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Bakalářská práce

**COMPARISON OF SERIOUS AND TABLOID PRESS IN
THE UNITED KINGDOM ACCOMPANIED WITH
TRANSLATION OF SELECTED ARTICLES**

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Čestné prohlášení

Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

Plzeň, duben 2016

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Poděkování

Ráda bych touto cestou poděkovala PhDr. Evě Raisové za odborné vedení mé práce, podnětné připomínky a cenné rady.

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1. INTRODUCTION

The bachelor thesis deals with the serious and tabloid press in the United Kingdom, as it is obvious from the title. The British press, including serious and tabloid newspapers as well as magazines, is known worldwide, and it is considered to be unique and specific. Both groups have the leading role in the United Kingdom regarding providing the news, however, there can be distinguished some differences between them. The main objective of the thesis is to introduce both groups in several ways, to describe their characteristic features and to prove them by the selected articles. The topic of the bachelor thesis was chosen on the grounds of the personal interest of the author.

The thesis begins with the introduction, and then it is divided into two main parts – the theoretical and the practical one. The theoretical part describes both the history of the press and the present. Only significant issues that influenced the development of the British press have been chosen. Furthermore, it is important to introduce the result of the development, represented by the online forms of the newspapers, and the current readership in the United Kingdom. The following chapter also includes the depiction of British newspapers, consisting of two groups – the serious and the tabloid one. Another important issue is to familiarize with the language and the features of the press, and therefore the journalistic style is examined finally, and the attention is paid to headlines as well.

The practical task is to demonstrate the theoretical knowledge and to utilize it in practice. In order to fulfil the practical task, there have been chosen three articles based on the same topic, to be more specific – one article of the serious press and two articles of the tabloid press. The practical part consists of the comparison of the selected articles and their translation. The comparison shows main elements of British papers of the serious and the tabloid press. It gives the detailed information about individual fields, involving lexicology, stylistics, morphology, graphical appearance and syntax. The comparison is also supplemented by the translations of the articles, as the author of the thesis wants to show their language in depth.

The thesis ends with the conclusion, where the summarization of the comparison is to be found and then, endnotes and used bibliography are mentioned. Used bibliography is presented by printed books as well as by internet sources. The theoretical part was written thanks to the main printed sources such as the books *Překlad a překládání* by *Dagmar Knittlová*, *The media* by *Beth Edginton* and *Martin Montgomery* and *Magazines* by *Eithne Farry*, while the internet sources are mainly represented by pieces of information from online newspapers. The used sources, serving to the completion of the practical part, are presented by three articles from the websites of *The Guardian*, the *Daily Telegraph* and the *Daily Mail*. *Cambridge* and *Lingea Dictionaries* helped with the translations of the articles. The last part of the thesis named *Appendices* contains three original texts, which are compared and translated in the practical part, and which are complemented by images.

The aim of the thesis is to present the language and the features of the serious and the tabloid press in practice, and to compare them. It is assumed that the language of both groups will differentiate. Moreover, the author expects that the serious paper will be more objective and will use a more complicated structure than the tabloid journals. On the other hand, it is supposed that the tabloid newspapers will utilize more means how to catch the reader's attention. The author wants to show the features of both press groups in more detail and that is why the goal of the thesis is high-quality translations of the chosen articles too. It is also presumed that the tabloid articles will be easier to translate than the article of the serious press.

2. THEORETICAL PART

2.1. General Introduction of the Press

Presidential elections, fighting in the East, economic situation in the world, revolutionary scientific discoveries - these and lots more are the events people want to know about in as quickly as possible. A great instrument for getting know about world occurrences seems to be the press. The press contains not only consequential events across the globe, but readers can also choose from articles about society, historical sites, recommendations of trips, weather, sports, cooking, fashion, the arts, health and medicine, stars and political scandals, murders and criminal cases and a great deal of other news in which readerships are interested. On the other hand, entertainment is not the only topic readers seek, the purpose of the press can be education too. It is one of the main reasons why the demand for newspapers and magazines seems to be so enormous.

2.1.1. Newspapers

The first group of the press described in the thesis is newspapers. To attract readership's interest, newspapers try hard to have access to the public, to publish in regular intervals, to bring current news and information and to write about a wide range of topics. To put it more simply, they try to meet following attributes: *publicity, periodicity, currency* and *universality*. [1]

National and international news, local news, weather forecasts, reviews of the arts, crosswords, horoscopes, program schedules and many others can be included in the newspaper topics in which they try to address the general public. Editors can publish their newspapers daily or weekly to meet *periodicity*. Daily newspapers usually come out every day except national holidays, however, their Sunday editions are much larger and the price is higher too. Their sections are more miscellaneous. There exists a specific kind of newspapers, and it is called a *newspaper of record*. Its conditions are *high editorial independence, high journalism quality* and *large circulation*. [2]

Due to high production costs for a piece, editors want to decrease them as much as they can. One of the tools how to reduce production costs is

printing on non-archival and inexpensive newsprint. Newsprints usually have a white colour, nevertheless, the newspaper the *Financial Times* uses salmon-pink papers. [3] [4] The format of newspapers is also an important issue. Traditional papers contain editorials, op-eds and columns with opinions of the columnists.

2.1.2. Magazines

The next group of the press consists of magazines often called journals (special magazines). Special magazines are often sold for organizations and industries, and their representatives are magazines such as *Hospital Doctor*, *The Builder* and *Estates Gazette* - from their names it is clear which organizations publish them. Religious magazines can also belong to this group, in particular: *Tablet*, the *Church Times* and *The Jewish Chronicle*. [5]

Every magazine has its own house style to persuade potential readerships (women, football fans, young people, gardeners and many other groups) to buy their edition. For this reason, the right look of the magazine's cover is a serious topic. Features such as daring and gripping graphics, peculiar photographs, bright colours on a dark background and distinctive headlines can attract the reader's attention. Furthermore, editors try to engage with a different bolder typeface of headlines from the one used in the main text, or with picking out the text in bold or *italic*, or to underline it - *The Face and iD* (the 1980s) is considered to be one of the magazines, which has met these requirements and has become popular. A proof of its popularization was that a considerable number of competitors started to copy *The Face and iD's* style. [6] Of course, it is necessary for editors to update the magazine's appearance if they want to keep up with the latest fashion.

2.2. The History of the British Press

2.2.1. The History of British Newspapers

At the beginning of the 17th century, a considerable number of publications already existed, and they contained news as well as rumours, which people were interested in. Unfortunately, the printing was not easy since strict controls existed, and it was hard to meet the requirements of the print. *The London Gazette* is considered to be the first official newspaper of the United Kingdom. It was published in November 1665 as *The Oxford Gazette* and it was the newspaper of the Crown as well. Its sister paper, *The Edinburgh Gazette*, was born at the end of the 17th century. [7]

A large number of newspapers was created in the 18th century and one of them is *The Daily Courant*, which is viewed as the first daily newspaper. Other newspapers, such as *The Edinburgh Courant* (1705) and the *Stamford Mercury*, were the first regional newspapers. The last and very important example is *The Observer* (1791), which is considered the oldest Sunday newspaper. During the 18th century, it was imposed first stamp duty to advertisement and papers. [8] Due to the popularity and mainly influence of newspapers, the government imposed a tax on newspapers in the year 1712. Despite this fact, the number of sold copies of newspapers was rising, which is obviously seen from **Table 1**. In the year 1753, the total number of sold copies in Britain was 7,411,757 yearly. In 1760, the number rose to 9,464,790 and it experienced growth by 2,053,033 copies and in 1767, to 11,300,980 and it showed growth by 1,836,190 copies. [9]

Table 1: Sold copies in the United Kingdom in the years 1753, 1760 and 1767 [10]

Year	Sold copies	Growth
1753	7,411,757	x
1760	9,464,790	2,053,033
1767	11,300,980	1,836,190

The public's need for information continued to the 19th century, furthermore, this period also brought some changes. The changes contained physical size, visual appeal, heavy use of war reporting and brisk writing style, for example *The Times* used illustration for the first time. The government also decided to increase the tax to four pence. [11] There was a significant number of major papers, for instance, the most famous was *The Manchester Guardian* (founded in Manchester in 1821). Its owner, Charles Prestwich Scoot, made it into a world-famous newspaper in the 1890s and renamed it to *The Guardian*. [12] The first cheap newspaper (a penny per piece) and a representative of the middle class – these words can be used to describe *The Daily Telegraph* newspaper, which was founded in 1855 by Joseph Moses Levy. [13] The next important newspaper was the *Daily Mail* (established in 1896 by Lord Northcliffe), which was intended for lower-middle class and it had temptingly low price. Thanks to these elements, the *Daily Mail* became the first Britain's daily newspaper, which sold a million copies a day. [14]

The 20th century brought a large development of newspapers. "By the end of the 1930s, about 70% of the population regularly read a daily paper, and almost everyone saw a Sunday paper." [15] For the public, the newspaper was a favourite tool for leisure activities, commonly and affordably available. The *Royal Commission on the Press* was founded in 1949 to ensure the behaviour of the print media, and its members were newspaper editors. The *General Council of the Press* also existed for the same reason, it guaranteed high standards of ethics in journalism and in 1991 it was replaced by the *Press Complaints Commission*. [16] Political newspapers started to appear in shops, and one of the examples can be the organ of the Communist Party of Great Britain the *Morning Star* (1930), which focused on social and trade union issues. [17] The next great progress was made by *The Sun* when in 1969 Rupert Murdoch began to publish photographs of models. His controversy caused a large commotion in the public, on the other hand, this newspaper became one of the most popular newspapers in the United Kingdom by the 1970s. The *Daily Star* found inspiration there, and its editor started to take the same photographs. [18] The *Today* was

established in 1986 by Eddy Shah and its big advantage was in using full-colour offset printing. Following the lead of the newspaper *Today*, other newspapers converted to electronic production and colour printing. [19]

2.2.2. The History of British Magazines

The earliest magazines came with printing, but the appearance of the first magazines was different as well as the way they had been sold. Streets, squares and parks offered a great opportunity to sell matters such as calendars, news sheets, pamphlets and ballad sheets. Although these printed matters had exposed features of miserable quality, for instance, the letters were smudged, the papers had no colours besides black and white, a huge demand for them existed. [20]

One of the reasons for this demand was a simple language. Many poor adults and children could not read or write very well because of expensive education, but they wanted to know about world events. Not only news sheets started to appear regularly to meet people's demand, but their price was suitable for everyone as well as the way of writing. In contrast, journals with science and philosophy were published for rich inhabitants, nevertheless, a large number of people did not understand them. [21]

In 1731, printer Edwards Cave introduced the first British magazine, in which essays, articles, romantic stories, tales of true-life crime and reports from the Parliament were published. This magazine was named *The Gentleman's Magazine* and its popularity was proved by the fact that rival publishers soon started to use the same format and style. The year 1830 was famous for publishing cheaper magazines regularly for the first time. Due to mixing useful knowledge with entertainment and containing different style than Cave's one, their favour was rising. [22]

In the last quarter of the 19th century people were learning to read and write as a result of a new law and that is why the demand for magazines increased rapidly. [23] Magazines also seemed to be an excellent opportunity to learn new words from the articles, moreover, it was an occasion to have a good time with reading as well.

A huge fame recorded the magazine *Tit-Bits from all the Most Interesting Books, Periodicals and Contributors in the World* (later only *Tit-Bits*) owing to the fact that people fell in love with stories by Sir Arthur Conan Doyle about a detective named Sherlock Holmes. *Country Life* (1897), *The Wide World Magazine* (1898) and *The Strand Magazine* (1891-1950) belonged to the next successful monthly magazines. Their author George Newnes placed there a considerable number of illustrations and short stories. [24]

The most profitable helper for publishers was the advancement of technology, and it brought a significant number of positive changes. As a result of the advancement, magazine production became much simpler. Mechanized presses were used instead of hand-operated presses, and they printed a considerable number of pages with higher quality than before. Using of fast drying inks and illustrations among the lines were counted as other changes for publishers companies. The magazines with detailed woodcuts as well as intricate line were regarded as unique and one of them was *Illustrated London News*, which boasted sixteen pages of text and thirty-two woodcuts. In 1890, woodcuts started to look old-fashioned, so an American magazine named *Life* came with the publishing of photographs. Other countries naturally followed this style and one of them was the United Kingdom with its magazines: *Picture Post* (1938-1957) and *Illustrated* (1939-1958). [25]

Nowadays, almost all magazines are printed on the glossy paper, they contain a large number of photographs and interesting articles, and their dominant is the use of a large spectrum of colours. The requirement of readership includes clear and thrilling news where the combination of entertainment and information should be demonstrated. The process has developed over the last 250 years. [26]

2.3. The British Press in the Present Days

In the present days, media play an important role in the world, especially the press. Although the press has been facing the developments in technologies of communication for the last hundred years (telegraphy, telephone, radio, television, computer, the Internet, etc.), its role in the society is still important. “Even though television is one of Britain’s favourite leisure-time activities, sixty-two per cent of adult population read a national morning newspaper on an average day.” [27]

2.3.1. Readership in the United Kingdom

The readerships in Britain are divided into six main categories according to their social and economic situation. Each of the categories is marked with a particular letter – A, B, C1, C2, D and E. The highest class is A, and it represents the upper-middle class where the head of the household can be, for example, a senior civil servant, a successful business or professional person usually living in a large house or expensive flat. People in category B belong to the middle class and they are not at the very top positions like people of category A, but they are still rich and successful. C1 means the lower-middle class, which is made up of white-collar workers¹. C2 represents the skilled working readership, qualified manual workers while category D includes the working class, and it represents semi- and unskilled manual workers. The lowest class is marked by the letter E, and it consists of pensioners, widowed readers and casual workers who are not able to work due to an illness or unemployment. They are usually dependent on social security schemes. [28] It is known that the lower classes, including C2, D and E, have a tendency to buy tabloid newspapers, whereas the higher classes, including C1, B and A, want to read the quality press.

The following **Table 2** shows an average issue readership of the daily newspapers in the United Kingdom according to the research of the *National Readership Survey* from October 2014 to September 2015. [29] Adults from all social spheres participated in the research, and they are divided into two groups in **Table 2**. Besides that, the adults are also classified into two

¹ people who work in offices, doing work that needs mental rather than physical effort

additional groups on the basis of their age. The table points out the total percentage of the research participants too.

Table 2: Depiction of the readership of particular daily newspapers during the latest rolling 12-months [30]

Daily Newspaper	Approximate Percentage of Adults				
	Total	ABC1	C2DE	15-34	35+
The Sun	9.0	5.9	12.7	7.3	9.8
Daily Mail	7.0	8.2	5.5	2.8	8.9
Daily Mirror/Record	4.7	3.1	6.6	2.9	5.5
The Daily Telegraph	2.2	3.5	0.7	0.7	2.9
The Times	2.0	3.3	0.4	1.0	2.4
Daily Express	1.6	1.6	1.7	0.4	2.2
Daily Star	1.6	0.7	2.7	1.4	1.7
The Guardian	1.5	2.5	0.4	1.3	1.7
The Independent	0.5	0.8	0.2	0.4	0.6

The final end-products of newspapers are the news, and as it is obvious from the name, the news deals with recent events. The demand for the news is to bring latest information in a quick way – it should answer the question what is happening now. Pictures gathered from particular scene or event can be considered helpful, and they are called *actuality footage*. This meets one of the requirements of the key concept of news value, which is just connected with the news. In this case, the first requirement was described, and it is called *recency*. Other requirements of news of value are *size*, *proximity*, *elites*, *predictability*, *personalization* and *negativity*. [31] Beth Edginton and Martin Montgomery inform about size and say: “Events need to be of a certain scope and magnitude to qualify as news: a car crash involving two vehicles is much less likely to make the news than a crash involving twenty.” [32]

The readership wants to have a close relationship with the news geographically as well as culturally, so the *proximity* to home is also

one of the important demands. Furthermore, the choice of a group newspapers write about includes large nations rather than small ones or prime ministers rather than shop assistants. Unexpected events and actions play an important role in the news. [33] “On the other hand, routine expectations sometimes help to confirm the newsworthiness of materials. In the United Kingdom incidents of soccer violence make the news to the extent that it has become a routine expectation.” [34]

To get *personalization*, the news deal with, for instance, health-care reforms, currently an issue supported by Hilary Clinton. Finally, the best news is the bad news – people want to read about frauds, killers, minister’s bribery, stories about drugs, etc. and if editors of newspapers want to have success with their articles, the *negativity* can help them. [35]

2.3.2. Online newspapers

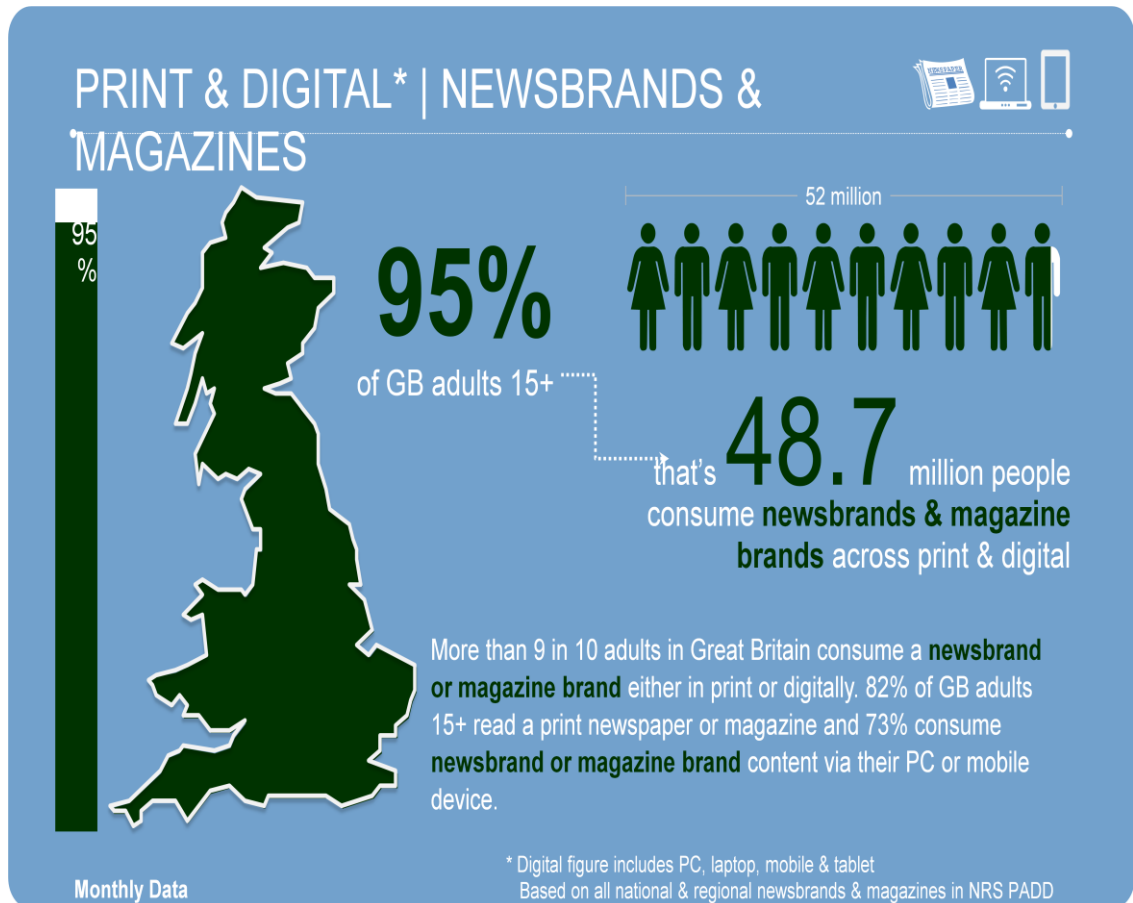
With the modern age also comes an improvement in technology and new version of newspaper form – *online newspapers*. Nearly every newspaper operates its own online editions in the 21st century, and most of them are available for free due to advertising revenue and lower distribution costs. These forms of newspapers are regulated by journalism organizations, for instance, the organization *Press Complaints Commission* supervises newspaper publishers in the United Kingdom. [36]

One of the examples of the only online form is *Southport Reporter* that follows the UK Press’s *Code of Conduct* in pursuit of professionalism. [37] Nevertheless, a considerable number of newspapers exist in the print form as well as in the online form, for instance: *The Guardian*, *Daily Mail*, *The Sun*, *The Times*, *The Daily Telegraph*, ...

The following **Picture 1** indicates a number of readerships in Great Britain who consume newspapers or magazines both in print and in digital. The research was done during the period October 2014 to September 2015 by the *National Readership Survey* which surveys cover over 250 of Britain’s major newspapers and magazines. The total number of the readerships gives the evidence of the press popularity – only 5 % of GB adults are not interested in the press. It can be seen

from the picture that adults like digitally received news – roughly 75 % prefer the online form of newspapers. [38]

Picture 1: The readerships of the print and digital British press during the latest rolling 12 months [39]



2.4. Types of British Newspapers

2.4.1. The Serious Press

In the United Kingdom, the press is divided into two groups and one of them is *the serious press*, which is also called *the quality press* or *the broadsheets*. The name of broadsheets refers to their format, measuring around twenty or more inches² long and approximately fifteen inches wide. The serious press gives priority to sober tone of its articles and therefore, its editors publish serious national or international news which are deeply analysed. The topic about policy and politics seems to be the most traditional one which can be found here, but there is also place for other topics such as business, money, law, arts. Educated and rich inhabitants are regarded as target readerships due to these features. The best known quality papers in the United Kingdom are: *The Times*, *The Guardian*, *The Daily Telegraph*, *The Independent*, *Financial Times*, *The Observer*, etc. [40]

2.4.1.1. Financial Times

The *Financial Times* is recognized as the independent quality paper which is known all over the world – its subsidiaries can be found in forty countries. The *Financial Times* was launched as the *London Financial Guide* in 1888, however, it soon changed its title. The newspaper is printed on the rose-coloured paper, and it is related to the signature of the *Financial Times*. [41] Its editors have their own motto for the newspaper – they wish to be: “... the friend of the honest financier and the respectable broker.” [42] Mostly professionals and experts are the target group of the *Financial Times* thus the paper prepares various analyses, collects data, gives advice and answers questions - all from the field of economy, money, management, industry, etc. The *Financial Times* has operated its online editions since 1995 and mobile application since 2011, which is actively used by two million users every day. Presently, only 30% of the total circulation is represented by the print editions. [43]

² inch = 2.54 centimeters

2.4.1.2. The Guardian

The Guardian is one of the daily British newspapers, symbolizing the serious press. Having been established in Manchester in 1821, it was firstly named *The Manchester Guardian*, however, *Manchester* was later dropped due to its moving to London and standing as the newspaper of national and international news. The paper adopted the Berliner format in 2005 (middle format between the tabloid and the broadsheet) and has become the first newspaper in the United Kingdom, which uses this format. One of the large advantages of *The Guardian* is colourfulness of every page. The newspaper has directed its online publication since 1995, and similarly it has offered a wide range of digital products since 2009, including mobile applications and mainly online editions in the United States and Australia. *The Observer* is its sister paper, and it is printed on Sunday. [44]

2.4.1.3. The Times

The Times also represents the daily quality paper, what is more, it considers itself to be one of the most powerful and oldest newspapers. *The Times* can be even counted as one of the three greatest newspapers in the United Kingdom, the other two are *The Guardian* and *The Daily Telegraph*. The newspaper was founded in 1785 by John Walter as *The Daily Universal Register*, and it became *The Times* within 3 years. [45] In the present day, *The Times* comes under the group of newspapers *News UK*, which highly tries to keep it modern, innovative and creative. Since 1996, *The Times* has introduced its online publications too, and it contains two editions presently: *The Times* and *The Sunday Times*. The paper is also known for the publishing of crosswords for the first time. [46]

2.4.1.4. The Daily Telegraph

The Daily Telegraph refers to the most significant newspapers in the United Kingdom, publishing in London. Having been established in 1855 as *The Daily Telegraph and Courier*, a large number of people was interested in reading it, especially due to its low price. The typical reader of *The Daily Telegraph* is a conservative of the middle class, so its articles are

mostly full of politics, business and culture, but there also appear articles, including information about sport, lifestyle, entertainment, etc. [47] *The Daily Telegraph* is available digitally too and its colour website contains a considerable number of news, pictures and videos that making it a very popular online edition. In 2010, it had thirty-three million average monthly browsers. [48]

2.4.2. The Tabloid Press

The second group of the British papers is *the tabloid press*, which is entitled *the popular press* too, and at the same time, it is called *the red tops* because of posting large headlines on the front page. In comparison with the serious press, the tabloids have the format of a small newspaper – their size is roughly half of a broadsheet. For this reason, their articles are not so detailed, and editors make them considerably shorter. As the tabloid press tends to make news more thrilling and shocking, its topics are full of scandals, private lives of stars, crimes, disasters – in brief they concentrate on tragedies. To compare it with the serious press, the tabloid papers attract larger readerships, especially of the working class. Respecting its readers, the popular press contains a considerable number of pictures, large headlines and simple language. The British tabloids are represented by: *The Sun*, *Daily Mail*, *Daily Express*, *Daily Star*, *Daily Mirror*, etc. [49]

2.4.2.1. Daily Mail

The *Daily Mail* belongs to the group of the daily tabloid newspapers in the United Kingdom and its circulation makes it one of the biggest-selling papers. Being launched in 1896, it became very popular thanks to its low price, independence and educational articles, containing mostly foreign news. At present, the *Daily Mail* is largely bought by the readers of the middle class, hence its edition concentrates on TV, showbiz, sport, health, science, money, travel, etc. The *Daily Mail* can be bought not only in the United Kingdom but also in Ireland, India or Europe. [50] It has digital edition too, which is called the *Mail Online*, and its main aim is to entertain – that is the reason why it contains many articles, pictures and free available videos. *The Mail on Sunday*

refers to the *Daily Mail* as a sister paper, and its online edition can be found in the *Mail Online* as well. [51]

2.4.2.2. The Sun

In the United Kingdom, *The Sun* holds the position of a very favourite tabloid paper which can be proved by ten million readers per week. The first steps of the journal began in 1969, and other issues of *The Sun* have been established since then – namely *The Scottish Sun*, *The Irish Sun* and *The Sun on Sunday*. [52] The controversial history, regarding its changing support of British parts, is joined with the paper, nevertheless, presently *The Sun* tries to catch conservative's attention. The newspaper has also a reputation for Page 3, showing half-naked girls, which has become the most disputable issue in the United Kingdom. [53] Its online edition is covered by a considerable number of articles, focusing predominately on entertainment – its sections consist of Football, Sport, TV & Showbiz and Video. [54]

2.4.2.3. Daily Express

The *Daily Express* is another example of the middle market tabloid newspapers that publishes daily in London. Its Sunday issue is called the *Sunday Express* and unlike the *Daily Express*, it is printed in the format between a broadsheet and a tabloid. The first edition of the *Daily Express* was available to the public in 1900 and with a detailed description of the international news, the newspaper has become popular soon. [55] The journal is owned by the *Northern & Shell*, and the group says about the newspaper: "The Daily Express speaks for and crusades for the British people. It covers world and domestic news in depth and with style while its team of trenchant and witty commentators offer their take on current events." [56] Besides supporting of traditions and habits of the middle class, the paper writes articles, especially for women – these articles contain information about health, fashion, models, food, drink, and others in which women are interested. [57]

2.4.2.4. Daily Star

The *Daily Star* represents the popular press in the United Kingdom and it was established in 1978. The paper wants to have a friendly relationship with its readers, and that is why its editors specialize not only in national and international news but also in entertainment. To amuse the readership, its sections are made up by Showbiz & TV, Travel, Life & Style, Sport, furthermore a lot of pictures, videos and games can be found in the online version. The *Daily Star* is often bought by fans of reality shows due to gossiping about their actors. [58] The *Daily Star Sunday*, focusing mostly on celebrity and stars, is its sister journal and with its launching in 2002 it belongs to the youngest newspapers. Both newspapers are owned by the group *Northern & Shell*. [59]

2.5. Journalistic Style

In the United Kingdom, reports are written mainly in journalistic style but some can also contain features of official style (programmes), scientific style (technical advice) and poetic style (poems). The main goal of journalistic style is to inform the mass public about recent events and actions as fast as possible. Expressing without emotions, fast notification about events, clear and unbiased presentation of the information and the effort to say many facts in small space – these are the specific features, making this style unique. The language of journalistic style should meet one of the important demands and it is that the every sentence should be clear as well as easily understandable. [60]

Standard and neutral English is a core of journalistic style, what is more, terms of the field of economy and politics appear too. On the other hand, some colloquial phrases and slang can be found in the texts – it can happen during interviews or speeches. Journalists often use clichés, the role of which is to make their job easier and faster, furthermore, articles with clichés hide their personal opinions on events. [61]

With the use of clichés, journalists also select long foreign words. In the journalistic articles, there are often used abbreviations and acronyms, but the choice of them is mainly determined by the topic the articles are linked with. Of course, neologisms are also connected with this style, and they play a major role in the article. Journalists want to make articles fresh and interesting for readerships, and neologisms help with that. A great example is *peacenik*³. [62] The journalists R.Mason and A. Sparrow have used following long foreign words in the article of *The Guardian: controversial, immigration, parliaments, integration*, etc. In the already mentioned article from the political branch, the journalists have chosen: *UK, EU, PM*. [63]

To keep the syntactic structure of journalistic style, writers try to get a great deal of information to simplify sentence structure and for this reason, participle clauses, compound sentences and many parentheses are used. Sentences are mostly shorter owing to the fact that they are easy to understand and to read and that is the reason why this type of sentences is mainly placed

³ fighter for peace

at the beginning of the article. Authors of articles use conjunctions at the beginning, definite articles, repetition of information, demonstrative and personal pronouns to get a relationship with the readership. Passive voice is used in participle clauses to add neutral and objective impression whereas active voice dominates in the popular press. [64]

Writers often make sentences with a considerable number of adjectives in order to achieve colourfulness and particularity. Pre-modification and post-modification patterns include new and unusual words, in the article of *The Guardian*, the following ones are used: *in-work*, *non-eurozone*, *red-card*, *long-term*, *opt-out*, *ever-closer*. [65] [66]

In the articles, declarative sentences with the regular word order dominate whereas interrogative sentences (also rhetorical questions) or imperative sentences appear only sometimes. In introductions of the following news or in very short paragraphs (these parts are called Intros and Leads), the word order is more or less permanent, and otherwise the inversion sometimes appears in the form of adverb's position at the beginning. [67]

In the journalistic text, past tense has the major role, but some of the sentences are written in the present tense. Texts are divided into paragraphs, following the rule that a shorter paragraph means easier reading. It is common that in the texts a comma sometimes misses and if there is a dash beside a semicolon, then it signifies the feature of informal style. A various type and size of writing can be found in articles, and the most important information should be the most marked one. [68]

2.5.1. Headlines

In the English article, a headline is the most noticeable part of the text, that is why it fills several lines and its main goal is to contain the whole news in brief. Leslie Sellers says: "Headlines should tell the story." [69]

Its size is given by the importance of the news and English journalists have many ways to make headlines shorter - they use short words (also from the colloquial register), abbreviations and nominal constructions, leave articles and auxiliary verbs out, and connect numerals, dashes

and colons. [70] A list of headline vocabulary exists and contains short words, having a universal use and polysemous sense (*bid, quit, hit, move, crash, ...*). [71]

In headlines, there is also used the infinitive to express the future and there can appear many plays on words. Abbreviations are written in the whole formal form, moreover, if a story happened in the past, the form of the present tense will be used in the headline to bring the event up to date and make it dramatic. [72] A great example of these features can be shown in the headline of *The Guardian*: “*Finnish PM drops promise to let refugees use his home.*” [73]

3. PRACTICAL PART

Three articles have been chosen to show characteristic features of the serious and tabloid press in practice. The author of the thesis has opted for the well-known newspapers, in particular, *The Guardian* has been selected as the representative of the serious press and the *Daily Express* and the *Daily Mail* have been picked out to stand for the tabloid press.

The choice of the articles was dependent on the identical issue because the differences among the articles seem to be more evident if they deal with the same topic. *The Guardian*, the *Daily Express* and the *Daily Mail* were preferred because their reports are available online, and it was easier to find the articles with the equivalent topic in their online editions. Moreover, it would be hard to find three printed English newspapers with the same topic in the Czech Republic.

The practical part is divided into two parts, and the first one is concerned with the comparison of the chosen articles. Principal aim of the comparison is to show the features from stylistic, lexical and morphological points, nevertheless, the comparison also deals with the graphical aspect and syntax. The articles are finally translated because the author of the thesis wants to show their features and language in depth. Firstly, the translation of *The Guardian*'s article is to be found in the second part and then the translations of the tabloid papers follow.

3.1. Comparison of the Articles

3.1.1. Description of the Situation

The articles deal with one analogous issue, which the author of the thesis has chosen because it is a current topic. To give more details about the topic, the articles are focused on the agreement between the United States and Russia that should ensure the ceasefire in Syria. In comparison with the tabloids, *The Guardian* describes the situation more in depth, and it presents further facts and reports. Readers of the article receive the information not only about the new ceasefire and its conditions, but they can also obtain information about the previous ceasefire and why it failed, about current military situation in Syria, about the future elections in Syria and about fighters for the Islamic State of Iraq and Syria.

On the other hand, the tabloid newspapers do not furnish as detailed information as the serious journal. The *Daily Express* even informs about the ceasefire very briefly, and it does not provide any specific details. The *Daily Mail* reports not only about the ceasefire, but it additionally notifies of the possibility that the ceasefire can fail again, and also of the future elections in Syria and the attack in Syria. Nevertheless, these parts of the news are mentioned only shortly.

All articles try to maintain their objectivity and all of them use the modal verb *would*, the function of which is more depicted in the chapter *Morphology*. The objectivity is highly expected in the serious paper, and that is why the author utilizes the passive constructions in the article. On the other hand, the authors of the tabloids do not follow the objectivity as much as the serious paper. It is proved by the facts that the active voice predominates and that personal attitude of the authors appears in the form of using adjectives. The mentioned examples are more characterized in the chapter *Morphology* as well.

3.1.2. Function

All the articles definitely have the common function, which is to give the information about the issue in a fast way. The informational function is satisfied by a large number of facts, which can be proved by the usage of proper names and definite dates. The proper names often appearing in the reports are, for example: *Syria, Russia, the United States, al-Nusra, al-Qaida, Bashar al-Assad, Vladimir Putin, Barack Obama, Munich, etc.* The authors also give the information about certain dates, and the most important is the date, when the ceasefire should begin: *27 February*.

Another point of similarity between the serious paper and the tabloid papers is that they want to make people read their articles. It means that the articles fulfil the persuasive function too. The authors of the articles use many instruments, how to achieve this function, and the following ones belong to this group: images and videos, different type of writing, direct speech, new unusual words, neologisms, inversion of adverbs and conjunctions, apposition, adjectives, pronouns, etc. All the mentioned categories and other features of journalistic style are described below.

3.1.3. Graphical Aspect

The graphical aspect is one of the principal instruments how to make the article more appealing. All three articles are divided into several paragraphs, but there is one difference between the serious and the tabloid press. *The Guardian's* structure of paragraphs is more complex and longer than the structure of the popular papers. The main aim of the serious journal is to bring really objective and serious article, whereas the tabloids try to appeal on a wide range of readers, and that is why their paragraphs have a simple structure. The paragraphs of all articles are connected together by discourse markers, for instance: *following, in the interim, separately, under the agreement, while, as well as, shortly after, etc.*

The article of the broadsheet is the longest one since it describes the event in depth, on the contrary, the tabloid's articles are shorter. The articles are supplemented by images or videos that should complete the situation. The author of *The Guardian's* article adds two videos, specializing in formal

speeches of the President Putin and the USA spokesman Josh Earnest. The *Daily Express* also appends a video, but by contrast, it is an unofficial record from the streets about strikes of British veterans. A considerable number of pictures occur in both popular newspapers, presenting soldiers, injured civilians, destroyed towns and the phone call of the presidents, which should shock the readers as well as persuade them of urgency of the situation.

In the articles, punctuation marks play their role too, there can be found apostrophes, colons, commas, dashes, hyphens, quotation marks and brackets. The apostrophe is used to show possessive case, mainly in connection with the key word *Syria*. The colon appears only in the article of the *Daily Express*, and its function is to introduce the quotation. *The Guardian* and the *Daily Mail* separate direct speech by the commas instead of the colon. In the articles, the commas also part the appositions from the sentences. The dashes have the same function in *The Guardian's* and the *Daily Express's* articles. What is more in the sentence: *...had been revised to between 20,000 and 25,000 – a level he said the group would struggle to maintain*, the dash also appears as a substitute for the colon and it is considered as a feature of informal style. The hyphens come into view in all articles for two reasons: first of all, to express set phrases for instance: *al-Assad, al-Nusra, al-Qaida* and to state new united words such as: *war-ravaged, long-awaited, regime-held*. The quotation marks introduce direct speech, and the brackets provide further information.

3.1.4. Headline

The headlines of all three articles are the most important parts, which is supported by their size. The headlines have a similar graphical appearance, represented by bold print and a bigger size of letters than the texts have. They meet one of the main conditions of a typical English headline, they are written in a short form but contain the significant pieces of information. The headline of the *Daily Express* is the only one, which is quite longer.

All headlines inform about the same issue with the key words such as: *US, Russia, Syria, agree, ceasefire*, which are used in several ways. In all the cases, the first key word mentioned is represented by an abbreviation

without a definite article, which is considered a typical feature of journalistic style. In the tabloid newspapers, the word *Syria* appears as a post-modifier, on the contrary, it has a pre-modifier role in the serious paper. In comparison with *The Guardian* and the *Daily Express*, which apply the term *ceasefire*, the *Daily Mail* gives preference to a synonymous *truce deal*.

A missing indefinite article can also be found before the noun *ceasefire* in *The Guardian*'s headline, furthermore, there is used the present simple tense because the author wants to make the issue more current. An infinitive construction *to enforce* is applied to make the article catchier. The *Daily Express*'s headline is similar to *The Guardian*'s one, it contains the infinitive constructions, and verbs are represented by the present simple tense, but the main difference lies in addition of Putin's opinion about the ceasefire. It also includes an acronym *ISIS*, standing for *the Islamic State of Iraq and Syria*, and a word in single quotation marks. The author of the *Daily Mail*'s headline connects *US* and *Russia* by the hyphen, which makes it more interesting. The information about the truce deal is connected with doubts about the agreement. The headline also deals with other considerable features of an English headline, a missing indefinite article before the word *deal* and usage of the present simple tense can be related to it.

3.1.5. Lead

The main role of leads is to give more detailed information to headlines and furthermore, they should be catchy in order to persuade the readerships to read whole articles. The leads of the selected articles fulfil the function of attractiveness in several ways. The serious newspaper utilizes graphical aspects, to be more specific it uses a smaller type of writing, while the tabloid ones are focused on a longer sentence structure. The serious paper notifies briefly about the beginning of the ceasefire and owing to an apposition, it attracts the reader's attention.

On the one hand, the tabloid journals create a similar construction, but on the other hand, evident differences can be distinguished. Both popular papers also refer to the beginning of the ceasefire, but the *Daily Express* informs additionally about the position of participating

countries, and the *Daily Mail* introduces doubts about the conclusion of the agreement. Another difference between the broadsheets and the tabloids resides in adjectives, because the tabloids use significantly more adjectives than the broadsheet. It can be another tool how to address the readers. These adjectives are: *opposite, bloody, civil, new, war-ravaged, partial, and serious.*

3.1.6. Language

Language of all three articles seems to be at the same level, because the texts are clear and understandable, although some differences can be marked there. All articles are written in Standard English, however, there appear colloquial phrases in some occasions as well. The phrases are mostly presented by the contractions such as *we've* and *that's*, which can be found in the direct speech in the serious newspaper. The other contractions such as *we're* can be discovered in the tabloid papers and there even appears the informal word *em*, referring to *them*. The above-mentioned examples figure in the direct speech too.

The author of *The Guardian's* article writes in a very formal language, which is expected from the serious paper, moreover, the article features an unprejudiced and unemotional tone. The tone of the tabloid's articles seems to be more biased than that of the serious paper. It can be caused by the fact that the authors of the *Daily Express* and the *Daily Mail* sometimes adopt their personal attitude to the story. In *The Daily Express*, the author refers to: *bloody civil war* and *war-ravaged country* and the similar constructions can be also noticed in the *Daily Mail*, for example: *brutal conflict, serious doubts* and *the deadliest jihadist attack.*

3.1.7. Vocabulary

Special vocabulary is illustrated in the articles due to their topic, above all there can be made a distinction among political, military and economic terminologies. Every field of terminology figures in all the articles. The collocations such as *the joint statement, government, the opposition forces, political transition, the prime minister, the president, the secretary general,*

parliamentary elections, etc. can be mentioned as the examples of the political terminology. The subsequent expressions can be related to the military terms: *ceasefire, cessation of hostilities, terrorist organizations, aerial bombing, special task force, attack, weapons, civil war, airstrikes, etc.* Some economic terms occur in the articles as well, for instance: *deal, agreement, direct guarantors, border and the head.*

The articles possess a typical characteristic of journalistic style, which is represented by a significant number of abbreviations. There appear familiar abbreviations such as *the US* (the United States), *the UN* (the United Nations) or *the IS* (the Islamic State). However, there are also introduced some less familiar abbreviations, such as *the ISSG* (the International Syrian Support Group) in *The Guardian* and *the HNC* (the High Negotiations Committee) in the *Daily Mail*. Only one acronym is to be found in the article of the serious as well as the tabloid press, to be more specific it is *ISIS* (the Islamic State of Iraq and Syria). Compared with the serious paper, the tabloids utilize a large number of the abbreviations and the acronyms in their articles.

Another feature of journalistic style is fulfilled by the usage of long foreign words, which arise here mainly from the Latin or French origins. The authors of the articles make use of foreign words because they want to build more authoritative and formal article. The undermentioned words emerge in all three articles: *ceasefire, opposition, president, capitalise, agreement, government.* The author of the thesis gives other examples, found in *The Guardian*: *coordination, communication, humanitarian, arrangement, destructive, disproportionate, and indiscriminate* and others, discovered in the *Daily Mail*: *implementation, expectation, announcement, responsibility, legislature, affiliate and frequently.*

Each article contains a large number of new and unusual words, which are used as a pre-modifier or a post-modifier. *The Guardian* exercises in its article these: *confidence-building, co-chaired, Russian-backed, pro-opposition, opposition-held* and *the US-led anti-ISIS*, whereas the tabloids use the following ones: *war-ravaged, long-awaited, Tehran-backed, Britain-based* and *regime-held*. It is obviously seen that some collocations have similar constructions, mainly the ones with the *-backed* or *-held* are frequently used.

In addition, the serious journal *The Guardian* holds some other features of journalistic style, in particular, some foreign borrowings, neologisms and clichés are to be detected. To be more specific, the word *ad hoc* is regarded as the foreign borrowed from the Latin language and to give examples of neologisms, the author of the thesis introduces the collocations: *bombing campaign, starving towns, territorial gains* and *military hand*. Moreover, the phrases *key plays, key to the agreement* and *peace talks* can be accounted as the examples of clichés. In comparison with the serious paper, the authors of the tabloid journals also apply some clichés, such as: *peace talks, war-ravaged country* and *diplomatic push*.

3.1.8. Sentence Structure

The sentence structure of all three articles seems to be simple, since the authors want to address a large readership. They take advantage of the compound sentences to make a simple sentence structure. Repetition of the information also serves as a helpful tool, how to achieve a wide range of readers and how to emphasize the essential elements. In the broadsheet, the repetition is exploited in the phrase: *subject to the agreement between the warring parties*. In all three articles key words are very often repeated, for example, in *The Guardian: the joint statement, the ceasefire, Russia (or Moscow), America (or Washington), the Syrian government, Assad, al-Nusra*, etc. Other key words, except for the above stated expressions, are to be occurred in the popular newspapers, for instance, in the *Daily Express: Obama, Putin, the Syrian regime, civil war*.

The authors of the articles focus on the use of the apposition with the intention to make the article more attractive. The apposition is predominantly separated from the sentences by the commas from both sides, but sometimes the commas are substituted by the dashes. The following ones are shorter examples from the articles: ... *the country's president, Bashar al-Assad, do achieve ... (The Guardian)*, *The White House press secretary, Josh Earnest, said ... (the Daily Express)* and finally ... *its jihadist rival Al-Nusra Front, the local affiliate of Al-Qaeda, works ... (the Daily Mail)*.

The declarative sentences dominate in all articles and word order is more or less permanent. Nevertheless, the inversion sometimes emerges and the adverbs or the conjunctions take the initial position of the sentences. The subsequent examples were found: *Instead, Russia continued ... (The Guardian)*, *But the joint statement by... (The Guardian)*, *Separately, Assad called ... (The Guardian)*, *Once the cessation of hostilities takes hold, the UN would ... (the Daily Mail)* and *Shortly after the truce was announced, Assad issued ... (the Daily Mail)*.

3.1.9. Morphology

One point of similarity between the serious paper and the tabloid papers is that the sentences are written mainly in past tenses, but verbs in present tenses often occur as well. There is one interesting feature of journalistic style, appearing in all three articles. The authors of the articles express the future not only by the future simple tense, but they also utilize the modal verb *would*, referring to the future action that should happen. The objectivity of the articles is kept thanks to this element.

Another analogous point is that the verbs are shown in the active voice as well as in the passive voice, but there can be made one distinction. *The Guardian* brings significantly more passive constructions than both popular newspapers since its author wants to put a neutral objective emphasis on the topic, whereas the active constructions dominate in the *Daily Express* and the *Daily Mail*.

Every article holds a considerable number of the features, serving as instruments how to get a closer relationship with readers. A large number of adjectives, definite articles, demonstrative and personal pronouns can belong to this group. *The Guardian* introduces the adjectives and the pronouns in the collocations such as: *warring parties, terrorist organisations, military attack, he welcomed, there have been*, etc. Other adjectives and pronouns are to be found in the *Daily Express* and the *Daily Mail*: *rebel forces, armed opposition, conditional acceptance, international efforts, he said, it calls, this month* etc.

3.2. Translation of the Articles

3.2.1. The Serious Press

3.2.1.1. The Guardian

USA a Rusko se dohodly na novém příměří v Sýrii

Hlavním předmětem dohody mezi válčícími stranami je příměří, které začne platit v sobotu.

USA a Rusko se dohodly na příměří v Sýrii, které začne platit v sobotu 27. února.

Hlavním předmětem dohody mezi válčícími stranami je příměří, které se ale nevztahuje na teroristické organizace jako je Islámský stát, fronta An-Nusra a další skupiny.

Strany plánují uzavřít příměří již podruhé a lidé jistě budou pochybovat o tom, zda nové příměří může být vůbec uzavřeno. Předcházející pokus o příměří ztroskotal kvůli Rusku, které mělo zrušit obléhání vyhladověných měst a přijmout nová opatření k vybudování důvěry. Místo toho ale pokračovalo se smrštěí bombových útoků.

Amerika a Rusko se po rozsáhlém jednání domluvily, že v pondělí nezveřejní společné prohlášení, pokud si nebudou jistí, že klíčoví hráči dodrží smluvní podmínky. Mezi ně se řadí syrská vláda, syrští Kurdové a opozice, kterou podporuje Saúdská Arábie.

Rusko a Amerika se dohodly, že budou vystupovat v roli přímých ručitelů a že budou příměří monitorovat, což je oproti předcházejícímu plánu změnou.

V rusko-americkém prohlášení se uvádí, že příměří začne platit od páteční půlnoci 27. února damašského času. Strany mají do pátečního poledne oznámit, zda se k příměří připojují.

Pro dohodu, kterou strany v pondělí představily, bude klíčová spolupráce mezi Washingtonem a Moskvou. Hlavním úkolem stran je vytyčit území, kde bude příměří platit a která nesmí být letecky bombardována ze strany Ruska ani napadena ze strany syrské armády, kterou podporuje Amerika. Kvůli složitému prolínání stran s odlišnými názory, nestabilním spojenectvím

a komplikovaným frontám v Sýrii musí být výsledky spolupráce pevně sjednoceny. Je velmi pravděpodobné, že toto území bude úmyslně či neúmyslně zasažené buď dělostřeleckou palbou, nebo leteckým bombardováním.

V dohodě je dále uvedeno, že se porušení příměří bude hlásit na společnou horkou linku jednotek rychlého nasazení, které budou oprávněny určit skupinu, na kterou se příměří již déle nebude vztahovat a tak bude moci být zase vojensky napadena.

Všechny opoziční skupiny, které s příměřím souhlasí, budou muset složit zbraně nebo přestat dobývat území a kromě toho budou muset v daných oblastech zpřístupnit „rychlou, bezpečnou a neomezenou“ cestu ke konvojm s humanitární pomocí a kontrolovat ji.

Ve společném prohlášení je také uvedeno, že se „všechny strany dále zavazují usilovat o předčasné propouštění zadržovaných osob, zejména žen a dětí.“

„Tohle je slibný okamžik,“ řekl americký ministr zahraničí John Kerry a dodal: „Jsem rád, že jsme dnes dojednali konečná mírová opatření. Vyzýváme tím všechny strany, aby tato opatření přijaly a zcela dodržovaly jejich podmínky. Bude-li příměří uzavřeno a dodrženo, omezí se násilí, rozšíří se distribuce humanitární pomoci do obležených oblastí a podpoří se politická změna systému na vládní systém, která má reagovat na přání syrského lidu.“

Barack Obama hovořil s ruským prezidentem po telefonu o podmínkách příměří mezi USA, Ruskem a Mezinárodní skupinou na podporu Sýrie (ISSG), které vítá. Navíc zdůraznil: „Prioritou nyní je zajistit kladnou odezvu syrského režimu a ozbrojené opozice, stejně jako je důležité, aby všechny strany loajálně zrealizovaly příměří.“

Na bezpečnostní konferenci v Mnichově ISSG souhlasilo i s předcházejícím příměřím, které mělo vstoupit v platnost minulý pátek, ale OSN se muselo plánu vzdát. Mezitím syrská armáda, kterou Rusko podporuje a která je věrná prezidentovi Bašárovi Asadovi, téměř obklíčila město Aleppo. Rusko chytře podpořilo syrskou armádu a jeho vychytralost může ovlivnit situaci v Sýrii. Asad si posílil své vojenské složky ruským letectvem, a proto je nyní

v dostatečně silné vojenské pozici, aby mohl ovlivnit jednání o syrské budoucí vládě a volby, včetně jeho vlastní role v nich.

USA bude i nadále trvat na tom, aby Asad nakonec odstoupil, ale Írán a Rusko místo toho mluví o decentralizaci a Asad by zůstal v titulovanější roli.

Orient TV, který podporuje opozici, v pondělí informoval o prohlášení koordinátora syrské opozice Rijáda Hidžába, že existuje dohoda o dočasném zastavení bojů v Sýrii.

Bývalý syrský premiér Hidžáb prohlásil, že by dohoda měla být „v souladu s mezinárodními zárukami.“ Hidžáb řídí Opoziční vyjednávací komisi (HNC), která představuje opozici podporovanou Saúdskou Arábií.

Dohoda byla uzavřena kvůli ničivým bombovým útokům v Homsu a Damašku, při kterých bylo zabito více než 150 lidí a přes 200 lidí bylo zraněno. Tyto útoky zvýšily naléhavost situace, které vedla dvě velké velmoci k činům.

IS se k útokům přihlásilo a jejich úmyslem je rázně zasáhnout do mírových jednání a ukončit je. IS si je vědom toho, že pokud se protiextremistická syrská opozice a prezident země Bašár Asad dohodnou na stálém příměří, pak zesílí nátlak na ISIS a jejich sídlo v Rake.

Některé syrské opoziční jednotky uvedly, že Al-Káida společně s frontou An-Nusra dělaly kvůli příměří problémy, protože by tuto dohodu mohli povstalecké skupiny a civilisté využít jako záminku k útokům v oblastech, které náleží právě opozici.

Bylo zdůrazněno, že An-Nusra nepůsobí jenom ve Idlibu, ale také v Aleppu, v Damašku a na jihu.

Po dosažení příměří by také mohl ustoupit nátlak na tureckých hranicích, přes které unikají uprchlíci z Aleppa hledající nové domovy.

Podle vyšetřovací komise OSN již došlo v Sýrii k systematickému porušování lidských práv a páchání válečných zločinů by se mělo řešit soudně před Mezinárodním trestním soudem nebo ad hoc tribunálem. Komise také vyzvala syrskou vládu, aby ukončila nepřiměřené a necílené útoky.

Americká armáda je koalicí stojící proti IS a její plukovník Steve Warren řekl, že americká tajná služba předpokládá úbytek jejich bojovníků na 20 000-25 000

a že se snaží tuto úroveň udržovat. Po dobu prvních 17 měsíců od počátku koaličních misí se počet bojovníků IS pohyboval v rozmezí od 19 000 do 31 000.

„IS je schopné znovu obnovit své vojenské síly zhruba stejným tempem, jako jsme my byli schopni je zabít. Je těžké to udržet,“ řekl.

Podle Warrena byl ještě nedávno bojovník IS původem ze své vlastní země odměněn asi \$400 (£280) měsíčně, zatímco bojovník ze zahraničí dostával \$600 až \$800 měsíčně, protože byl více odhodlaný a fanatický a tím měl tendenci být „lepší“.

Asad vypsal zvlášť volby do parlamentu, které se budou konat 13. dubna. Volby se v Sýrii konají každé 4 roky a ty poslední proběhly v roce 2012.

3.2.2. The Tabloid Press

3.2.2.1. Daily Express

Rusko a USA se dohodly na příměří v Sýrii a Putin si myslí, že to pomůže zastavit krveprolití ze strany IS

USA a Rusko jsou proti krvavé občanské válce v Sýrii, a proto se dohodly na novém plánu, který má zastavit palbu v zubožené zemi. Plán začne platit od soboty.

Příměří představuje konec války mezi syrským režimem a všemi hlavními opozičními skupiny, ale nevztahuje se na syrskou „pobočku“ Al-Káidy (An-Nusra) a Islámský stát (IS).

Dohoda také zahrnuje konec ruských leteckých útoků proti povstaleckým silám.

V pondělí volal prezident Barack Obama ruskému prezidentovi Vladimíru Putinovi, aby se domluvili.

Tiskový mluvčí Bílého domu Josh Earnest řekl: „Tohle je velká příležitost a výsledek neústupné diplomacie ministra Kerryho. Budeme se i nadále snažit využít tuto příležitost a doufáme, že ostatní signatáři dohody učiní totéž.“

Obama řekl Putinovi po telefonu, že by USA, Rusko a další velké mocnosti měly vyvinout tlak na syrský režim a ozbrojenou opozici, aby zmírnily utrpení syrského lidu.

Všechny strany, které v občanské válce bobují, se musí nejpozději do pátku vyjádřit, zda se k příměří připojují. Výjimku tvoří teroristické skupiny.

Rusko a USA budou společně budovat možnosti, jak monitorovat klid zbraní, včetně založení horké linky.

Putin považuje tuto dohodu za „poslední skutečnou šanci, jak skoncovat s dlouholetým krveprolitím a násilím.“

V rozhovoru s ruskou televizí uvedl, že Moskva zajistí nezbytnou komunikaci se syrskou vládou a očekává, že Washington udělá totéž ve vztahu s opozičními skupinami, které podporuje.

Ministr zahraničí Velké Británie Philip Hammond řekl, že „příměří bude úspěšné jen tehdy, pokud se zásadně změní jednání syrského režimu a jeho spojenců.“

Dále dodal: „Obzvláště Rusko musí tuto dohodu respektovat. Mělo by skončit se svými útoky na syrský lid a umírněné opoziční skupiny a mělo by přesvědčit syrský režim, aby udělal to samé.“

Pro syrskou vládu a rebely je příměří důležitým krokem.

Syrská válka si dosud vyžádala okolo 300 000 lidských životů.

3.2.2.2. Daily Mail

USA a Rusko se dohodly na příměří v Sýrii, ale i přesto pochybnosti stále přetrvávají

Spojené státy americké a Rusko zveřejnily své plány ohledně dočasného příměří v Sýrii, ale stále se hodně pochybuje o tom, jestli příměří začne skutečně platit od plánované soboty.

Dohoda se nevztahuje na džihádisty jako je Islámský stát a fronta An-Nusra, které jsou považovány za největší hrozby ve složité syrské bitvě.

Pokud se prezident Bašár Asad a opoziční skupiny připojí k příměří, musí to oznámit do pátečního poledne. Dohoda pak začne platit od půlnoci.

S dohodou, která byla představena veřejnosti pozdě v pondělí, podmíněčně souhlasí hlavní opoziční skupina, ale syrský režim se do teď nevyjádřil.

V poslední době Moskva a Washington vyvíjely na Sýrii politický nátlak. Požadovaly, aby utnula téměř pětiletou občanskou válku a ukončila brutální konflikty, které za sebou zanechaly více než 260 000 mrtvých lidí a další milióny lidí bez domova.

Ve válce, kde Rusko podporuje Asada a Amerika opozici, stojí strany proti sobě, ale v posledních týdnech spojily své síly, aby mohly příměří uzavřít.

„Tohle je velká příležitost a doufáme, že z ní budou všichni účastníci jen těžit,“ řekl tiskový mluvčí Bílého domu Josh Earnest poté, co spolu americký prezident Barack Obama a jeho ruský protějšek Vladimir Putin diskutovali o dohodě po telefonu.

Putin řekl, že Moskva zajistí „vše nezbytné“, aby Damašek dohodu dodržel.

V rozhovoru s ruskou televizí uvedl, že Moskva zajistí nezbytnou komunikaci se syrskou vládou a očekává, že Washington udělá totéž ve vztahu s opozičními skupinami, které podporuje.

„Spoléháme na Spojené státy, že udělají totéž ve vztahu se svými spojenci a skupinami, které podporují,“ dodal.

Generální tajemník OSN Pan Ki-mun označil dohodu za „dlouho očekávané znamení naděje“ a vyzval všechny strany, aby ji dodržovaly.

-Dohoda o příměří může být odsouzena k zániku-

Moskva a Washington se i nadále angažují v leteckých bojích v Sýrii. Koalice vedená Amerikou zahájila v roce 2014 nálety na Sýrii a Irák, zatímco Rusko v září zahájilo svoje vlastní letecké útoky na Sýrii.

Rusko tvrdí, že cílem jeho útoků jsou pouze „teroristé“, ale již bylo obviněno i z napadení jiných skupin. Rusko je napadlo, protože chtělo podpořit svého dlouholetého spojence Asada.

Do Sýrie Írán poslal svého vojenského poradce a do libanonského šíitského hnutí Hizballáh, které podporuje Teherán, nasadil nejméně 6 000 ozbrojenců, aby bojovali po boku Asadovo armády.

Vzhledem ke skutečnostem jako je komplikované složení syrské opozice a časté přesuny frontových linií si analytici myslí, že je dohoda o příměří odsouzena k neúspěchu.

Zatímco Islámský stát má poměrně zřejmou a stabilní kontrolu nad svým územím, jeho džiddský rival fronta An-Nusra, která je místní „pobočkou“ Al-Káidy, úzce spolupracuje i s dalšími povstaleckými skupinami.

„Příměří dovoluje napadnout Nusru. Jestli bude mít Rusko/režim tendenci napadat další skupiny & Nusru (nebo IS), povede to k záhubě),“ napsal na Twitter Noah Bonsey, senior analytik Mezinárodní krizové skupiny.

„Pokud je nějaká šance se s tím vypořádat, musí USA/Rusko vymezit oblast Nusry PŘED příměřím.“

Na začátku měsíce v Mnichově zveřejnili top diplomati plán na příměří, který ale v minulém týdnu nedokázali prosadit, jak původně plánovali.

Jeho hlavním cílem je omezit násilí a rozšířit distribuci humanitární pomoci. Stejně tak si ale klade za cíl obnovit mírová jednání, která zkolabovala v Ženevě na začátku měsíce.

Pokračovat v jednání se plánovalo na 25. února, ale syrský vyslanec OSN už teď přiznal, že je to nereálné.

Opoziční vyjednávací komise (HNC) uvedla, že její věrnost je závislá na faktorech, jako je zrušení obléhání, propuštění vězňů, konec bombardování civilistů a distribuce humanitární pomoci.

„Dohodli jsme se, že pokud budou splněny podmínky, budeme pozitivně reagovat na mezinárodní snahu, která o příměří usiluje,“ uvedlo město Rijád v prohlášení HNC.

Předseda HNC Rijád Hidžáb příliš nevěřil, že se režim a jeho spojenci „budou schopni odpoutat od svého nepřátelského chování.“

-Volby proběhnou v dubnu-

Státní tisková agentura SANA informovala, že v pondělí dorazil do města Muadamíja (nedaleko Damašku) konvoj s humanitární pomoci o velikosti 44 nákladních vozů. Konvoj vyslal Červený půlměsíc a OSN.

Jakmile začne příměří platit, bude OSN zajišťovat „přístup k co největšímu počtu míst, kde se bude moci poskytnout humanitární pomoc,“ uvedl mluvčí OSN Stéphane Dujarric.

Plán o příměří byl zveřejněn den poté, co se IS přihlásilo k dvěma smrtelným útokům na území, které náleží státu. V blízkosti posvátného místa na jihu Damašku bylo zabito 134 lidí a v centru města Homs nejméně 64 lidí.

Bombardování posvátného místa považuje Syrská organizace pro lidská práva (se sídlem v Británii) za jeden z nejsmrtelnějších džihádistických útoků od roku 2011, kdy konflikt v Sýrii vypukl.

Asad vydal krátce po zveřejnění příměří výnos o parlamentních volbách, které se budou konat 13. dubna. Současné čtyřleté legislativní období se chýlí ke konci.

Poslední parlamentní volby se konaly v květnu 2012, a přestože většina stran směla kandidovat, většina z 250 zvolených zákonodárců pocházela z vládnoucí strany Baath.

4. CONCLUSION

The objective of the bachelor thesis was to introduce the features and the language of the British serious and tabloid press and to compare them with the help of the selected articles. There have been chosen one serious newspaper, *The Guardian*, and two tabloid papers, the *Daily Express* and the *Daily Mail*. The choice of the articles was conditioned by the same current topic, more specifically the articles are about the military position in Syria. Further, its aim was also to provide the high-quality translations of these reports.

The hypothesis based on the differences between the serious and tabloid press was checked, and the following findings result from it. It was found out that some features are similar to each other, but some are different. The articles have the same function and the features of the graphical appearance, for instance, the discourse and punctuation markers appear in all articles. Another similarity is to be found in the structure of the headlines, since all articles used the bigger size, bold print, and the short form including large pieces of information. One surprising issue occurs here – the leads of the tabloid journals have a longer structure than the lead of *The Guardian*. The articles are also written in the same language as well as the comparable sentence structure is used. The vocabulary of the articles is analogous, although more abbreviations are to be found in the serious paper. In the respect of morphology, every article obtains the parallel characteristics, but the serious press utilizes more passive constructions than the *Daily Express* and the *Daily Mail*.

The assumption that *The Guardian* will be more serious and will use more complicated structure, is confirmed. *The Guardian* links the articles to official videos, while the *Daily Express* adds an unreliable video. Another difference is that the language of the serious paper is without an emotional tone, while the tabloids sometimes adopt personal attitude of their authors. The articles of the tabloids are also completed by shocking pictures. The structure of *The Guardian* is more complex, and it contains longer paragraphs because the topic is deeply analysed.

The theory that the tabloids will use more means to attract the reader's attention, is partially disproved. On the one hand, they used the features that the serious journal does not prefer, regarding lots of pictures or simpler paragraph structure, but on the other hand, some characteristics are applied by both groups. These are significantly numbers of adjectives, personal and demonstrative pronouns and definite articles.

In view of the above-mentioned features, it is obvious that the tabloid articles were easier to translate than *The Guardian's* article. The tabloids have a simpler and shorter structure and on top of that their articles are clearer and more understandable.

To sum up, both principal aims, concerning the comparison and the translations, were successfully achieved. The author has broadened her own horizons and has acquired knowledge of the press in the United Kingdom. What is more, the author's vocabulary has extended as well.

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7. ABSTRACT

The bachelor thesis deals with the serious and the tabloid press in the United Kingdom and it is focused on their language as well as their typical features. The thesis is divided into two principal parts and it begins with the theoretical part. This part is concentrated on the history and the present of the British press. Moreover, its subchapters contain pieces of information about the readership in the United Kingdom, online newspapers, the particular newspapers and journalistic style. The second part is called the practical part and it has two main goals. The first one is to present the differences between the serious and the tabloid press and the second one is a high-quality translation of the articles.

8. RESUMÉ

Tato bakalářská se nazývá: Srovnání seriózního a bulvárního tisku ve Velké Británii doplněné překladem vybraných článků. Z jejího názvu je zřejmé, že hlavním cílem práce je srovnání seriózního a bulvárního tisku ve Velké Británii. Práce se dále také zaměřuje na jejich jazyk a typické znaky. Tato bakalářská práce se dělí na dvě hlavní části, z nichž první, teoretická část, pojednává o historii a současnosti britského tisku. Podkapitoly teoretické části se věnují čtenářskému publiku ve Velké Británii a online formě novin. Zároveň informují o současných novinových plátcích, které jsou ve Velké Británii k dostání, a seznamují čtenáře s žurnalistickým stylem. Druhou součástí bakalářské práce je praktická část, která se opírá o vybrané články z britského seriózního a bulvárního tisku. Jejím cílem je srovnání typických rysů těchto dvou skupin a zároveň kvalitní překlad vybraných článků.

9. APPENDICES

Appendix I: US and Russia Agree to Enforce News Syria Ceasefire

WINTOUR, Patrick. US and Russia Agree to Enforce News Syria Ceasefire. *The Guardian* [online]. 2016. [Retrieved 1 March 2016]. Available from: <http://www.theguardian.com/world/2016/feb/22/us-and-russia-agree-to-enforce-new-syria-ceasefire>.

Appendix II: Russia and US Agree Ceasefire in Syria as Putin Calls it a Chance to Stop ISIS 'bloodshed'

MOWAT, Laura. Russia and US Agree Ceasefire in Syria as Putin Calls it a Chance to Stop ISIS 'bloodshed'. *Daily Express* [online]. 2016. [Retrieved 1 March 2016]. Available from: <http://www.express.co.uk/news/world/646572/Russia-US-airstrike-ceasefire-agreement-Syria>.

Appendix III: US-Russia Agree Truce Deal for Syria but Doubts Persist

DAILY MAIL. *US-Russia Agree Truce Deal for Syria but Doubts Persist* [online]. 2016. [Retrieved 1 March 2016]. Available from: <http://www.dailymail.co.uk/wires/afp/article-3458884/Syria-ceasefire-set-Saturday-US-Russia.html>.

Appendix I: US and Russia Agree to Enforce News Syria Ceasefire

US and Russia agree to enforce new Syria ceasefire

The ceasefire, subject to the agreement between the warring parties, would take effect on Saturday



A new deal between the US and Russia to enforce a ceasefire in Syria has been reached, with the cessation of hostilities set to come into force on 27 February.

The ceasefire, subject to the agreement between the warring parties, would exclude Islamic State, al-Nusra Front and other groups deemed to be terrorist organisations.

Scepticism about whether it can be enforced will be widespread after a previous planned ceasefire failed to take place. Instead, Russia continued its bombing campaign, sieges of starving towns were never lifted and other confidence-building measures ignored.

But the joint statement by Russia and America will not have been issued on Monday – following extensive talks – unless the two countries had relatively clear indications that its terms will be accepted by the key players including the Syrian government, the opposition forces sponsored by Saudi Arabia, and by Syrian Kurds.

In a change to the previous aborted ceasefire, Russia and America have agreed to act as direct guarantors and monitors of the cessation of hostilities.

In a joint statement Russia and America said the cessation of hostilities would begin at midnight on Friday 27 February Damascus time, requiring parties to the agreement to indicate acceptance by noon the day before.

Key to the agreement issued on Monday will be co-ordination between Washington and Moscow to set out territories that are subject to the ceasefire, and therefore must not be subject to aerial bombing by Russia, attacks by the Syrian army or the American backed opposition. In view of the intricate interweaving of the various factions, the shifting alliances and complexity of the front lines in Syria, communication between Russia and the US on the precise territory subject to a ceasefire will have to be tightly co-ordinated. The likelihood that either artillery fire or aerial bombardment will deliberately or inadvertently land in territory party to the ceasefire is high.



[US spokesman: Syrian ceasefire won't apply to Isis and al-Nusra Front- video](#)



The agreement states violations of the ceasefire will be reported on a hotline to a special task force co-chaired by America and Russia which will have power to determine a group can no longer be deemed party to the agreement, and so once again open to military attack.

All opposition groups signing up to the ceasefire will not only cease to use weapons or to gain territory, but also allow “rapid safe and unhindered” access to humanitarian convoys in areas under their control.

The joint statement also states “All parties further commit to work for the early release of detainees, particularly women and children”.

John Kerry, the US secretary of state said “this is a moment of promise,” adding “I am gratified to see the final arrangements concluded today for a cessation of hostilities in Syria and call on all parties to accept and fully comply with its terms. If implemented and adhered to, this cessation will not only lead to a decline in violence, but also continue to expand the delivery of urgently needed humanitarian supplies to besieged areas and support a political transition to a government that is responsive to the desires of the Syrian people”.

Following a phone call with the Russian president, Barack Obama said he welcomed the agreement between the US, Russia and the International Syrian Support Group (ISSG) on the ceasefire’s terms, but stressed that “the priority was now to ensure positive responses by the Syrian regime and armed opposition as well as faithful implementation by all parties”.

The previous ceasefire agreed by the ISSG at the Munich security conference was due to have to come into force last Friday, but the United Nations had to abandon the plan. In the interim, the Russian-backed Syrian army loyal to President Bashar al-Assad has made territorial gains nearly encircling Aleppo. The Russian calculation may be that Assad has so strengthened his military hand with the help of the Russian air force that he is now in a sufficiently strong military position from which to conduct negotiations about the composition of Syria’s future government, including his own personal role and future elections.

The US continues to insist that Assad stands down at the end of the process, but Iran and Russia have spoken instead of decentralisation, and Assad being left with a more titular role.

Syrian opposition coordinator Riad Hijab said there was a provisional agreement on a temporary truce in Syria, the pro-opposition Orient TV reported on Monday.

Hijab, a former Syrian prime minister who chairs the Saudi-backed opposition High Negotiations Committee, said the agreement would be “according to international guarantees”.

The agreement brokered between the two superpowers has been given an added urgency by destructive bombings in Homs and Damascus that killed more than 150 people and wounded more than 200.

It is thought Isis, which claimed to have carried out the attacks, intervened decisively in a bid to disrupt peace talks knowing that if the non-extremist Syrian opposition and the country's president, Bashar al-Assad, do achieve a stable ceasefire then the pressure on Isis in its stronghold of Raqqa will increase.

Some Syrian opposition forces said the exclusion from the agreement of the al-Qaida-linked Nusra Front was problematic because it could be used as a pretext for attacks on rebel groups and civilians in opposition-held areas.

It was pointed out that al-Nusra is not only present in Idlib, but also in Aleppo, in Damascus and in the south.

A ceasefire would also reduce some of the pressure on the Turkish border as refugees flee Aleppo and seek sanctuary.

A UN committee of inquiry reported on Monday that there have been systematic human rights crimes in Syria, adding that they should be referred to the international criminal court or an ad hoc war crimes tribunal. It called on the Syrian government to end disproportionate and indiscriminate attacks.

A spokesman for the US-led anti-Isis coalition, US army Col Steve Warren, said US intelligence estimates of the number of Isis fighters, which for the first 17 months of coalition operations ranged from 19,000 to 31,000, had been revised to between 20,000 and 25,000 – a level he said the group would struggle to maintain.

“They have been able to replenish their forces at roughly the same rate as we've been able to kill their forces. That's hard to sustain,” he said.

Warren said that until recently the average local Isis fighter was paid about \$400 (£280) a month, while foreign fighters, who tended to be “better” because they were more committed and fanatical, were on \$600 to \$800 a month.

Separately, Assad called a parliamentary election for 13 April. Elections are held every four years in Syria with the last one held in 2012.

Appendix II: Russia and US Agree Ceasefire in Syria as Putin Calls it a Chance to Stop ISIS 'bloodshed'

Russia and US agree ceasefire in Syria as Putin calls it a chance to stop ISIS 'bloodshed'

THE US and Russia, who are opposite sides in Syria's bloody civil war, have agreed on a new plan for a cease-fire in the war-ravaged country to begin on Saturday.



The deal would also mean an end to Russian airstrikes against rebel forces

The truce would mean an end to fighting between the Syrian regime and all major opposition groups except for al-Qaeda's Syrian affiliate and the Islamic State (ISIS).

The deal would also mean an end to Russian airstrikes against rebel forces.

President Barack Obama called the Russian President Vladimir Putin about the agreement on Monday.



Putin said it was "a last real chance to put an end to the many years of bloodshed"

The White House press secretary, Josh Earnest, said: "This is a moment of opportunity, and it is the result of tenacious diplomacy on the part of Secretary Kerry. We are going to continue to try to capitalise on this moment of opportunity, and we're hopeful that the other signatories to the agreement will do the same thing."

In the phone call with Putin, Obama said that the US, Russia and other big powers should put pressure on the Syrian regime and armed opposition in order to alleviate the suffering of the Syrian people.

Under the agreement, all parties fighting in the civil war other than terror groups must indicate their willingness to comply with the cease-fire no later than Friday.



President Barack Obama called the Russian President Vladimir Putin about the agreement on Monday

Both Russia and the US would develop ways to monitor the cease fire, which would include a hotline.

Putin called the agreement a "last real chance to put an end to the many years of bloodshed and violence."

Speaking on Russian television, he said Moscow would work with the Syrian government, and expects Washington to do the same with the opposition groups that it supports.



The Syrian War has claimed around 300,000 lives so far



Philip Hammond, the foreign secretary, said it would "only succeed if there is a major change of behaviour by the Syrian regime and its backers".

He added: "Russia, in particular, must honour this agreement by ending its attacks on Syrian civilians and moderate opposition groups, and by using its influence to ensure the Syrian regime does the same."

Syria's government and rebels still need to accept the deal.

The Syrian War has claimed around 300,000 lives so far.

Appendix III: US-Russia Agree Truce Deal for Syria but Doubts Persist

US-Russia agree truce deal for Syria but doubts persist

The United States and Russia have announced plans for a partial truce in Syria but there were serious doubts it could take effect on Saturday as planned.

The agreement does not apply to jihadists like the Islamic State group and the Al-Nusra Front, putting up major hurdles to how it can be implemented on Syria's complex battlefield.

It calls for President Bashar al-Assad and opposition forces to agree by noon on Friday to comply with a "cessation of hostilities" that would then take effect at midnight.



Syrian volunteers take part in paramilitary training conducted by the Syrian army in al-Qtaifeh, north of Damascus on February 22, 2016 ©Louai Beshara (AFP)

The leading opposition group gave its conditional acceptance to the deal but there was no word yet from the regime, after the agreement was announced late on Monday.

Moscow and Washington have been leading the latest diplomatic push to try to resolve Syria's nearly five-year civil war, a brutal conflict that has left more than 260,000 dead and forced millions from their homes.

The two countries are on opposing sides of the conflict -- with Russia backing Assad and the United States supporting the opposition -- but in recent weeks have joined forces to press for the ceasefire.

"This is a moment of opportunity and we are hopeful that all the parties will capitalise on it," White House press secretary Josh Earnest said after US President Barack Obama and Russian counterpart Vladimir Putin discussed the deal by phone.

Putin said Moscow would do "whatever is necessary" to ensure Damascus respects the agreement.

"We are counting on the United States to do the same with its allies and the groups that it supports," he said.

UN Secretary General Ban Ki-moon called the deal a "long-awaited signal of hope" and urged all sides to abide by it.

- Truce deal 'likely doomed' -

Moscow and Washington are both pursuing air wars in Syria. A US-led coalition launched air strikes against IS positions in both Syria and Iraq in 2014 while Russia began its own aerial raids in Syria in September.

Russia says it is targeting "terrorists" in its strikes but has been accused of hitting non-jihadist groups in support of Assad, a longtime ally.

Iran has also sent military advisers to Syria and the Tehran-backed Lebanese Shiite movement Hezbollah has deployed at least 6,000 militants to fight alongside Assad's forces.

Analysts say that given the facts on the ground -- in particular the complicated make-up of Syria's opposition forces and frequently shifting frontlines -- the ceasefire may already be doomed to fail.

While IS control over territory is relatively clear and stable, its jihadist rival Al-Nusra Front, the local affiliate of Al-Qaeda, works closely with many other rebels groups.

"'Cessation of Hostilities' allows attacks on Nusra. That likely dooms it, since Russia/regime tend to hit others & call em Nusra (or IS)," Noah Bonsey, a senior analyst at the International Crisis Group, said on Twitter.

"To have any chance of addressing this, US/Russia must delineate Nusra areas BEFORE implementation."

The ceasefire plan was announced by top diplomats in Munich earlier this month, but failed to take hold last week as initially planned.

As well as reducing violence and expanding humanitarian access, it aims to pave the way for a resumption of peace talks that collapsed earlier this month in Geneva.

The talks had been scheduled to resume on February 25, but the UN Syria envoy has already acknowledged that date is no longer realistic.

The opposition High Negotiations Committee said its commitment to the truce was conditional on the lifting of sieges, the release of prisoners, a halt to bombardment of civilians and the delivery of humanitarian aid.

"We agreed to respond positively to international efforts to reach a truce deal" if the conditions are met, the Riyadh-based HNC said in a statement.

It quoted HNC head Riad Hijab as saying he did not have high expectations that the regime and its allies "would be able to commit to stopping their hostile acts".

- Elections set for April -

A convoy of 44 trucks carrying humanitarian aid overseen by the Red Crescent and the United Nations had entered Moadamiyet al-Sham, near Damascus, on Monday, state news agency SANA reported.

Once the cessation of hostilities takes hold, the UN would work to secure "access to as many places as possible in order to deliver humanitarian aid", UN spokesman Stephane Dujarric said.

The ceasefire announcement came just a day after IS claimed responsibility for two deadly attacks in regime-held areas, which a monitor said killed 134 people near a shrine south of Damascus and at least 64 in central Homs.

The shrine bombings marked the deadliest jihadist attack since Syria's conflict erupted in March 2011, said the Britain-based Syrian Observatory for Human Rights.

Shortly after the truce was announced, Assad issued a decree for parliamentary elections to be held on April 13, as the four-year term of the current legislature comes to a close.

The last such elections were held in May 2012 and although multiple parties were allowed to stand, most of the 250 lawmakers who were elected were from the ruling Baath party.



A Syrian army soldier takes aim from a position on the outskirts of Syria's Raqa region on February 19, 2016



Russian President Vladimir Putin delivers an address on the US and Russia's agreement to enforce ceasefire in Syria in his office near Moscow on February 22, 2016 ©Michael Klimentyev (SPUTNIK/AFP)



A wounded Syrian receives treatment at a hospital in the capital Damascus



Chiefs of staff of the countries which are part of the international US-led coalition against the Islamic State group, attend a meeting to discuss the situation in the region on February 22, 2016 in Kuwait City ©Yasser al-Zayyat (AFP)



Syrians gather at the site of a series of attacks the area of the Sayyida Zeinab shrine south of Syria's capital Damascus on February 21, 2016 ©Youssef Karwashan (AFP)