

A Comparative Study on the Stylistic Features of English News in Broadcasting and Newspaper

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Abstract

As we all know, the news media plays an important role in contemporary society. It not only serves as a communication tool for social functions such as information and entertainment, but also changes people's values and life styles. As the main communication means of news media, broadcast news and newspaper news play an important role in people's life. Although both of them belong to the news media, they are spread in different ways. In this way, it is confirmed that there are similarities and differences between them. On the basis of summarizing the previous studies, this paper will clarify the relevant theoretical basis and make an in-depth study of the characteristics of the news style according to a large number of documents and materials. After summarizing the relevant literature, the content and characteristics of the two types of news will be further analyzed and discussed. The purpose is to help English journalists and English learners with the research results in the field of news writing.

Keywords

News Media; Broadcast News; Newspaper News; Style.

1. Introduction

News media are always playing an important role in contemporary society. It serves the progress of the whole society, and continuously provides a series of social public values with orientation. In contemporary society, news media not only plays a social role of transmitting information and providing entertainment, but also constantly changes people's values and lifestyles and shapes social public life. News media culture has a great influence on people's psychological characteristics, behavior structure, attitude tendency, etc., which has greatly changed the life form, content and even thinking mode of contemporary people. As a result, the news media has become the ubiquitous cultural existence in modern society with its huge social coverage and great influence on people. The two most common kinds of news media are broadcast news and newspaper news. At the same time, they are the earliest and oldest media. The emergence of these two kinds of media has played an important role in news communication. The broadcast news and the newspaper news are both the important means for people to obtain information in the contemporary society. Although they all belong to the news media, the different modes of communication determine the similarities and differences between them. They not only have different mode of communication, but also have different stylistic features and writing content. This paper is to analyze and summarize their similarities and differences through some investigation and research, so that the research results can be helpful for English journalists or English learners in news writing.

From a series of investigations and analysis, it can be concluded that news always produces various functions in many different fields of society. First of all, news has a great influence on social morality. When people read the news, they will hold their own opinions and ideas about the news, and their own ideas and opinions may also change. On the one hand, real and positive news will guide the development of social morality in a good direction. People are likely to learn

positive energy from the news, so as to improve their moral quality. On the other hand, untrue and negative news will lead social morality to the wrong development direction. People will always be unconsciously influenced by society. If a person's will is not firm, it is possible to imitate the bad behaviors from society. Second, news plays a regulatory role in news dissemination activities. The regulating function of news is reflected in many aspects, most notably, the content of news reports has direct regulating function on public opinion. Third, the truth of the facts will be disclosed to the public objectively. Journalists should be responsible for the public, and the authenticity of news reports is the most basic requirement. The function of news is very important to the development of the whole society and the news media is one of the most important parts for developing the news function. With the development of the times, the news media are constantly changing. Under the impact of new media such as TV and Internet, broadcast news and newspaper news have been forgotten by many young people. The position of traditional news is being challenged by lots of new technologies. Certainly, the modern news media has many advantages, such as being convenient, efficient and fast. However, this kind of media communication methods, such as Internet and TV, are visual and lack of interest. At the same time, there are also some limitations in the process of using them. The dilemma that the traditional news may face in the new era is no longer popular today. We need to strengthen its communication effects through certain strategies to improve its communication value in the new era. This paper aims to make a useful attempt on the theory and practice of English news through the research and discussion of English radio news and newspaper news. The research of English news style is of great practical significance to the improvement and development of modern English news. From an academic point of view, this effort will certainly enrich the research of English news related theories and the practice of the whole news style theory.

2. Literature Review

2.1. Review of Domestic Studies

A large number of literary enthusiasts in China began to discuss the theory of broadcast news and newspaper news in 80 s. In 1984, the scholar Guan Keguang (1984) published the article "the style comparison between English broadcast news and newspaper news" in the Journal of Shanghai International Studies University. From the article point of view, the biggest difference between the broadcast news and the newspaper news is that the former appeals to the ear, while the latter appeals to the eyes.

Broadcasting news must make the audience understand. Every word can be accepted and understood by the audience immediately. If the audience cannot master the main content of the news at once, the information transmitted by the radio waves will not disappear, and the broadcast will fail. The reader's reading of the newspaper is quite different. It can be read a few times again until it is understood. On this basis, Guan Keguang elaborated the differences from various aspects of the two literary styles in detail by using relevant examples. Since then, many scholars in our country joined the ranks of research, such as Zhang Jian(1992). He published English Broadcast News Stylistic Features. Due to the limitation of time, English radio news reports are often more concise than newspaper news reports. And Zhang Yantao (2007). She published the article "The Differences Between English Broadcast News and Newspaper News ". she put forward the view that there are differences in the two styles due to different audiences, and expounded the differences from the aspects of diction, sentence making, data processing and lead writing. To sum up, they have conducted in-depth research and discussion on its content structure, quotation, quotations, sentence length, grammar and pronunciation, word selection, semantic level, etc., and inherited and developed the previous research results. These excellent research results have made a beneficial attempt at the development of radio news and

newspaper news. Their appearance enriches domestic research in this field, and they are a large amount of valuable academic wealth.

2.2. Review of Foreign Studies

A great deal of research on this issue has been done abroad. In 2000, the foreign scholars, Itule and Anderson (2000) emphasized that real reports and stories can be a teaching mode to teach students how to become journalists and writers. In their articles, scholar Newsom and scholar Vollert (1985) not only introduce the different styles in different types of media, but also discussed the methods of finding information and presenting it in a correct way. Holmgren and Norton (1972), Short and Dickerson (1980), Baran (2004), Massey (2002), and other scholars also expounded and analyzed the styles of news media from different angles. Foreign scholars have made a lot of efforts and explorations in this field. Their efforts in academic research and the spirit of exploration have given us great encouragement. All in all, Chinese and foreign scholars have made a lot of theoretical achievements in the academic field of English broadcast news and newspaper news style research. But at the same time, it is important to see the similarities and differences between them in a new perspective and expending further study on the basis of previous research results is beneficial for achieving the cultural inheritance and development.

3. The Definition and Function of BENR and WENR

3.1. The Definition and Function of BENR

In a narrow sense, broadcast news refers to a broadcast message, similar to the news of a newspaper. Broadly speaking, it refers to the news reports of recent or ongoing news events by broadcasting. As a means of communication, it refers to all news broadcast contents and reporting forms.

The news is transmitted to the audience by radio waves or wires, which are collectively called broadcast news. In broadcasting, the sound transmitted by radio waves is called "radio broadcasting"; The sound transmitted by wire is called "cable broadcasting".

There are many similarities between broadcasting and newspapers, and the types of news that are often used in newspapers and periodicals are also widely used for broadcasting. Generally speaking, types of broadcast news are: recorded speech (including recorded symposiums), recording reports (including words, sound and music, people's conversations), live oral reports, audio recording, broadcast comments, broadcast dialogues, broadcast soundtrack, broadcast conference, live broadcasts of comments on major gatherings and live broadcast of important cultural and sports performances.

In the traditional media, the broadcast news is the most direct media, and it spreads much faster than newspapers. In such an environment where the old and new media are integrated, broadcast news dissemination should not only play the role of letting the audience know the latest news of events at the first time, but also let the audience receive information and events simultaneously. At the same time, it should also have the function of in-depth reporting, so that the audience can know all aspects of the event.

To sum up, broadcast news is one of the most common and important news media in all. As a popular way of propagation mode, broadcast news has played a great role in people's life. People get information about current events through broadcasting news, and at the same time, it will enrich their spare time and spiritual world.

The broadcast media plays the role of guiding public opinion, and the authority of the broadcast media makes the guidance of public opinion in the emergency very prominent. This is mainly because the broadcast media has a greater influence than other media. After an incident occurs, the broadcast media usually report the occurrence, progress and disposal of the incident.

Through setting the agenda, we can form the correct direction of public opinion. Let people know the truth. In particular, it is necessary to provide timely, real, and fast information through continuous reporting. Broadcast news plays an important role in maintaining social stability. Emergencies are critical, and if they are not handled well, they will cause greater harm. In fact, it is very important to maintain social stability. Broadcasting news is characterized by timeliness and accuracy, and it plays an important role in maintaining social stability. For example, after an emergency. The broadcast media can convey the real information to the public, and then guide the public to view emergencies more rationally. More rational participation in emergencies can expose some of the social rumors, in order to maintain social stability.

Broadcast news also plays an inspiring role. After an emergency happens, the psychology of the parties and the public will often be impacted. For example, when some major natural disasters and sudden catastrophic events occur, if we don't give timely psychological counseling and awareness, the public will become nervous and even lose their sense of reason. Therefore, it is necessary to make use of broadcast news to appease people through objective and true news reports. Broadcast news can also appeal to all aspects of the power to participate in the disposal of emergencies through news reports. So, it plays an important role of cohesion and it cannot be ignored in the news dissemination of emergencies. In addition, broadcast news can strengthen the handling of unexpected events and public opinion supervision. In this way, we will also gather the strengths of all parties and participate in the handling of emergencies.

Broadcast news has different functions in many aspects. Whether at the social level or at the individual level, it can always make efficient action. In order to maintain social stability and realize personal development, it is of great significance to view the broadcast news and make full use of its various functions.

3.2. The Definition and Function of WENR

The newspaper is a paper item with all kind of news and comments. Its content involves domestic and foreign current affairs politics, finance and economics, military technology, entertainment and sports, literature and art, etc. It is a kind of media printing publication with news dissemination as its main basic function. The newspaper is a kind of printed publication, which is regularly distributed to the public by publishing news and current affairs comments. As an important carrier of mass communication, it can reflect and guiding public opinion.

A newspaper refers to a paper publication with news and news commentary, which is usually printed and has no cover. It always has a fixed name, and it is regularly and continuously announced to the public. If a modern newspaper is published every day, then it is called a journal. If it is published weekly, it is called Weekly.

In a word, newspaper news is a common way of news dissemination. As a traditional way of news communication, it has been linked with people's lives for many years. Newspapers convey all kinds of things happening in the world to people in a more detailed way, and it meets people's needs to know everything without going out.

As the earliest and most important mass media, the information of the newspaper covers all fields of society, and it is the carrier of all kinds of information dissemination. Newspapers play an important role in the progress of human beings.

It is widely regarded as the most effective platform for disseminating information. For thousands of years, the progress of mankind has been closely related to the great contribution of newspapers. However, with the rise of new media, the basic functions of news dissemination of newspapers have been weakened, and many new functions have emerged. As the challenge of modern new media to the status of the newspaper media, the traditional newspapers are facing tremendous pressure. Fortunately, the newspaper news is not defeated by the onslaught of new media. It is still one of the most effective media for the dissemination of information to

the public. At the same time, newspaper news has gained new vitality and development in the competition. Therefore, no matter how it develops and how many new functions it incorporates, the basic function of news dissemination will not change.

The newspaper has many functions, which can be reflected from the following aspects.

1) in the process of reading, the reader need to think about the related issues, which greatly improves the credibility of the news.

2) It has the advantage of convenient storage. This makes it easier to find important information. Therefore, most libraries archive newspapers for reference in the future.

3) readers have more choice and autonomy. There are many special issue in newspapers and newspapers. The content of newspapers include all domestic and foreign politics, economy, military affairs, sports, entertainment, culture, literature and art. Reader can read according to their own needs.

4) it is suitable for conveying in-depth information, which can be read repeatedly by readers.

5) the purchase price of newspapers is low, and it is easy to buy, carry and contact with the media;

6) the reading rate of the newspaper is very high because of the strong continuity.

By analyzing the characteristics of the newspaper itself, we can sum up the role and advantage of newspaper. So, in order to meet the information needs of people in such a high pace of society, it is important to keep the basic function of the dissemination of news and introduce new functions to make the newspaper better and better.

4. Comparisons on Style of BERN and WERN

4.1. Graphological Level

From the level of graphology, it can be analyzed from the news leading. The news leads are to express the most important and the freshest truth in brief sentences. The role of the news leads are to point out the key idea and attract readers to read the full text of the message. The following examples are used to analyze the differences in the news leads writing.

On December 17th last year, the famous Harrods department store in London, England was bombed by terrorists. The news agencies, newspapers and radio stations all sent the news in time. The following are the news leads used by newspaper news and broadcast news.

1) "At least nine people were killed ----- including policemen ----- and 75 injured when an IRA car bomb exploded and ripped into Harrods store in Knightsbridge, London, yesterday afternoon." (Sunday Times, Dec 17, 1983)

2) "A car bomb exploded here today in a street crowded with Christmas shoppers outside Harrods, the department store, killing 5 people and wounding 77 others." (The New York Times, Dec 17, 1983)

3) "A large car bomb has gone off in central London and five people have been killed, two of them policemen." (BBC, Dec 17, 1983)

4) "British police say at least five persons have been killed in a bomb explosion outside a famous store in London." (VOA, Dec 17, 1983)

Example one and two are the leads of English newspaper news, examples three and four are the leads of English broadcast news. From the example above, we can see that the English newspaper news pays more attention to the explanation of the most important facts, which makes the whole news report form a typical inverted pyramid structure. That is to say, the important facts are in the front of the whole sentence, the minor facts are in the back, and then arranged in order. Generally speaking, the news leading including five news elements, we can

call five "w" - - - - - who, what, when, where, why/how. There are the following reasons why the news lead of English newspaper news uses this method.

On the one hand, in order to save time, journalists must write important content as soon as possible. When the editor makes a draft, it can be delivered at any time without missing out the key facts, just need to check it if the news includes the five "W". On the other hand, this method helps to use the most important content to attract reader 'attention and arouse their interest in the rest of the news.

For English broadcast news, the news leads are very different from the English newspaper news. The differences depends on their different ways of communicating. When we hear broadcast news, the information we receive in a short period of time is limited. If the five "W" s are introduced at the beginning of the news, it is difficult for the audience to understand the whole news. Therefore, the broadcast news should catch the attention of the audience. It needs to let them know what kind of news is happening, but the key facts are not introduced immediately. As long as the audience is prepared to listen to the broadcast, the facts can be made clear one by one.

What's more, from these above examples, it can be concluded that the news leading of English newspaper news has more words than the news leading of English broadcast newspaper. The former needs to contain the five "W" to express the facts in more detail, so the sentence is longer than the latter.

4.2. Lexical Level

From the graphology level, we can analyze it from the following points.

The vocabulary of English broadcast news is more colloquial than that of English newspaper. The news language in the English newspapers should be popular, but not necessarily colloquial. By contrast, the English radio news requires both of them to ensure that the audience can understand every word. Therefore, the English radio news writer need to work hard on the vocabulary, make vocabulary concise and easy to understand as much as possible, and avoid using unfamiliar words. The lexical features of can be analyzed from the following two examples.

"Both the British and French governments had registered initial objections to German foreign minister Hans-Dietrich Gensher's plan to provide alternative scientific work for thousands of killed people left unemployed and unpaid by the collapse of the Soviet military-industrial complex, which was first floated two weeks ago , but have with-drawn them as the idea has evolved."

----- (The New York Times, Feb 18, 1992)

"Britain and France have now agreed to German foreign minister Gensher's plan to give a wide choice of scientific woke to thousands of skilled but jobless people left over by the falling down of the Soviet Union. Gensher's plan got support two weeks ago except that Britain and France expressed their disagreement."

----- (BBC, Feb 17, 1992)

From the above examples, we can see that in order to help the audience understand the content easily, the broadcast news needs to turn the written language into spoken language. Such as, "unemployed----jobless," "collapse----falling down," "floated----got support" and so on. The spoken language of these words makes the broadcast news more simple and easy to understand. sports, military affairs, science and technology, literature and other words are often quoted in English broadcast news. In order to pursue the novelty of words, the broadcast news writers often borrow other words from the other field, we called them jargon. By using these words, readers' interest can be aroused, especially those who are more professional than others. At the same time, it is helpful to express the meaning of news more appropriately. For example:

“U.S. airlines accused SIA of selling below-cost air tickets in attempt to strength its footholds in the Pacific service.” (Reuter, March 10, 2011)

It shows that the word “foothold” is a military term. The use of the word conveys the meaning of the author to the readers vividly. It is not only increases the professionalism of the article, but also enhances the interest of the readers. By the contrast, the broadcast news does not apply to this. Too many professional terms and jargons make it difficult for the audience to understand the meaning of the news at once.

4.3. Grammatical Level

For English broadcast news, the sentence structure is relatively simple, and most of them are simple statements. As we all know, the English broadcast news will soon disappear, so it can not contain too many words or concepts. Therefore, besides the concise words, it is necessary to use simple sentence structure. Especially, the simple declarative sentences. Moreover, writer often divides a long sentence into a short sentence, which makes it more in line with people's listening habits. Avoid the typical written structure, which is conducive to the audience's understanding of the meaning of the news. However, the English newspaper news does not have strict requirements for sentence structure. The difference lies in their different way of communication.

For example, the Sydney Morning Herald wrote such a sentence to describe a senator's injury. After the hospital, after an examination indicated that Senator Smith's injuries were not and that he would be in good shape, his secretary announced that he would continue his campaign tour tomorrow, addressing in Queensland in the afternoon.

----- (The Sydney Morning Herald, Oct 20, 1990)

This is a 40-word long sentence, with too many concepts and complicated sentence structure. It is easy to forget the front part when you finish the last part, so it's not suitable for broadcast. Therefore, Australian Radio corrected the report and broadcast it as follows.

"At the hospital an examination showed that Senator Smith's injuries are not serious. He would be in good shape after a night's rest. His secretary said that the senator would go on with his campaign tour tomorrow. He is due to speak in Queensland in the afternoon."

Thus, the long sentence is divided into four simple ones. It sounded more rhythmic, and the sentence structure became more suitable for broadcasting.

4.4. Semantic Level

Direct speech and indirect speech are often widely used in English newspaper news. In this way, not only the authenticity and vividness are increased, but also the objectivity of the author's position is displayed. However, English broadcast news usually quotes indirect speech, which should not be too long. Otherwise, the audience will be confused about the words because they don't know whether it is the announcer's words or the quotation. If the audience is ambiguous about the meaning of the news, then the meaning of the news will not exist.

In order to highlight the news content, the English newspaper news often puts the source ownership after the news. However, the English broadcast news usually goes the opposite way, making it pleasant to hear. For example, pay attention to the underlined parts.

“I am a little nervous because, because I never flew before and I've never been out of the country, says Kelvin Cunningham. For 17 years he had a job at American Candy in Selma. Now he works for Hyundai and is heading to Korea.”

----- (The Times, Jan 30, 2004)

“An Israeli Foreign Ministry spokesman said a mastermind of terrorism had been eliminated, and one Cabinet said such attacks would continue.”

----- (BBC, April 18, 2004)

On the semantic level, these writing skills make the expression of news more natural and easy to understand.

5. Conclusion

To sum up, both English broadcast news and newspaper news belong to the category of English news, but there are many differences in vocabulary, sentence pattern, news lead and so on.

The research shows that the English newspaper news pays more attention to the explanation of the most important facts, which makes the whole news report form a typical inverted pyramid structure. The news leads in English newspapers have more words than those in English broadcasting newspapers. The former needs to contain these five "W" to express the facts in more detail, so the sentence is always longer than the latter. In order to help the audience understand the content more easily, the broadcast news strives to turn the written language into spoken language. Another key point is that the authors of broadcast news often borrow other words and terms from other fields, but the broadcast news is not. For English broadcast news, the sentence structure is relatively simple, and most of them are simple statements. In addition, direct speech and indirect speech are often widely used in English newspapers and news. However, English broadcast news usually quotes indirect speech, and the speech should not be too long. In addition, to the length of writing, English broadcast news is often shorter and more concise than newspaper news. This is due to the limited time. No matter how fast the announcer speaks, he can only read less than 200 words per minute. This paper also makes detailed analysis and introduction in the research status, definitions and functions of the two kind news at home and abroad. All the efforts and research achievements of the whole thesis are aimed at helping news writers and journalists to work better.

Through the analysis and discussion of this paper, we can understand the similarities and differences between broadcast news and newspaper news. This article only analyzes some of these aspects, and there are still many aspects worth exploring. The news language is the bridge and link between the thought of communicators and the media. Therefore, the news content is very important. It is crucial to grasp the characteristics of journalistic style. For the news media, the writing style of news is the most important part of the birth of news. Studying the characteristics of journalistic style can give us a better understanding of the structure features of various kinds of news. Only by understanding the stylistic features of all kinds of news, can we improve the level of the news writing. In the process of the study of news style, this paper draws on scientific theories and methods. A large number of typical examples are used in study, through which we can clearly see the similarities and differences in writing style. The theoretical support of predecessors and the practical exploration and investigation of this paper, these efforts have supported the research of the whole thesis. The information collection and summary of the whole thesis are hard-won and all of these achievements are intended to make a contribution to research in this field. After studying a great deal of literature and practice, we found that the burden of being a journalist is enormous. The stylistic features of broadcast news and newspaper news require journalists to take the news content seriously. Whether it is the choice of words or the grasp of the sentence structure, only journalists can accurately grasp these contents after they have a deep understanding of the event itself. In short, all the research achievements of this paper hope to contribute to the research field of newspaper news and broadcast news.

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