

ESP LEARNING THE ENGLISH LANGUAGE THROUGH THE BRITISH NEWSPAPERS

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Abstract. Today, more and more methods and approaches are developed to study English. Therefore, we must emphasize the importance of the British newspapers in mastering the English language. The novelty and relevance of this article is the fact that it deals with important elements of British newspapers, and it can serve as an initial guide to the English language.

Key words: newspapers, nominative, reader's attention, titles, headlines, metaphor, punctuation marks.

Modern linguistics over the past decade has realized the need for a detailed review and analysis of the reflection of so-called human factors in language. This trend was marked by an appeal to the pragmatic aspect of language, appears in this connection of new branches of science, a new approach to the consideration of linguistic units, characterized by a practical orientation. It focuses on the provision of certain human exposure. These units are primarily expressive language means previously studied from the perspective of stylistic research.

Pragmatic focus increasingly characteristic of texts mass agitation and propaganda, which in modern conditions are becoming more weight and are dominant on the effect on the speakers in the aspect of the formation of a common culture of speech [1, 344].

Researchers studying language newspapers, drew attention to the fact that the structure of most of the headlines duplicates structure known syntactic patterns, and that similarity is only superficial, for most titles as rules, there is a newspaper page.

Newspaper headline as the first element of the journalistic text gives the reader a general idea about the content of a journalistic article, and often contains the main idea of the author. As part of the text, the most important structural element of it, the title has a prevailing impact on the construction and content of the text and its perception of the reader. As aptly remarked V. P. Zhukov, "the ability of a linguistic unit influence the organization of the text depends primarily on the informative capacity of semantic units sold. The informative one or another item, the higher its cognitive value, the higher the text forming ability of expression, and vice versa"[2, 23].

Although a complete classification of newspaper texts, reflecting the current state of the media, and is not designed, however, there is no doubt that all the news stories can be divided into the materials contained in any information, either in the form of non-information. And it can be argued that a special type of newspaper texts

from the news, from the spheres of politics and economics, illuminated in the information form.

Any text (including newspaper) performs the following functions:

- 1) Nominative (nominative, signaling), which enables the reader to identify specific text from the crowd;
- 2) To attract the reader's attention.

Every newspaper title, in principle, is characterized by nominating, graphically-secretory, informative and advertising functions. In a specific title in the fore or informative or advertising function. Depending on which one is dominant, we can talk about advertising or informative type of titles [4, 67].

Newspaper Headline is the embodiment of the linear brevity. Subject takes on the most important features of the text, is characterized by a variety of structures.

Creating titles are subject to a number of rules to keep in mind. The main of them - the observance of the principles of the organization title. These are, in particular, acts as a statement. The feeding method in this case: the essence of the text sets out calmly and simply. The title is part of the composite structure of the text. It is interconnected with the content and a genre boilerplate decision that affects his choice. For citations - the most ass-polar headlines the interview, because they put in quotation marks is best remembered. It is important to be aware of a skilful combination of the main features of the theme, genre, rhythm title material.

Creating titles are subject to a number of rules to keep in mind. The main of them – the observance of the principles of the organization title. These are, in particular, acts as a statement. The feeding method in this case: the essence of the text sets out calmly and simply. A statement of the situation or the characteristics of the people – the leading option Soviet newspapers – is used today, usually with an ironic tone. For the title, the comment form is chosen indefinite personal proposals. Headline-evaluation often creates a metaphor [5, 124].

The title is part of the composite structure of the text. It is interconnected with the content and a genre boilerplate decision that affects his choice. For citations – the most popular titles interview, because they put in quotation marks is best remembered. Heading into the form of a question is more characteristic for the analysis of genres. Game header most clearly demonstrates the creative nature of the work on the text. His views – a paraphrase, intentional violation of grammar, replacing words in a famous aphorism, rhyming text. It is important to be aware of a skilful combination of the main features of the theme, genre, rhythm title material.

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Observations on the nature of the design of newspaper headlines suggest that it is the headlines, on the one hand, relate to the text, condensing in itself its content, and on the other – are affected by these extra-linguistic factors such as journalistic mentality, especially the national nature of the audience, the differences in cultural and political orientation, and others.

In this paper we have taken as a basis for classification, M. A. Shostak. Applying this classification to the titles of publications in Russian and English languages, we have made some changes based on the selected contact material. We propose to consider the titles according to their content and style [6, 97].

I. The statement and summary:

Narrative header.

Most often used for news. The delivery method narrative header is a quiet, simple statement of fact. Often ascertaining header looks like lead, which leads the reader to spread the news, explanatory situation, and to the "visual pictures":

Furious China calls off EU summit (Times, November 27, 2008)

Children find PC reasons for failing to produce homework (Times, November 19, 2008)

Title- statement.

The exact "name" of the situation or the characteristics of the people today is used for reportage and portrait interviews, usually with an ironic tinge, or the game:

The humbling of Russia's masters of the universe (Financial Times, 27 November 2008)

Echoes of Bush in Obama's government 9 (The Guardian, 10 February 2008)

Title – resume.

Frequent use of the impersonal and indefinite-personal forms, which fix the situation as typical, almost natural. Often, resumes headers contain ironic reservation:

'To be a journalist in Russia is suicide' (Guardian, 24 November 2008)

I. The intrigue and sensation:

Title – paradox.

It contains intrigue sensation. The main task of such a title to attract the reader's attention, arouse curiosity about the article, and sometimes shocking, exaggerating the importance and significance of the material:

Russians With Pumpkins Protest Many U.S. Plots. (The New York Times, November 3, 2008)

2. The use of proper names in the title, the reference event participants enhance interest in the text.

Economy Is Subject as Putin Is Peppered. (The New York Times, December 5, 2008)

Obama, Misha and Bear. (The New York Times, November 20, 2008)

3. Title – quote.

Effective and very common. A direct citation of the source. The impression of reliability, trustworthiness.

4. The subject of appeal.

Often, this sounds like the title of the call, sometimes in parody form.

Extinct animals may be back, but do not hold your breath over mammoth (Times, November 4, 2008)

IRS. Punctuation marks.

Today, the title used in virtually all punctuation:

Exclamation conveys anger, irritation, joy.

Sorry! Humiliated Bush revokes pardon (Independent, 26 December 2009)

2. The issue of the role played by the motive inducing the reader to understand. Sometimes it may sound rhetorical.

When Will Obama Give Up the Bin Laden Ghost Hunt? (Time, November 18, 2008)

3. Popular thoughtfully dots. In this form it is often offered an ironic play on the situation.

Is Osama Bin Laden Dying... Again? (Time, 30 June 2008)

Quotes perform excretory function if you need to draw the reader's attention to any word or phrase in quotes or written word, having the figurative meaning, or speaking with a negative connotation.

Carla Bruni 'stirs the Che Guevara' inside Nicolas Sarkozy (Times, November 16, 2008)

Colon makes the title very energetic, impressive.

Magical and real: García Márquez is writing new novel, says friend (Guardian, 10 Dec 2008)

IV. Game header

Paraphrase, a play on words. New words are used frequently.

The lure of Putinism (Guardian, 19 Feb 2009)

Winged words, quotes, sayings

From Russia with Loathing (The New York Times, November 21, 2008)

Concluding it can be said that the British newspapers are an important linguistic material which will accustom them to human thinking. You become closer to their lifestyle. But British newspapers a help to move from broken English, to one that is closer to the original. Many foreign language schools use English newspapers to practice reading and listening. I would like to see common features of English newspapers. English newspapers are not exposed, which indicates a high level of freedom of speech. None of the major British newspapers are representative of any party, although it may share certain political views. They have a clearly defined structure, the direction of the target audience, the theme and the way of presenting information. Such features are characteristic of the distribution of the press only in the English newspapers, as cannot be seen in any other foreign newspapers. English newspapers are one of the most popular newspapers in the world, especially the serious press.

Reading English newspapers, the person has a unique opportunity to improve the level of business English. Most of the articles in English newspapers written in the official style, and you can learn the words and phrases that are not commonly used in everyday life. Currently, most British newspapers are looking for new forms of feed materials and to attract readers and advertisers. In the study of the English language is useful to read the latest news in English. Vocabulary News English newspapers, first of all, is interesting because it reflects the current state of the language. Reading English newspapers, your speech will be more close to the media. Some difficulties may cause the headlines of British newspapers, and sometimes you have to dig in the dictionary, because newspapermen love to "decorate" your creation biting title that no special explanation can understand even some native speakers. It is interesting and informative, in addition, always helpful, at least for common development to compare news from a variety of sources, including from British newspapers.

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