

UNIVERZA V LJUBLJANI
FILOZOFSKA FAKULTETA
FAKULTETA ZA DRUŽBENE VEDE

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News agency style: a multidisciplinary analysis

Multidisciplinarna analiza stila tiskovnih agencij

Diplomsko delo

Ljubljana, 2010

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Zahvaljujem se dr. Franji Lipovšek in dr. Moniki Kalin Golob za pomoč, nasvete in zaupanje.

Hvala tudi Manci, Ireni in Vesni.

Diplomsko delo z naslovom *News agency style: a multidisciplinary analysis / Multidisciplinarna analiza stila tiskovnih agencij* je izdelano s soglasjem obeh fakultet in urejeno po pravilniku matične fakultete.

POVZETEK: MULTIDISCIPLINARNA ANALIZA STILA TISKOVNIH AGENCIJ

Cilj diplomskega dela je s pomočjo različnih teorij oblikovati uporaben model za prepoznavanje in primerjavo različnih stilov poročanja, ki jih uporabljajo tiskovne agencije. Na podlagi ročne in korpusne analize proučuje dva vidika stilov tiskovnih agencij - strukturo novic in splošno uporabo besedišča, kohezivnih elementov ter stavčnih struktur. Z uporabo modela na naključno izbranih novicah ter dveh za ta namen posebej zgrajenih korpusih tiskovnih agencij Reuters in STA, diplomsko delo izpostavi ključne razlike med besedili obeh agencij, vključno z razlikami v strukturi, kot so dolžina vodila in uporaba citatov, ter stilistične razlike, zlasti pri obsegu besedišča, uporabi stavčnih struktur, tropov in načinov izražanja negotovosti. Zaključna diskusija pa med drugim izpostavi tudi glavna razhajanja med stiloma ter poskuša opredeliti splošne dejavnike, s katerimi je te razlike moč razlagati.

Ključne besede: stil, tiskovne agencije, korpusna analiza, Reuters, STA

ABSTRACT: NEWS AGENCY STYLE: A MULTIDISCIPLINARY ANALYSIS

The BA thesis aims at merging various theories in order to build a workable model for fingerprinting and comparing news agency style. It employs manual and corpus-based text analysis to look at two aspects of news agency style – the structure of the news items, and the general use of vocabulary, cohesive devices and sentence structures. By applying the model onto randomly-selected news items and two tailor-made corpora from Reuters and the STA news agencies, the thesis identifies key differences in the news texts of the two agencies, including structural differences such as lead paragraph lengths and the use of quotations, and stylistic dissimilarities, such as vocabulary size, use of sentence structures, rhetorical tropes and means of expressing uncertainty. In the discussion, the thesis highlights the main points of divergence and acknowledges some general factors that might have lead to these differences.

Keywords: style, news agencies, corpus analysis, Reuters, STA

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1 Introduction

"The human mind is so complex and things are so tangled up with each other that, to explain a blade of straw, one would have to take to pieces an entire universe."

Remy de Gourmont (1858-1915)

News agencies have been and will be the pipelines of global news flows. Waving the colors of values such as accuracy, fairness, and freedom from bias, the news agencies provide tens of thousands of news outlets across the globe with the most recent international news in their rawest form. Probably among the most tightly regulated major news genres, the news agency texts are expected to follow the Anglo-Saxon tradition of the “news of information” to the very last letter.

But despite how tight the news standards might be, news agencies will still diverge in *what* they choose to make newsworthy, and *how* they present it. Whereas a critical discourse analysis would seem here like a natural choice and would definitely not be misplaced, this thesis will focus on the *how* part instead, looking not at what is said but *how* it is said, venturing into the realms of style, a concept that, according to British author and literary critic John Anthony Cuddon, defies any complete analysis or definition. In hopes of overcoming this elusiveness at least to some extent, the thesis took bits and pieces of various theories and fused them together in hopes of getting a meaningful tool for fingerprinting style.

Employing linguistic methods as well as looking at the use of specific features common to journalistic texts, the aim of the thesis was to piece together a model which could be used reasonably well for comparing the *stylistic fingerprint* of news agencies, and apply this model to compare Thomson Reuters, one of the *de facto* leaders in wire services, with the English service of the Slovenian Press Agency, a relatively young and government-owned news outlet.

The first part of the analysis looked at the structure of news from both news agencies, while the second investigated select linguistic and journalistic features. The thesis was particularly interested in the extent to which Reuters and STA adhere to common journalistic standards, and how words are used by the news agencies. While each of the aspects could

probably be looked into as a separate thesis, only select tools from each approach were used in the attempt to get a blanket, if general, overview.

Both automated and manual data analysis (using computer programs and manual hand-coding of data) were employed. The advantage of the former was the amount of data that could be processed, while the latter relied on the subtleties of human judgment.

2 What is style?

In the broadest sense, the word style has a rather straightforward meaning – it means the general way in which something is done, happens or is presented. In linguistics however, it refers to the way in which a language is used in a given context, by a given person or for a given purpose.

According to Merriam Webster dictionary, the definition of style as a “distinctive manner of expression (as in writing or speech)” is only one of the definitions. Looking at the origin of the word, *style* however appears to have been closely associated with this very meaning. The word came into modern English through Middle English from the Latin word *stilus* – a stick with a pointed end which made it easy for it to be stuck into the ground. Due to similarity, the word was later applied to a small pointed wooden writing utensil used for making notes on wax tablets, and from there it acquired the meaning of one’s expression in writing.

The Dictionary of Standard Slovene (Slovar slovenskega knjižnega jezika) also offers an array of definitions for the concept of style.¹ Most relevant are the following:

- i) *that which is defined through the selection and use of means of expression or form in one or more parts – a typical selection of linguistic means in a text; and*
- ii) *the use of (largely) syntactic linguistic means and expressions with regard to the norm*

¹ In Slovene: *stil* -a m (i) 1. kar je določeno z izborom in uporabo izraznih, oblikovnih sredstev v posameznem delu ali v več delih; ling. tipični izbor jezikovnih prvin v besedilu 2. uporaba zlasti sintaktičnih jezikovnih sredstev in izrazov glede na normo

In tackling the definition, Leech and Short (1992, 10-11) draw upon the work of Swiss linguist Ferdinand de Saussure, who introduced the concepts of *langue* and *parole* – *langue* being a system of signs while *parole* is the actual usage of elements from the pool of signs offered by the *langue*. They provide the following explanation (ibid.):

One may say, for example, that certain English expressions belong to the official style of weather forecasting ('bright intervals', 'scattered showers', etc), while other expressions ('lovely day, a 'a bit chilly', etc) belong to the style of everyday conversational remarks about the weather. Style, then, pertains to *parole*: it is selection from a total linguistic repertoire that constitutes a style.

Similarly, Korošec (1998, 345) argues that a strict distinction should be made between *linguistic performance* (*la parole*), the vehicle of style, and the *linguistic competence* (*la langue*). He breaks down the concept of style into six elements (Korošec 1998, 8):

- i) the *systemic* aspect of style (*la parole* vs. *la langue*)
- ii) the *procedural* aspect of style, which speaks of style as a complex group of properties created through linguistic choice
- iii) the *teleological* aspect of style, which speaks of the communication act as the goal of the linguistic choice, relating choice to the specific aim of the communicator
- iv) the *presentational* aspect of style, which says that style is manifested in the result of the communication act alone
- v) the *text-forming* aspect of style, which understands style as being manifested through a specific composition of linguistic means. This, in turn, makes style one of the constitutive elements of a text
- vi) the *communicative* aspect of style, which requires both the sender and the recipient to have access to a common set of code in order for style to work

Style can be attributed to a variety of subjects – it can be applied to a particular author, genre, period in time, school of thought. It is thus a relational term (Leech and Short 1992, 11). As the etymological investigation suggested earlier, it has been a traditional view that an intimate connection exists between style and the author. "Sometimes the author's identity is given by some small detail reflecting a habit of expression or thought, and this seems to confirm that each writer has a linguistic 'thumb-print', an individual combination of

linguistic habits which somehow betrays him in all that he writes”, Leech and Short (1992, 12) explain.

The idea of a linguistic thumb-print is however not limited to an author – it can equally be applied to any set of texts² (Leech and Short 1992, 18), be it sampled from pools as general as a particular genre, period in time or school of thought or from much narrower pools such as products of a particular news outlet.

However not to over-define the concept of style, this thesis will for the most part,³ at least where texts themselves are concerned, draw on the understanding of the concept as presented by Leech and Short (1992, 38):

- i) Style is a way in which language is used: it belongs to *parole* rather than to *langue*
- ii) It consists in choice made from the repertoire of the language
- iii) A style is defined in terms of a domain of language (eg what choices are made by a particular author, in a particular genre or in a particular text).

Following Leech and Short’s interpretation, the study of style is typically concerned with literary language, but it can be easily applied to journalistic texts in general or news agency texts in particular. The latter can roughly be classified under a category Korošec (1998) refers to as “reportorial texts”.

2.2 Stylistic markedness in reportorial texts

When it comes to linguistic choice, “a writer’s choice to express his sense in *this* rather than *that* way” (Leech and Short 1992, 24) under a variety of *style-forming factors*,⁴ it is not difficult to assign the alternatives different stylistic values. Korošec (1998, 13) defines *stylistically neutral* and *stylistically marked* linguistic devices. Among the latter, he counts

² Text here seems to be understood within the framework of communication theory as any coherent set of symbols that transmits a message, or, according to Halliday and Hasan (1976, 1), as “any passage, spoken or written, of whatever length, that does form a unified whole”.

³ In other parts, mostly those concerned with other features of news agency products, a more general notion of style will be employed.

⁴ According to Korošec (1998, 345), the most prominent objective style-shaping factors in reportorial texts are the need for immediacy and the recurring event or situation being reported, while the subjective style-shaping factors include the author’s desire to influence the reader, attract their attention and to “stylize the text to make it more vivid”.

anything traditionally falling under the category of rhetorical tropes (metaphors, metonymy, synecdoches, and so on) as well as puns, irony and neologisms.

Common to all these elements is that their stylistic markedness is either inherent (“they bring their stylistic markedness into the text”), or becomes evident (is acquired) from the context in which they appear (ibid.). This means that in many cases it is the context which determines the stylistic value of a certain word.

This gives rise to two concepts Korošec refers to as *automatism* and *actualism*. The terms can be traced back to the Prague school of linguistics, where the Czech term “aktualisace” was used. In English literary theory, the concept is known as *foregrounding* (Childs and Fowler 2006, 90).

An automatism is defined as a linguistic means which has become standard or routine for performing a certain communicative task and is rooted in the convention between the sender and the receiver, i.e. between the journalist and the reader. An actualism, on the other hand, is a “new, fresh, special, unusual use of linguistic means in order to achieve a special effect” (Korošec 1998, 15).

For example, a specific phrase or collocation found in a news report (e.g. “has told the press”), or in a cook book (eg. “bring to the boil”) can be considered an automatism in the given context, whereas if transferred into another context (e.g. “The dramatic events of the past two weeks have brought the situation in Iraq to a new boil”), it may be considered an actualism.

Korošec (1998) argues that any stylistically marked linguistic device can potentially be an actualism, but goes on to note that actualisms in news reporting are more than merely rhetoric ornaments. Actualisms seek to open up a channel through which the journalists or writer addresses the reader and tries to make them relate to the content. (Korošec 1998, 15)

Korošec applies the concept of actualism and automatism to a wide range of news genres. The thesis will attempt to apply this theory to a much narrower field of press agency news. It will try to find and evaluate actualisms based on common rhetorical tropes⁵ used and see how their use differs between the two news agencies.

⁵ Korošec (1998, 345) lists metaphors and metonymies among the most frequent actualisms.

3 Press agencies

A bulk of news seen in today's mass media comes from a source largely invisible to the reader of daily news. The source is called a press agency,⁶ or a news wire. With large news-gathering capacities, they provide both small and big media and other organizations as well as end-users with a constant stream of national and international news. The term news wire was coined at the early beginnings of press agencies, when news was transmitted via the electromagnetic telegraph (before the invention of the telegraph, news was transported using carrier pigeons).⁷ According to Boyd-Barrett (1998, 1), news agencies were the first international media organizations and are among the first of the world's multinational corporations. They gather, process and transmit news to subscribing institutions around the world – they are the global news wholesalers, in Boyd-Barrett's terms.

The leading contemporary “global” news agencies are generally acknowledge to be AFP (Agence France-Presse), AP (Associated Press) and Thomson Reuters (Boyd-Barrett and Rantanen 1998, 16).

Some news agencies are government-owned or state-backed, as is the case with the Slovenian Press Agency (STA), while others work as cooperatives (AP) and are owned by the contributing media organizations (TV and radio stations, newspapers). Others are privately-owned, as is the case with Thomson Reuters⁸.

Shrivastava (2008, 1) defines a press agency as an organization or business that gathers, writes and distributes news from around a nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies and other users, while Boyd-Barrett (1998, 19) points out that the users of agency news also include non-media organizations such as financial institutions and various businesses.

Considering their role in the news business, agencies represent an “extreme form of a ‘journalism of information’ in contrast to a more refined and creative ‘journalism of opinion’” (Boyd-Barrett and Rantanen 1998, 6). This puts press agencies on the far end of the

⁶ Synonyms for the term *press agency* include news agency, press association, news service and wire service.

⁷ According to Shrivastava (2008, 101), Paul Julius Reuter, the founder of Reuters press agency, found in 1849 that the best available technology was “a fleet of 45 pigeons that would deliver news and stock prices between Brussels and Germany within two hours, beating the railroad by six hours”..

⁸ Reuters was acquired by Thomson Corporation on 17 April 2008.

scale, committed to Anglo-American reporting values such as speed, impartiality and “hard facts” while avoiding commentary and interpretations.

Boyd-Barrett and Rantanen (1998, 19) explain that agencies have historically “been of the most formative influences in the development of the very concept of ‘news’ in the western world, aiming to satisfy the appetite of many daily retail media, regardless of political persuasion, so they put forward the concept of ‘impartiality’ as a valued journalist objective”.

Indeed, as a UNESCO document puts it from a political perspective:

Under systems of government which respect freedom of information, the very purpose of an agency places it under an obligation to observe the most rigid objectivity and impartiality, without which the organizations it supplies with news cannot rely on having the right of choice which is implicit in freedom of expression. (UNESCO 1953, 23)

This seems however to be the traditional view on the news agencies. Services of large news agencies such as the Associated Press (AP) and Thomson Reuters have grown to include news interpretation, special columns, news photographs, audiotape recordings for radio broadcast, and often videotape or motion-picture film for television news reports (Encyclopædia Britannica Online 2010). This suggests a move from the strict news wholesaler role towards a news retailer role.

The first worldwide press agency, Agence Havas, perhaps surprisingly in a (western) world dominated by the Anglo-Saxon media tradition, was founded in France in 1835 by Charles-Louis Havas, initially to translate news from foreign newspapers to provide French media with news from others countries. During the Second World War, The German occupation of France suppressed its activities, and many of its personnel were active in the underground. After the liberation of Paris in 1944, underground journalists emerged to set up AFP as a wire-service voice for liberated France, which quickly developed and grew to stand among the biggest contemporary news agencies (Encyclopædia Britannica Online 2010).

3.1 Slovenian Press Agency (STA)

The Slovenian Press Agency was founded in June 1991, just days before Slovenia declared independence. It was established as part of the civil society’s efforts for changes in

the existing Yugoslavian media landscape and the needs of the rising Slovene state to produce and syndicate its own news (Vezovnik 2006).

The STA was initially envisaged as a cooperative, and was established as a joint venture of the republic and a private company, INI. But due to a small media market in Slovenia, there was little private interest and STA is now almost exclusively owned by the state. This also puts it under direct government influence when it comes to the appointment of general manager and the editor-in-chief. (Milosavljevič 2007). The STA is also dependent on the government for its revenues, as over a half of its subscribers reside within the public sector. (Vezovnik 2006, 105) Domestic media clients account for 40 percent of revenues, while the remainder comes from overseas sales. The STA controls 90 percent of the Slovenian media market (Boyd-Barrett and Rantanen, European national news agencies 2010, 95) and is also a member of the CEE-business wire pool of 13 Central European News agencies (Shrivastava 2008, 238).

STA's English service, on the other hand, focuses on the institutions of the state, businesses and embassies. It is the only provider of daily news in English for the expatriate community in Slovenia and for English-speaking readers abroad.

STA quotes speed, objectivity and credibility as the guiding principles in its reporting. At its headquarters in Ljubljana, it employs over 100 full-time staff. Additionally, it maintains a network of correspondents in major Slovenian cities and in Brussels, New York, Zagreb, Rome, Klagenfurt and Trieste. STA's Slovenian service publishes about 250 news items daily, whereas the English service prepares up to 50 daily news items (STA 2010).

3.1 Thomson Reuters

Reuters was established in October 1851 and has grown to be the world's largest privately-owned multimedia news agency. Currently, it has over 55,000 employees in over 100 countries and boasts a worldwide coverage in 20 languages (Shrivastava 2008, 232). But despite its blanket global coverage, more than 90% of its revenues come from its financial services departments, which provide a various information products, ranging from financial and market research to analytics and historical data. Reuters revenues in 2009 stood at \$12.9 billion. According to Gerson Lehrman Group (2009), Reuters controls about one third of the global market, followed closely by its largest competitor, Bloomberg, which holds about 25%.

One of the leading newsier services in the world, Reuters quotes accuracy, independence, freedom from bias and integrity as its main values.

4 Hard news vs. soft news

Bell says two genres are common to all the primary media of mass communication – news in its broadest sense and advertising. News can then further be classified into three broad sub-groups: service information, opinion and news (Bell 1993, 13).

While the distinction between opinion and news is clear under the journalistic tradition,⁹ the distinction between service information and news is that service information generally consists of “lists rather than continuous copy”¹⁰ (ibid.). Examples of service information include sports results, television programmes, share prices and weather forecasts.

For the purpose of analysis, this thesis will adopt Bell’s (1993, 14) classification of (press) news into four categories: hard news, feature articles, special-topic news (sports, business, arts) and the headlines category, which also includes subheadings, bylines and photo captions.

Going further into the classification, hard news can be divided into two sub-categories. The first category is the spot news - the “reports of accident, conflicts, crime, announcement, discoveries and other events which have occurred or come to light since the previous issues of their paper or programme.” (Bell 1993, 14) The second category is the news of politics and diplomacy, such as elections, government announcements, international developments and party politics (Bell 1993, 147).

The opposite of hard news, then, is soft news. The major distinction is that soft news are not “time-bound to immediacy”, to use Bell’s term. The most straightforward example of soft news is a feature, which can be defined as “a special article in a newspaper”. This is too elementary a definition. Bell (1993, 14) provides a somewhat better definition:

Features are the most obvious case of soft news. These are longer ‘articles’ rather than ‘stories’ covering immediate events. They provide background, sometimes ‘editorialize’ (carry the writer’s personal opinions) and are usually bylined with the

⁹ The distinction is relatively clearcut also in linguistic theory, with the news carrying a referential/informative function, while opinion carries the persuasive/interpretative function (Korošec 1998, 12; Leech 1992, 30; Kalin Golob 2003, 48).

¹⁰ Copy here is used in the sense of “written material that is ready to be printed or read in a broadcast (HarperCollins Publishers 2010).”

writer's name...Features are often produced by a different group of journalists from those who write day-by-day hard news.

This also means that the style of writing will be different. "In features, journalists are allowed more liberty of style, and many features are written by non-journalists," Bell (1993, 14) explains.

"Hard news is also the place where a distinctive news style will be found if anywhere (Bell 1993, 14)." This thesis will thus look only at the category of hard news in its attempt to fingerprint the style of press agencies.

5 The structure of hard agency news

Before setting out to define points interesting for analysis and style fingerprinting, the thesis will define the general structural parts of agency news – the headline, the lead (paragraph) and the story proper. Special attention will also be given to attribution, which - due to its importance in news discourse (Bell 1993, 190) - is usually given a special position in the news copy.

5.1 Overview

Bell offers a comprehensive model of the structure of hard news, starting with clear-cut parts such as the **abstract**, **attribution** and **story proper**. He notes however that the attribution of the origin of the story is not always explicit. "It can include agency credit and/or journalist's byline, optionally plus place and time (Bell 1993, 169)." The abstract consists of the **lead** and the **headline**, the former including the main event and possibly a second event. Both may include a form of attribution, with headline attribution seemingly more common in news agency copy than in other forms. "A **story** consists of one or more episodes, which in turn consist of one or more events. Events must contain actors and action, usually express setting, and may have explicit attribution. The categories of attribution, actors and setting (time and place) need to be recognized as part of the structure of news stories (Bell 1993, 169)."

According to Bell, the above elements present the central action. There are however three additional categories Bell refers to as central to the news structure: follow-up, commentary and background. While these are included in Figure 1 to preserve the integrity of

his model, this thesis will analyze news copies using only the three essential parts – the abstract, the attribution and the story proper.

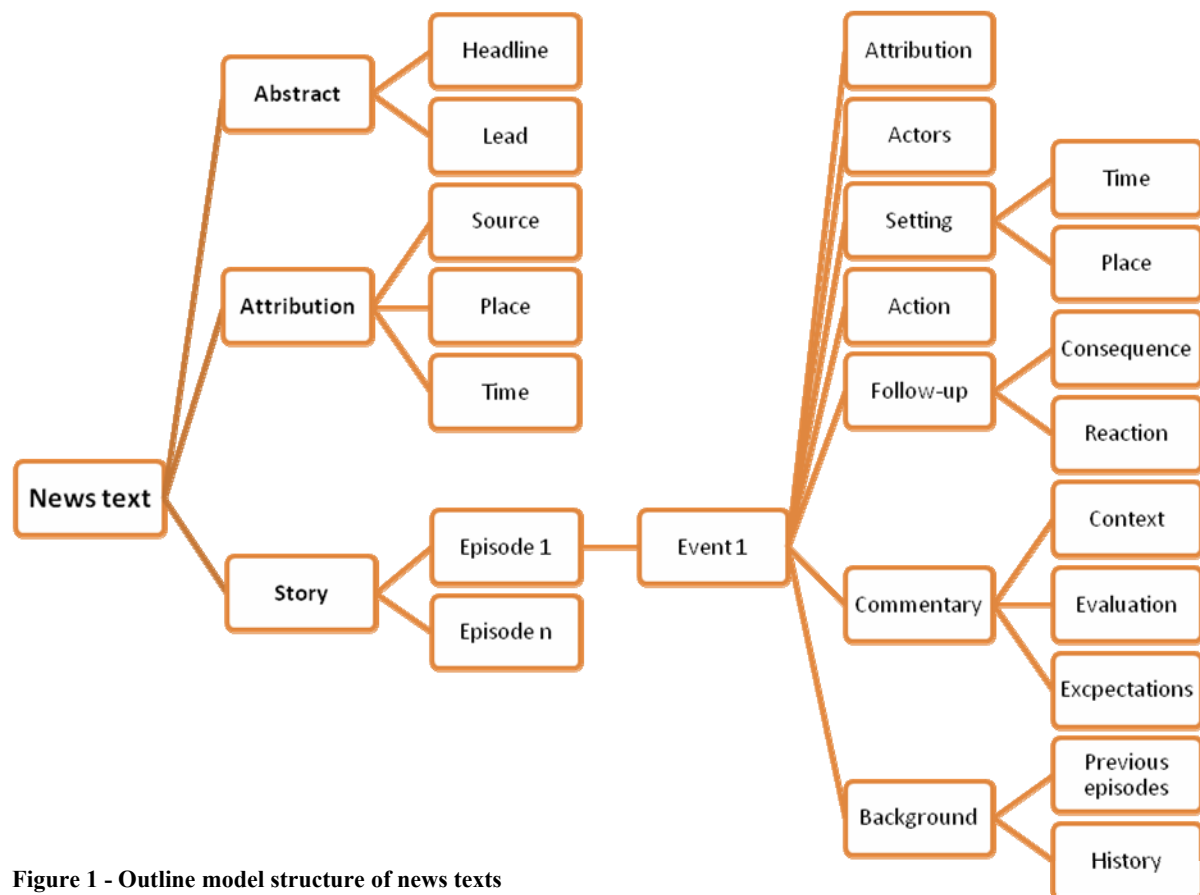


Figure 1 - Outline model structure of news texts

5.2 Inverted pyramid and information density

A typical journalism handbook quotation is the concept of the inverted pyramid – the “most common story organization for news stories” (Kolodzy 2006, 184). Putting the most important (newsworthy) information first and then working down to other less important information and background, the inverted pyramid is also quoted by Korošec (1998, 302) who labels it the “most common and simplest rule of thumb”.

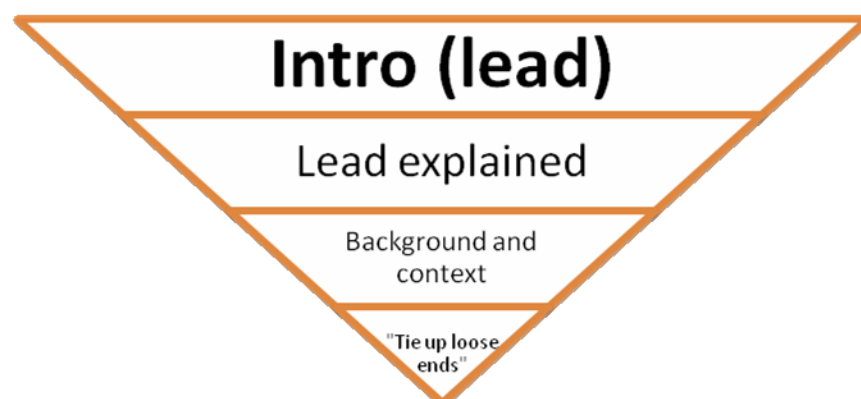


Figure 2 - the inverted pyramid structure according to Kolodzy

Korošec quotes Mistrík (1975, 121) in proposing a formula for calculating what he refers to as “information density”.¹¹ If correctly structured, the news copy should have the information density decreasing with each sentence:

$$Inf = \frac{Aut}{V + C}$$

Information density (*Inf*) is here determined by dividing the number of all autosemantic¹² words (*Aut* - words meaningful in isolation, independent of context; nouns, main verbs, adjectives and adverbs) in a sentence with the number of all verbs (*V*) and connectors (*C* - pronouns, conjunctions, prepositions) in the sentence.

5.3 The headline

A good headline is one that in less than a dozen words summarizes what a reporter has said in 100, 250 or even 500 words. It works as a reader’s guide, compass and index. Headlines are designed to spark curiosity and draw the reader into the story, establish the news value and the relative importance of the news report.

Unlike the lead, which will be discussed in the following section, the headline is usually considered to be a stand-alone unit – it simply abstracts the story, it does not have to begin it (Bell 1993, 187).

Headlines are generally regarded the most prominent features of written reporting. Korošec (1998, 43-159) discussed in detail headlines of news reports and extracts a number of prominent stylistic features. Korošec’s (1998, 48) analysis however concentrates on newspaper headlines from a functional point of view, dividing them in three groups according to their function – the referential-informative group, the informative-evaluative group and the appeal group.¹³ Such distinction would not prove very useful when applied to news agency hard news and would most likely fail to yield satisfying results due to the very nature of hard news which shuns opinion. The thesis will thus build on the more empiric classification of headlines as proposed by Saxena (2006). He gives an exhaustive list of headline types.

¹¹ The original term in Slovenian reads “informacijska zgoščenost”.

¹² Autosemantic or “content” words usually include the following parts of speech: nouns, main verbs, adjectives and adverbs

¹³ Slovene terms for the groups are “Poimenovalno-informativna”, “Informativno-stališčna” and “Pozivno-pridobivalna”.

Relevant for the analysis conducted as part of this thesis are the following eight types of headlines:

Headline type	Example headlines
Descriptive	Fugitive swallows 8 cm knife to avoid extradition
Running	Bodies of kidnapped rail engineer, brother found
Multi-point	India skips meet after Gen utter K-word
Commentative	Desperate Dalmiya wants to sabotage clean Zee bid
Surprise	Hollywood actor marries waitress
Quotation	PM: History of India can't be history of North India
Question	Can Canon shake HP's hold on inkjets?
Number	Twenty-five killed in Kolkata blaze

Figure 3 – table of headline types

5.4 The lead paragraph

Much like the headline, the lead paragraph, lead or “lede” advertises what is coming in the rest of the story and conveys the most important information first, summarizing the central action and establishing the point of the story (Brian S. Brooks 2002, 144; Bell 1993, 149). It gives the reader the sense of the story which is to follow, capturing the essence of the event and cajoling the reader into staying awhile.

According to Mencher (2000, 139), there are two basic types of leads: the *direct (hard) lead* and the *delayed (soft) lead*.

The *direct lead* tells the reader or listener the most important aspects of the story at once and is usually used on breaking news events as are hard news.

The *delayed lead*, on the other hand, entices the read or listener into the story by hinting at its contents and is often used with soft news stories.

Kolodzy (2006, 184) meanwhile provides a more detailed classification of leads in the following schematic:

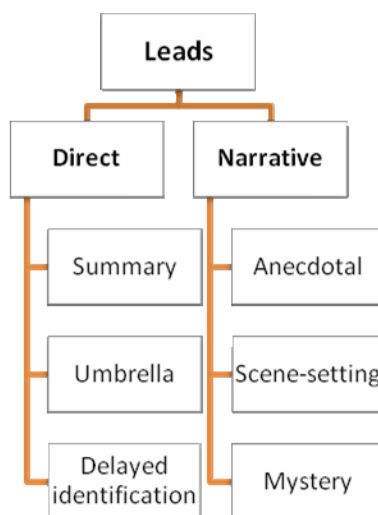


Figure 4 - Kolodzy's classification of leads

While the above schematic presents a general overview and holds true for news in its wider sense, it is unfortunately unsuitable for an analysis of hard agency news.

5.4.1 Textual openings

A more specific typology of “textual entrances” (openings) is offered by Korošec. (1998, 351) Although originally aimed at analyzing interpretative journalistic genres such as commentary and op-ed, Korošec’s classification best covers the needs as it provides a robust and style-oriented typology that can be easily and effectively applied to hard agency news.

Korošec (ibid.) defines six basic types of text beginnings which can be readily applied to lead paragraphs of news agency copies: *news*, *statement*, *thesis*, *quotation*, *question* and *figurative* entrances. But after taking into consideration the structure of hard agency news and the likelihood of occurrence, only the following textual openings were considered relevant for this thesis:

News opening

News openings show the orientation towards an event using the regular news pattern, usually incorporating many of the elements of the *five W and an H lead model*.¹⁴ “News opening connects the text most directly of all opening types to an event, and give the addressee the information about the content (Korošec 2006, 621).”

¹⁴ The model is discussed further in the following section.

Statement opening

“Statement opening is usually an opinion about a topical issue, which provides the information about the content for the addressee (Korošec 2006, 622).”

Quotation opening

“It differs from other types only in the fact that the author begins his text with a foreign text and the information that he is not the author of the quoted text (ibid.).”

Below are some examples:

Textual entrance	Example sentence
News	The Liberal Democrats (LDS) concluded after a marathon session of their council on Tuesday that they would leave the coalition in case PM Borut Pahor fails to agree to several of their demands by Monday. ¹⁵
Statement	Social partners remain divided over the government-proposed mini jobs bill after Friday's session of the Economic and Social Council. ¹⁶
Quotation	Slovenian brewer Pivovarna Lasko will shut down the production at its Croatian subsidiary Jadranska pivovara as its management failed to reach an agreement with potential buyers in the last two weeks, Lasko said in a press release on Thursday. ¹⁷

Figure 5 - Table of textual opening types

5.4.2 Sources of information

“The reporting of news consists, more than anything else, in conveying what others have said. Journalists are expected to investigate newsworthy events and issues, gathering information...and reporting it to readers.” (Garreston and Ädel 2008) The identity of the news source, and the related questions of reliability, agenda and credentials, is one of the primary questions of news work. It is mostly about what someone says, but as Bell (1992, 191) notes, “someone does not just mean *anyone*”.

Attribution, therefore, serves an important function in the telling of news stories. “It reminds the audience that this is an account which originated with certain persons and organizations. It is...one fruit of human perception and production among other conceivably alternative accounts (Bell 1993, 190).”

¹⁵ “PM: No Reasons for LDS to Leave Coalition” - STA, 7 April 2010

¹⁶ “Social Partners Remain Divided over Mini Jobs” - STA, 26 March 2010

¹⁷ “Lasko to Shut Down Production at Croatian Subsidiary” - STA, 1 April 2010

5.4.3 Reporting verbs

The previous section dealt with the identity of the source of information, which in the majority of cases is a person giving a statement. Next, the thesis will look at the verb used to describe the act.

According to Bell (1993, 206), the verb “say” is “by far the most common speech verb in news reporting”. Quoting research conducted by Leitner, Bell points out that “say” or “tell” made up for 60% of speech verbs on British television news. But he notes that “when talk itself is news, the verbs range much wider (ibid.).”

Bell divides the speech verbs into two groups: the *neutral speech verbs* such as “say”, “tell” and “according to”, and the *news performatives* or *illocutionary acts*, such as “announce”, “declare”, “refuse”, “threaten”, “insist” and “denounce”. The former “perform the act which they describe and are characteristic of news as talk” (1993, 206). When performed by a person with authority to do so, they become the news action themselves (ibid.).

5.4.4 Lead paragraph length

Lead paragraphs must be short and succinct. The main reason for that is so as to convey the message to a reader only skimming the news stories, but there are also historical factors to be taken into account, most notably the role of telegraph in early news writing. According to Kalin Golob (2006, 658), the telegram “played a role in the creation of linguistic features of journalistic texts, as it influenced the textual, syntactic, and lexical properties of...news reports... Economising with words influenced the selection of the most essential words that later became standard news vocabulary”.

It is often quoted that a lead should contain no more than 30 (Bell 1993, 183) or 35 words (Andreson and Itule 1988, 106; Mencher 2000, 139) and should focus on a single idea following the subject-verb-object sentence structure for clarity. As the Reuters style guide puts it, “If there are more than 25, start to get nervous”. In an analysis of international reporting conducted by van Dijk (quoted in Bell 1993, 83), the average lead was found to be about 25 words long.

Such analyses also reveal a distinct pattern inside the lead paragraphs – the Who, What? When? Where? Why? and How? - the five Ws and an H quoted by the majority of

journalism handbooks. This is not to claim that leads should contain all of the six elements – according to Whitaker et al (2004, 138), leads generally emphasize only four of the elements - the who, what, when and where – and can be much shorter than 35 words.

5.5 Story proper

As discussed under section 5.2, the inverted pyramid, beginning with the first sentence of the lead paragraph, then continues into the story proper and until the end of the news item. However, the thesis will not look into the structural features of story proper, as this part of the news item will play a much more central role later into the analysis, when the thesis looks at select linguistic and journalistic features.

6 Measuring style

Building on what has been said about style in section 2, the thesis will now proceed to a concrete analysis of style as proposed by Leech and Short:

“Generally, in looking at style in a text, one is not interested in choices in isolation but rather at a pattern of choice: something that belongs to the text as a whole.” For example, if a text shows a tendency to use passive structures over active, “it is natural to consider this preference a feature of style (Leech and Short 1992, 43).”

Such preferences and their patterns can be measured through frequency of occurrence – the concepts of consistency and tendency can therefore be reduced to frequency. “If style is regarded as a function of frequency, it seems reasonable to suppose that style can be measured (ibid.).”

This is not to say that style can simply be reduced to a matrix of frequency values – this would be too empiricist a definition. While Leech and Short believe quantitative stylistics to be an “essential and important tool in stylistic description”, they also point to several difficulties related to dealing with a system as complex as a language.

Finding an objective way of determining a statistical norm and compiling a comprehensive list of linguistic features that might be found in a text is one of the primary problems. “Languages are such complicated systems, and so open-ended, that no complete descriptions have been produced, even for a well studied language such as English (Leech and Short 1992, 43).”

There are also other issues stemming from a quantitative analysis – while the frequency of a particular linguistic feature might be measured rather easily, it is its tendency to occur, for example, at the end of the sentence, that will be significantly more important than its mere frequency value. “There is no absolute consistency of style with a given domain, and therefore, in measuring the overall statistical properties of text, we may fail to capture significant variations of style (Leech and Short 1992, 70).”

But while it may appear that the above arguments “leave very little foothold for quantitative methods in the study of literary style” (ibid.), such an analysis can still go a long way and has been applied successfully in many researches looking for specific clues.¹⁸ Quantitative stylistics can not only “provide confirmation for the ‘hunches’ or insights we have about style”, but can also “bring to light significant features of style which would otherwise have been overlooked (ibid.)”.

“Style is such a complicated phenomenon that it would be impractical to demand hard evidence for every observation made...(but) in many other cases, a rough indication of frequencies is often just what is needed: enough to suggest why we should accept the analyst’s assertion that some feature is prominent in the text, and allow us to check his statements (Leech and Short 1992, 48).” This will also be reflected in the role quantitative stylistics will play in this thesis – findings of the corpora analysis will be used to support or reject the observations made as part of other analyses.

“If some studies of style are of doubtful value because of their emphasis on quantitative methods, the opposite tendency to rely entirely on what we may call stylistic intuition has, if anything, been even more prevalent,” Leech and Short (1992, 46) point out. The thesis will therefore attempt to combine approaches from both sides of the scale in hopes of getting reliable results.

¹⁸ The literature examined as part of this paper includes a computer-assisted quantitative frequency and concordance analysis as part of a critical discourse analysis (Hakam 2009) and a stylometrical analysis of a corpus of spoken language (Bečan 2007).

7 Methodology

7.1 Categories examined

7.1.1 Leech and Short's categories of style

This thesis will draw on the method for analysis as proposed by Leech and Short. It consists of a checklist of linguistic and stylistic categories which enable the collection of stylistic data on a systematic basis which is “likely to yield stylistically relevant information (Leech and Short 1992, 75).”

The categories are structured in four groups: *lexical categories*, *grammatical categories*, *figures of speech*, and *cohesion and context*. In the analysis of the news agency texts in this chapter, selected features (in bold in figure below) from the first three groups will be looked into (with the exception of figures of speech which have already been examined), whereas cohesion will be dealt with separately in the subsequent section.

Lexical categories

- i) **General:** vocabulary, level of formality, register, idiomatic phrases, use of specific morphological categories
- ii) **Adjectives:** frequency of
- iii) **Verbs:** stative or dynamic, reference point, factiveness
- iv) **Adverbs:** frequency of, semantic functions

Grammatical categories

- i) Sentence types
- ii) **Sentence complexity:** structure, average length, variation in complexity, origin of complexity
- iii) **Clause types:** types of dependent clauses
- iv) **Clause structure:** specific ordering of elements
- v) **Noun phrases:** complexity, origin of complexity
- vi) **Verb phrases:** use of tenses
- vii) Other phrase types
- viii) Word classes

Figures of speech

- i) Grammatical and lexical schemes
- ii) Phonological schemes
- iii) Tropes: neologisms, deviant lexical and other collocations, traditional figures of speech (metaphor, metonymy, synecdoche, paradox, irony)

7.1.2 Halliday and Hasan's cohesion

Cohesion is an essential property of any news story. In looking at cohesion in texts of both news agencies, the thesis will adopt the definition put forward by Halliday and Hasan. They use the term *cohesion* to refer to relations of meaning that exist within a text and that define it as a semantic unit.

“Cohesion occurs where the interpretation of some element in the discourse is dependent on that of another. The one presupposes the other, in the sense that it cannot be effectively decoded except by recourse to it. When this happens, a relation of cohesion is set up, and the two elements, the presupposing and the presupposed, are thereby at least potentially integrated into a text.” (Halliday and Hasan 1992, 4)

Cohesion is expressed “partly through the grammar and partly through the vocabulary” and can thus be divided into *lexical* and *grammatical cohesion* (Halliday and Hasan 1992, 6).

7.1.2.1 Cohesive ties

In order to break down the concept into manageable chunks, the term *cohesive tie* is employed. It is used to refer to an occurrence of a pair of cohesively related items. For example, in the sentences “Wash and core six cooking apples. Put them into a fireproof dish.”, the relation between “them” and “six cooking apples” is an example of a cohesive tie. “The concept of a tie makes it possible to analyse a text in terms of its cohesive properties and give a systematic account of its patterns of texture (Halliday and Hasan 1992, 3-4).”¹⁹

There are two major types of cohesive ties, which fall under the two types of cohesion, respectively. Grammatical cohesion comprises cohesive ties of *reference*, *substitution*, *ellipsis*, *conjunction*, whereas lexical cohesion operates within the realms of

¹⁹ According to Halliday and Hasan, texture is a property which distinguishes a text from something that is not a text (1992, 2).

selection from a given vocabulary and can be further divided into *reiteration* and *collocation*. Figure 6 presents an overview of the concept of cohesion as described by Halliday and Hasan:

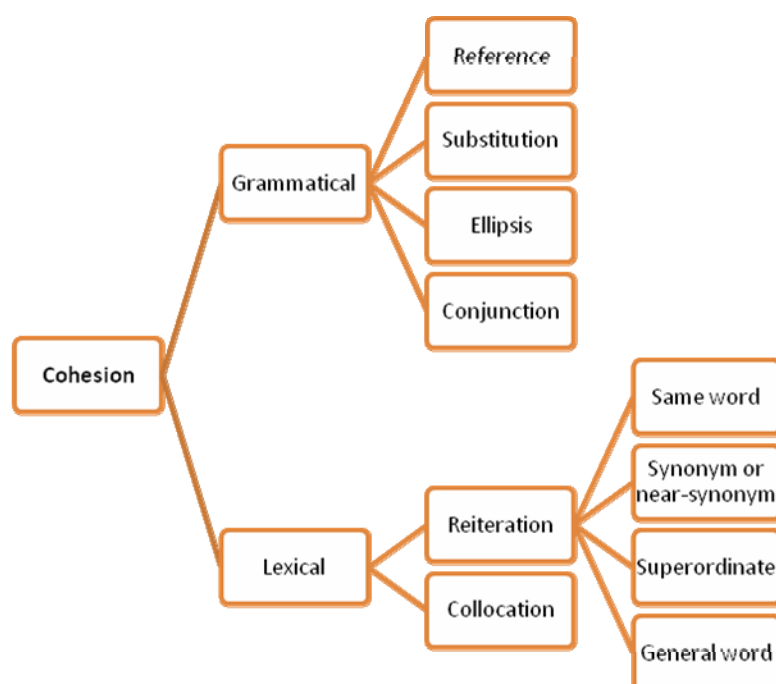


Figure 6 - Concept of cohesion as presented by Halliday and Hasan

Due to the nature of the research, the thesis will attempt analyze the texts in terms of *lexical* and *conjunctive* cohesion only, as these two categories are expected to provide with the most useful clues.

7.1.2.2 Grammatical cohesion: conjunction

Conjunction is a type of grammatical relation that is rather different from the other cohesive relations as it is not simply an anaphoric relation (e.g. an instance of one expression referring to another) as are reference, substitution and ellipsis (Halliday and Hasan 1992, 226). Instead, conjunction creates a logical connection between two, usually adjacent, sentences (Eggins 1994, 47).

Conjunctive elements are cohesive not in themselves but indirectly, by virtue of their specific meanings; they are not primarily devices for reaching out into the preceding (or following) text, but they express certain meanings which presuppose the presence of other components in the discourse...With conjunction, we move into a different type of semantic relation, one which is no longer any kind of a search instruction, but

a specification of the way in which what is to follow is systematically connected to what has gone before. (Halliday and Hasan 1992, 226-227)

While admitting that there is no single “correct” inventory of the many types of conjunctive cohesion, Halliday and Hasan (1992, 238) distinguish four general types of conjunctive cohesion— *additive*, *adversative*, *causal* and *temporal*, and provide examples:

Example sentence: For the whole day he climbed up the steep mountainside, almost without stopping.	Conjunctive cohesion type
<i>And</i> in all this time he met no one.	Additive
<i>Yet</i> he was hardly aware of being tired.	Adversative
<i>So</i> by night time the valley was far below him.	Causal
<i>Then</i> , as dusk fell, he sat down to rest.	Temporal

Figure 7 – Overview of conjunctive cohesion

The words in italics (and, yet, so and then) can be taken as “typifying these four very general conjunctive relations, which they express in their simplest form (Halliday and Hasan 1992, 239).” The thesis will adopt the list of four basic cohesion types, as “it seems to have the right priorities, making it possible to handle a text without unnecessary complication (ibid.).” For the purpose of the analysis, a list of common conjunctions was compiled:

- i) Additive conjunctions: *and, also, in addition, moreover, further, besides, or, or else, alternatively.*
- ii) Adversative conjunctions: *but, however, in contrast, on the contrary, instead, nevertheless, yet, still, even so, though, although, despite, in spite of, notwithstanding, whereas, while.*
- iii) Causal: *for this reason, as, because, because of this, therefore, thus, hence, as a result, consequently, since, so.*
- iv) Temporal: *then, next, afterwards, just then, at the same time, before that, soon, after a while, meanwhile, all that time, until then, up to that point, now.*

7.1.2.3 Lexical cohesion

Unlike grammatical cohesion, lexical cohesion creates the cohesive effect through the selection of vocabulary (Halliday and Hasan 1992, 274). When speaking about selection from a vocabulary, it is easy to see a similarity with Saussure’s definition of *langue* and *parole* and the related concept of choice. But while cohesion can be considered a part or a sub group of style, the division is not straightforward as cohesion and style are closely intertwined. In the light of the aims of the thesis, the relation between the style-forming and the cohesion-creating choices will be ignored. In lexical cohesion, Halliday and Hasan recognize two main concepts: *reiteration* and *collocation*.

7.1.2.3.1 Reiteration

Reiteration comprises of various degrees of reference – “the repetition of a lexical item, at one end of the scale; the use of a general word to refer back to a lexical item, at the other end of the scale; and a number of things in between – the use of a synonym, near-synonym, or superordinate (Halliday and Hasan 1992, 278).” The various degrees are represented in Figure 8 in overlapping circles to reflect that the division is by no means clear cut (ibid.).

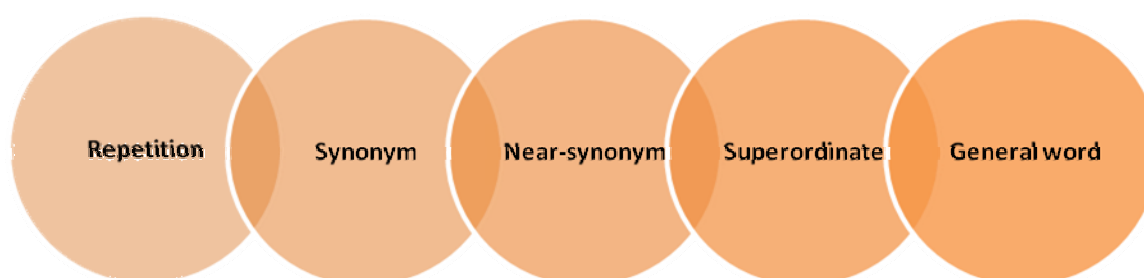


Figure 8 - the various degrees of reference

Halliday and Hasan (1992, 278) also present examples for each of the categories, and note that “in most cases, the reiterated item is accompanied by a reference item, typically *the*” (ibid.):

I turned to the ascent of the peak.	Repetition:	The ascent	is perfectly easy.
	Synonym:	The climb	
	Super-ordinate:	The task	
	General noun:	The thing	

Figure 9 – examples of lexical cohesion

7.1.2.3.2 Collocation

“All the lexical cohesive relationship which cannot be properly subsumed under lexical reiteration are included in a ‘miscellaneous’ class called *collocation*”. (Witte and Faigley 1981) The concept of *collocation* deals with cohesion that is “achieved through the association of lexical items that regularly co-occur (Halliday and Hasan 1992, 284)”. The cohesive effect between two items depends either on some sort of a systematic relationship between the words (e.g. boy and girl, like and hate, north and south, car and brake) or on their tendency to share the same lexical environment (e.g. boat and row, king and crown). (Halliday and Hasan 1992, 285-286). “This effect is not limited to a pair of words. It is very common for long cohesive chains to be built up out of lexical relations of this kind, with word patterns...weaving in and out of successive sentences (ibid.).”

Lexical (and certain other types of) cohesion can be captured into a *lexical string* – “a list of all the lexical items that occur sequentially in a text that can be related to an immediately prior word (if possible) or to a head word (Eggins 1994, 44)”. This thesis will attempt to extract major lexical strings from press agency news and compare their properties.

7.1.3 Some journalistic features examined

Apart from text features analysed as part of the wider theoretical frameworks, the thesis will also look into some other salient features which were suggested by the literature dealing with (critical) media discourse analysis. These areas comprise modality, rhetorical tropes (hyperbole, metaphor, metonym), quoting and naming.

7.1.3.1 Expressing (un)certainty

Uncertainty is best looked at through the grammatical category of modality. Modality refers to judgment, comment and attitude in a text, and specifically the degree to which the author is committed to the claim they are making. It is usually indicated via the use of modal verbs or adverbs (Richardson 2007, 59; Danuta 1998, 94), but also through adjectives.

While there is a tendency for more structures expressing modality to be found in opinionated soft news, it can safely be assumed that even hard agency news will contain some sort of devices to express uncertainty.

7.1.3.2 Rhetorical tropes

Much like modality, rhetorical tropes are most likely to be common in soft news, where the argumentation of a writer or journalist rests on the effect they have on the reader. (Richardson 2007, 65) But as Korošec (1998, 21) notes, metaphors and metonymy are more than just ornaments. Rhetorical tropes are used in news texts primarily to “express opinion and evaluate what is being said (ibid.)”.

Tropes are also helpful in creating and dealing with what is new. “Especially in news, “events are frequently explained using tropes, and eventful occasions produce floods of new (as well as old) tropes (Kennedy 2000, 209).” An example of such processes is the term “toxic assets”, which entered widespread use only after the outbreak of the 2008 banking crisis.

Merriam Webster dictionary defines a trope as a “word or expression used in a figurative sense”, whereas Richardson (ibid.) quotes Corbett in describing it as a “deviation from the ordinary and principal signification of a word”.

According to Abrams (1999, 96), tropes are “integral to the functioning of language and indispensable to all modes of discourse”. There are a number of rhetorical tropes – Richardson (2007) focuses on five which he deems most useful for the analysis of newspaper discourse; *hyperbole*, *metaphor*, *metonym*, *neologism*, *puns and narrative*. This thesis will narrow down the field of analysis even further by looking at hyperbole, metaphor and metonym only, as the other three are less likely to appear frequently in hard agency news.

Hyperbole (Greek for “overshooting”) is an example of excessive exaggeration made for rhetorical effect. Cases of hyperbole reflect the sensationalism, and often the humor of news reporting (Richardson 2007, 65). Hyperbole is a particular feature of yellow press - in hard news, instances of exaggeration are expected to be few and far in between.

Metaphor, in the most general sense, involves perceiving one thing in terms of another (Richardson 2007, 66). “A metaphor is a figure of speech in which one thing is described in term of another...A comparison is usually implicit, whereas in a simile it is explicit.” For example, in economic reporting, a journalist might write that the economy is “overheating” or that the “financial bubble” is bursting. In this sense, a metaphor’s function in specialist journalistic texts is more likely that of filling a gap in the vocabulary than producing a stylistic effect, as Vidovič Muha (2000, 150) explains. What is more, Richardson 2007, 66) also points out that certain types of metaphor are associated with specific genres of journalism. This thesis will attempt to find out what types of metaphors are used in hard agency news.

In **metonymy**, in contrast with a metaphor, the name for one thing is applied to another “with which it has become closely associated because of a recurrent relationship in common experience (Abrams 1999, 98)”. Metonymy is fairly common in journalistic texts, with the most straightforward examples being the substitution of the name for a government with its seat or capital city (e.g. “Moscow responded with increasingly hostile diplomacy”, “Essar eyes \$2.5 billion London IPO”).

7.1.3.3 Quoting

After discussing sources of information in detail in section 5.4.2., the thesis will focus on how the quoted material is actually incorporated into a news story. There are two ways of quoting a news source: using *direct quotes*, or *indirect quotes*. The former is the exception rather than a rule in news stories. When used, direct quotes serve three main purposes (Bell 1993, 207-209):

- i) to equip the journalist with “incontrovertible facts” (ibid.)
- ii) to distance and absolve the journalist and news outlet from endorsement of what the source said
- iii) or to add to the story the flavor of the newsmaker’s own words

More often, however, journalists turn what their sources say into indirect (reported) speech. “This puts the journalist in control of focusing the story, able to combine information and wordings from scattered parts of an interview (Bell 1993, 209).” Such indirect quotes are

usually signaled by the tense concord, but in some cases, the past tense is difficult to apply consistently²⁰.

7.2 Sources used

The thesis employed automated and manual data analysis. Therefore, two collections of materials were compiled. For the manual analysis, a collection of 38 agency news (20 from STA and 18 from Reuters to compensate for the lengths) was compiled, with the news items picked at random from four major categories: *politics*, *economy*, *finance* and *European affairs*. For the automated analysis, in order to extend the “fingerprinting” to a larger sample of news, the thesis used two tailor-made corpora composed of news items from the two news agencies. While parts of the research material are quoted in the thesis, the full texts could not be included due to copyright restrictions.

The STA corpus used in the analysis is composed out of a years-worth of news items freely available at the agency’s website. It contains all news items published in the period between 1 January 2009 and 31 December 2009 – no selection has been made. The corpus contains 3,825,801 words or 20,171,562 characters.

The Reuters corpus is also based on freely-available news items from the agency’s website. The corpus contains all new items published in the Domestic news category. It was trimmed to include only news between 1 January 2009 and 25 October 2009 in order to keep the amount of text comparable to the STA corpus. The collection contains 3,979,243 words or 20,704,744 characters.

Both corpora were annotated using Morphadorner, a Java-based suite for corpus annotation and processing developed by the Northwestern University, Chicago. For part-of-speech tagging, Morphadorner’s trigram tagger with a nominal accuracy of 96% was used.²¹ For the general corpora analysis and in other relevant analyses, words contained in both corpora were also lemmatized - reduced from inflected spelling to their lexical root or lemma form. In text processing, this thesis also followed the distinction between *types*, instances of distinct words in a corpus, and *tokens*, the total number of occurrences of a specific type.²²

²⁰ Concord can be ambiguous with the past tense used for genuine description of past events (Bell 1993, 209).

²¹ See <http://morphadorner.northwestern.edu/morphadorner/postagger/>

²² See Jurafsky and Martin (2000, 195)

Frequency statistics, letter distribution and general wordcounts were conducted in EVA,²³ a multipurpose text editor courtesy of Primož Jakopin at the Ljubljana Faculty of Arts.

8 Analysis

8.1 Structural features

8.1.1 Structure overview

Figure 10 shows a news story from Reuters. The news text consists of the abstract (which covers both the headline and the lead), attribution and story proper. Part of the attribution (the date and time of publishing) is outside the body of the story, as is the journalist's byline. Inside the lead (first paragraph), there is the usual agency credit and an attribution of time (*Monday*)

²³ See <http://www.laze.org/eva/>



Figure 10 – overview of basic elements of agency news copy – Reuters

Figure 11 shows an STA news story dealing with a similar topic. The news text also consists of the three essential parts – the abstract, the attribution and the story proper. The structure of the STA story is very similar to the Reuters copy – the two major differences are that the attribution carrying the exact time of publishing and the journalist's byline is located at the end of the news text, and that the typical attribution of place is here accompanied by an additional attribution of date, followed by the agency credit.



Figure 11 – overview of basic elements of agency news copy – STA

As is seen from the above examples, news texts of both agencies share the same basic elements,²⁴ but position them somewhat differently. This provides a basis for a detailed analysis and comparison.

8.1.2 Inverted pyramid and information density

In trying to find out whether the concept of inverted pyramid holds true for STA and Reuters news, this thesis adopted the information density formula proposed by Korošec. First, the collection of 40 news items was annotated using the online interface of the CLAWS4 part

²⁴ An essential part of the layout in both cases is also a list of related news, but this feature will be ignored by the analysis in this paper.

of speech tagger.²⁵ The reason why CLAWS4 was used in place of Morphadorner, which was used in all other analyses, is that CLAWS4 can produce results in a linear form right out of the box and was as such the first choice. After that the news items were tagged and saved in a text file with one sentence per line. A tagged sentence would have the following form:

But_CJC a_AT0 spokesman_NN1 for_PRP the_AT0 Legal_AJ0 Services_NN2
Commission_NN1 said_VVD the_AT0 change_NN1 in_PRP law_NN1 would_VM0
not_XX0 apply_VVI in_PRP these_DT0 cases_NN2 because_CJS the_AT0 money_NN1
had_VHD already_AV0 been_VBN granted_VVN _.

The sentences were imported into Excel one sentence per row and one token per cell. Information density of each individual sentence could then easily be computed by converting the information density formula into the following Excel formula:

= (COUNTIF(A1:BZ1;"N*")+COUNTIF(A1:BZ1;"VV*")+COUNTIF(A1:BZ1;"AJ*")+COUNTIF(A1:BZ1;"AV0")+COUNTIF(A1:BZ1;"AVP"))/(COUNTIF(A1:BZ1;"V*")+COUNTIF(A1:BZ1;"PN*")+COUNTIF(A1:BZ1;"CJ*")+COUNTIF(A1:BZ1;"PR*"))

The text within the quotation marks (N*, VV*, and so on) represents the relevant parts of speech according to the CLAWS4 C5 tag set.²⁶

Results of the analysis are presented in the two tables below. The 10 items included in the tables were randomly selected from the analysed 40 news items. The string of sentences complying with Korošec's inverted pyramid rule, which says that the information density should be decreasing which each following sentence, were shaded.

Information density per sentence in STA news					
Sentence	Item 1	Item 2	Item 3	Item 4	Item 5
1	1,45	2,09	2,40	1,89	2,36
2	1,00	1,83	1,83	1,00	1,70
3	0,50	1,82	1,27	0,88	1,38
4	0,65	1,89	1,27	0,81	1,83
5	2,29	2,50	1,80	1,24	0,89
6	1,60	1,36	1,42	2,00	1,33
7	1,60	1,44	1,50	0,88	0,80

²⁵ CLAWS4 is the latest flavour of the POS tagging software developed at Lancaster University. The software was used to tag 100 million words of the British National Corpus (BNC). See <http://ucrel.lancs.ac.uk/claws/>

²⁶ See <http://ucrel.lancs.ac.uk/claws5tags.html>

8	1,22	0,80	2,00	1,33	1,25
9	2,25	1,50	1,08	1,20	0,94
10	1,40	1,80	1,83	0,89	1,17
11	1,30	1,25	0,42	1,70	1,30
12	0,90	0,86	1,62	1,15	0,78
13	0,69	2,00			2,43
14	0,64	1,50			1,67
15	1,29				3,50
16	1,10				

Figure 12: Item 1 – PM: No reasons for LDS to Leave Coalition, Item 2 – DBS Reports EUR 402,000 in Gross Profit for 2009, Item 3 – Social Partners Remain Divided over Mini Jobs, Item 4 – Pahor: Aid Deal for Greece the Least Bad Solution, Item 5 – Zbogor Says EU's Foreign Service Should Have over 800 Members

Information density per sentence in Reuters news					
Sentence	Item 1	Item 2	Item 3	Item 4	Item 5
1	1,53	2,20	2,50	2,13	2,90
2	1,79	1,60	1,63	1,91	1,43
3	1,08	1,29	2,50	1,56	2,50
4	0,33	0,60	2,13	1,31	1,53
5	0,57	1,19	1,22	2,00	2,44
6	1,00	1,53	1,21	1,38	1,00
7	1,29	1,07	1,75	2,00	3,00
8	1,58	2,56	0,87	1,42	1,11
9	1,39	1,83		2,71	1,34
10	1,75	1,50		0,81	1,83
11	1,57	0,86		1,80	1,71
12	0,88	1,40		1,05	1,50
13	1,80	1,77		0,63	2,60
14	0,89	1,11		2,20	1,33
15		0,70		1,05	1,73
16				1,00	1,36

Figure 13: Item 1 – LibDems promise tough action on bank bonuses, Item 2 –Fitch says Greek EU deal positive but not decisive, Item 3 –Alcoa shares drop after fifth quarter loss in last six months, Item 4 - Obama seeks to soothe east European security fears, Item 5 – Essar eyes \$2.5 billion London IPO

As seen from the data, the supposed inverted pyramid structure of press agency news does not reflect very clearly in the information density figures. There is however a tendency, especially in STA news, for the first few sentences to correspond with Korošec's theory.

The news item that comes closest to the ideal information density is analysed below. Problematic is only the last paragraph, in which the background information and a full official title raise the information density count.

	Information density
Slovenian PM Reserved about EU's Economic Strategy	
Brussels, 26 March (STA) - Prime Minister Borut Pahor expressed reservations about the EU's economic strategy until 2020, saying after a meeting of EU leaders in Brussels on Friday that many Slovenian goals were more ambitious.	1.80
	>
The strategy is an attempt to reach consensus on the EU just remaining a strong political, economic and social union, Pahor said after the meeting, acknowledging that the bloc had many problems just remaining what it is.	1.38
	>
On the other hand, developing economies such as India, Brazil and China are growing fast and, by placing less emphasis on the environment and social rights, they are more competitive and can develop faster.	0.94
	>
The new strategy contains "nothing that we ourselves don't know already" and Slovenia has more ambitious goals in certain fields.	0.90
	>
Slovenia will lean on the common strategy but "it is up to ourselves" where the country will stand after the crisis, he said.	0.53
	<
EU leaders reached a general agreement on the new strategy today, but they failed to overcome their differences over educational levels and poverty reduction, European Commission President Jose Manuel Barroso told the press today.	2.44

Figure 14 – example of a news item with calculated information density values

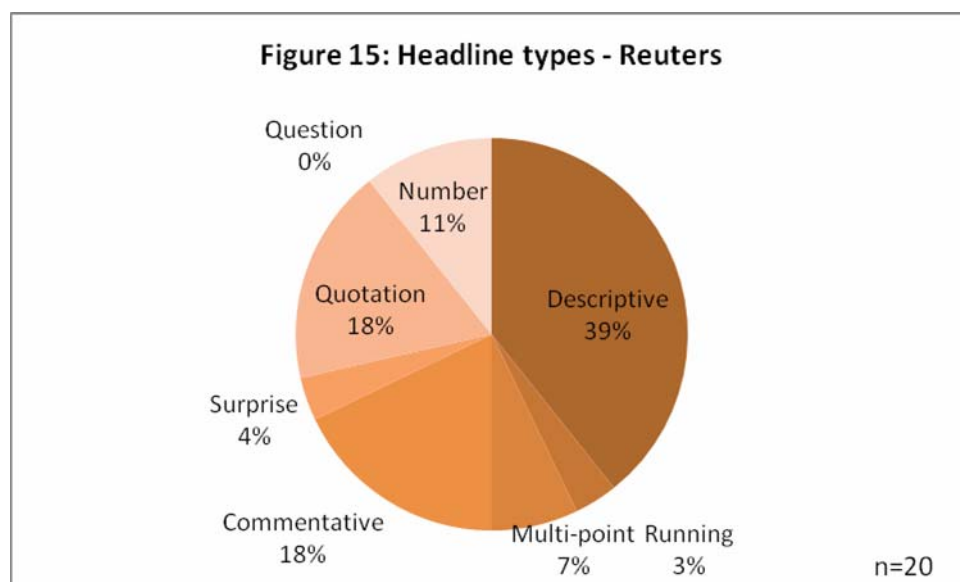
The average information density in STA and Reuters news is 1.50 and 1.55, respectively. The press agencies diverge most in standard deviations of information density values, at 0.68 for STA and 0.83 for Reuters.

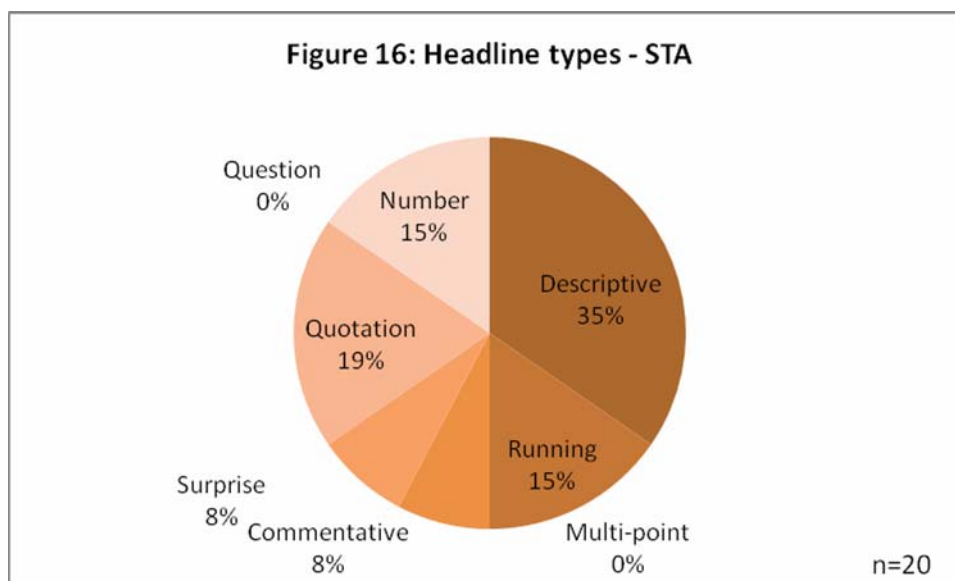
8.1.3 Headlines

The most straightforward distinction between the headlines of the two agencies is the capitalization of headlines employed by STA (“Gorenje Posts EUR 12.2M Net Loss in 2009”), whereas Reuters uses regular, uncapitalized headlines (“Hugo Boss sees profits outpacing sales”).

Based on the analysis performed on the selected news from both news agencies, the most common type of headline in both agencies appears to be the *descriptive headline*. The *quotation headline* came second in both agencies, but the spot was shared with the *commentative headline* in Reuters news. In STA copies, there were fewer *commentative headlines*, with the gap being filled by *number headlines*.

The quotation headlines in STA news are realized either through the use of colon or the speech verb – both appear equally often. Reuters headlines also use the colon, but less often so compared to the speech verb. There were no instances of the colon and the speech verb occurring simultaneously.





There were no instances of *question headlines*, as is typical of hard news. The *running story headline* type however proved to be ambiguous in headlines taken out of context, as was the case in this analysis. The type could only be employed with certainty in headlines where it was obvious the events were being forecast.

The *multi-point headline* was the headline type that set apart the news agencies the most – Reuters contained two multi-point instances (“Brown pledges reform, clashes on economy”, “Retail sales jump, housing market cools”), whereas STA contained none, which points towards a tendency to include only a single unit of information into the headline.

Certain distinctions can also be inferred from the frequency count. Based on the corpora of 10,224 STA headlines and 8,978 Reuters headlines, the following table was extracted.

Ranking	STA	Freq.		Reuters	Freq.
1	TO	2014		TO	2104
2	IN	1724		IN	1506
3	OF	1346		FOR	1045
4	FOR	958		OF	759
5	ADDS ²⁷	950		ON	688
6	ON	913		SAYS	472
7	SLOVENIA	898		UK	449
8	WEATHER	635		AND	363
9	AND	617		OVER	362
10	SAYS	602		AT	360

²⁷ The word ADDS is a service markup and is irrelevant for the analysis.

11	GOVT	536		BROWN	335
12	SLOVENIAN	461		FACTBOX ²⁸	311
13	MINISTER	424		AS	294
14	WITH	420		WITH	267
15	NEW	339		BANK	265
16	AT	326		NEW	264
17	DELO	320		AFTER	242
18	EU	309		BY	232
19	OVER	284		BRITISH	228
20	CROATIA	242		ENGLAND	224
21	EUR	229		UP	223
22	CRISIS	222		THE	218
23	UP	219		LONDON	199
24	BY	207		MAY	194
25	PAHOR	197		A	192

Figure 17 – frequencies of common headline words

As can be expected, “to”, “in”, “for”, “on” and “of” are found at the very top of the ranking, whereas words such as Slovenia, UK, (Gordon) Brown and (Borut) Pahor reflect the content mostly being dealt with. For the thesis, words that appear high up the table in one press agency but not the other are more interesting. Such are “as”, which ranks 13th in Reuters but does not appear in the top 25 in STA, articles “the” and “a” (22nd and 25th), conjunctions “and” and “after”, and the modal auxiliary “may”.

8.1.3.1 Headline vocabulary

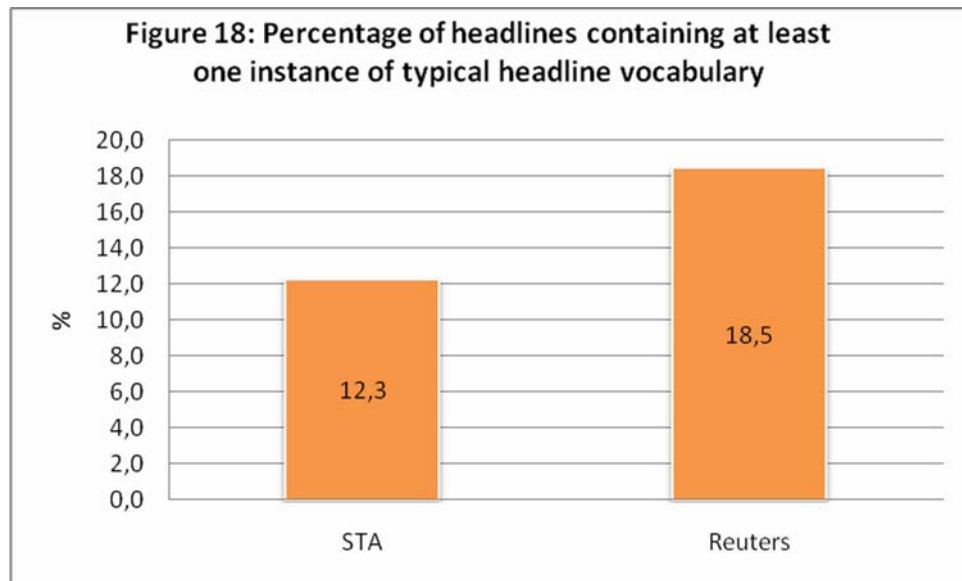
The thesis also looked for the usage of common headline vocabulary, i.e. short, sometimes hyperbolic punch-line words such as blast, axe, vow.²⁹ In the manual analysis material, there were few such typical words. STA headlines contained only one instance – “Croatia, EU *Hail* Arbitration Deal ruling”. In Reuters, on the other hand, there were three such occurrences – “LibDems promise *tough* action on bank bonuses”, “Essar *eyes* \$2.5 billion London IPO” and “Brown pledges reform, *clashes* on economy”.

Employing automated analysis based on the word list compiled by *perfectyourenglish.com* and the corpora of 10,224 STA headlines and 8,978 Reuters headlines, the analysis found 1,660 instances of typical headline vocabulary in Reuters

²⁸ The word FACTBOX is a service markup and is irrelevant for the analysis.

²⁹ A comprehensive list has been compiled by an English grammar website at <http://www.perfectyourenglish.com/writing/newspaper-headlines-vocabulary.htm>

headlines, and 1,259 in STA headlines. Taking into consideration the difference in sizes, the following chart presents the frequency of typical headline vocabulary in both news agencies:



In terms of frequency, the most common headline word in both agencies was found to be “over”, followed by “deal” and “cut”, roughly speaking. However, there is considerable variation in the most commonly used headline words of the two agencies, as is demonstrated by the following table:

STA	freq.	Reuters	freq.
OVER	284	OVER	362
DEAL	164	CUT	180
ACT	101	DEAL	92
CLEAR	92	BACK	83
BACK	43	HIT	73
CUT	40	BID	63
HIT	33	GO	56
CAMPAIGN	32	BOOST	53
BOOST	31	LEAD	46
LEAD	30	KEY	44

Figure 19 – frequencies of common headline vocabulary

8.1.4 Lead paragraph

8.1.4.1 Textual openings

Lead paragraphs of both news agencies were analysed employing Korošec's typology of textual openings. The results are presented in the following table:

News category	Textual opening		
	Quotation	News	Statement
STA	8	9	3
Politics	1	2	2
Business	2	3	0
Finance & Economy	2	2	1
European Affairs	3	2	0
Reuters	9	6	3
Politics	4	1	0
Business	3	2	0
Finance & Economy	2	4	0
European Affairs	0	0	3

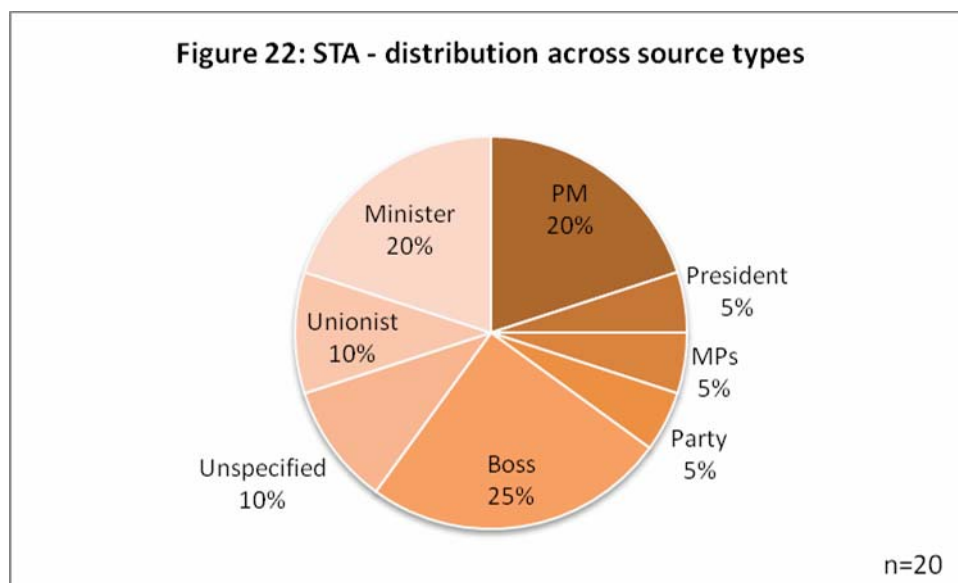
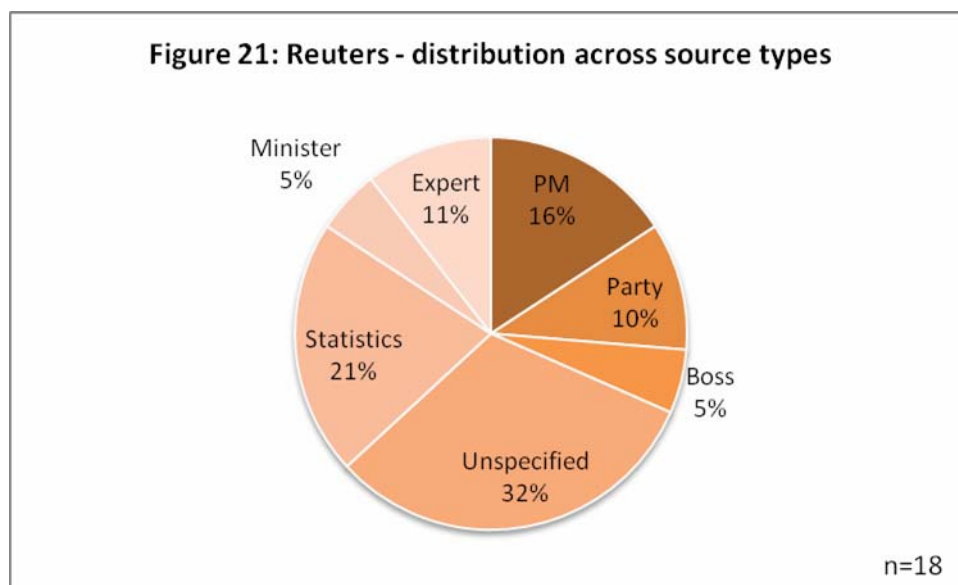
Figure 20 – overview of textual openings

Whereas the overall distribution does not show significant difference between the news agencies, specific patterns of correlation between news category and textual openings can be detected in Reuters news. In politics and business, Reuters tends to employ the quotation textual opening, the news opening appears to be reserved for financial news, while the statement opening is exclusive to European affairs.

Such patterns are much weaker in STA news. Most quotation openings are, by contrast, found in European affairs, whereas statement openings seem to be quite frequent in the Politics category.

8.1.4.2 Sources of information

The thesis also examined who is quoted as the source of information. In Reuters news, statistics and company results³⁰ accounted for over a half of the information sources, while the remaining part was comprised of the prime minister's statements, experts and party officials, in descending order. Company bosses and government ministers came last with 5% each. In STA, the situation was different however, with company bosses accounting for a quarter of all information sources. Following were political figures (the prime minister and ministers each had a 20% share), unionists (10%), while the president and members of parliament ended in last place with 5% each. The pie charts below provide a general overview of source types:



³⁰ Company results went under the Unspecified category. In most cases, this meant that the source of information was an unnamed representative of the company publishing business results.

8.1.4.3 Reporting verbs

The following table outlines the correlation between the source of information and the news performative or speech verb in lead paragraphs of the 40 agency news analysed as part of this thesis.

STA news		Reuters news	
Actor	Verb	Actor	Verb
PM	write	Minister	say
President	praise ^r	Party	seek ^r
MPs	is decided	PM	say
PM	highlight	Party	say
Party	conclude	PM	say
Boss	tell	Expert	/
Boss	present	Unspecified	say
Unspecified	report	Boss	say
Unspecified	say	Unspecified	say
Boss	tell	Unspecified	plan
Unionist	insist	Expert	say
Boss	tell	Statistics	show
Unionist	reiterate	Statistics	show
Minister	say	Statistics	show
Boss	project	Statistics	show
PM	say	PM	say
PM	say	Minister	say
Minister	hail ^r	Unspecified	pass ^r
Minister	say	Unspecified	meet ^r
Minister	/	Unspecified	say

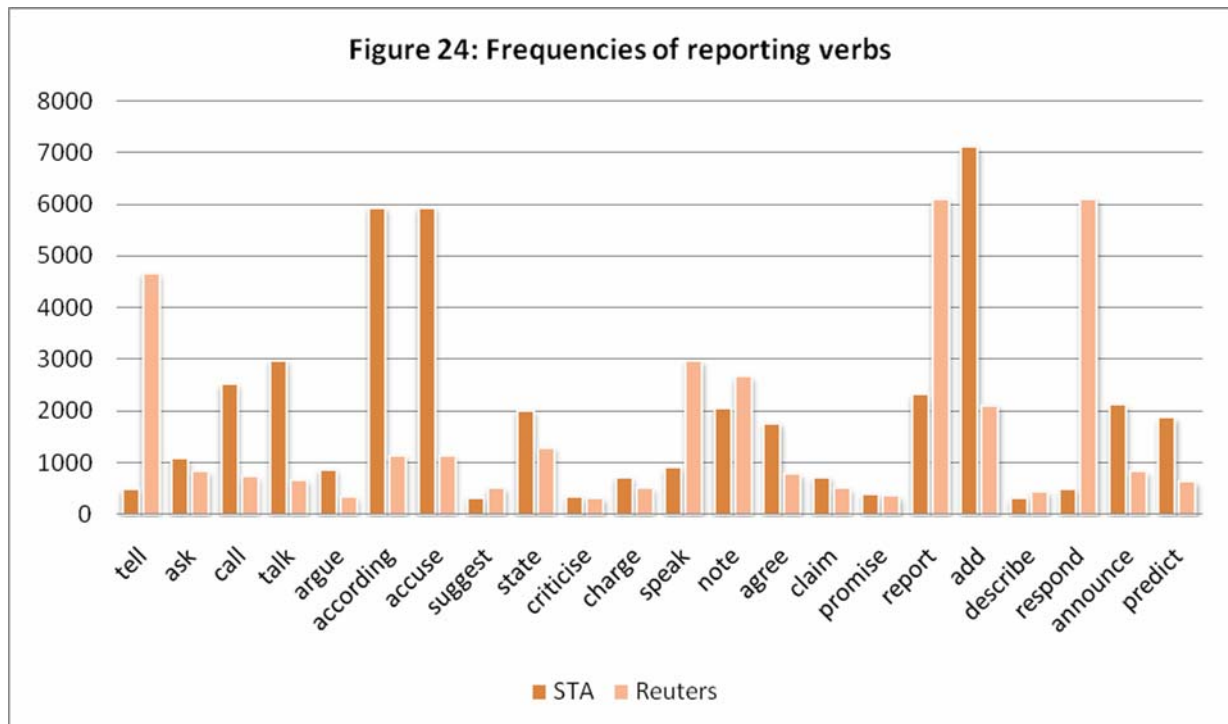
Figure 23 – reporting verbs

In lead paragraphs of Reuters news, the speech verb *say* is employed consistently with any actor, whereas in STA news, no such pattern can be identified – a number of verbs are employed, including reporting verbs that convey evaluative meaning such as *insist* and *reiterate*.

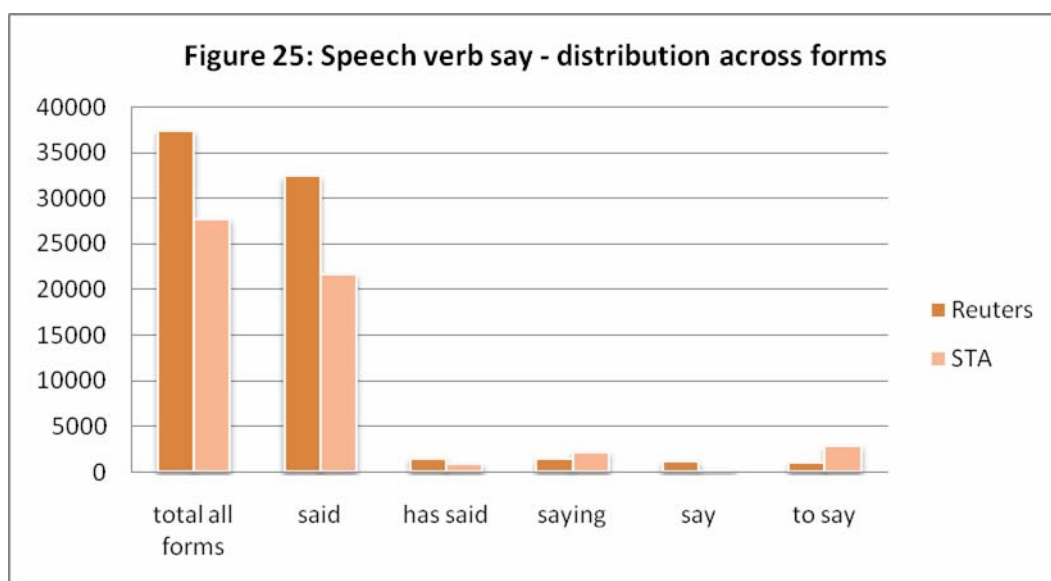
Taking the investigation to the corpora level, the thesis found the most common speech verb indeed to be *say*, with almost 40,000 instances in the Reuters corpus and 30,000 in the STA corpus. Other verbs trail far behind, with four major anomalies; the verb *tell* is

^rThese are verbs *common in reporting* and are not *reporting verbs* in the strict linguistic sense.

being used far more often in Reuters, whereas the construction *according to*, and news performatives *accuse*, *state*, *announce* and *predict* are much more frequent in STA news. The verbs *told*, *report* and *respond* are on the other hand used much more in Reuters. Frequencies of all verbs bar *say* are presented in the following table:

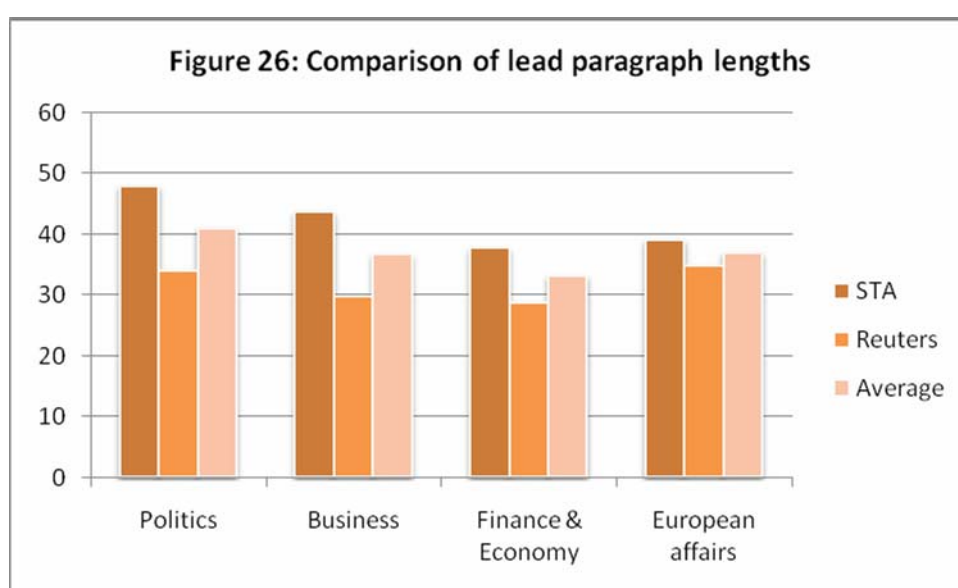


Looking in more detail at the verb *say* revealed, apart from the fact that it is used by Reuters considerably more often than by STA, that the forms *to say* and *saying* are employed more often by STA than Reuters:



8.1.4.4 Lead paragraph lengths

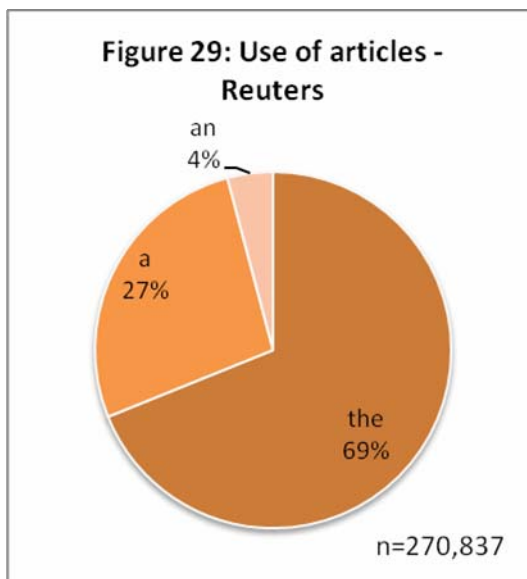
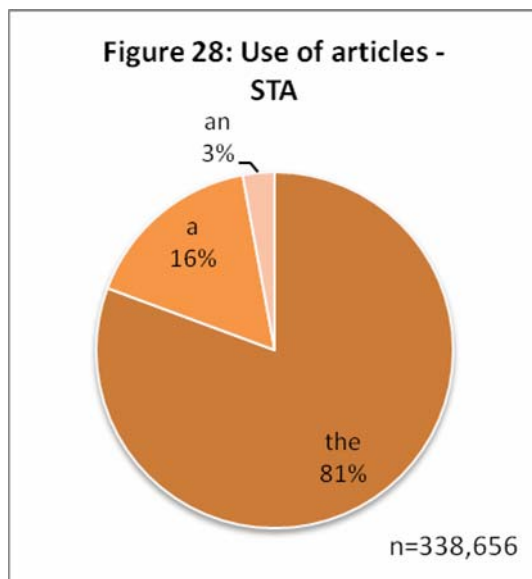
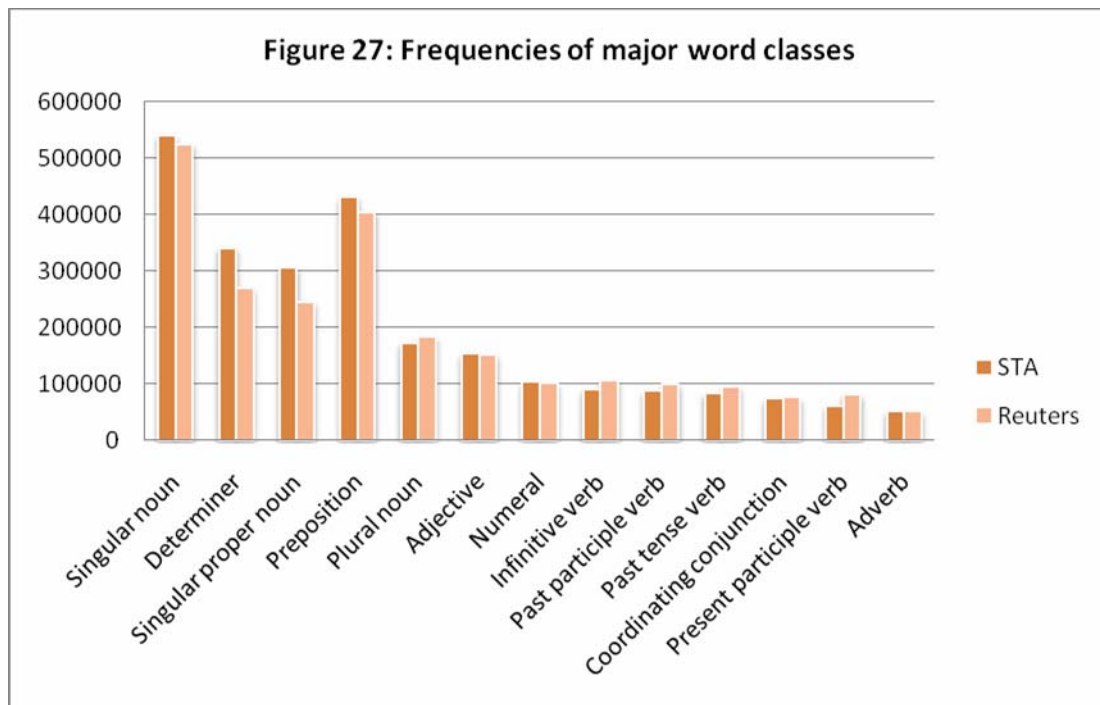
The 35 word limit mentioned in 5.4.4 was not found to be the rule by the analysis conducted as part of the thesis. While lead paragraphs of Reuters hover at or slightly above the 35-word limit, STA's leads are considerably longer, at almost 50 words in the politics category. The average lead length in STA news is 42 words, whereas Reuters' average stands just below the limit, at 34 words. Lengths of Reuters' leads are more consistent, with the average deviation at 5.8 while STA leads diverge by over 8 words. In STA news, lead lengths are the most consistent in business and financial copies, whereas in Reuters length consistency is the most evident in copies dealing with politics.



8.2 Linguistic features

8.2.1 Overview

The automated analysis of lexical categories (parts of speech) revealed several noteworthy discrepancies in the two corpora. In the chart presented below, major differences in the frequencies of the different parts of speech.



8.2.2 Vocabulary

Both agencies employ descriptive, specific vocabulary, with few idiomatic phrases. Only two examples of idiomatic expressions were found. In Reuters, the idiomatic expression found was the idiom “where the axe will fall”, whereas in STA news the expression was “on the right side of the ball”.

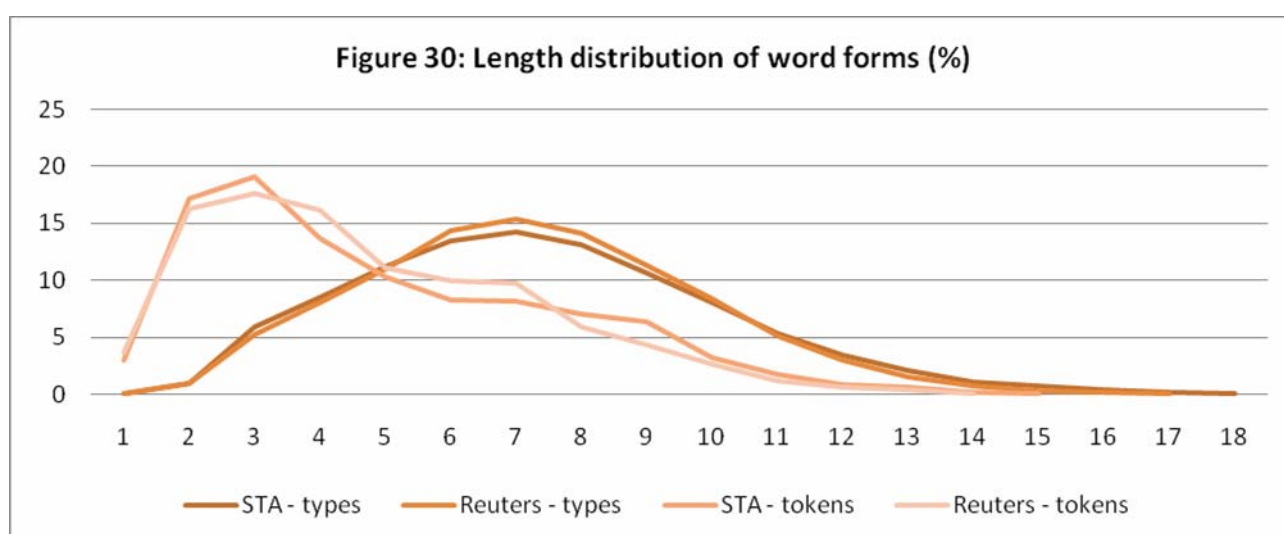
STA, however, has a slightly more formal and complex vocabulary with 1.68 syllables on average. Reuters has 1.59 syllables per word. Both agencies employ specialized vocabulary, especially in economic news; examples in Reuters include *initial public offering (IPO)* *earnings before interest, tax, depreciation and amortization (EBITDA)*, *private equity*, *bookrunner* and *acquisition*.

Specialized words in STA news focus on politics: *confidentiality tag*, *transcript*, *state prosecution bill*, *legislative proposals*, *state secretary in the prime minister's office*, and economy: *restructure sources to extend their maturity*, *the patent hypertension drug for pernadopril*.

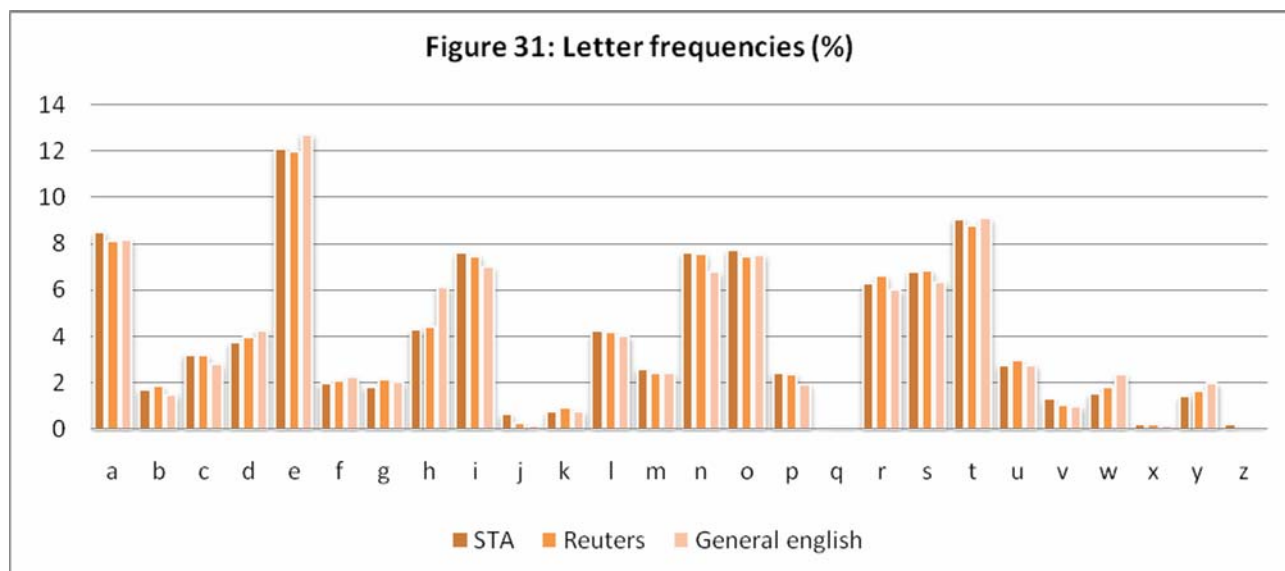
The automatic corpora analysis identified 36,340 distinct words (types) in STA news. The number in the Reuters corpus was strikingly higher, at 51,207 word types. Excluding proper nouns and adjectives, there were 26,548 types in the STA corpus and 36,418 in Reuters. The average word length in STA was 5.27, whereas in Reuters it was slightly lower, at 5.20 letters per word.

Related to word lengths is also the Gunning Fog Index, which gives an estimate of how readable a passage of text is. The index is calculated based on variables such as sentence length and number of complex words (three syllables or more), excluding compounds and proper nouns. Reuters news texts had a Gunning Fog Index of 13.13, whereas in STA news it was higher, at 14.99.

Calculated were also the lengths of words in the corpora. The distribution of types and tokens, single occurrences of a specific type, are presented in the chart below:



Similarly, relative frequencies of letters were calculated, and compared to the frequencies in general English texts.³²



8.2.3 Nouns

Looking at the nouns with highest frequencies, it is difficult to infer major differences in style between the two news agencies as the use of nouns is directly related to the content of the news reports. However, proper nouns are used much more in STA news (9.51% or 364,000 in occurrences in corpus) than in Reuters news (6.11% or 243,000). Day names (“Thursday” and “Wednesday”) appeared in the top 20 of the STA nouns whereas in Reuters they did not, which points to the relative importance of date attribution in STA news.

Below is a table showing the 20 most frequent nouns in both news agencies:

³² Data taken from Lewand 2000, 36.

Figure 32: Frequencies of frequently used nouns							
Reuters (1,012,653)		STA (1,273,112)					
UK	19832	Ljubljana	26660	time	4073	company	5817
London	7886	Slovenia	19217	bank	3864	Pahor	5696
year	6865	Eur	16265	world	3624	press	5628
business	6303	Minister	10868	sports	3624	president	5397
government	5833	government	10520	England	3456	Thursday	4982
people	5815	EU	7248	U.S.	3072	ministry	4929
pounds	4381	Slovenia's	7010	economy	3037	state	4875
Britain	4149	Year	6360	police	3868	party	4632
years	4123	European	5957	week	2790	Wednesday	4590
				months	2752	crisis	4570
				group	2666	countries	4473

8.2.4 Adjectives

Adjectives in both news agencies were generally referential, but there were also some evaluative words. Reuters examples (mostly in financial news) include *high*, *big*, *biggest*, *tough* and *strong*. Evaluative adjectives found in STA news include *important*, *biggest*, *lower*, *higher* and *good*. Generally, adjectival forms were more frequent in Reuters news (545 adjectives) than in STA news (479).

On the corpus level, STA had 7,900 comparatives, by far the most common being *higher* (1,625 occurrences) and *further* (1,429), and 8,100 superlatives; *biggest* was by far the most popular adjective, with 2,896 occurrences, compared to 1,216 instances of *latest*, which came second. There were 183,000 (4.78% of the total corpus) general adjectives; see table below.

Figure 33: Common adjectives in the STA corpus (n=3,825,801)					
Comparative (~7,900 or 0.20%)		Superlative (~8,000 or 0.20%)		General (~183,000 or 4.78%)	
higher	1625	biggest	2896	new	6477
further	1429	latest	1216	public	4738
later	663	best	1088	economic	3497
better	592	largest	631	prime	3070
lower	543	highest	481	foreign	2833
greater	259	lowest	311	financial	2715
stronger	210	worst	213	former	2507

smaller	143	poorest	123	parliamentary	2475
bigger	141	strongest	100	political	2409
shorter	139	greatest	98	international	2214

The gap between the words spearheading the adjective ranking in Reuters news was considerably narrower. Among comparatives, *later* and *further* were the most frequent, while *biggest* and *best* topped the superlative list. There were 153,000 general adjectives, which represent 3.84% of the words in the corpus.

Figure 34: Frequencies of common adjectives in the Reuters corpus (n=3,979,243)

Comparative (~8,600 or 0.21%)		Superlative (~7,200 or 0.18%)		General (~153,000 or 3.84%)	
later	1155	biggest	1331	new	5174
further	1000	best	1110	financial	3264
higher	709	worst	746	public	2984
better	624	highest	701	economic	2315
lower	538	latest	622	good	1711
greater	495	largest	557	former	1650
smaller	263	lowest	315	likely	1518
bigger	256	greatest	182	international	1517
stronger	212	sharpest	105	prime	1431
wider	210	slowest	91	major	1413

8.2.5 Adverbs

There is a major difference in the use of the adverb *also*, as demonstrated by the table below. The adverb *also* is especially frequent in STA news (14,319 occurrences compared to 5,998 in Reuters). In a detailed analysis, the use of other adverbs was also found to diverge considerably – standing out most were *meanwhile* (119 in Reuters against 2649 in STA), *today* (691 to 2266), *only* (1971 to 3864), *moreover* (33 to 878) and *thus* (41 to 803).

On the other hand, adverbs that appeared high in the Reuters ranking but low in STA included *more* (3876 in STA compared to 5213 in Reuters), *very* (1487 to 2401) and *particularly* (102 to 528).

Figure 35: Frequencies of common adverbs

STA		Reuters	
also	14319	also	5998
out	5315	out	5378
more	3875	more	5213
only	3810	now	3338
today	2893	so	3160
so	2531	still	2441
most	2463	very	2401
already	2227	back	2270

meanwhile	2212	well	2046
now	2081	only	1971
still	1952	just	1703
even	1935	most	1664
well	1931	like	1617
very	1486	already	1486
then	1281	earlier	1459
too	1208	then	1410
far	1135	even	1387
especially	1076	too	1301

8.2.6 Verbs

While verbs are mostly dynamic, stative verbs become more common later in the structure of the news, when background information on the story is given. Ignoring reporting verbs, which were discussed in an 8.1.4.3, the most common verbs in both news agencies were *be*, *do*, *take*, *make* and *give*.

Figure 36: Frequencies of common verb forms

STA		Reuters	
be	117576	be	95328
will	44748	have	40566
have	31641	say	38078
say	28168	will	22439
add	7700	can	8583
can	7122	do	7670
do	6611	make	6136
take	5912	take	5822

shall	5039	tell	5067
tell	5032	go	4832
make	4736	get	4447
expect	4669	come	3728
meet	4601	see	3704
hold	3911	show	3508
believe	3656	expect	3452
include	3483	give	3399
talk	3403	win	3333
give	3106	think	3186
get	3091	include	2976
may	3034	may	2956

When comparing frequencies of all verbs bar reporting verbs which are discussed in section 8.1.4.3, *present* (2617 in STA compared to 208 in Reuters), *discuss* (2663 to 407), *decide* (2364 to 668), *adopt* (1626 to 170) and *attend* (1628 to 246) stood out the most.

On the other end of the scale were *win* (1260 occurrences in STA and 3333 in Reuters), *show* (1904 to 3508), *play* (795 to 2358) and *spend* (801 to 2228).

8.2.7 Clause types and structure

For this part of the analysis, common sentence structures typical of journalistic texts were selected and then their use in both news agencies was analysed. Structures selected for the analysis were:

- i) Non-finite participial clauses:

With opinion polls pointing to an inconclusive result in an election on May 6, Brown will on Monday seek to win support with a promise to protect spending on schools, health and policing.

- ii) “Supplementive” clauses:³³

*Since being acquired by Lasko in 2001, the number of workers at Jadranska pivovara has been cut from 1,500 to 65, **with beer production curbed from 350,000 to 65,000 hectolitres.***

- iii) Non-finite infinitival clauses:

***Campaigning to lead his party back to power after 13 years of Labour rule,** Cameron unveiled a document that said tackling Britain's bulging deficit was a priority but that did not have to come at the expense of quality public services.*

- iv) Adjectival relative clauses occurring in the subject of the main clause:

*The Labour Party, **which has cut the Conservatives' lead from 20 points last year to 7-8 points,** will publish its election manifesto on Monday.*

- v) Finite adverbial clauses:

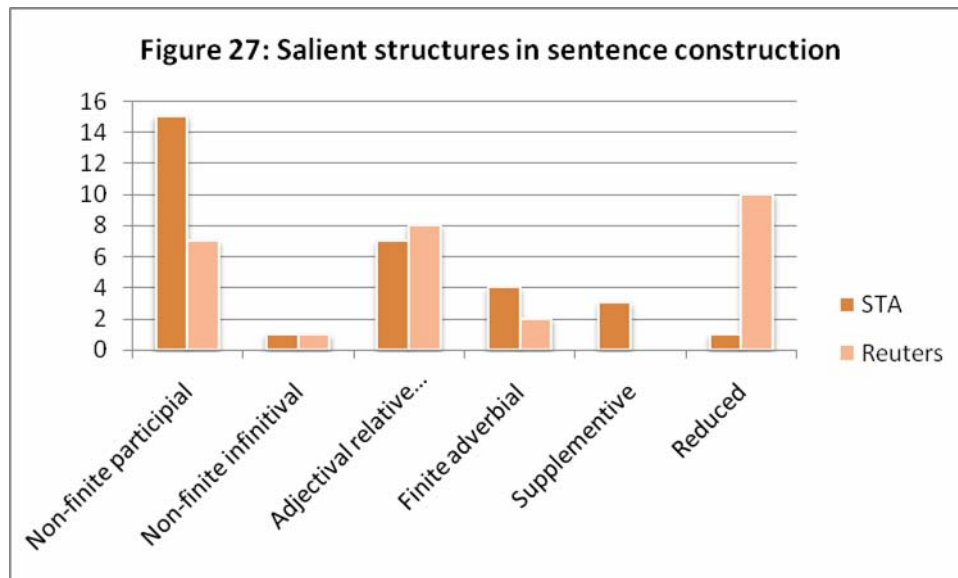
***While some legal experts and the opposition have called for changes to ratify the treaty with a two-thirds majority (60 MPs in the 90-seat legislature),** a simple majority (the majority of the MPs present at the session) is enough under the existing legislation.*

- vi) Reduced clauses

³³ A special type of non-finite participial clauses. Klinar (1996, 244-245) notes that the *with* + participle construction rarely emerges in Slovene to English translation although it provides useful solutions for translating subordination, coordination, semi-sentences and idioms.

*The Conservatives, **out of power since 1997**, are due to publish their own election manifesto on Tuesday.*

Analysis results are summarized in the following chart:



As is evident from the charts, there are two major features whose use sets apart the news agencies. The non-finite participial clauses are used almost three times as often in STA news compared to Reuters. Similarly, the use of finite adverbial is also characteristic of STA news, whereas the suppletive clauses appear to be used by the news agency exclusively. Reuters, on the other hand, favors the use of reduced clauses.

8.2.8 Noun phrases

In the category of noun phrases, two structures typically used to provide additional information on the main agent in a news text were analysed:

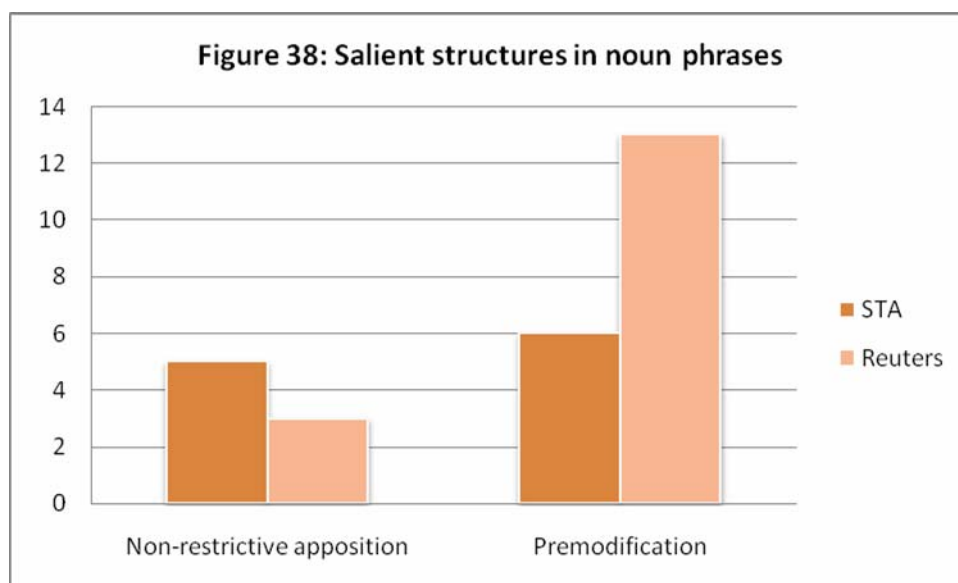
- i) Non-restrictive apposition:

*Russia's UC RUSAL (0486.HK), **the world's biggest aluminium producer**, plans to boost output and restart a mothballed plant after reporting a better-than-expected profit for the second half of 2009.*

ii) Premodification of the noun:³⁴

***Indian conglomerate** Essar Group plans to file papers for a \$2.5 billion (1.6 billion pound) initial public offering of shares in its energy and power businesses next week, two sources with direct knowledge of the matter said.*

Results of the analysis are presented in the following chart, which highlights the preferred use of restrictive apposition in Reuters compared to STA.



8.2.9 Verb phrases

The only notable difference between the two news agencies was a slight departure in the use of present-tense modal verbs in STA news. A small difference in the use of progressive aspect in STA news was also discovered, but the anomaly was limited to text in direct quotations, and was as such ignored by the analysis. The table below presents an overview of verb forms in both corpora:

³⁴ According to some grammars, this structure can also be analysed as a type of apposition. According to Greenbaum (1996, 232), titles are well established (e.g. “Prime Minister Borut Pahor”) as apposed to appositives which are usually ad-hoc (e.g. “household appliance maker Gorenje”). The use of titles is typical of news reports of both agencies, and will as such be ignored by the analysis.

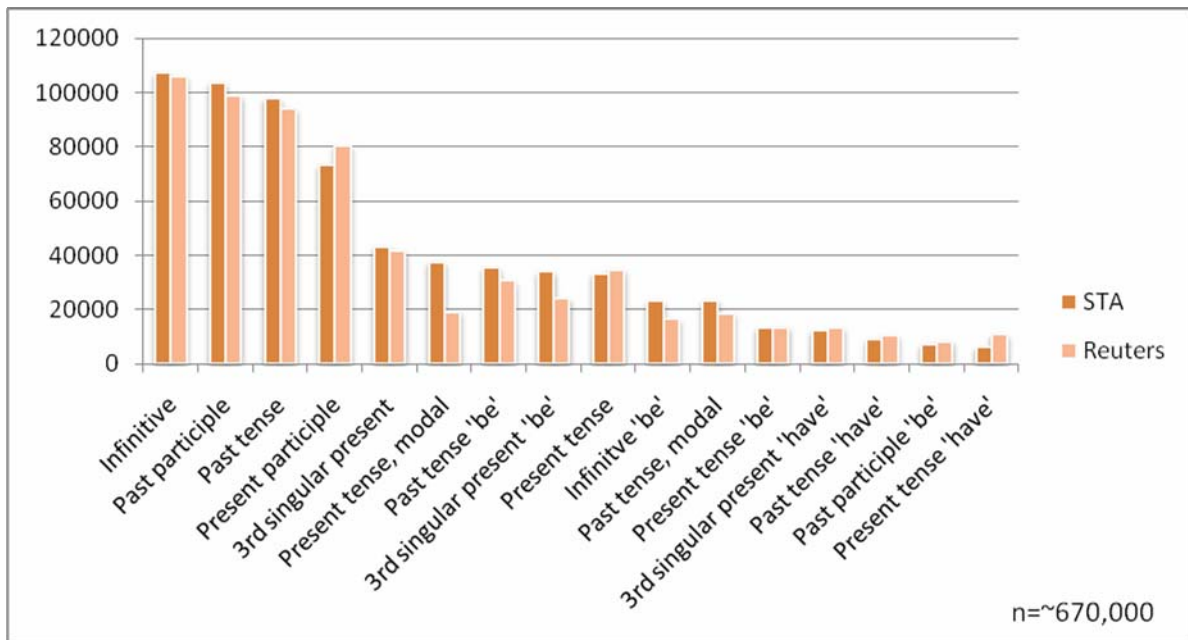


Figure 39 – overview of verbs forms in corpora

8.2.10 Lexical cohesion

A total of 243 cohesive ties following the main storyline of each news item were identified and analysed. Roughly 120 cohesive types were found in the news of each of the news agencies. The results are presented in the table below:

	Repetition	Super- ordinate	Collocation	Synonym	Near- synonym	Category total
STA						
Politics	12	7	6	2	0	27
Business	15	20	5	0	3	43
Finance&Economy	4	9	7	4	1	25
European affairs	12	4	6	5	0	27
Tie type total	43	40	24	11	4	
Reuters						
Politics	13	7	4	2	4	30
Business	14	14	1	1	0	30
Finance&Economy	9	2	13	3	4	31
European affairs	2	7	13	2	6	30
Tie type total	38	30	31	8	14	
Universal total	81	70	55	19	18	243

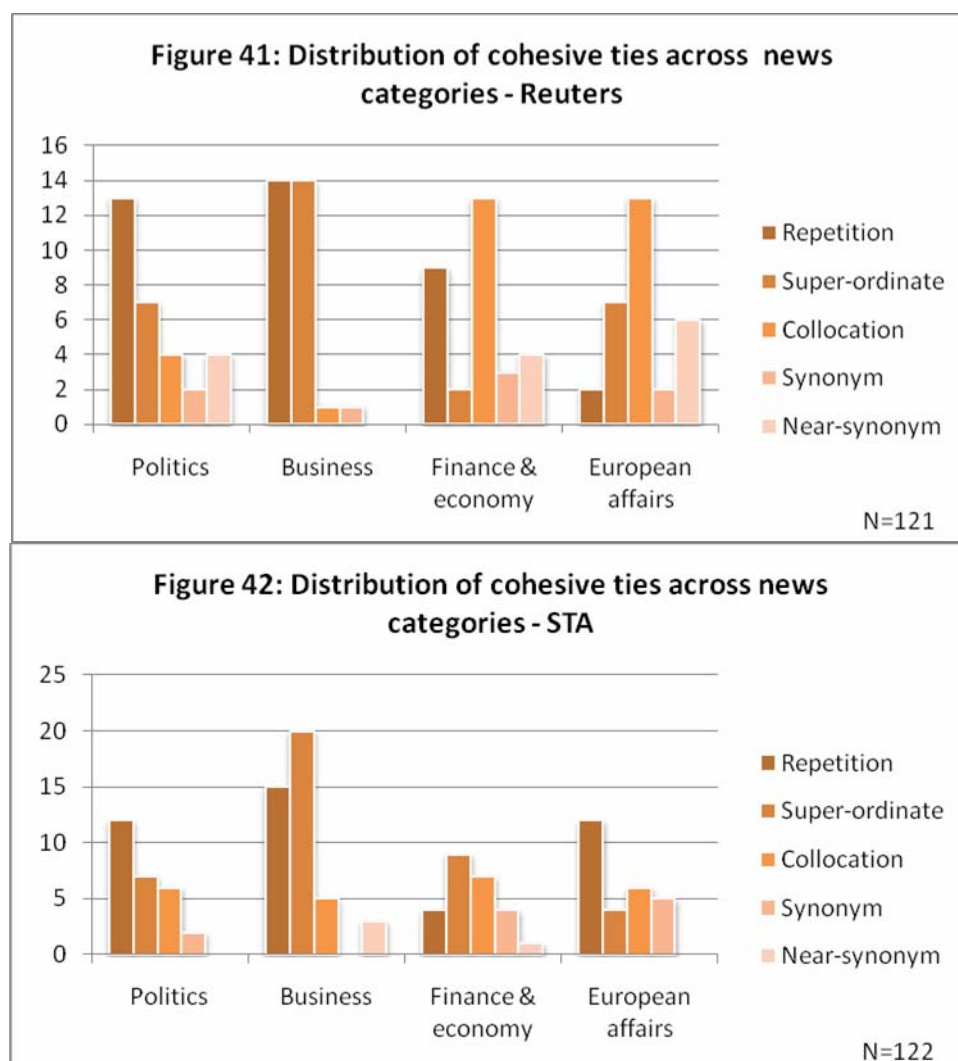
Figure 40 – lexical cohesion overview

Looking at category totals, cohesive types are equally distributed in all Reuters news categories. In STA however, Business was found to be the most cohesive of the

four categories on account of super-ordinate cohesive ties. The most frequent ties in this category were those between the company name (e.g. “Gorenje”), its description (“the home appliance maker”) and a general super-ordinate word (e.g. “the company”).

Repetition was the commonest cohesive tie in both news agencies, but was employed slight more often in STA news, along with the super-ordinate tie. The agencies diverged most in the use of near-synonym as the cohesive tie, with 14 instances in Reuters compared to only four in STA news (e.g. “certain measures – austerity measures – financial restructuring”). Collocation came next, with 24 instances in STA news and 31 in Reuters (e.g. “overborrowing – budgetary sins – domestic challenges”). Synonym was the least used cohesive tie in both news agencies – examples include “manifesto – agenda – commitments”.

Distribution of tie types across agencies and news categories is demonstrated in the following charts:



8.2.11 Conjunctive cohesion

This section presents results of the analysis of conjunctive cohesion, the type of grammatical cohesion that establishes logical links between two (usually adjacent) sentences. In Reuters news, a total of 15 ties were identified, whereas STA news relied on conjunctive cohesion more frequently, with almost twice as much such ties discovered. Results are presented in the following table:

	<i>Additive</i>	<i>Adversative</i>	<i>Causal</i>	<i>Temporal</i>
Reuters	Total: 3 <i>also</i> (3)	Total: 9 <i>but</i> (7) <i>though</i> (1) <i>still</i> (1)	Total: 1 <i>as a result</i> (1)	Total: 2 <i>since</i> (1) <i>now</i> (1)
STA	Total: 18 <i>also</i> (14) <i>moreover</i> (4)	Total: 6 <i>however</i> (4) <i>but</i> (2)	Total: 3 <i>therefore</i> (2) <i>thus</i> (1)	Total: 3 <i>meanwhile</i> (3)

Figure 43 – overview of conjunctive cohesion

Additive conjunctive ties were heavily used in STA news, while in Reuters, the adversative ties appear to be favored. STA news included fairly long conjunctions – *meanwhile*, *therefore*, *however* and *moreover*, where Reuters news mostly took advantage of short words – *but*, *since* and *now*. Additive conjunction *also* was present in text of both news agencies, but was much more frequent in STA news, with 14 occurrences compared to three in Reuters. The context of each tie and more details are presented in the appendix.

8.3 Some journalistic features examined

In the following sections, results of the analysis of journalistic features considered relevant for the thesis are presented.

8.3.1 Means of expressing (un)certainty

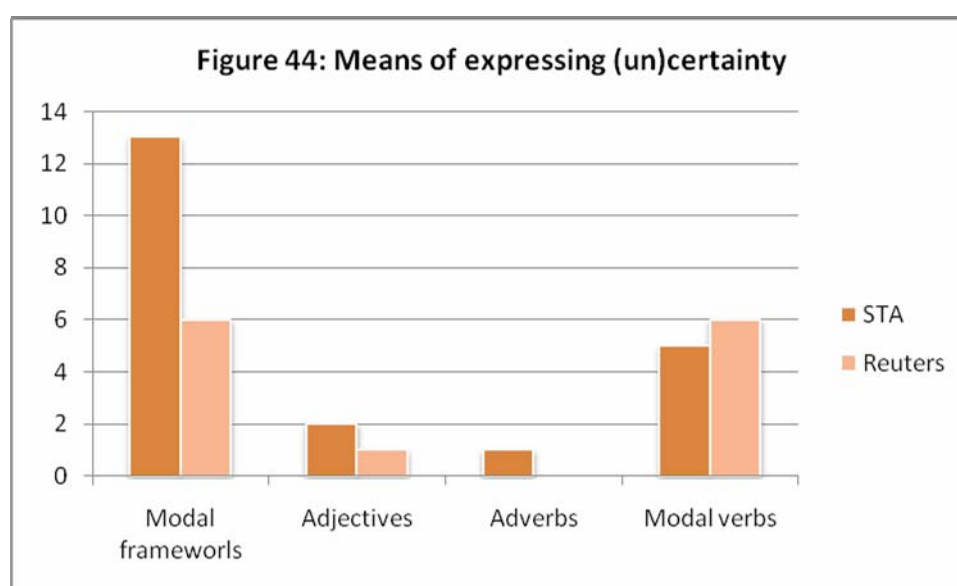
Instances of modality were identified and are listed in the table below. As expected, instances of epistemic modality (e.g. the type of modality dealing with certainty, probability, or possibility (Greenbaum 1996, 80)) were relatively few, whereas deontic modality (e.g. modality dealing with ability, permission, intention and

obligation (ibid.)) was absent for the news agency texts – direct and indirect quotes excluded – almost altogether.

Instances of epistemic modality found in both news agencies were classified into four groups:

- i) Modal frameworks, which usually contained a passive verb: *Imports are expected to grow*
- ii) Adjectives: *Alleged violations, suspected infringement*
- iii) Adverbs: *The government will probably have to draw up a supplementary budget*
- iv) Modal verbs: *Mini jobs may not mean less regular employment*

In the analysis, news agencies were found to diverge in the main means of expressing modality – STA does so mainly though modal frameworks, whereas Reuters favors both modal verbs and frameworks. Adjective and adverbs expressing uncertainty are more the exception than the rule in both news agencies. For details, see the chart and the table below:



Group	Examples
STA	
Modal frameworks Total: 13	<p>The National Assembly is expected to ratify the border arbitration agreement</p> <p>The growth is expected to be fuelled by exports</p> <p>Imports are expected to grow</p> <p>Exports are projected to grow by</p>

	<p>Unemployment rate is expected to rise</p> <p>Revenues are expected to increase</p> <p>The rail operator is expected to employ</p> <p>Investment is set to drop again</p> <p>Trade balance is expected to deteriorate</p> <p>Bosnia-Herzegovina is expected to be on the agenda</p> <p>EU ministers are also expected to extend the mandate of the ALTHEA operation</p> <p>Minister Zbogar is expected to present Slovenia's proposal</p> <p>results are more likely to be better than planned</p>
<p>Adjectives</p> <p><i>Total: 2</i></p>	<p>alleged violations</p> <p>suspected infringement</p>
<p>Adverbs</p> <p><i>Total: 1</i></p>	<p>The government will probably have to draw up a supplementary budget</p>
<p>Modal verbs</p> <p><i>Total: 5</i></p>	<p>Mini jobs may not mean less regular employment</p> <p>Mini jobs would be limited to 14 hours per week</p> <p>A total of 3,000 would lose their jobs directly, while the actual number could be twice that</p> <p>National diplomatic service should each contribute a third of the members</p> <p>Some 280 diplomats should come from national diplomatic services</p>
Reuters³⁵	
<p>Modal frameworks</p> <p><i>Total: 6</i></p>	<p>an election to be held on</p> <p>branches are expected to fetch more than</p> <p>figures are expected to show recovery</p> <p>arguments are set to dominate the election campaign</p> <p>budget measures are expected to deepen an economic contraction</p> <p>The pace of improvement was unlikely to be sustained</p>
<p>Adjectives</p> <p><i>Total: 1</i></p>	<p>representation at trials expected later this year</p>
<p>Modal verbs</p> <p><i>Total: 6</i></p>	<p>the second biggest opposition party who would hold the balance of power if</p> <p>no side wins an overall majority in parliament</p> <p>banks would also be required to publish names</p> <p>legal costs could cost as much as 3 million pounds</p> <p>the offering in London to institutions would help ambitious plans</p> <p>whose support Labour may need to form a government</p> <p>investor doubt could eventually drive Athens to grab the aid</p>

Figure 45 – examples of modality

³⁵ In Reuters news, no instances of adverbs used to express modality were found.

8.3.2 Rhetorical tropes

In the following subsections, results of the analysis of select rhetorical tropes will be presented. The analysis looked only at tropes used by the news agencies themselves - tropes in direct speech were ignored.

8.3.2.1 Metaphors

Metaphors in news of both agencies were much more common than was initially expected. News texts from both agencies included a raft of metaphors, especially in financial news. The majority of metaphors were however so common that they hardly, if at all, came across as possessing the property of stylistic markedness, as was theorized in sections 7.1.3.2 and 2.2. Instead, metaphors in news texts were found to be employed primarily to open up a channel to communicate rather straightforward information of mostly technical nature (e.g. “Shares fall” is used to communicate the sense that “share prices decrease”). Sometimes, however, their role drifted towards filling a gap in the vocabulary³⁶ by compressing various meanings into small chunks. For example, the metaphor “profits slump” packs more meaning than “shares fall”, as it communicates the sense that “profits decreased suddenly and by a large amount”. Another example is “rescue package”, which comprises even more meanings.

With the (near) absence of stylistic markedness, metaphors identified by the thesis can be labeled reporting metaphors and classified according to the amount of compressed meaning they carry. Such a classification would put simple technical metaphors such as “shares fall” or “profits grow” at one end of the scale, and compressed meaning metaphors “budgetary sins”, “flagship of economy” and “aid lifeline” on the other.

Generally, metaphors from both ends of the scale were more frequent in Reuters news than in STA. Instances of metaphors identified as part of the analysis were excerpted and are presented in the following table:

³⁶ The gap-filling role is described by Vidovič Muha (2000, 150) is briefly summarised in section 7.1.3.2.

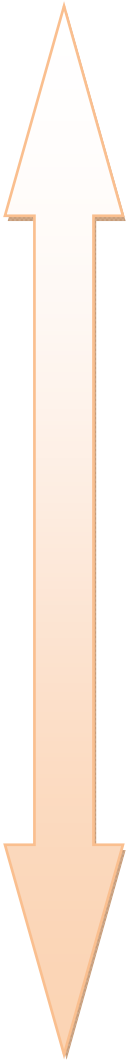
Amount of meaning carried	Example reporting metaphor	
<div>High</div>  <div>Low</div>	<div>STA</div> <p>... in the absence of any international shocks, IMAD expects inflation to reach 1.3% this year...</p> <p>... is one of the flagships of Slovenia's economy ...</p> <p>... the banks will have to sit down with the construction companies...</p> <p>... Profits slump ... earnings slump ... growth fuelled by exports ... labour costs soared</p> <p>... inflation rate will fall... imports are expected to grow... investment is set to drop again ...</p>	<div>Reuters</div> <p>... Greece should not be given clemency after years of budgetary sins.</p> <p>The election is shaping up to be the tightest race since 1992.</p> <p>... tax rates have already emerged as one of the key campaign battlegrounds.</p> <p>... plans to boost output and restart a mothballed plant after reporting a better-than-expected profit ...</p> <p>The euro zone's rescue package for Greece is positive but not decisive...</p> <p>...persisting investor doubt that could eventually drive Athens to grab the aid lifeline.</p> <p>But the hurdle of a 10-year, 8.5 billion euro bond that it must raise money to repay in May still looms.</p> <p>... plug the gap in consumption</p> <p>... prices plunged ... sales jumped sharply ... tap the aid ... repair public finances</p> <p>Cut spending ... undermine economic growth ... shares fall ... cut the investment rating ... profits outpacing sales ... profits grow ... budget gap ... sales jump ... exports have been weak ... spending squeeze ... prices have recovered ...cut deficit ... clean up budget rules ...</p>

Figure 46 – metaphors sorted according to amount of meaning

8.3.2.2 Metonymy

Metonymy was fairly common in analysed texts of both news agencies. Examples of metonymy found can be divided into three major categories:

- i) Organizations: *various companies, political outfits, (state) institutions, banks, unions etc.*
- ii) Cities: *Athens, Ljubljana, Washington*
- iii) Countries: *Poland, the Czech Republic, Russia*

The thesis found no major differences in the use of metonymy. This confirms that the trope is a staple ingredient in agency news, as metaphors were found to be in the previous section, and carry no special stylistic salience.

8.3.2.3 Hyperbole

As is expected for hard news, the analysis found few examples of exaggerated language. Most of them were found in the categories of business and politics, either to stress the seriousness of changes or the political atmosphere. STA news contained three instances of hyperbole, whereas Reuters contained almost twice as many:

- i) STA:

*All of the demands are related to the **clash** between the justice minister, who is an LDS member, and the state prosecutor general.*

*If the limits are too restrictive, moonlighting will **explode**, if they are too loose, mini jobs will hurt regular employment, said Dusan Rebolj, the head of the Pergam trade union.*

*Kranjec highlighted that labour costs **soared** in late 2008 and 2009 compared to rival economies.*

- ii) Reuters:

*He said the Conservatives would have to cut spending very sharply to fund promised tax cuts and this would mean **slashing** frontline public services and neglecting parts of society.*

*The main focus would remain on Greece carrying out its pledge to **slash** its public finance deficit by a third to 8.7 percent of gross domestic product this*

year and deal with a 300 billion euro debt pile equal to 125 percent of annual output.

*Brown pledges reform, **clashes** on economy*

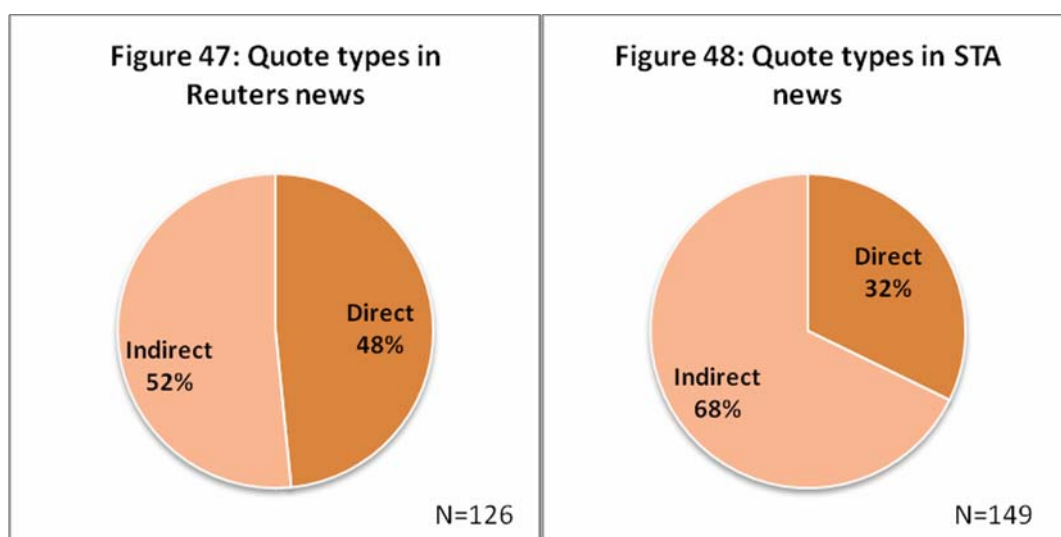
*Conservative leader David Cameron used a **bruising** parliamentary session to accuse Brown of wrecking the economic recovery with plans to raise payroll taxes.*

*With the parliamentary chamber in **uproar**, Brown **hit back** by accusing the Conservatives of putting growth and jobs at risk with their plans for public spending cuts to reduce the gaping budget deficit.*

8.3.3 Quoting

The use of quoting proved to be one of the areas where the styles of the two press agencies diverged most. As shown in the charts below, Reuters uses about the same amount of direct³⁷ and indirect quotes in its news. In STA news, however, indirect quotes account for over two thirds of total quotes. In both news agencies, indirect quotes observe the tense concord rule with few exceptions.

In terms of grammar, the main difference between quoting in both news agencies is the omission of *that* in indirect speech in Reuters news (“*Clegg said banker bonuses over 2,500 pounds would have to be paid in shares[...]*”), whereas in STA *that* is used consistently (“*Krajnec said **that** fixed capital formations are forecast to expand by 2.6%.*”)



³⁷ Only direct quotes with three words or more were counted as direct quotes.

Figure 49: Distribution of quote types across news categories				
	STA		Reuters	
	Direct quotes	Indirect quotes	Direct quotes	Indirect quotes
Politics	15	25	23	18
Business	5	22	6	15
Finance & Economy	15	33	16	17
European Affairs	13	21	16	15

Looking at quotes by categories, it becomes apparent that Reuters relies on direct quotes rather heavily in politics, whereas STA news employ more paraphrased, indirect quotes. With the exception of the Business category, the ratio between direct and indirect quotes stands in the region of about 1:1 for Reuters news. In STA, indirect quotes prevail in all four categories.

9 Discussion

As the thesis has so far demonstrated, there are several significant differences in how STA and Reuters use various journalistic and linguistic means. These differences can be attributed to a raft of factors, ranging from the content actually being reported to written or unwritten sets of rules, such as style guides, editorial guidelines or company policies, and personal factors such as linguistic competences of the journalist or the copy editor.

Having employed various criteria in an attempt to “measure” and evaluate select linguistic and journalistic elements, the thesis classified its findings according to whether they were related to *journalistic standards of structure* (such as lead lengths and the use of quotations), or to *the use of words* (such as the size of vocabulary and the use of various sentence structures).

In terms of structure, one of the fields STA and Reuters were found to diverge most was the lengths of the lead paragraphs. Although most journalism guidelines generally

quote the 35 word limit, only Reuters subscribes to this rule, with the average lead length of 34 words, whereas STA leads were visibly more verbose, at 42 words on average.

This verbosity is also reflected in the complexity of the words used. The average word in STA was found to comprise 1.68 syllables (or 5.27 letters), whereas in Reuters the average stood at 1.59 syllables (5.20 letters). The Gunning Fog Index, a readability index, also pointed to this difference, with a 14.99 score in STA and 13.13 in Reuters (lower score means less complexity).

Another important structural difference between STA and Reuters is the use of direct vs. indirect quoting. Perhaps surprising is the fact that STA uses paraphrased indirect quotes to a much greater extent than Reuters. Among the roughly 130 quotes analysed in news of both agencies, only one third were direct quotes in STA news, whereas the shares were balanced in Reuters. The low use of direct quotes in STA is perhaps due to the fact that most news comes in Slovenian, which makes translation of direct quotations into English difficult and risky. Reuters, on the other hand, was expected to use paraphrase to a greater extent to achieve a greater compactness of text.

Minor differences were also detected in the use of headline types, where Reuters was found to employ more commentative headlines (and more of the typical headline vocabulary), but the difference is minimal and thus generally insignificant due to the relatively small amount of the examined materials.

The above structural discrepancies between STA news and Reuters can partly be blamed on the absence of a styleguide – while Reuters has a 500-page reporter's handbook, STA currently has no such document. Another possible culprit, especially in the case of vocabulary complexity, is the very language in question – STA journalist and copy editors generally are not native speakers of English, and must as such rely on language skills acquired through the process of language education, which generally favours formal over informal mode of expression.

This brings us to the second section, the use of words. Dissimilarities here were thick on the ground, ranging from the size of vocabulary to the use of modality to express uncertainty.

Starting at the vocabulary, a striking difference in the sizes has been found. Ignoring all proper names and adjectives, there were 26,548 word types in the STA corpus, which compares to 36,418 types in the Reuters corpus.

Another interesting difference, although on the other end of the scale, was the use of reporting verbs in lead paragraphs. Reuters consistently opens its stories with reporting verbs *say* and *show*, while STA employs a variety of verbs, including those with evaluative meaning, such as *claim*, *announce* and the *according to* structure. This is perhaps an indication of a desire to avoid repetition, one that is clearly ignored (at least in lead paragraphs) by Reuters.

Major differences were detected also in text cohesion. This thesis looked at both conjunctive and lexical cohesion. The analysis of the former, STA was found to contain twice as many conjunctive ties (on account of the additive conjunction *also*). With the exception of *also*, it favoured longer conjunctions (*moreover*, *however*, *meanwhile*, *therefore*), whereas Reuters relied mainly on shorter cohesive devices (mostly adversative *but*). In lexical cohesion, a comparable amount of lexical ties were found in texts of both agencies. Repetition was found to be the most frequent tie in both agencies. Near-synonyms were more recurrent in Reuters news, yet the differences were small.

In sentence structure, the news agencies diverge most in the use of reduced clauses (common in Reuters) and of supplementary clauses, which are typical STA features. Similarly, non-finite participial structures were substantially more recurrent in STA news than in Reuters, which might be an indication of a standardized form (or automatism) used by STA journalists.

STA stood out in the count of words expressing uncertainty – there were almost twice as many occurrences in STA news, mostly on account of modal frameworks such as *is expected*. Modal verbs were much scarcer compared to Reuters, perhaps in order to avoid the sense of giving opinion.

In tropes, the main stylistic elements looked into as part of the thesis, differences in the use of metaphor and hyperbole were identified, but there were no notable discrepancies in the use of metonymy, which turned out to be a staple ingredient in news of both agencies.

Metaphors were found to be present in both news agencies, yet more so in Reuters than in STA. They carried little stylistic markedness and did not display evident stylistic properties. Instead, metaphors functioned in a referential role, most usually filling a gap in the vocabulary by compressing various meanings into smaller, manageable chunks. In terms of the reporting quality of metaphors, no major differences were found – the analysis could not claim for example that Reuters metaphors packed significantly more meaning. Generally, metaphors in both news agencies ranged from carrying little extra meaning (*cut wages*) on one end of the scale, to high amount of packed meaning (*budgetary sins, international shocks*) on the other.

Much like metaphor, hyperbole was more typical of Reuters news, which included twice as many examples of exaggeration. Most of them were found in the categories of business and politics, either to stress the seriousness of changes or the political atmosphere.

10 Razprava

V diplomskem delu se je skozi analizo pokazalo, da obstaja več pomembnih razlik v uporabi različnih novinarskih in jezikovnih sredstev v obeh tiskovnih agencijah. Te razlike je mogoče pripisati množici različnih dejavnikov, od same vsebine poročanega ter napisanih ali nenapisanih pravil, kot so stilistični priročniki ali uredniška politika, do povsem osebnih dejavnikov, kot so jezikovne sposobnosti novinarja ali dežurnega urednika.

Z uporabo različnih kriterijev za prepoznavanje in vrednotenje izbranih jezikovnih in novinarskih elementov so ugotovitve v tej diplomski nalogi razdeljene na dva dela – tiste, povezane z *novinarskimi standardi strukture novic* (kot so npr. dolžina vodila in uporaba citatov), in tiste, povezane z *uporabo besed* (kot so npr. velikost besedišča in uporaba različnih stavčnih struktur).

Pri strukturi se agenciji STA in Reuters najbolj razlikujeta v dolžini vodil. Večina novinarske literature govori o omejitvi 35 besed v prvem odstavku, vendar zgolj Reuters upošteva to pravilo. Povprečna dolžina vodila v Reutersovih novicah znaša 34 besed, medtem ko so vodila v novicah STA precej daljša – povprečje znaša kar 42 besed.

Rezultati so podobni tudi pri kompleksnosti besed. Povprečna beseda v novicah STA je sestavljena iz 1,68 zloga (5,27 črke), medtem ko je pri novicah agencije Reuters nekoliko krajša, in sicer 1,59 zloga oz. 5,20 črke. Indeks berljivosti Gunning Fog Index prav tako potrjuje to razliko; novice STA dosegajo 14,99, novice Reuters pa 13,13 točke (manjše število pomeni manjšo kompleksnost).

Naslednja pomembna strukturna razlika med STA-jem in Reutersom je uporaba neposrednega oz. posrednega citiranja. Morda je presenetljivo to, da STA parafrazira citate precej bolj kot Reuters. Od približno 130 citatov, analiziranih v zbirki novic obeh agencij, je bila le tretjina citatov v novicah STA neposrednih, medtem ko je bilo razmerje v novicah agencije Reuters skoraj povsem uravnoteženo. Majhno uporabo neposrednih citatov v novicah STA je morda mogoče pripisati dejstvu, da STA večinoma poroča o novicah, ki se zgodijo v Sloveniji, in so tako citati v slovenskem jeziku, zato so neposredni prevodi precej zahtevnejši in bolj tvegani.

Analiza je pokazala manjše razlike tudi v uporabi naslovov. Reuters uporablja več komentatorskih naslovov (ki vsebujejo tudi več značilnega naslovnega besedišča), vendar so te razlike minimalne in na splošno zanemarljive glede na relativno majhen obseg analiziranega materiala.

Omenjene strukturne razlike med Reutersom in STA-jem lahko deloma pripišemo odsotnosti stilističnega priročnika v slednji – medtem ko ima Reuters kar 500-stranski priročnik za novinarje, STA podobnega priročnika še nima. Naslednji razlog je verjetno sam jezik – novinarji in uredniki STA niso rojeni govorci angleškega jezika in so kot taki odvisni od jezikovnih kompetenc, ki so jih pridobili skozi proces jezikovnega izobraževanja, ki daje formalnemu načinu izražanja prednost pred preprostejšim, neformalnim.

S tem se dotikamo že druge skupine razlik, in sicer uporabe besed. Razlik je bilo tukaj precej, od velikosti besedišča do uporabe različnih elementov za izražanje negotovosti v poročanju.

Že takoj na začetku je analiza pokazala presenetljivo razliko v velikosti besedišča. Brez lastnih imen in pridevnikov izpeljanih iz lastnih imen je korpus STA-jevih novic vseboval 26.548 različnih besed, korpus novic agencije Reuters pa kar 36.418.

Naslednja zanimiva razlika, čeprav v drugem smislu, pa je bila uporaba poročevalskih glagolov v vodilih. V novicah agencije Reuters se dosledno uporabljata glagola *say* (za osebe) in *show* (za statistike), medtem ko pisci novic v STA uporabljajo različne glagole, tudi takšne, ki izražajo vrednotenje; mednje spadajo *claim*, *announce* in *according to*. Pri STA se v tem morda kaže želja po raznolikosti (vsaj v vodilih), ki pa jo Reuters obide.

V analizi so se pokazale pomembne razlike tudi pri kohezivnosti besedila. V sklopu diplomskega dela je bila opravljena analiza vezniške in leksikalne kohezije. Slednja je precej bolj prisotna v novicah STA, kjer je bilo dvakrat več veznikov (zaradi veznika *also*). Poleg *also* so v novicah STA pogosti predvsem daljši vezniki (*moreover*, *however*, *meanwhile*, *therefore*), medtem ko so v besedilih agencije Reuters precej pogostejši krajši vezniki (tu izstopa *but*). Sredstva leksikalne kohezije so se pojavljala pri obeh agencijah enako pogosto; ponovitev iste besede ali besedne zveze je bila najpogostejša kohezivna vez. Bližnji sinonimi so bili pogostejši v novicah agencije Reuters, vendar je bila razlika precej majhna.

Pri stavčni strukturi se agenciji najbolj razlikujeta v rabi okrajšanih stavkov, ki so posebej pogosti v novicah tiskovne agencije Reuters, in pa v rabi dopolnjevalnih stavkov, ki se pojavljajo skoraj izključno v novicah STA. Prav tako so se pokazale razlike v rabi deležniških polstavkov, ki so precej bolj pogosti v novicah STA, kar lahko razumemo kot neke vrste standarizirano strukturo oz. avtomatizem.

STA izstopa tudi v pogosti rabe besed, ki izražajo negotovost. V analizi se je naštel skoraj dvakrat toliko pojavov teh besed, predvsem zaradi modalnega okvira kot je *is expected*. Modalni glagoli so v Reuters precej bolj redki kot v STA – morda gre za izogibanje vtisu, da avtor novice podaja lastno mnenje.

Pri uporabi tropov so se pokazale razlike predvsem pri uporabi metafore in hiperbole, medtem ko pri uporabi metonimije ni bilo večjih razlik. Metafore so bile prisotne v tekstih obeh tiskovni agencij, vendar so bile bolj pogoste v novicah agencije Reuters. Vendar pa se v nobeni od tiskovnih agencij niso kazale posebne stilistične zaznamovanosti. V besedilu so delovale v poimenovalni funkciji - največkrat je šlo za poimenovanje tehničnih konceptov. V smislu poročevalske kvalitete uporabljenih metafor prav tako ni bilo posebnih razlik. Metafore v obeh agencijah bi lahko razvrstili

od tistih, ki nosijo malo dodanega pomena, kot je npr. *cut wages*, in pa do takih, kjer je več pomenov strnjenih v eno metaforo – npr. *budgetary sins*, *international shocks*.

Primerki hiperbole, podobno kot metafore, so bili precej bolj pogosti v novicah agencije Reuters. Največ jih je bilo uporabljenih v gospodarskih in političnih novicah, največkrat z namenom poudariti resnost sprememb ali pa politične atmosfere.

11 Conclusion

Considering the summary of findings compiled in the discussion, it can be concluded that the thesis model did produce some useful, if empiric, results. While only the most relevant findings were presented in the discussion, the relevance or accuracy of certain other findings is limited due to the inherent restrictions of both manual and automated analyses.

What is more, as is with many such attempts, there were many topics that were examined but did not produce anything of interest – it was impossible at the beginning of the research to predict which features would yield meaningful results under the analysis.

That said, this thesis is best looked at as an initial attempt at performing an analysis of linguistic and structural aspects of news agency style, and would perhaps offer an interesting starting point for a more content-oriented analysis, such as the critical discourse analysis.

12 Appendix

Conjunctive cohesion in Reuters texts

*With Britain only just emerging from the worst recession since World War Two and the deficit running at over 11 percent of GDP, the economy is the central election issue. **ADVERSATIVE** But at his manifesto launch, punctuated by upbeat songs like "Dancing in the Street," Cameron tried to get away from dour talk of spending cuts to focus on his "big society" idea.*

*Clegg said banker bonuses over 2,500 pounds would have to be paid in shares, only redeemable after five years, and that no bonuses would be allowed at the board level of banks. Under the Lib Dems' plans, banks would **ADDITIVE** also be required to publish the names of all staff who have salaries and bonuses greater than the Prime Minister's pay of just under 200,000 pounds.*

*"They would not have got it in these circumstances. So the law has been changed, I think the money will have to be paid back," he said. **ADVERSATIVE** But a spokesman for the Legal Services Commission said the change in law would not apply in these cases. Under existing law **ADVERSATIVE** though, a judge could decide at the end of the cases whether some or all of the money should be repaid.*

*To cushion the impact of what the company has called one of the most demanding years for the industry, Hugo Boss closed underperforming stores and some showrooms, renegotiated contracts with suppliers and stopped delivering to high-risk customers in eastern Europe while pushing overseas expansion. **CAUSAL** as a result, it expects this year's earnings before interest, tax, depreciation and amortisation (EBITDA) to grow faster than sales, which it sees rising slightly, it said.*

*RUSAL said it would boost alumina output by 11 percent or 800,000 tonnes this year and aluminium by 3 percent or 100,000 tonnes as the market improves. **ADVERSATIVE** But the company is reluctant to increase production any further, concerned that too much supply would hurt margins.*

*Aluminium prices were below RUSAL's forecast of above \$2,000 per tonne for the first half of 2009 at the height of the global crisis, but were generally higher than that for most of the second half of the year. They **TEMPORAL** now stand at about \$2,400.*

*It eventually restructured \$16.8 billion of debt late last year, and launched IPOs in Hong Kong and Paris in January. Several other Russian firms have **TEMPORAL** since announced plans to float in London, Moscow and Hong Kong.*

*While the ONS could not definitively attribute February's rebound to better weather, it noted that this had been a factor in February's improved industrial output. The goods trade gap with non-EU countries **ADDITIVE** also narrowed more than expected to 3.329 billion pounds from 4.665 billion.*

*The number of people placed in permanent jobs in the UK rose in March at its fastest rate since October 1997, a survey showed on Wednesday. The Recruitment and Employment Confederation and KPMG report on jobs **ADDITIVE** also found that temporary staff placements rose at their sharpest rate in nearly 3 years.*

*The measures will be seen as an attempt to woo the Liberal Democrats, who have long argued for political reform, including a switch to proportional representation. **ADVERSATIVE** But the Liberal Democrats dismissed the proposals.*

*The debt-laden Mediterranean state drew heavy demand at auctions in which it sold 1.56 billion euros of 6-month and 1-year treasury bills, filling a short-term financing gap and buying time to consider whether to grab the estimated 45 billion euro (39.8 billion pound) EU/IMF aid deal. **ADVERSATIVE** But the hurdle of a 10-year, 8.5 billion euro bond that it must raise money to repay in May still looms, and analysts said the country of 11 million faced a long-term slog to win back investor confidence and return to economic health.*

Some analysts suspect the announcement of the deal's details on Sunday was to buy time ahead of a May 9 German election to avoid giving voters opposed to helping Athens a reason to punish Merkel and rob her government of its parliamentary majority. **ADVERSATIVE** Still, euro zone officials gave a thumbs-up to the rescue package and backed Greece's stance of first shunning the aid.

Former Soviet bloc countries believe that a strong bond with the United States is vital for their security. **ADVERSATIVE** But the U.S. rapprochement with Moscow and the Obama administration's decision last year to scrap plans to build elements of a missile defence shield in the Czech Republic and Poland have led to some suspicion that their links with Washington may be weakening.

Britain's opposition Conservative party, which leads in opinion polls before a parliamentary election in May, has also said it would press ahead with a levy even if there is no deal at the G20. **ADVERSATIVE** But although European Commission President Jose Manuel Barroso wants the levy to pay the cost of winding down struggling banks, British Conservative leader David Cameron has said he would use the bank levy to fund a tax break for married couples.

Conjunctive cohesion in STA texts

Prime Minister Borut Pahor wrote in a letter to coalition Liberal Democrats (LDS) leader Katarina Kresal on Sunday that two of three demands put forward by LDS last week had been met and that she can take his word that the last demand will be met as well. **CAUSAL** Therefore, he believes there are no reasons for the LDS to leave the coalition.

Slovenia's President Danilo Tuerk was deeply shocked and saddened by the news of Polish President Lech Kaczynski's death in Saturday's plane crash. [...] Prime Minister Borut Pahor, Speaker of the National Assembly Pavel Gantar, Defence Minister Ljubica Jelusic and army Chief-of-Staff Alojz Steiner **ADDITIVE** also expressed their condolences at the tragedy.

General Franciszek Gagor's work, determination and exceptional expertise importantly contributed to Poland's security and to the common goals of NATO," she stated. The minister **ADDITIVE** also highlighted his contribution to the development of bilateral relations between the armed forces of Slovenia and Poland.

The PM focused on Bosnia, presenting to his colleagues the dilemmas concerning the future of this country. [...] He **ADDITIVE** also touched on today's signing of a new US-Russia nuclear weapons treaty.

The smallest coalition party wants Pahor to publicly back the findings of Justice Minister Ales Zalar regarding alleged violations by Barbara Brezigar of her duties as state prosecutor general. **ADDITIVE** Moreover, Pahor, who has refused to take up Zalar's call to dismiss Brezigar, needs to remove the confidentiality tag from the minutes of a meeting he held on 19 March with Zalar, Brezigar and Higher State Prosecutor Branka Zobec Hrastar.

The reason for this demand is numerous speculations about what was said at the meeting, explained senior LDS member Jozef Skolc, a state secretary in the prime minister's office. **ADDITIVE** Also, Pahor should publicly express backing for future reform in the organisation and operations of the State Prosecution through a new bill on the state prosecution drawn up by the Justice Ministry.

The DBS bank saw its gross profit slump by 75% to EUR 402,000 in 2009, while total assets rose by 9% to EUR 911m. **ADVERSATIVE** However, chairman Stefan Belingar told reporters on Wednesday that operating results for the first quarter of this year were much better.

As of March it offers loans for the construction of solar plants, a product mainly intended for the farming sector. [...] The bank **ADDITIVE** also pays out state aid to farmers hit by natural disasters.

Austerity measures saved the company around EUR 26.2m. **ADVERSATIVE** But on the other hand, negative factors increased to the virtually same amount, Brankovic said

The cargo division will generate the biggest loss in 2010, amounting to EUR 27.9m. This is **ADVERSATIVE** however still less than in the previous year, when the loss amounted to EUR 40.2m.

The company is facing some tough challenges in the field of staff restructuring. [...] Brankovic **ADDITIVE** also touched on the possible arrival of former Deutsche Bahn boss Hartmut Mehdorn to Slovenske zeleznice, saying that he was looking forward to possible cooperation.

Workers are against the suspension of production and compiling a list of redundant workers. They have **ADDITIVE** also announced industrial action, including staging a sit-in, in case the production is shut down.

Krka again denied violating any anti-trust regulations in the case involving five generic pharma companies. Krka **ADVERSATIVE** however formed reservations in line with the principle of good management, although it expects to release them before the end of the year.

In 2009, Krka spent some EUR 91m on investments. Colaric **ADDITIVE** also turned to the difficulties the company was facing on foreign markets.

A law which entails additional paperwork and prevents flexible forms of employment when they are most needed cannot be supported, said the director general of the Chamber of Commerce and Industry, Samo Hribar Milic. Employers **ADDITIVE** also oppose restrictions on duration of work and payment, and the limit on how many employees can be on mini-job contracts.

Total taxation is 29.5%. **ADVERSATIVE** But two weeks after the bill was first introduced the government has already backtracked.

"We are probably dealing with high margins, which the companies will have to forego." **ADDITIVE** Moreover, Kranjec believes the share of construction in GDP will have to fall.

He said that growth in wages outpaced productivity growth. **TEMPORAL** Meanwhile, the governor warned that the banking sector is expected to come under "renewed pressure as regards access to sources". He believes financial sources will be available at higher costs and shorter maturity. The banks will **CAUSAL** therefore have to continue cleaning their portfolios, which will likely result in additional write-downs and subsequently lower profits, he said. **ADDITIVE** Moreover, Kranjec said the central bank was expecting the budget deficit to top 5.7% of GDP this year. The share of total national debt as a share of GDP will **TEMPORAL** meanwhile rise to around 40%.

They are convinced that 40 years of service should be the only condition for retirement. **ADDITIVE** Moreover, the unions are opposing changes to the employment relationship act that would cut severance pay and allow for shorter lay-off notice periods. They **ADDITIVE** also noted that social dialogue was not working and that they were not given the opportunity to participate in the drafting of legislation.

This would enable us to cut electricity use by a third, but would cost an additional 10,000 jobs in sectors which still contribute significantly to value added," said Lahovnik. **TEMPORAL** Meanwhile, the chairman of power producer HSE, Borut Meh, said those who claim that TES 6 is an investment in backward technology were wrong. [...] The boss of HSE, which is financing the construction of the EUR 1bn-plus project, **ADDITIVE** also rejected concerns about the costliness of emissions coupons, saying the scheme was still up in the air.

"Nobody knows what the price will be, which is why there is a lot of uncertainty as regards such investments," said Ogorelec Wagner. She **ADDITIVE** also accused the proponents of TES 6 of misleading the public.

Overall, Krizanic said the projections were in line with expectations considering the situation in construction. **ADVERSATIVE** However, he expects the industry to recover.

Speaking on behalf of the Spanish presidency, Angel Lossada, said everyone was happy with the court's decision. **TEMPORAL** Meanwhile, the Croatian government and the president declined to comment on the ruling

Slovenia currently has six representatives in the institutions that should become integrated into the new foreign service, the minister explained. Based on the Commission's calculations, Slovenia CAUSAL thus already exceeds the quota.

Slovenian Foreign Minister Samuel Zbogar will attend an EU ministerial in Brussels on Monday which will focus on the aid to Haiti in the aftermath of the devastating 12 January earthquake. Bosnia-Herzegovina is ADDITIVE also expected to be on the agenda. [...] The ministers will ADDITIVE also discuss sending 150 police to the Caribbean country.

Lexical cohesion in Reuters and STA news

STA

Politics

PM: No Reasons for LDS to Leave Coalition

Three demands put forward by LDS – the letter – ultimatum – demands

Coalition Liberal Democrats – LDS – the party

President Deeply Saddened By Kaczynski's Death (adds)

Polish President Lech Kaczynski's death – the death – the plane crash – a tragedy – the plane crash – the tragedy

Polish President Lech Kaczynski – Kaczynski – the Polish president – interesting and bright interlocutor – Polish legislators – the casualties

MPs to Ratify Border Arbitration Deal at Upcoming Session

Border arbitration agreement – November 2009 border arbitration agreement – the treaty – the treaty

The MPs – The parliament

Pahor Highlights Situation in Bosnia During Obama Dinner

Obama Dinner – working dinner in Prague – the dinner – the dinner – the dinner with Obama

LDS Confronts Pahor with Ultimatum Regarding Brezigar (adds)

The Liberal Democrats – LDS – the smallest coalition party – the party

Their demands – the demands – the demands

Business

DBS Reports EUR 402,000 in Gross Profit for 2009

The DSB bank -- the bank – DSB – the bank – the bank

Rail Operator Anticipates EUR 30M Loss in 2010

Rail operator – Slovenske železnice – debt-ridden company – the rail operator – Slovenske železnice – the company – Slovenske železnice -- Ljubljana

2010 business plan – certain measures – austerity measures – business plan – financial restructuring

Gorenje Posts EUR 12.2M Net Loss in 2009

Household appliance maker – Gorenje – the flagships of Slovenia's economy – the group's core – Gorenje – the company – Gorenje

Lasko to Shut Down Production at Croatian Subsidiary

Slovenian brewer – Pivovarna Lasko – Lasko

Croatian subsidiary -- Jadranska pivovara – Split-based company – Jadranska pivovara -- the subsidiary – Jadranska pivovara – Jadranska pivovara – the subsidiary – the brewery – the unprofitable Croatian brewer

Krka Ups Revenues and Profit Last Year (adds)

Pharma group – Krka – the group – Krka – Krka – Krka – Krka – Krka – generic makers – the group – Krka – the company – the 10th largest generics maker – Krka – the most attractive employer

Difficulties – pressures

Finance & Economy

Social Partners Remain Divided over Mini Jobs

Government-proposed mini jobs bill – a law – the legislation – mini jobs – mini jobs – the original proposal – the bill

Central Bank Expects 1.3% GDP Growth in 2010 (II)

Forecast -- the announcement

Unions Stepping Up Pressure Against Pension and Labour Reforms

*Five private sector trade union confederations -- the trade unions – the unions
Pension reform – the proposals – changes – the reform plans*

Thousands of Jobs Depend on TES 6, Economy Minister Says

The planned new generator – plans for TES 6 generator – plans for the sixth generator at TES – an investment in backward technology -- the project – this project – a step forward – such investments

IMAD Downgrades Growth Forecast (III)

*The Institute for Macroeconomic Analysis and Development (IMAD) – the government think-tank – the think-tank – IMAD
Growth forecast – the projection – the pick-up – the forecast – the projections*

European Affairs

Pahor: Aid Deal for Greece the Least Bad Solution (adds)

The mechanism to transfer aid to Greece – the least bad solution – the adopted mechanism – the mechanism – the aid to the country – the agreement – the agreement

Slovenian PM Reserved about EU's Economic Strategy

The EU's economic strategy -- the strategy – the new strategy – the common strategy – the new strategy

Croatia, EU Hail Arbitration Deal Ruling

*The Slovenian Constitutional Court's go-ahead -- this decision – good news – the decision -- the Constitutional Court's ruling -- efforts – the court's decision – the ruling
The agreement – the agreement -- the arbitration agreement*

Zbogar Says EU's Foreign Service Should Have over 800 Members

EU – the bloc

European External Action Service – the 800-member service – the new former service – the service – the service

Foreign Minister in Brussels for EU Ministerial (adds)

*Haiti – the Caribbean country – Haiti
The aid – member states' response*

Reuters

Politics

Brown to rule out big spending in election plans

*A promise – election manifesto – Labour plans – proposals – manifesto – manifesto – the document
Recession – economic growth -- recovery*

We'll give power to the people, say Conservatives

Manifesto – a document – the manifesto – flagship pledges – agenda – commitments – idea

PM says to hold income tax at 20 pence

Basic income tax rate – income tax rate – tax rates – campaign battlegrounds

LibDems promise tough action on bank bonuses

Cash bonuses – banker bonuses – bonuses – bonuses -- bank bonuses – big bonuses -- the bonuses

Plans -- tough measures -- some things

Brown: expense case MPs must repay legal aid

The publicly funded legal aid -- this money -- money -- legal aid -- the cost of legal representation -- the money -- the money

Business

Alcoa shares drop after fifth quarterly loss in last six

Shares in Alcoa -- Alcoa stock -- the shares

Alcoa -- the aluminum company -- the company -- Alcoa -- Alcoa -- the company

Hugo Boss sees profits outpacing sales

Fashion house -- Hugo Boss -- the company -- Hugo Boss -- the suit maker -- Hugo Boss -- the company

Essar eyes \$2.5 billion London IPO

Indian conglomerate -- Essar Group -- an Indian Firm -- Essar -- the company -- the company -- the company

Initial public offering -- the offering -- share sale -- the sale

Blackstone, Wellcome bid for RBS branches

Joint bid -- the bid

Bank branches -- the RBS branches -- the branches -- RBS branches

RUSAL profit trumps forecasts

Rusal -- the world's biggest aluminum producer -- RUSAL -- RUSAL -- RUSAL -- RUSAL -- the company

A better-than-expected profit -- the strong outlook -- RUSAL's numbers -- results

Finance & Economy

Fitch says Greek EU deal positive but not decisive

The euro zone's rescue package -- the euro zone rescue line -- the 30 billion euro deal -- the package -- the deal -- thirty billion -- the aid package -- Greece's fiscal package

Greece -- Greece's government -- the Greek government -- Greece -- Greece

Retail sales get Easter boost in March

Retail sales -- figures -- the value of sales -- total sales -- strong figures

Goods trade gap narrows sharply

Britain's goods trade gap -- exports -- Britain's goods trade gap -- exports -- exports -- the goods trade gap

Retail sales jump, housing market cools

Exports -- exports -- the figures -- trade -- figures -- value of sales -- strong figures

Sharp rise in permanent jobs filled

The number of people placed in permanent jobs -- temporary staff placements -- the UK jobs market

Brown pledges reform, clashes on economy

Overhaul -- sweeping political reforms -- the proposals -- a mandate to get rid of the old discredited system of politics -- the measures -- the proposals -- plans -- their plans -- planned rise in National Insurance

European Affairs

Greece clears first debt hurdle

Greece -- the debt-laden Mediterranean state -- Athens -- the government -- Athens -- the Greek government -- Athens -- Greece

A potential aid package -- the EU/IMF aid deal -- the aid lifeline -- the deal -- the rescue package -- the aid -- the aid programme -- the deal -- the net

Fiscal profligacy, overborrowing -- budgetary sins -- domestic challenges

Obama seeks to soothe east European security fears

NATO allies in central and eastern Europe – former Soviet satellites – Former Soviet bloc countries – 11 nations

A statement – the US assurance

A battery of anti-missile rockets, a long-range radar system -- the shield – the missile shield – missile interceptors – a common missile defence shield – the system – missile defence.

EU finance chiefs to discuss bank levy this week

Extra taxes – financial services reform – additional levies – a tax – the money – instruments – rescue funds – an extra tax on banks – a levy – the levy – bank levy – the subject

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