

**THE PRACTICE OF TYPOLOGICAL ANALYSIS OF RUSSIAN
ENTERTAINMENT NETWORK PRESS**

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Abstract

This article is devoted to analysis of stylistic peculiarities of mass editions «Time Out Moscow», «Time Out Petersburg» and «OK!», covers the genre-forming and typological peculiarities of news stories in the network press (hypertextuality, multi-media character, interactivity by examples of illustrations, links, video materials, readers' discussions of the stories). The components of internal structure of the editions: headlines, leads, texts - were studied.

The article reveals significant stylistic differences of the editions, formed by the readership of the magazines. The typological peculiarities of the news stories influence the internal structural components. The correlation of hypertextuality, multi-media character and interactivity with the structural components creates a unique text: dynamic, spatial (rather than linear) and permeated with dialogue.

Key words: network press, multimedia, hypertextuality, multi-media character, interactivity, stylistic variants of speech.

1. INTRODUCTION

Socio-cultural analysis of media text is an efficient tool for its adequate comprehension. It also forms a stylistic competence.

Network press is the way of cognitive interaction. Cognitive interaction is an aggregate of discourses at one site. Each page has a reference to other pages and to other topics. All submitted discourses organize the semantic space of the site. They create its integrity, which is perceived by addressee. Information portal is being formed as a unit by combining a variety of semantic fields of network press. It is a kind of center which the recipient addresses to learn something, compare, etc. (Lazareva, 2008).

Understanding that the text is tightly saturated by cultural information allows us to consider it as a three-dimensional multidimensional phenomenon, characterized by deep and layered structure (Dobrosklonskaya, 2008).

Media texts of the network press form the information culture: skills and ways of working with the information, skills of critical attitude to the information, communication skills in an interactive mode, skills to build relationships with the surrounding social world, ability to organize the communication space (Tuchkova, 2007).

2. STYLISTIC PECULIARITIES OF MASS EDITIONS «TIME OUT MOSCOW», «TIME OUT PETERSBURG» AND «OK!»

The heading «Exhibitions. News» of the Internet-editions «Time Out Moscow» and «Time Out St. Petersburg» was chosen for our research. This heading corresponds to the heading «High Life» in the magazine «OK!».

«Time Out» is the only magazine for entertainment, which is published in 15 largest cities of the world, including all cultural capitals. Worldwide weekly cumulative audience of «Time Out» is more than one million readers. The magazine «Time Out Moscow» is published weekly on Mondays in 50,000 printed copies and consists of up to 160 pages. The magazine «Time Out Petersburg» is published twice a month on Thursdays in 22,000 printed copies of up to 160 pages. Consequently, the first thing we can note is a different amount of information received by the addressee: for the inhabitants of Moscow more news about the city's cultural life are available, the choice becomes more diverse. Online versions of publications are updated more often, almost every day. During the analyzed period (June-November) it was found that the amount of material is comparable: 23 Moscow news stories and 26 of St. Petersburg's news stories.

The Russian edition of magazine «OK!» is produced by Axel Springer Russia, representation of Germany's largest publishing house «Axel Springer AG». The journal is published weekly on Thursdays. 120 000 printed copies are distributed in all major cities in Russia. The audience of the journal in Russia is 517 100 readers. 83.4% of them are women.

We analyzed the news stories of the online versions of these magazines published within a period of six months. It was found that the number of news stories in each of the above publications is about the same. The design of news stories was completely identical. The distinctive qualities of the content of news stories of all publications are timeliness, accuracy, clarity and precision of presentation, enough textured content, the absence of inaccuracies and errors. Characteristic features of the publications are bright large print of the titles, expressive and eye-catching photos, and multimedia - the ability to view gallery of images and videos.

3. HEADLINES OF NEWS STORIES

The causal correlation of linguistic features with typical signs of selected editions is determined by the analysis of structural components of the news stories (Lysakova, 2005). Together with the illustrative material (as a manifestation of such typological feature of network press as multimedia character) the headline concentrates in itself the content of the text. The title serves the appellative function: in addition to naming the theme, it provides an assessment, which programs the perception. The heading style is a style of a news story.

The appellative function predominates in the headlines of news stories of «Time Out Moscow»: they contain an expressed assessment in colloquial speech («cops», on Ordynka, the people went to «culturate themselves» (in the meaning «to become civilized», «Art Moscow» gains by selling), or expression in the form of syntactic. The assessment appears in using the metonymy (pictures will go - not people with pictures), and in the estimation lexicon (the authorities will make them love). Such a vivid manifestation of estimation in the lexicon is compensated by the lack of appellativity and imagery in the illustrative material. The main task of the author here is just to illustrate the material correctly, to decrypt the headline, to make it attractive to the reader (the article «A new device of the «cops» - alcohol laser – will be represented at the Exhibition Centre» is accompanied by a large photograph of alcohol laser).

The appellative function in the titles of news stories in «OK!» is less pronounced. In neutral language they are closer to the title headings of «Time Out St. Petersburg». Colloquial lexicon is found only in 2 titles («party») of 27. The assessment appears in the use of a popular foreign lexicon - pre-party, afterparty. Structurally, the headlines are different syntactic structures (6 two-part extended sentences, 21 denominative sentences, one incomplete).

The headlines of «Time Out Petersburg» perform mostly nominative function, and consist of the neutral lexicon: «Summer exhibition of ice sculptures», «Sand sculptures festival», «Photo exhibition». There is no assessment. Availability of the assessment can be traced at the level of pictures as the components of the headlines. Photos are not descriptive but embody along with a title an artistic image (conceived by the author). In most cases they leave the meaning of the headlines unclear for the reader (the article «Simple Things» is accompanied by a diffuse image of girl's feet, the article «Red - means beautiful» has a blurred image of a girl in a red dress).



Fig. 1. Illustrations of headlines from «Time Out St. Petersburg »

In the headlines of «Time Out Petersburg» brevity and restraint of the titles appeal to the intellectual public, able to appreciate and understand the meaning of words. For someone who does not know the art center «Pushkinskaya, 10» the title «The Birthday of Pushkinskaya, 10» will remain opaque: possibly, it is a cafe, restaurant, shop, club, museum, etc. Perhaps, this is «caste» tendency of «Time Out Petersburg»: its audience - intelligent young people, who are able to identify by a single word the following content of a news story, or at least such, who have an idea what will be discussed. «Bertrand Plan in the Loft Project FLOORS» - there it is not explained who is Bertrand and the Loft Project FLOORS (see «Polytechnical will be turned into the best science museum» - full clarity of the Moscow edition's title).

The headlines of news stories in «Time Out Moscow» contain lexicon and syntax of colloquial language and openly expressed emotional assessment. The headlines of «Time Out Petersburg» are designed in the literary style, with a higher semantic generalization. The headlines of «OK!» are characterized by the lack of clearly defined assessment in the lexicon, but the use of colloquial syntax brings the magazine «OK!» together with «Time Out Moscow». It demonstrates the massive thrust of the edition.

4. TYPOLOGICAL PECULIARITIES OF NEWS STORIES

In all of the analyzed journals the titles are accompanied by mandatory presentational visual signs: specially decorated materials of photo sessions; semantic plot drawings, metaphoric photo collages. This use of multimedia features in network press is both the author's self-expression and the involvement of the recipient.

It should be noted that the choice of illustrations in Moscow and St. Petersburg Time Out editions varies. Illustrations of «Time Out Moscow» present news stories, serve as a kind of «decoding» or the addition to the title.

For example, the new story «In the Moscow parks appeared three-dimensional picture» framed with the semantic image: photos of paintings painted on the pavement in 3D. The new story «Pictures will walk through the streets in the weekend» is opened with the illustration depicting «sandwich-men» from both sides stuffed with billboards. This picture illustrates the opaque headlines perfectly and supplements the lead. The headline «The museum of Soviet gaming machines is opened» is accompanied by the photo of machines.

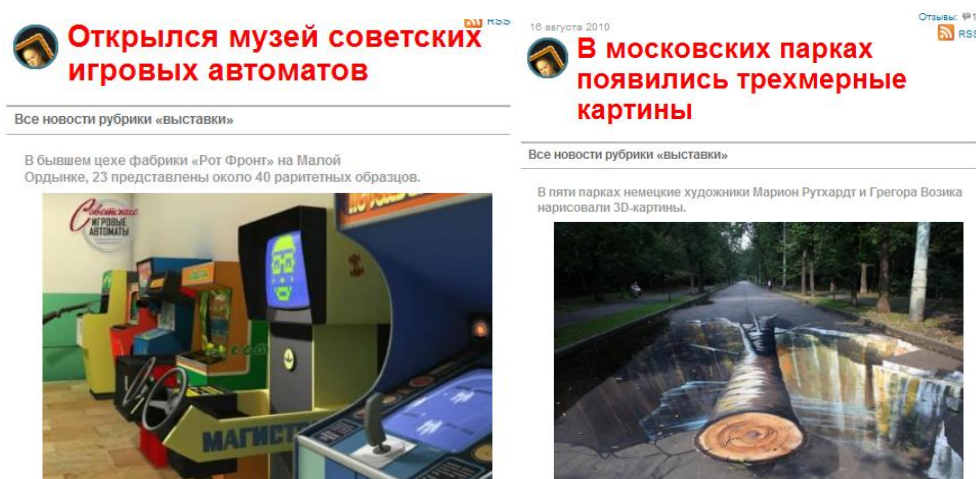


Fig. 2. Illustrations of «Time Out Moscow»

«OK!» is full of illustrative material, functioning only as a supplement to the article as and in the title. On the basis of the analyzed material we can conclude that almost all news stories are provided with simple pictures of the events and do not carry any semantic value. Photos are even published before the titles. The edition retains the choice of illustrations of its format – «to cover the life of stars». For «OK!» is not so important WHAT and WHERE, the most significant is WHO. It is difficult to find a picture illustrating the event itself.

In the «Time Out St. Petersburg» apart from similar in the simplicity and understandability illustrations (article "Exhibition of adverts in Russia 1900-1920» is framed with a picture of the poster of electric light bulb), a series of news stories (almost half of the analyzed material) is provided with metaphoric photographs and drawings, images, designed not only to attract attention, but to surprise and shock the reader. The headings and also selected by the author illustrations look extraordinary and sometimes shocking.

For example, in the article «The image of death in art» from listed sculpture of ancient Mexico, medieval portrait miniatures, stained glass windows of the temples, paintings and illustrations the author selected the photograph of a cat, on the neck of which a miniature death with a scythe sits. The news story «Explanation Kills ART Photo Contest», devoted to the contest of artistic photography, is equipped with a black and white photograph of a girl holding a raw fish in her mouth. The news story «The scream in the art» is accompanied by a picture of image similar to the work of Edward Munch's «Scream». The news story «Michael Alexander» about his museum attraction «The horrors of St. Petersburg» is accompanied by a photo of Alexander with a wax head of Grigory Rasputin in his hands.

17 августа 2010

Explanation Kills Art Photo Contest

15 сентября 2010 года в Галерее Дизайна/bulthaup состоится церемония награждения победителей конкурса художественной фотографии Explanation Kills Art Photo Contest и торжественное открытие одноименной выставки.



Образ смерти в искусстве

Изображения смерти в ритуальной скульптуре Древней Мексики, средневековой книжной миниатюре, храмовых витражах, живописи, скульптуре, графике



Fig. 3. Illustrations of «Time Out St. Petersburg »

5. LEADS OF NEWS STORIES

If we turn to the texts of news stories, mainly to their leads, it may be noted that appellativity of leads in «Time Out Petersburg» is expressed by the descriptiveness and the author-chosen landscape of cloudy sky and its reflection in the river in the painting by I. Levitan, «The Lake» (an example of the news story «The sky in the art»). There is no summary of the event in the text, there is no formality and neutrality in the speech. Language is colloquial, the tone is not official or neutral, it is confidential and friendly. As if the author shares his thoughts and the perception of the sky, thus attracting the attention of the reader.

In contrast to the singularity of each lead in St. Petersburg edition the leads in «Time Out Moscow» and «OK!» are based on one pattern: explaining in spoken language WHAT (graffiti-hundred-meter map of Russia, archive pictures), WHEN (June 20, July 15) and WHERE (in Tushino tunnel, on the site in Troparevskom park, the building of the Tagansky court) will occur. For authors here, as at the level of illustrative material, it is primarily important to convey the meaning, causing the reader's response to the concreteness of language and assessment indicated in the title of the news story.

Небо в искусстве

Чтобы увидеть небо, не обязательно закрывать голову, можно смотреть и прямо, если взглянуть на картину, где оно нарисовано, ну или просто прилечь на скамейку.



Fig. 4. The correlation of illustration and text. «Time Out of St. Petersburg»

6. CONCLUSION

The author, creating the news story and choosing these distinctive and memorable images, not only demonstrates his creativity, and thus tends to join the reader into the dialogue with him, He tries to find the response not for static snapshot explaining the news story, but for specially selected or created image with the help of illustrations and picked up title. But the process of perception and understanding will be different for each reader. Consequently, the recipient interprets the image, linking it with the headline, and re-creates his own text. Such active position of the recipient becomes one of the major characteristics and provides feedback which is so necessary for the author.

Thus, at the level of analyzing genre specific features of media texts we can make an inference about the importance of particular illustrative material in the network press. In the news stories of «Time Out Moscow» the authors cover popular topics, involve critical problems, waiting for the turbulent, sometimes aggressive reactions of the general reader. Photographs and drawings of «Time Out Moscow» and «OK!» are mostly optional and descriptive. The main task of the author is to illustrate the material correctly, to explain the title (and possibly lead) of the network news story, to make it clear and attractive to the reader. In this case, the illustration helps to explain the title. In the news stories of «Time Out St. Petersburg» the authors often refer to the illustrations as means of self expression, dialogue with the reader and the search for his response. The selection of photos and drawings set the tone and nature of the discussion of the readers. Even the negative reviews are pronounced so rudely and aggressively as in the Moscow edition.

Multimedia is becoming not only the distinctive feature of the network press, but also affects other parts of the news story: title, lead, text. In «Time Out Moscow» and «OK!» the illustration is submitted to the heading (it explains it). In «Time Out of St. Petersburg» illustration is an important component of the news story - it visualizes the title. The image-bearing of the news story will not be there without the illustration.

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The network editions have stylistic differences. These differences are explained by the principles of formation of the readership of magazines. «Time Out Moscow» focuses on the general reader: the weekly news for every muscovite. The edition of «OK!» also focuses on the general reader, but of the whole country. «Time Out Petersburg» is focused on a narrower range of intellectual youth. Stylistic differences were found on the structural levels: in the title, lead, text of the new story. The titles, leads and texts of the analyzed editions are characterized by stylistic unity, indicating a high level of professionalism of the editorial teams of magazines (Lysakova, 2005). The literary style is the dominant of «Time Out St. Petersburg». «Time Out Moscow» and «OK!» appeal to their readers with colloquial speech. These editions contain an open assessment, addressed to the general reader. It can be concluded that there is a particular importance of illustrations on the pages of the network press.

In the news stories of «Time Out Moscow» and «OK!» photographs and drawings are mostly optional. In the case of «Time Out Moscow» they have the explanatory nature. The main task of the author is to correctly illustrate the material, explain the title (and possibly lead) of the network news story, in order to make it clear and attract the reader. In this case the illustration helps to explain the title. In the news stories of «Time Out St. Petersburg» authors often refer to the illustration as a way of expression, dialogue with the reader and the search for his response. Therefore, photos are not so much explaining in their character. They create an artistic image in one pair with the title, leave the meaning of news story unclear, without revealing it and forcing the reader to solve the puzzle himself.

Hypertextuality, interactivity, multimedia character, structure and language features of network press open new opportunities for the development of cultural material, for the expansion of cognitive information, enrich the language with additional lexical variants (Trofimova, 2005).

Progressive learning will give a clear idea of genre peculiarities of the modern network press. It will form the practical skills of understanding the material, teach to understand the information and illustrative material correctly, single out the influence on the reader and author's assessment. Therefore, it will enhance the understanding of critical situations and problems of the modern society and the whole world through the network press.

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