never any yet sold of it, nor is it to be had but from himself.

### Analysis of 1681 advertisements

These advertisements can be examined in relation to participants, the objects and places advertised, and successively the language used in their promotion. Although, the *Gazette* began life as a publication explicitly addressed to “merchants and gentlemen”, the above advertisements make clear that by 1681 it had extended its range of readership. This is most obviously seen in the advertisements about the Royal Bagnio in e) and f) where in the former the advertiser asks both “Ladies and Gentlemen [...] to take Notice” whilst in the latter the advertisement appears to be directed exclusively to women. Therefore, by 1681 women were also target readers in the *Gazette*, though as with male readers we must assume that the women who were targeted belonged to that select group referred to in f) as “persons of quality”, a term that in seventeenth-century England primarily indicated high social standing.

In fact, a person could be “of quality” even if, as in d), they had “weaker capacities”. These mentally inferior individuals, and given the gendered language of the time, as well as the contents of the advertisement, such people could well have been identified as women, can, in turn, be contrasted with the addressees of the book advertisement in a). At the opposite end from those with “weaker capacities”, for whom the advertised book is written in a “familiar stile”, the readers of advertisement a) are addressed in Latin. Indeed, not only is the title of the work in Latin but also indications as to where it can be bought (“apud Sam. Mearne”!). What we can thus see is that the *Advertisements* section in the *Gazette* is addressed to quite a wide range of people from the upper end of society. The target readership included men and women, both highly educated and otherwise.

If we now examine what was being advertised we see that most of the goods regarded books. Religious publications were the most commonly advertised, followed by historical works (including not just narrative history but also genealogical tables and a catalogue of noble families’ arms and ensigns). We also find the medical volume on children’s diseases (d) and two literary works, one containing the poetry of Edmond Waller, the other the work of the poet and essayist Abraham Cowley (c). The apothecary’s advertisement (g) and the two bathing advertisements (e, f) are clearly different from the books in that they are offering services, though the services provided by the apothecary and bathing establishment are very different in kind! What are not found in these numbers of the *Gazette* are the advertisements promoting such luxury commodities as tea, coffee, chocolate and snuff that appeared so often in 18<sup>th</sup> century advertising.

As for the promotional language, we see that it is very different from advertising discourse nowadays. Gotti (2005), drawing on Leech (1966), says that for a present-day advertisement to be successful it should:

1. draw attention to itself (Attention value)
2. sustain the interest it has aroused (Readability)
3. be remembered, or at any rate recognized as familiar (Memorability)
4. prompt the right kind of action (Selling power)

In drawing attention to itself, much modern day print advertising relies extensively on both visual and linguistic elements. Graphic design and foregrounding coupled with linguistic creativity and surprise help capture the readers' initial attention. If we compare these features in the first point to what is found in the *Gazette* of 1681 we arrive at some interesting conclusions. First of all, it is clear that although the potential for visual foregrounding in the seventeenth-century publication was much smaller than is the case in the modern press some visual strategies were devised to draw the reader's attention to the advertisements in general and book advertisements in particular. This is seen in the fact that, first, the texts, which were invariably placed at the end of the second and final page, were headed by the italicized title "Advertisements". Secondly, the advertisements promoting the sale of books were not only placed in initial position in the list but were further highlighted by a pointing hand (☞). Thirdly, type size, italics and capitalization were also exploited to emphasise key words in the text. Thus, in the book advertisements the first line was in larger type than the rest of the message, in all advertisements italics was frequently used for important details, and capitalization was also sometimes used in book advertisements to draw attention to significant information regarding, for example, the contents of volumes. Finally, each book advertisement was spatially slightly distanced from other advertisements. Therefore, given the typographical resources of the time, efforts were made to visually attract the readers' attention to the individual advertisements, and in particular to those selling books.

However, what is almost entirely missing in the *Gazette* texts is the linguistic creativity that along with visual foregrounding attracts the readers' attention in much modern advertising. In fact, this linguistic flatness also explains why Gotti's second prerequisite—Readability—is of little significance for an understanding of late seventeenth-century advertising discourse. As readability in modern-day advertising is reflected in a "simple, personal, and colloquial style, and the use of familiar lexis" (Gotti 2005: 28), it is difficult to see how the *Gazette*'s advertisements can be considered likewise 'readable'. The most obvious difference lies in the absence of a "personal and colloquial style". Each and every notice in the *Gazette* is product-oriented, the only personal elements found in the names of the author of the advertised book, the bookseller where the work can be purchased or the group of people targeted in the offer ("ladies and gentlemen"). There is no hint of the advertiser attempting to communicate with the reader as an individual. In place of the personal element, one often finds highly detailed descriptions of what is being advertised. This is, for example, found in advertisement b), which very specifically informs the reader that the book is:

An Impartial Collection of the great Affairs of State, from the beginning of the Scotch Rebellion, in the year 1639 to the Murther of King *Charles* the First. Wherein the first occasions, and the whole Series of the late Troubles in *England, Scotland, and Ireland*, are faithfully Represented. Taken from Authentick Records, and Methodically Digested, by *John Nalson*, LL D. Published by His Majesties special Command [...].

What is selling this book is not any form of linguistic trickery, or personal and colloquial language, but instead detailed information underlining the authority and expertise of the author and his study. The work is

based on “Authentick Records, and Methodically Digested”, the author is a distinguished Doctor of Law (“LL D”), and the publication is at “His Majesties special Command”.

One also finds differences between how Memorability—Leech’s third feature—is sought in the *Gazette* and in modern advertising. In our era much advertising seeks to impress the product on the reader’s mind through phonological foregrounding, such as alliteration, metrical rhythm and rhyme. This is entirely absent in the *Gazette*. Likewise missing are the slogans and insistent repetition of key phrases and expressions. However, one similarity that you do find is the use of intensifying adverbs, evaluative adjectives and superlatives. They may not have been used so often as now, but you nevertheless come across words such as *very*, *good*, *excellent*, *most*. Thus, we find in e) “The Royal Bagnio is now in very good Order” and in g) the apothecary found a “most curious way of preserving dead Bodies from Putrifaction”, whilst other advertisements during the first three months of 1681 include lexis such as “remarkable papers” (26/1/1681), “a Work very useful for the Readers of our English history” (20/2/1681), “so great and useful a Work” (20/3/1681) and “being a Collection of very choice and excellent Books of Divinity” (20/3/1681).

Finally, one last banal but perhaps effective way of fixing the product on the reader’s consciousness was to repeat the same advertisement in successive numbers. For example, the book entitled “An Impartial Collection of the great Affairs of State” is found in three separate issues.

As with modern advertising, the *Gazette* advertisements had Selling Power, though as with the other features on Gotti’s list, the manner in which the 1681 advertisements used language to ensure the sale of the goods or services was different from now. Whereas in modern advertising, we find frequent use of imperatives, such as, “get”, “give”, “see”, “choose”, “try”, in late seventeenth-century periodical advertising the reader is invited to buy, if at all, very indirectly. Such indirect means are, for example, seen in the following two advertisements: “Therefore all who are willing to Promote so great and useful a Work, would send in the subscription by *February* next”; “whereof all Ladies and Gentlemen are desired to take Notice”.

However, in the vast majority of the cases, the Selling Power of the advertisement is subsumed in the description of the advertised work, with no further language employed to emphasise that the work or service is for sale. It was no doubt considered redundant since the readers already knew that as the text was in the *Advertisements* section of the publication, and concerned a particular product which could be bought, it was hence necessarily for sale.

## Humorous contemporary commentary of 18<sup>th</sup>-century typographic features of advertisements

By the beginning of the eighteenth century, advertising strategies had become so recognizable that contemporaries made fun of them. For example, Richard Steele in the *Guardian* of 1713, through the fictionalized character Nestor Ironside, writes a fictitious letter (see 1 below) to the printer in which he requests the insertion of an advertisement in the *Guardian* of a highly distinguished but insufficiently appreciated musician, Nicolino Haym. In making this request, Ironside suggests the advertisement should display all the various eye-catching symbols, fonts and “any other recommendatory Artifice in Printing” commonly employed by typographers to “set off” the advertisement. The presumed printer responds enthusiastically to the request and his extraordinarily visual text (2) is placed immediately below Ironside’s letter in the same publication. However, not content with this parodic treatment of the ingenuity printers employed to foreground advertisements, Steele extends the humour in the following day’s *Guardian*. He instructs the printer in (3) to further embellish and adorn through whatever typographic resource available the advertisement since “the Business is to make my Readers take all the Notice of it imaginable”.

1)

*To the PRINTER.*

SIR,

I Have frequently taken great Satisfaction in hearing the Composures of *Nicolino Haym*, a Man of great Merit and Skill in his Profession, accompanied with so much Modesty, that he loses the Force which our Affectation of Foreigners might have towards his Advancement, and is, by his Deference and Respect to us, under the same Disadvantage as if he were born among us: therefore I direct you to insert his *Advertisement* with all the Stars, Daggers, Hands, Turn’d Comma’s and *Nota Bene*’s which you have in the House, and to omit no Variation of Letter, by way of Capital, Small Capital, Italick, or any other recommendatory Artifice in Printing, which I have privately ordered you to use from time to time to set off my own Writings.

NESTOR IRONSIDE

(*Guardian*, 16 April 1713)

And immediately below (6) on the same page the advertisement with all the various suggested graphic and typographical devices is duly found.

2)

ADVERTISEMENT.

By Subscription.

“•✦ ✦N.B. At Mr. *Hickford's* Great dancing Room over against the Tennis Court in St. *James's* Street near the *Hay-Market*, on *Friday* next, being the 17<sup>th</sup> of this present *April*, will be perform'd a Consort of MUSICK by *Nicolino HAYM*, and others. The Tickets to be delivered out at Mrs. *White's* Chocolate House in St. *James's* Street, this day and to morrow.

(*Guardian*, 16 April 1713)

In the following number of the *Guardian* further humorous suggestions are provided as to increasing the visibility of the promotional text:

3)

To the PRINTER.

Sir,

April 16, 1713.

‘BESIDES the Directions which you had Yesterday for to Day's Paper, I desire you to adorn the Advertisement with *Two Line Great Primmer, Two Line English, Double Pica, Paragon, Great Primmer, Pica, Small Pica, Long Primmer, Brevier, Nonpareil* and *Pearl* Letters. I mention also to you *French Cannon*, tho' I know you cannot make use of it. But the Business is to make my Readers take all the Notice of it imaginable; therefore pray put the Advertisement in an Island of *Stars, Daggers, Double Daggers, Crosses &c.* that the Reader may know the Value of what is so well Distinguished and Guarded.

(*Guardian*, 17 April 1713)

The *Tatler* in 1710 (n. 4) also ironically examines the foregrounded use of typographical features to draw readers' attention to advertisements.

The great art in writing advertisements, is the finding out a proper method to catch the reader's eye, without which a good thing may pass over unobserved, or be lost among commissions of bankrupts. Asterisks and hands were formerly of great use for this purpose. Of late years the N.B. has been much in fashion, ...

I must not here omit the blind *Italian character*, which, being scarce legible, always fixes and detains the eye, and gives the curious reader something like the satisfaction of prying into a secret

**Class: Analyse the following advertisements. Identify similarities and differences in structure and contents. What information do the advertisements give regarding how English, and its learning, were perceived?**

1)

Newly Published,

A Guide to the *English* Tongue. In two Parts. The first proper for Beginners, shewing a natural and easie Method to pronounce and express both Common Words and Proper Names, in which Particular care is had to shew the Accent for preventing of vicious Pronunciation. The second, for such as are advanced to some Ripeness of Judgement, containing Observations on the Sound of Letters and Diphthongs. Rules for the true division of Syllables, and the use of Capitals, Stops and Marks. With large Tables of Abbreviations, and distinctions of Words, and several Alphabets of Instructions for young Writers. By *Thomas Dyche*, Schoolmaster in *London*. Printed for *Samuel Butler* at *Barnards Inn Gate* in *Holborn*. Price Bound 1s.

(1707)

2)

Just Published,

✱ BOURDON'S Spelling Book, Containing Brief and easie Rules for the true and exact Spelling Reading and Writing of *English*, according to the present Pronunciation thereof in both Universities; by Question and Answer: With other necessary Observations, for the Practice and Compleating the Scholar. Printed and Sold by *John White*, at his House in the *Close*; And also is to be Sold by the Author in *Gateshead*. Price 4 d.

(1711)

3)

3) *Just Published,*

Price T W O S H I L L I N G S and S I X P E N C E,

The Fourth Edition, *with Additions, of*

A Practical ENGLISH GRAMMAR, describing the Genius and Nature of the ENGLISH TONGUE, &c. To which is prefix'd, An Account of the Rise and Progress of the English Language.

By JAMES GREENWOOD, late Sur-master of St Paul's School, London.

London: Printed for J. NOURSE, at the Lamb without Temple-bar.

✱ The Author in his Preface acknowledges his Obligations to several eminent and learned Gentlemen, and particularly to the late Reverend and Learned Dr Samuel Clarke, Rector of St. James's, as also to the Reverend and Learned Dr Daniel Waterland, who assisted him with their Corrections of the whole Work.

*A Character of this Grammar by the Rev. Dr. Isaac Watts.*

“ Those who have a mind to inform themselves of the Genius and Composition of our Language, either in the original Derivation of it, or in the present Use and Practice, must consult such Treatises as are written on Purpose: among which I know none equal to that Essay towards a Practical ENGLISH GRAMMAR by Mr JAMES GREENWOOD, wherein he has shewn the deep knowledge, without the haughty Airs, of a Critick.”

(1741)

**Class: Read below a medical advertisement of 1741. What kind of information is given? How does the advertisement draw attention to itself and in what ways is its Selling Power indicated?**

1	<p><i>The Most</i> INCOMPARABLE and NEVER-FAILING CHYMICAL DROPS.</p>
5	<p>Being a speedy Cure for Coughs, Colds, Asthmas, Wheezings, difficult breathing, Shortness of Breath, and all sorts of Consumptions, for their Virtues vastly exceed any thing that ever was published, or ever known to this Age, in the Cure of the worst Asthmas, and Consumptions; Colds, Catarrhs, &amp;c. They instantly relieve the patient of the most suffocating Fit of an Asthma, and make a perfect Cure in a very short Time; for they gently open the Breast, and immediately give the Liberty of Breathing, without any danger of taking Cold. They speedily remove all Obstructions of the Breast and Lungs, Hoarseness, Wheezing, Soreness, Shortness of Breath, and all the usual Symptoms which attend the Beginnings of a Consumption; and, if taken in time, will infallibly prevent one when feared. They are also exceeding Nutritive and Strengthening to Persons of weakly Constitutions, and have no other sensible Operation than as mentioned above; it is so agreeable and so few Drops to a Dose, that Children take them with Pleasure, and without any Confinement; for the Chin-Cough and Hooping-Cough in Children, they have cured Thousands. Price only One Shilling the Bottle, with Directions.</p>
10	
15	
20	
25	<p>Mr. <i>George Young</i>, Shopkeeper in <i>Sheffield</i>, Mr. <i>Richard Harris</i> in <i>Salop</i>, Mrs <i>Fleck</i> in <i>Darlington</i>, Mr. <i>James Craig</i>, Grocer in <i>Pontefract</i>, Mr. <i>Daniel Eccles</i> in <i>Macclesfield</i>, Mr. <i>Benjamin</i> <i>Brighnat</i> in <i>Whitby</i>, Mr <i>John Bigland</i>, in <i>Wigton</i>, Mr. <i>Ross</i> in <i>Knaresbro</i>, <i>Thomas Collyer</i> in <i>Nottingham</i>, Mr. <i>Philip White</i> in <i>Worksopp</i>, Mr. <i>John Miers</i> in <i>Rippon</i>, Mr. <i>John Gibson</i> in <i>Mansfield</i>, Mr. <i>Roe</i> in <i>Derby</i>, and at his Shop over against the Wheat Market in <i>Ashby de.la Zouch</i>, and <i>E. Patrick</i>, Milliner in <i>Chesterfield</i>, and of <i>John Berry</i>, Watchmaker and Printer in <i>Manchester</i>.</p>
30	
35	<p>The following Cures perform'd by the above DROPS. I <i>Edward Warrington</i>, <i>Carpenter</i>, of the <i>City of Chester</i>, <i>having</i> <i>been so violently afflicted with a Dry Cough, and Stoppage of</i> <i>my Stomach, for a long Time, was perfectly cured by taking one</i> <i>Bottle of the Chymical Drops, according to the Directions with</i> <i>the Bottle.</i></p>
40	
	<p>EDW, WARRINGTON.</p>
	<p>I <i>Thomas Corles</i>, of the <i>City of Chester</i>, <i>was sorely troubled with</i> <i>a Ptisical [sic] Cough, and shortness of Breath for many Years,</i> <i>have found much Benefit by taking only one Bottle of Chymical</i> <i>Drops.</i></p>
45	
	<p>THO. CORLES.</p>

**Class:** What are some of the differences between the following two advertisements regarding hair. The first was published in 1705, in Daniel Defoe's journal, *Review*, while the second was part of a well-known series of advertisements in the USA in the 1950s and 1960s.

Make a linguistic analysis referring in particular to:

Language function, layout, content, sentence types, verbs, adjectives and other relevant linguistic features.

(1)

The Royal Essence for the Hair of the Head and Perriwigs, being the most delicate and charming Perfume in Nature, and the greatest Preserver of Hair in the World, for it keeps that of Perriwigs (a much longer time than usual) in the Curl, and fair Hair from fading or changing colour, makes the Hair of the Head grow thick, strengthens and confirms its Roots and effectually prevents it from falling off or splitting at the ends, makes the Powder continue in all Hair longer than it possibly will, by the use of any other thing. By its incomparable Odour and Fragancy it strengthens the Brain, revives the Spirits, quickens the Memory, and makes the Heart chearful, never raises the Vapours in Ladies, &c., being wholly free from (and abundantly more delightful and pleasant than) Musk, Civet, &c. 'Tis indeed an unparallelled fine Scent for the Pocket, and perfumes Handkerchiefs, &c., excellently. To be had only at Mr. *Allcrafts*, a Toyshop at the Blue-Coat Boy at the Royal Exchange in Cornhill. Sealed up, at 2s. 6d. a Bottle with Directions.

(1705)

(2)

Does she...or doesn't she?

Has color as natural as color her hairdresser knows. In fact!

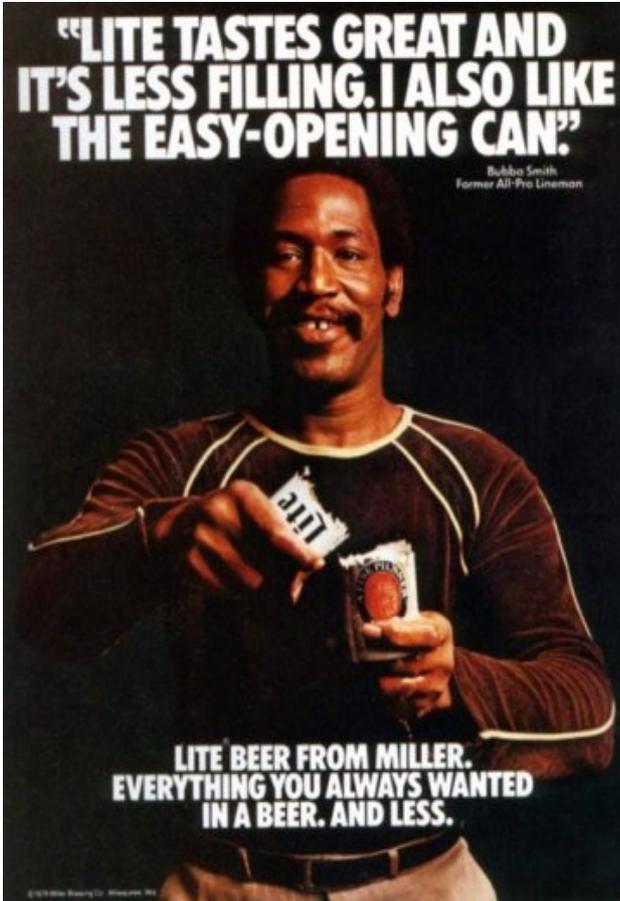
MISS CLAIROL

**Are mothers getting younger** or do they just look that way? She, for one, has the fresh, wholesome quality, the bright, shining hair that just naturally keeps a woman looking prettier, younger – as though she's found the secret of making time stand still. In a way she has. It's with Miss Clairol, the most beautiful, most effective way to cover gray to revitalise or brighten fading color.

**Keeps hair in wonderful condition** – so soft, so lively – because Miss Clairol carries the fresh color deep into the hair shaft to shine outward, just the way natural color does. That's why hairdressers everywhere recommend Miss Clairol and more women use it than all other haircolorings. So quick and easy. Try it **MISS CLAIROL** yourself today. Hair color with a trademark

(1960s)

**Class:** In what ways do the following advertisements differ from the 18<sup>th</sup>-century advertisements and the 1960s advert? Analyse the following advertisements linguistically. How do the images reinforce the message?



**Class: In the following British Airways advertisement, examine its Attention value, Readability, Memorability, Selling power.**

**quiet,  
quick,  
tranquil.**

**(You'll miss the Q's when you fly through Terminal 4)**

Right on cue, Terminal 4 at Heathrow opened on April 12<sup>th</sup>.

If you're flying with British Airways to Paris or Amsterdam, or any intercontinental destination, you'll find it quite different from other terminals.

First there's the sheer size of the place: 64 check-in desks mean less congestion, and less queuing.

This unique quality of calm continues all the way through to boarding.

Avoiding lifts, stairs and escalators you can quickly wheel your trolley direct from car to plane.

There's easy access by road, parking for 3,200 cars, a brand new Underground station and our own fast frequent bus service from terminal 1 for passengers connecting from domestic flights.

In fact everything's organized to help you fly through Terminal 4 in double-quick time.

Any questions?

**BRITISH AIRWAYS**

**The world's favourite airline**

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3. Complex (contains one or more secondary (dependent) clauses, in addition to a main clause or clauses)
 

e.g. *when it rained, we went inside*  
 (secondary clause) (main clause)
4. Minor/non-clausal (sentence without subject or finite verb. i.e not a main clause)
 

e.g. *open from 5 to 7; shut on Sunday*
- C. Number of words in sentence? (generally, the more words the more complex the structure)
- D. Noun phrases simple or complex (pre-modification or post-modification? In pre-modification the modifying words, usually adjectives, precede the noun [e.g. the young, handsome man]. Pre-modification is more common, and less formal, than post-modification, where the modifying words come after the noun. [the man, who I saw yesterday at the station.]
- E. Use of the passive? (feature of written, often technical English.)
- F. Parenthetical elements? (typical of spoken English)
- G. Ellipsis? (typical of informal English.)

#### Figures of speech

- A. Repetition of lexis and syntactic structure? This foregrounding emphasises the lexical content.
- B. Phonological patterns (rhyme, assonance, consonance, alliteration)? This foregrounding emphasises the lexical content.
- C. Metaphor? A figure of speech in which an implied comparison is made between two unlike things that actually have something important in common. E.g. 'Love (the tenor of the metaphor) is a rose (vehicle of the metaphor)', 'In the debate he destroyed his adversaries'

#### Cohesion

The more cohesion the easier it is to understand the text. In written texts cohesion is increased because the communication usually lacks the participants' understanding of a common communicative context.

- A. Lexical cohesion (repetition, synonymy, partial synonymy, semantic field etc.)
- B. Syntactic cohesion (reference, substitution, ellipsis, etc.)

#### Tenor

What kind of relationship is there between addresser and addressee. The closer the relationship (check use of pronouns, vocatives) the more informal the text.

## 2. Spoken and written vocabulary

There are some basic differences between spoken and written vocabulary.

Spoken language often has :

- more generalized vocabulary (e.g. *a lot of, got, thing, nice, place, things like that*)
- more phrasal verbs (e.g. *Can you put on the light? Don't worry, I'll put you up; I can't put up with Peter*)
- more fillers (*riempitivi*): (e.g. *ah, you know, well, like, I mean*)
- more repeated words: (*I saw the man, and this man, well, the man was walking towards ...*)
- features of back-channel (words, phrases and non-verbal utterances, like *I see, oh, uhhuh, really, erm*, used by a listener to give feedback to a speaker that the message is being followed and understood).

## Spoken and written grammar and syntax

There are some basic differences between spoken and written grammar and syntax.

### 1. Spoken language often has :

- a) use of active verb forms (*I wrote the letter*)
- b) use of contracted forms in verbs (*I'm not English; I don't know him*)
- c) examples of non-standard grammar (*I don't know nothing*)
- d) infrequent use of more than two pre-modifying adjectives. These are the adjectives that come before a noun. ("I saw the tall, young, handsome man" consists of 3 pre-modifying adjectives. They are 'tall', 'young', 'handsome'.)
- e) use of paratactic structures, i.e. not much subordination. (*I saw the man. He was at the bus stop.*)
- f) frequent use of coordinating conjunctions like 'and', 'but' (*they went to the cinema and after it finished they went to the pub but ...*)
- g) many incomplete sentences and pauses. (*I got about £50. Today... A good day's work.*)
- h) repetition of syntactic structures (*we decided to leave since we thought ... we decided ...*)
- i) changes in the sentence structure during the course of the sentence (*I was going ... we were going to the pub*)
- j) greater use of interactive language (e.g. questions. *What do you think about this?*)

## Lexis: Changes in meaning over time of similarly written word

Example of the kind of historical information given about a lexeme in the *Oxford English Dictionary*. It is important to recognise that words used in previous historical periods can have the same (or similar) spelling as present-day words but meanings may have changed over time.

### affect, v.<sup>1</sup>

**Pronunciation:** Brit. /ə'fekt/ , U.S. /ə'fɛk(t)/

**Forms:** IME **affecte**, 15– **affect**, 16 **afect**, 16 **afecte**, 16– **effect** (now *nonstandard*); also *Sc.* pre-17 **effeckit** (past participle).

**Frequency (in current use):**

**Etymology:** Of multiple origins. Partly a borrowing from French. Partly a borrowing from Latin. **Etymons:** French *affecter*; Latin *affectāre*.

< Anglo-Norman *affecter* to seek after, be attracted to (c1400) and Middle French, French *affecter*...

†1. *trans.*

#### a. To aim at, aspire to, or make for (something); to seek to obtain or attain. *Obs.*

?a1425 tr. Guy de Chauliac *Grande Chirurgie* (N.Y. Acad. Med.) f. 88 (*MED*), þe pacient affected or couaited [L. *affectaret*; ?c1425 *Paris desirēþ*] & required þe cure.

1483 Caxton tr. J. de Voragine *Golden Legende* 263/1 Roch affectyng no mortal glorye hyd his lignage.

?c1550 tr. P. Vergil *Eng. Hist.* (1846) I. 37 Eche manne [did] moste vehementlie affect the kingdom.

1605 Bacon *Of Aduancem. Learning* i. sig. L1, Cæsar did extreamely affect the name of King.

1615 G. Sandys *Relation of Journey* 105 Elated with these beginnings, he affected the empire of the world.

a1616 Shakespeare *Henry VI, Pt. 2* (1623) iv. vii. 95 Have I affected wealth, or honour?

1725 W. Broome in Pope et al. tr. Homer *Odyssey* III. xi. 386 The Gods they challenge, and affect the skies.

1802 W. Paley *Nat. Theol.* xxiii. 472 How should the blind animal affect sight, of which blind animals..have neither conception nor desire?

#### b. With infinitive clause as object. *Obs.*

c1450 *Speculum Christiani* (Harl. 6580) 178 (*MED*), If he affecte to be fede wyth swetnes.

1611 *Bible (King James)* Ecclus. xiii. 11 Affect not to be made equall vnto him in talke.

1656–7 J. Evelyn *Corresp.* (1872) III. 84 You should affect to live a retired life hereafter.

1776 T. Jefferson *Autobiogr.* in *Wks.* (1859) I. 22 He has affected to render the military independent of, and superior to, the civil power.

#### 2. *trans.* (in *pass.*). To incline, like; to dispose.

►a1438 *Bk. Margery Kempe* (1940) i. 217 (*MED*), Sumtyme þu wer so affectyde to sum synguler persone.

1533 J. Bellenden tr. Livy *Hist. Rome* (1903) II. 231 Ar we sa litill effeckit to þis erd þat we call oure moder, þat [etc.]?

1598 R. Barret *Theorike & Pract. Mod. Warres* i. 12 Let him make choise of the armes..whereunto he findeth himselfe most affected and fit.

a1616 Shakespeare *Antony & Cleopatra* (1623) i. iii. 71, I go from hence Thy Souldier, Seruant, making Peace or Warre, As thou affects.

a1817 J. Austen *Persuasion* (1818) IV. ix. 182 You might, some time or other, be differently affected towards him.

1968 *Studia Islamica* 28 34 A category under which real-existents are classified on account of man's being affected towards them in this or that fashion.

## Supplementary material for pages 40-41 of the lecture notes

### **‘Continuous’/‘discontinuous’ as mode of reporting and reading news**

However, while publishers emphasized the continuous flow of news for most seventeenth century publications, the manner in which news itself was written up was discontinuous. This is one of the paradoxes about news writing then, and how it impacted on the reader, at that time.

The news was ‘Discontinuous’ in the sense that there was little editorial attempt to collate different pieces of news from different sources into a composite picture. There was editorial selection of news but the news selected was presented in a basically discontinuous, motley way.

In periodical news one week you would find several pieces of news about a particular event, the next week there would be nothing about it, then the week after the topic would once more be reintroduced but there would probably be little editorial effort to connect the various strands of news. In that sense news reporting was discontinuous.

### **Readers needed to consult past numbers**

This meant that for the ‘continuous’ news to be understood, you, the reader, the ‘judicious’ reader referred to in the title of my paper today, had to go back to the past, to back numbers. That is, reading news as history, as events unfolded during the year. There was a temporal, historical framework for the understanding of news. Very different from now where news is consumed on a daily, if not hourly basis.

Nelson and Seccombe (1986: 27) write that through the serialisation of news “the publisher implied to the purchaser that serially-issued news was valuable not only when published but also in the future, as successive chapters in a historical chronicle”.

When examining past texts, including news texts, one needs to situate them in relation to other text types of the time. How did they stand, how were they designed to stand in relation to other text types? It is quite clear that news texts of the time, for various reasons, had much in common with the writing and reading of history.

Editors themselves realised this:

For example:

*In regard my materials are not so punctuall as were necessary for the making up of an intire exact Relation according to the dignity of the subiect, in all the Particulars; therefore, you must take things as they come represented in parcells from severall hands; which being added to what was published in the last, you may by collecting all together, have a sight (in some measure) of the late successe and Victory.*

*(Mercurius Politicus, 3 March 1653)*

### **News as valued record and possession**

As we have seen, news publications were packaged as annual serials. No. 3, 4, 5 etc.

And at the end of the series, which was usually at the end of the calendar year, the separate but progressively numbered issues in the series could be bound as a book.

For various reasons it was in the publisher’s interest to encourage the practice of binding newspapers. First, the binding of the annual numbers was an extra source of revenue. Secondly, the serialization of news publications was designed to create in the reader’s mind the need to purchase each and every number. Serialised news publications then were like weekly or monthly specialized journals and magazines now. For example, if nowadays you’re buying a cookery magazine every week, you’re sometimes doing it with a view to having the individual numbers bound at the end of the series. If, for some reason, you’re not around to buy one week’s number, you try and get it later on so as to complete the series.

This is the mindset that early periodical news publishers encouraged. And this is what occurred to a smaller or greater extent.

**Time Line for English print news (1476-1702)****Put the information on page 73 next to the date to which the event refers on this page**

1476	
1513	
1580s	
1603	
1618	
1620	
1621	
1622	
1625	
1632	
1638	
1641	
1642	
-1649	
1649	
1650s	
1653	
1658	
1660	
1665	
1667	
1671	
1695	
1702	

- a) Corantos are banned by Charles I for six years/
- b) First English newsbooks published. Unlike corantos, these contain both foreign and domestic news. Corantos cease publication with arrival of newsbooks. Newsbooks come out on a fixed day of the week/
- c) Oliver Cromwell is proclaimed Lord Protector/
- d) William Caxton sets up first printing press in London/
- e) Death of Elizabeth I and accession of James I/
- f) Explosion of periodical print news, though much of it based on polemic and propaganda/
- g) First series of English news pamphlets. They are not published on a fixed day of the week but they are organised in annual series/
- h) Charles I is executed and England becomes a republic in the form of a Commonwealth/
- i) Although the first advertisements in news pamphlets go back to the 1620s, it is in this decade that advertisements become more frequent. Not all newsbooks have advertisements, and they do not appear every week, but they are becoming a more common feature of the periodical news press/
- j) Publication of the *Daily Courant*, the first English daily newspaper/
- h) Restoration of the monarchy. Charles II becomes king/
- i) The *Oxford Gazette* is founded. This becomes the *London Gazette* in 1666. The *Gazette* is a monopoly publication coming out initially twice a week, later three times a week/
- j) First attested use of the word 'newspaper' in the *Oxford English Dictionary (OED)*/
- h) Advertisements start being published on a regular basis in the *Gazette*/
- i) Lapse ('non rinnovo') of the Licensing Act and other newspapers start being published/
- j) First extant one-sheet English coranto containing multiple foreign news items. Printed in Amsterdam and shipped to England/
- k) Corantos published again but contents just based on translations of foreign publications/
- l) Start of Thirty Years War/
- m) First extant occasional news pamphlet/
- n) French civil wars and large increase in translated occasional news pamphlets in England/
- o) One-sheet English corantos, that are still translations of Dutch and German publications, printed in London/
- p) James I dies and Charles I becomes king/
- q) Oliver Cromwell dies/

### Time Line for English print news (1476-1702)

- 1476: William Caxton sets up first printing press in London
- 1513: First extant occasional news pamphlet
- 1580s: French civil wars and large increase in translated occasional news pamphlets in England
- 1603: Death of Elizabeth I and accession of James I
- 1618: Start of Thirty Years War
- 1620: First extant one-sheet English coranto containing multiple foreign news items. Printed in Amsterdam and shipped to England.
- 1621: One-sheet English corantos, that are still translations of Dutch and German publications, printed in London.
- 1622: First series of English news pamphlets. They are not published on a fixed day of the week but they are organised in annual series.
- 1625: James I dies and Charles I becomes king
- 1632: Corantos are banned by Charles I for six years.
- 1638: Corantos published again but contents just based on translations of foreign publications
- 1641: First English newsbooks published. Unlike corantos, these contain both foreign and domestic news. Corantos cease publication with arrival of newsbooks. Newsbooks come out on a fixed day of the week.
- 1642-1649: Explosion of periodical print news, though much of it based on polemic and propaganda.
- 1649: Charles I is executed and England becomes a republic in the form of a Commonwealth.
- 1650s: Although the first advertisements in news pamphlets go back to the 1620s, it is in this decade that advertisements become more frequent. Not all newsbooks have advertisements, and they do not appear every week, but they are becoming a more common feature of the periodical news press.
- 1653: Oliver Cromwell is proclaimed Lord Protector
- 1658: Oliver Cromwell dies
- 1660: Restoration of the monarchy. Charles II becomes king.
- 1665: The *Oxford Gazette* is founded. This becomes the *London Gazette* in 1666. The *Gazette* is a monopoly publication coming out initially twice a week, later three times a week.
- 1667: First attested use of the word 'newspaper' in the *Oxford English Dictionary (OED)*
- 1671: Advertisements start being published on a regular basis in the *Gazette*.
- 1695: Lapse ('non rinnovo') of the Licensing Act and other newspapers start being published
- 1702: Publication of the *Daily Courant*, the first English daily newspaper