

The 2014 FIFA World Cup in British Press: A Linguistic Analysis

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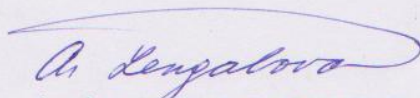
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ABSTRAKT

Tato bakalářská práce se zabývá analýzou novinových článků Britského tisku týkajících se Mistrovství světa ve fotbale v Brazílii.

Teoretická část se nejprve zabývá fotbalem a jeho historií, následně popisuje žurnalistiku a její jazyk. Dále jsou popisována jednotlivá periodika, jejichž články jsou analyzovány. Závěrem se teoretická část zabývá lingvistickými prvky, idiomy a kolokacemi.

Praktická část se zabývá analýzou vybraných novinových článků z periodik The Daily Mail, The Mirror, The Guardian a The Telegraph. Následně jsou tyto články vyhodnoceny a porovnány.

Klíčová slova: Mistrovství světa ve fotbale, žurnalistika, seriózní a bulvární tisk, lingvistická analýza

ABSTRACT

This bachelor thesis deals with analysis of British newspaper articles concerning the FIFA World Cup in Brazil.

Firstly theoretical part concerns with football and its history, afterwards it covers journalism and its language. Subsequently it describes particular newspapers used in analytical part. The last part of the theoretical section examines the linguistic features, idioms and collocations.

Analytical part deals with the analysis of the articles from The Daily Mail, The Mirror, The Guardian and The Telegraph. Afterward the articles are evaluated and compared.

Keywords: FIFA World Cup, journalism, tabloids and broadsheets, linguistic analyses

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INTRODUCTION

Football is one of the most favourite sports in the world and the fact that FIFA World Cup is held in the country which can be considered as synonymy for football, makes it a wonderful celebration of this sport. This bachelor thesis focuses on the British newspapers and the ways how they reported about this incredible tournament in Brazil which can be consider country of football.

The reason why I chose this topic is that I am interested in football as well as I wonder how is this tournament portrayed in the British press as it did not end well for England side.

The main purpose of this thesis is to describe language features from the articles dealing with the FIFA World Cup of selected tabloids and broadsheets in the United Kingdom and afterwards analyse and compare them.

The theoretical parts begin with the football and its history. Subsequently the thesis examines the journalism language and values. Afterwards the focus is put on the distinctions of the tabloids and broadsheets newspapers in Great Britain. In the end of the theoretical part attention is paid to the linguistic features and multi-words expressions which appear in the articles.

The practical part analyses selected articles which are separated into thematic sets from both British tabloids and broadsheets press, specifically The Daily Mail, The Mirror, The Guardian and The Telegraph.

I. THEORY

1 FOOTBALL AND HISTORY

History of football, one of the most favourite sports in the world, which we know nowadays, is dated to 1863 when the first Football Association was formed in England. However the scholars proved that evolution of the football started in the second century BC in China. An activity, similar to football, was performed there as a military exercise. In this exercise, soldiers had to kick the leather ball into the opening measuring 40 cm. Another similar sport occurred in Japan, Greece or Roman Empire who took this game to the United Kingdom where it started evolving into the form we know today and spreading all over the world. (FIFA.com)

1.1 FIFA organization

The Fédération Internationale de Football Association is the international governing body of football, futsal and beach football. It was founded in 1904 by 7 European countries. In 1908 FIFA expanded to Africa and in 1912 into America. Nowadays FIFA unites 209 national associations and it is responsible for the organization of the several major football tournaments with the biggest one which is the FIFA World cup. (FIFA.com)

1.1.1 FIFA World cup

FIFA World cup, together with the Olympic Games, is the most anticipated and popular sport event in the world. It was established in 1920s by the group of football administrators, who came with the idea to bring the best national teams together and compete for the title. First tournament was held in Uruguay in 1930. Then after Second World War tournament took place alternately in Europe and America. Everything changed in 2002 when the tournament was organized by South Korea and in 2010 when it came to Africa for the first time.

The latest tournament was anticipated more than usually, since it took place in Brazil, the most successful country in the World cup history. The Expectation of the warm welcome from the Brazilians were cooled by demonstrations against the giant spending of funds which the organization of such an event required. (FIFA.com)

2 JOURNALISM

Journalism is the gathering, processing, and spreading of news and information related to an audience. The word journalism applies to both the method of inquiring for news and the literary style which is used to disseminate it. Journalism is supposed to bring new information and its content should be comprised of the comments, news, analyses, entertainment and advertising. (Harcup 2009)

Bell adds that newspaper is about the news, but he split the news into two types: hard and soft news. Hard news is considered as news about war, crimes and disasters, whereas the purpose of soft news is to entertain or educate the reader. (Bell 1991)

Contrary to Bell, Reah (Reah 2002) proves that major content of the newspapers is not about the news of the day. News leave space for an entertainment, sport and advertisement. It may be observed in tabloids mainly, but serious newspapers follow this trend.

2.1 Language of news

The main purpose of news is to influence the audience. Fowler (Fowler 1991) claims that stories in newspapers are based on mental categories presented in readers developed by the media.

Reah states (Reah 2002) that newspapers have to adjust their language to their target audience therefore language is the key factor in the establishment and maintenance relationship with the readers. She also claims that the authors of newspaper are able to manipulate with the reader by choosing of words. If the author uses words with negative connotation it generates negative response from the audience.

Cotter (Cotter 2010) agrees with Raeh that the language is important element to establish relationship with readers. She also adds that the structuring of sentences is also the key element. It is possible to recognize a good author by style, structure of his sentences and by the selection of words.

Richardson (Richardson 2007) claims that the occurrence of figures of speech is often in the newspaper. He adds that all figures of speech are important from the point of usage in newspaper. Journalists are unable to report events objectively and truly therefore they employ figures of speech to persuade the reader or provide the same point of view.

Bell (Bell 1991) contributes with claim that the most demanded attribute of news is objectivity, the news should be provided without any personal judgement and should stay impartial. Despite that fact the achievement of this quality is quite complicated.

2.1.1 Formal and informal language

Usage of the formal language is appropriate in serious situations, such as speech, lectures or business meeting. Formal language is also used by people of higher social status. On the other hand, informal language is common in spoken language, nevertheless, features of informal language usually appear in the text messages or chat with friends. Formal language involves longer words such as *terminate*, *endeavour*. Modal verbs determine level of formality as well, for instance *can* is considered as neutral whereas *might* is said to be very formal. Informal language also contains ellipsis (*Went to Barcelona for the weekend*), relative clause without relative pronoun (*The girl I met in Singapore*) or contractions (*She's decided to accept the job*). (Johnson, Donohue, Atkin and Johnson 1994)

2.1.2 Jargon

Crystal (Crystal 1995) describes a jargon as a technical language of certain field. It is a special kind of the terminology which is used in written and spoken language.

According to Yule (Yule, 2006), jargon is a special vocabulary connected with the specific group or activity. He claims that jargon helps to connect those who share the same idea and exclude the others.

Beard believes that there is only small difference between jargon and argot, therefore they share similar features. He tends to call it code instead of jargon (Beard 1998). The main difference between those two is that argot is used mainly by secret organizations.

According to Dent (Dent 2005), jargon can be separated into the several categories. Jargon is used in order to create the impression of importance or it can operate as a euphemism or a spin, which is for instance in the business word downsizing as a term for the reduction of the work force.

Sport jargon is affected by the actions related to the competition (Kowalikowa 2009), names of sport equipment or relations between athletes. In these circumstances we may consider it as a professional jargon. Its features include the specific vocabulary. These vocabularies can be found in general lexicon, however, their meaning shifts in a sport discourse into professional terminology.

2.2 Language of headlines

Headline is the unique type of the text. Main function of the headlines is to attract readers therefore it is written in big bold letters (Harcup 2009). It has many restrictions which limits the writer's options. Headline may be consisted from several parts such as

superheadline and subheadline. Its position is on the top, usually across several articles. Usually it is not written by the one who wrote the article.

Writers of headlines use certain language devices that make headlines memorable. The most common devices of the headlines are the emotionally coloured words, intertextuality and figures of speech. Since the headline must be short and attractive, the most common figure used is an ellipsis. (Reah 2002)

Crystal and Davy (Crystal and Davy 1969) agree that the main object of the headline is to attract the reader and they add that the headlines should be concise, intriguing and keep away from the ambiguity as the reader just reads down the page and he expect something what arouse his interests.

Crystal and Davy also remind that graphic of the headline cannot be omitted. The headlines are different in the size, style or font which is feature of great importance as it attracts the reader.

2.3 Language of sport

Language of sport uses figures of speech (Müller 2007) as it is not supposed to be just about stating plain facts. Usage of words of foreign origin is common practice in the sport journalism, especially, English words and phrases which could cause confusion for people who is not experienced in language. (Lavric 2008)

2.4 Newspaper values

Values of the news are formed by the level of newsworthiness. Those values give to journalists a set of intangible, informal and unconsciousness elements which have to be respected in process of writing and publishing. (Brighton 2007)

Analysis of news should follow some of the criteria factors stated in the list created by Johann Galtung and Mari Ruge. Frequency, followed by threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, composition, reference to elite nations, reference to elite people, reference to persons (Fowler 1991).

Rita Oates (Oates 1981, 39) narrows the list of the elements to only 6 items: proximity, prominence, timeliness, consequence, human interest, and conflict. Good story which could be considered as newsworthy has to contain at least one of these elements.

3 NEWSPAPERS IN UNITED KINGDOM

According to Tunstall there are three types of newspaper in Britain. He separates it into Tabloids, Mid-market and Broadsheets. (Tunstall 1996)

Reah agrees with this classification, but she claims that several kinds of newspaper which may be considered as a special category, therefore they contrast in the content. For instance it could be newspaper of political party or town newspaper. (Reah 2002)

3.1 Tabloids

Tabloids are traditionally the most popular kinds of newspaper. They target to the readers of both sexes with lower social status. The pictures prevail over the words in this kind of the newspaper, from that reason they are also called *Picture papers*. Less formal language is used in tabloids and headlines are engaging in order to grab attention of a reader. They give lots of space to the sport, people stories and celebrities rather than the politics and the economics issues. Representatives of tabloids are Daily mail or Daily Mirror (Cole and Harcup 2010)

Martin Conboy (Conboy 2006) adds that the popularity of tabloids is also language driven. He describes the language as rhetoric, with the abstract style but the chosen words are not high-flown. Tabloids also use rich metaphoric language, intertextualities and word plays.

3.1.1 Daily Mail

Daily Mail is one of the biggest tabloid newspaper and the first newspaper which sold more than one million of copies in one day in the United Kingdom. It has been publishing since 1896. Irish and Scotland have their own edition of the Daily Mail. The majority of the readers are women who create 55% of their reader base. (dailymail.co.uk)

3.1.2 Daily Mirror

Tunstall (Tunstall 1996) claims that Mirror was established in 1903 as a women magazine. Since that time it evolves into nowadays form which is one of the most popular tabloid papers in Britain which reports about news, sport, life-style and celebrities.

3.2 Broadsheets

Original term broadsheet was used for piece of paper which spread the royal news. Broadsheets or serious newspapers are printed on larger sheet (Cole and Harcup 2010), use

formal language, terminology and provide serious news. Serious press uses less pictures than tabloids and they focus on content of the articles. Their main audience are people from higher social class and education. Although broadsheet is considered as broadcaster of hard news, nowadays it had to adjust to the demand and integrate some of the tabloid elements. This kind of newspapers are often more expensive than the tabloids, but the main source of income come from the advertising in newspaper.

3.2.1 The Guardian

The Guardian was founded in 1821 in Manchester. It was founded with intention of promoting liberal interests. Nowadays papers are left oriented. (Reah 2002) Guardian also publishes magazine which is tabloid oriented, which proves the fact that the Guardian moved from the broadsheets to Berliner format. The Guardian's online edition was the third most read in the world in July 2012 as England hosted summer Olympic games. (theguardian.com)

3.2.2 The Telegraph

The Telegraph is English-written broadsheet newspaper founded in 1855. The telegraph also publishes in Australia and Canada. Since 1961 they have been publishing Sunday Telegraph, which has its own editorial staff. Apart from the Guardian, the Telegraph is conservative. The Telegraph has been upmarket leader since 1930. (telegraph.co.uk)

4 LINGUISTIC FEATURES

4.1 Figures of speech

Figures of speech also called tropes are a figurative language in form of phrase or word. Figures make text more interesting and provide freshness of expression. Among others there are five main figures: metaphor, metonymy, hyperbole, simile and synecdoche.

4.1.1 Metaphor

The linguistic encyclopaedia defines Metaphor as a kind of the semantic analogy, which is doubtless the most important aspect of the linguistics behaviour. Metaphors create links through analogy and create new meaning for standard words. (Crystal 1995)

Morris agrees with this definition and he adds that metaphor is used in order to achieve artistic and rhetorical effect. (Morris 1979) Fromkin (Fromkin 2000) adds that metaphor is an important part of language which is crucial in human's ability to communicate. Without metaphor this ability would be ruined.

Kövecses divides metaphors according their cognitive function into 3 groups: structural, ontological and orientational.

The first kind of metaphor is the structural one, where the source domain gives the reader the rich knowledge of the target concept. It is used in order to enable reader to understand the target through source.

Second type is ontological metaphor, which brings less conceptual structure for target concept, therefore there is possibility that reader will not be able to understand the text. Their purpose is believed to pass only new status to general categories of abstract target. Ontological metaphors are used in connection with more specific jobs. Kövecses also argues that personification could be considered as a form of the ontological metaphor.

The third type of metaphor is orientational, which provides even less knowledge than ontological one. Function of these metaphors works with basic human spatial orientation. For instance *healthy* is up and *sick* is down or *rational* is up and *irrational* is down. (Kövecses 2010)

4.1.2 Metonymy

According to Knowles and Moon (Knowles and Moon 2006) the metonymy is specific kind of the figurative language and also that metonymy is conceptual in nature. Apart from the metaphor in metonymy there is usually observable connection between metonymy and

its meaning for instance *hand* refers to worker or *fresh pair of legs* for substituted player. Metonymies are considered as less interesting form of the figurative language.

Yule adds that many metonymies are easy to interpret therefore they are conventionalized. However the other part of the metonymies depends on the ability to deduce what is the speaker's primary intention and understanding depends on the background knowledge and context. (Yule 2006)

According to Kövecses common feature of the metonymy is using the topically related words, which do not directly refer to the main idea; nevertheless those words create a mental bridge to the main idea. Metonymy is based on elements that are part of the same topic. Kövecses also claims that the metonymy appears between either concepts or between linguistic forms and events in the world. (Kövecses 2010)

4.1.3 Hyperbole

Claridge states that the hyperbole is a common feature of everyday language. This term means exaggeration of the meaning to certain extent and it has been used since the ancient Greece. Hyperbole deals with the description of the experience but the evaluation of hyperbole is subjective. Hyperbole can be expressed by the adjective, pronoun or adverb. (Claridge 2010)

According to Richardson a hyperbole is used to create a sensationalism and humour mainly in tabloid press. Also points out that hyperbole are misused in the reporting about racial minorities. (Richardson 2007)

4.1.4 Irony

Cotter states that the definition of the irony is that the irony is saying the opposite of what is meant, is not accurate. This definition is applicable to the most of the figures of speech, therefore the definition of the irony becomes indefinable. (Cotter 2010)

Barbe divides the irony into two groups. First one is called underlying irony, where the definition, that irony is meant the opposite of saying, can be applied and the second is literal where intended meaning and sentence meaning is not opposite. (Barbe 1997)

Simpson sets different division of the irony and he divides it into 3 groups. First kind is the verbal irony, which that irony saying opposite of what is meant. The second kind is the situational irony, which is harder to recognize as it also depends on the tone and pitch of the voice. The Situational irony is defined by the expectations of particular situation and event which truly happens. The last kind concerns particularly with the drama and from

that reason it is called the dramatic irony. The element of the irony is based on the fact that audience knows more about the future than the characters in play. (Simpson 2011)

4.1.5 Simile

Similes are based on the explicit comparison, where one thing is like the other. Sometimes the similes are considered as metaphors, but similes are about setting two things side by side. It is quite easy to indicate a presence of simile by presence of words like, as or than however it is not obligatory to contain those words. (Grothe 2008)

4.1.6 Synecdoche

Synecdoche is often represented as a substitution of part for whole, thus one term is more comprehensive than the other one. Synecdoche are usually separated into 4 groups, which are part for whole, e.g. *we need more hands*, whole for part, e.g. *White House decided*, genus for species, e.g. *we need bread (instead of food)* and species for genus, e.g. *vehicle for car*. (Chandler 2007)

4.2 Semantics

Semantic studies meaning of words, sentences and phrases. Yule claims that linguistic semantics deals with the conventional meaning of the word, not with the author's intended meaning on particular occasion. (Yule 2006)

There are several types of semantic relations. The main are synonyms, antonyms, homonyms, polysemy and hyperonyms.

4.2.1 Synonyms

Synonyms are two or more forms which are closely semantically related, thus they can be often substituted in a sentence. Yule notes, that synonyms do not have always same meaning, therefore their substitution can cause misunderstanding. (Yule 2006)

Cruse divides synonymy into 3 groups: absolute synonymy, propositional synonymy and near synonymy.

In general, the absolute synonymy deals with the relation between the words forms that the meaning. For the absolute synonymy it is possible to use them in all contexts without change in ordinariness. There are only few absolute synonymies, since there are strict requirements for them. (Lyons 1981)

Propositional synonymies are assumed to be typical for the areas of special emotive significance, especially taboo areas. Cruse claims that if two sentences differ only in member of the pair of propositional synonymy, the sentences are mutually entailing. He points out that this definition does not apply to lexical items in general, but lexical items under particular construal, e.g. *violin* as an instrument or violin player. Differences in the meaning are formed by differences in expressive meaning, differences of stylistic level and differences in field of discourse.

In this case of near synonymy, words are semantically close. It is not that difficult distinguish them from propositional synonymy but it is quite difficult to determine whether they are still synonymy or not. The reason is that there is no simple correlation between semantic meaning and degree of synonymy. (Cruse 2011)

4.2.2 Antonyms

Antonyms are two or more words which have opposite meaning. If the word is polysemic, each meaning has different antonym and word might have several synonymous antonyms. Peprník separates antonyms into two groups. Gradable and complementary, where gradable could be modified by adjective and can be graded, e.g. hot - cold. Complementary cannot be graded and those express either-or relationship, e.g. innocent – guilty. (Peprník 2001)

Yule argues that there is small group of words, which should not be considered as antonyms. For instance relationship between *tie* and *untie*. From the point of meaning untie does not mean not tie, it means reverse the action of tie, therefore those words are called reversives. (Yule 2006)

4.2.3 Homonyms

Homonyms are a words, which have accidentally come to have same form, either written or spoken, but have different meaning (Yule 2006). It may create ambiguity so words can be understood in more ways. Therefore homonyms become a great tool for humour or confusion. (Fromkin 2000)

Homonyms are separated into three groups. First group are words which have identical sound and spelling, those are called homonyms proper. Second group is formed from words which sounds identical, but they have different spelling and meaning. This group is called Homophones. The last group is comprised of words with identical spelling and different sound and meaning. (Kvetko 2006)

4.2.4 Polysemy

Polysemy means that the word has more than one meaning and in the same time shares at least one element of meaning. It is resolved by context so misunderstanding is less probable than in case of homonyms. (Lyons 1981)

4.2.5 Hyponyms

Hyponymy is paradigmatic relation and one of the most important relations structuring conceptual fields. It is relation where one word is subordinate, hyponym, and the second is superordinate, hyperonym. Cruse also states that hyponymy may be hyperonym for another word, e.g. *Dog* is an animal. *Chihuahua* is kind of dog. (Cruse 2010)

5 MULTI WORDS EXPRESSION

Multi-word expressions are comprised of two or more words and they can be found in every language system. Some of them may have literal meaning in one context and completely different in other one. Kvetko divides these expressions into idiomatic, idioms, and non-idiomatic which are collocations. (Kvetko 2006)

5.1 Collocations

Collocation is a group of words which are often used together by native speakers, but it is hard to understand for the students of English. Collocations which are fixed, eg. *Take a photo*, and some which are less understandable such as *stick to the rules*. (McCarthy, O'dell 2008)

Kvetko corresponds with this definition though he divides the collocation into 2 groups. The first is defined by tendency of co-occurrence, which means the way in which some words combine with other words, for instance *commit crimes*, *blond hair*, **blond car*. Second division is a combination of words which exist together, has a limited range of combinations and transparent meaning, eg. *Interested in*, *submit an application*.

Aisenstadt divides collocations according their fixedness and predictability of usage into free and restricted. Free collocations signify that words in expression can be replaced by another. On the other hand restricted collocations follow certain structural pattern and at least one word cannot be replaced neither within grammatical or lexical framework of language nor in its usage. (Aisenstadt 1981)

5.2 Idioms

Kvetko states that there is no generally accepted definition of idioms, nevertheless they can be characterized by four main features. Idioms have a multi-word character. They are institutionalized which means that they operate as a single semantic unit. Another feature of idioms is that their word combination is relatively fixed and their meaning is fully or to certain extent unique. (Kvetko 2006)

Idioms have special grammatical or semantic characteristics. Therefore most of idioms originate as metaphorical expressions that have similar structure as ordinary phrases, but they are inclined to have constant form, thus in most cases they do not allow change of words combination or enter into other combinations. Idioms can break the rules of combining semantic properties. (Peprník 2001)

Seidl believes that several kinds of idiom occur in language. It could be regularly structured idioms, irregularly structured or grammatically incorrect idioms, although intangibility of meaning does not depend on grammatical correctness but on the empirical experience with the idiom. (Seidl 1990)

Kvetko distinguishes idioms according to degree of transparency of idioms into opaque, semi opaque and semi-idioms.

Opaque idioms are hard to understand therefore there is no clear connection between the meaning of words and the sense of the whole, eg. *kick the bucket* – to die, *hair of the dog that bit you* – an alcoholic drink taken to cure hangover

Semi opaque idioms also called as figurative idioms mean that there is some connection between the meaning of the whole and the literal sense of individual words, eg. *add the fuel to the flames* – say something that makes another people angry

Semi-idioms are considered as expressions with one or more words used in figurative meaning and the others have literal meaning, eg. *blue-eyed boy* – treated with special favour. (Kvetko 2006)

Fernando adds that fourth group of idioms is called transparent idioms. Meaning of the idioms can be inferred from the meanings of their constituents, thus it is not difficult to understand them. (Fernando 1996)

Kvetko claims that phrasal verbs could be considered as idioms because they fulfil distinctive features which are applied on idiomatic language. (Kvetko 2006)

II. SUBHEADING ANALYSIS

6 INTRODUCTION TO ANALYSIS

The aim of the analysis is to identify the similarities and differences between articles of the British tabloids and broadsheets concerning the FIFA World Cup 2014 held in Brazil. Especially, I am going to focus on formality and subjectivity of the text, usage of passive sentence structures, occurrence of the direct speech, figures of speech, idioms and sport jargon. I will also study the headlines of the articles from their lexical and semantic point. Due to the fact that these texts are internet versions of the articles I will not focus on the page layout.

The analysis gathered corpus of sixteen articles which were published before and during the World Cup and separated them into the four thematic groups. I picked the topic of anti-world cup protests, England last match in the World Cup, Luis Suarez's biting and the report on the most shocking match from the World Cup where, Germany outplayed Brazil. I chose four popular newspapers in the Great Britain. As tabloids were picked the Daily Mail and the Mirror. The Guardian as well as the Telegraph were chosen as the representatives of the broadsheets newspapers.

I expect broadsheets to use more formal language. They will be more objective and they will use less idioms or emotional coloured words as well; however the difference between the tabloids and broadsheets will not be distinctive, as the broadsheet papers want to keep their readers and at the same time acquire new ones.

Each topic will be introduced by short description of events. Every article will be analysed and examples of each founded feature will be provided. Each chapter will be concluded and at the end of the analysis there will be summary of all results.

This bachelor thesis contains a CD where the analyzed articles are enclosed.

7 ANTI-WORLD CUP PROTESTS

Demonstrations before and during the World Cup in Brazil were concerning on building stadiums for World Cup as well as the level of corruption. Some of the demonstrations turned out to be very violent and they escalated into a clash of police with protesters. Following articles deal with this topic.

7.1 **The Daily Mail: Even Brazil's footballers condemn country's government for spending billions on the World Cup as tens of thousands continue to protest on the streets (D1)**

The headline of the article provides details which can be omitted such as *thousand continue to protest on the streets*. In the headline hyperboles are used there (*spending billions, tens of thousands continues to protest*) as the draw of attention for the readers. The text states that several Brazil national players publicly supported the protests. In the text may be observed attributes of the report (*the air was thick with police pepper spray and smoke after demonstrators set a TV satellite truck and a police lookout booth on fire*). Article provides quotes from the Brazil players which are in favour of the protesters and also from the protesters themselves about the life conditions in Brazil with an intention to arouse sympathy and justify the protests. Nevertheless, the article is written without any subjective aspect. The article contains features of informal language (*pop up, backed the protesters*). Passive voice is not used in the article as it wants to keep the level of newsworthiness. Collocations, connected with the Government such as *Government corruption, fiscal priorities* and low standard of life, eg. *low-quality public services*, are often phenomenon in the article. Apart from the collocations, several kinds of figures of speech were found there in order to make the text more interesting for reader. The metaphor connected with the protest (*followed the rhythm of protests; protests have been mushrooming across Brazil*) which is used as a descriptive tool. The irony also occurs in the article, however, it is not visible on the first sight. It is hidden in the word-play (*where Brazil will pay Mexico in the Confederations Cup today*). No idiom was founded in the article as well as no sport jargon appears at all as this topic is not directly connected with sport.

7.2 The Mirror: World Cup 2014: Public anger at spending and corruption may be the lasting image from Brazil (M1)

The headline of the article contains words with negative connotation (*public anger, corruption*) that are there with the intention to drag the attention of readers. The article is a description which is obvious from the first sentence (*Citizens in the host nation are taking to the streets to protest a variety of gripes – and even FIFA can't turn a blind eye*). Another features of the report may be observed in the article, especially the direct speech of an unknown witness of demonstration in the Recife (*terrible scenes today, police on strike so looting and riots*). Therefore, the author of the article is in Brazil, he provides subjective opinion (*this Brazil squad isn't good enough*) and he is very critical about FIFA requirements (*FIFA's unrealistic deadlines*). In order to attract and persuade the reader about bad life conditions in Brazil, article uses emotionally coloured words and collocations as are also included in the text (such as *lackey, slave-wage, decimated* and so forth) as a justification of the protest. The usage of passive voice is also found in the text. Clarifications of some issues or translation of foreign language in the article, which could be difficult to understand for the reader, are put into the brackets. Brackets are also used to express an irony regarding doubts about quality of the England's national team (*if they win their group (I know, I know)*). It is possible to find many collocations in text which are mainly connected with the protests (*national guard, doom-laden, general strike*). Article contains several idioms related to the political establishment in the country (*have been completed, white elephants*) and ignorance of the FIFA to the work conditions in Qatar (*turn a blind eye*) which are there in order to make the text more interesting. Except the irony there are another figures of speech used, such as metaphor (*sour national mood, brings down the whole pack of cards*) and hyperbole (*colossal waste*) mostly in connection with dissatisfaction and the money spent. Since the article is concentrated on protest no sport terminology occurs there.

7.3 The Guardian: Anti-World Cup protests across Brazil (G1)

The article summarises the current situation in Brazil. Headline is concise, but not gripping as tabloids' ones. The majority of this article is written in formal style. It is objective as no personal comments were found in the article. The usage of the passive voice is not frequent in order to make the text fluent. In the article there are used several metaphors and collocations with the negative connotation (*muted atmosphere, spate of killings, wave of*

strikes) to describe atmosphere in Brazil and provide more realistic picture to the reader. The article cites a column from one of the greatest Brazil players, Zico, who is considered as the idol, therefore his voice has an influence. This is the only place in the article where the informal style is noticeable (*I haven't*). Also the only idiom was found there (*put some fans on the back foot*). Majority of the text is informative, nevertheless, an elements of the persuasive style were found as two examples of three part lists (*with strikes, crime and public unease; a spate of robberies, looting and more than two dozen of killing*). Majority of the collocations founded were in connection with the protest (*tear gas; rubber bullets, general strike*), because the article is aimed into the course of the protests all over Brazil. In order to keep the objectivity, the text provides direct speech from the side of the protester and also from the side of the Government representatives. However, minimum space is given to the state representatives.

7.4 The Daily Telegraph: Police clash with Brazil anti-World Cup protesters (T1)

The headline of the article does not contain any feature which would grab attention of reader. The article describes the course of the demonstration that happened in Sao Paulo therefore most of the article is written in the descriptive style (*set piles of trash alight to barricade a central avenue, flags as black smoke rose from the flames burning tires, by late Thursday*) Direct speech of both sides, Government representatives and protestors, is composed in the text to balance the objectivity, however, arguments of the demonstrators are negated by words which bring negative connotations with the protestors such as (*lawlessness, looters, ransacked*). Neither figures of speech nor idioms are used in the article, on the other hand collocations connected with demonstration (*tear gas, rubber bullets*) are common element. Passive voice is used sporadically, in order to state all newsworthy elements in the article. Even though the Telegraph is a newspaper originated in Great Britain the word football in this article was replaced by the word soccer which is an American synonym for football (*professional league soccer matches*) and that signifies that the author is most likely originated from the United States.

7.5 Conclusion

First difference between the tabloids and broadsheets can be spotted in the headline. The headlines of the broadsheets (G1, T1) are much shorter with only the essential information

mentioned whereas the tabloid's (M1, D1) headlines are extensive with words which are there in order to create astonishment and grab attention of the readers. Another difference between tabloids and broadsheets is in the occurrence of figures of speech and idioms. In the tabloid press, there is a higher percentage of figures of speech than in the broadsheet press as the tabloids want to provide more realistic picture and arouse sympathy. Passive voice is also much often used in the tabloid press in order to make text more readable.

The treatment of tabloids to the demonstrators is interesting. The Mirror and The Daily Mail (D1, M1) examine the issue of people took the streets. In this process of examination they use loaded words such as *lackey*, *slave-wage*, *decimated* which create negative connotation with the Government which makes an impression that tabloid papers justify them. They also highlighted the bad standard of life conditions in Brazil. On the other hand broadsheets papers focus more on the course of the protest and damage done. In their description they use words with negative connotations connected with the demonstrators such as *lawlessness*, *looters*, *ransacked*.

Common feature for both kinds of these papers is the direct speech of the demonstrators and state or police representatives, however, the state representatives were given small space in the texts. In the texts from The Guardian, the Telegraph and the Daily Mail (G1, T1, D1) there is possible to find an impartial opinion of the Brazil footballers, which helps to create impression of objectivity. As the articles was not directly bounded to the football, the occurrence of the sport terminology is minimal.

In the Daily Mail and the Mirror (D1, M1) there is possible to find an irony because the articles are partly critical and features of informal style also occurred there. Especially in the Mirror, where is the informal language is obvious.

8 LUIS SUAREZ BIT ITALY DEFENDER

Uruguay played Italy in an important match of Group D. Winner of this match would reach the next stage of the tournament. Italy player Marchisio had received red card and afterwards Uruguay was allowed to score. However, the result of the match was in the shadow of another issue. Luis Suarez, a star of the Uruguay team, bit Italian defender Chiellini to his shoulder. It was third time when Suarez bit the opponent therefore he was banned for the rest of the World Cup and he also was not allowed to play any professional football match for the next four months. Further texts focus on this issue.

8.1 Daily Mail: Luis Suarez appears to BITE Giorgio Chiellini to complete hat-trick at World Cup... after previously sinking his teeth into Branislav Ivanovic and Ottman Bakkal (D2)

The headline of the article is extensive as there are mentioned previous players bitten by Suarez. It also contains the irony as *hat-trick* is associated with scoring of goals or other positive achievements however this word can be also used in a sentences with negative issue as an expression of irony. The headline also use informal element in the form of three dots (*Cup...after*). Presence of the sentences (such as *left shoulder during a Uruguay attack – forcing an hysterical reaction*) signal that the article is written with a descriptive purpose. The article can be considered as informal therefore there are several words with informal phrases (*scything down, sink his teeth*). Passive sentence structure is not common feature of this article since the article is very critical to Suarez. It also it contains the opinions of the author on the penalty and his behaviour such as (*there is no excuse for reaction, lenient treatment, was only banned*) which Suarez received previously and on that account it could be considered as subjective. The article does not contain any direct speech, the only issue quoted there is the apology posted on players twitter account after biting Branislav Ivanovic in 2013. The text contains collocations connected with the sport terminology (*match official, late goal*) on the other hand only one idiom was found (*sent off*) and no figures of speech were found at all as the article only informs about Suarez's punishment.

8.2 The Mirror: Luis Suarez ban: Uruguayan sneaks home disappointing hundreds waiting in Montevideo (M2)

As the headline indicates the main topic of this article is return of Suarez back to the Uruguay. The majority of the article is written in informative style; however it is possible to find a signs of the description (*made it back in fog and near freezing temperatures*). Informality of the text is obvious from the headline of the article (*sneaks*) and it continues in the article (*snuck, rushed, hoodie*). Passive voice is common feature in the article. Direct speech is also included in the text yet all of them are only quotations in favour of the Luis Suarez and that arouse the feeling of one-sidedness although in the article there is no sign of subjectivity. The president of Uruguay is mentioned as he *rushed* to the airport to welcome Suarez which also puts Suarez into position of martyr. The article also highlights the creativity of the Suarez's supporters who respond to British mockers that they should care about their team which is on its way home with only 2 goals scored and names it *vitriolic attack*.

8.3 The Guardian: Luis Suárez banned for four months for biting in World Cup game (G2)

The informative style of the article is used in major part of the text and no word which would indicate subjectivity was found as it only summarize the consequences of Suarez' action. Formal language is used except the direct quotes from the national manager (*I don't know..., It's feels*). Several words and collocations connected with the law and justice are contained in the article (*hefty sanction, disciplinary committee, appeal*) as it deals with issue of banning player for bad behaviour. The figures of speech were founded also, especially synecdoche connected with FIFA organization (*FIFA announced, FIFA clarified*). Direct speech is the significant element in the article with the quotations from the proponents and opponents of the punishment, which creates balance and objectivity in the article. Only one example of passive voice (*said the satisfaction was deserved*) was founded in the article although it used in indirect speech. Article focuses only on the current situation and does not mention any of the Suarez' previous misconducts.

8.4 The Telegraph: Luis Suarez bites Giorgio Chiellini during Uruguay's World Cup victory over Italy (T2)

The formal style (*senior figures, severe criticism*) prevails in the article nevertheless it also contains sign of the informality (*kick Uruguayan out, sneak*) although those terms are only used in indirect speech. As the article sums up the responses, the majority of the article comprise of direct speech of proponents, opponents and also unbiased football figures which creates the impression of the objectivity. However constant reminding of the Suarez's previous transgressions and calling him controversial player, portrays him in negative way. Passive voice is often feature which occurs in the text, especially in the indirect speech. One of two idioms founded in the text may be noticed in the direct speech of Italian defender *clear-cut* whereas the second is at the end of the article *under the cloud* as expressing of the uncertainty of Suarez's punishment. Since the article was published in the sport section football slang words or collocations also appear in the text (*centre-half, handball*). Speculation about his transfer which is based on the unknown source appears at the end of the article.

8.5 Conclusion

The difference between tabloids and broadsheets is spottable in the headline, where tabloids papers (M2, D2) are using informal elements whereas broadsheets' headlines are formally written. Apart from the others the headline in the Daily Mail (D2) is extensive, containing information which are dispensable. Formal language in the articles also creates difference. The broadsheets papers (G2, T2) are written in formal style, except the indirect speech in The Telegraph. Occurrence of informal elements in the tabloid papers is higher.

The Guardian and the Telegraph include far more specific details about the punishment for Suarez. They also state his salary and his transfer value as they also focus on the potential transfers from Liverpool FC.

Another difference is in direct speech. In broadsheets is possible to observe direct speech from Suarez, Chiellini and other witnesses or disinterest persons as the papers want to show objectivity. On the other hand in the Mirror (M2) there is no direct speech and in the Mail (D2) there is only direct speech in favour of Luis Suarez that shows slight imbalance in objectivity. However none of the newspapers show subjective features in the text.

Common feature for both tabloids and broadsheets is that neither figures of speech nor idioms appear often. Therefore this sets of articles portrays Suarez in a bad way, the usage of passive voice, which has a function of omitting the agent is reduced to minimum. The text with the most idioms used is surprisingly from the Telegraph (T2).

9 ENGLAND AGAINST COSTARICA

After two lost with Italy and Uruguay, England national team faced Costa Rica. With zero points they had very little chance to go into the play off stage of World cup. Unfortunately they were unable to score in this match, even though they were able to create chances, Three lions were eliminated from the tournament with the worst goal scored since 1950. The further articles are dealing with this match and summarise England performance in Brazil and also admires the loyalty of the England fans.

9.1 Daily Mail: England 0-0 Costa Rica: Three Lions end World Cup 2014 with goalless draw (D3)

In the headline of the article there is a collocation used (*Three lions*) which is synonymy for England national team. Author of headline used it intentionally as an irony, therefore Three Lions is song composed in 1996 as an official anthem of European championship held in England. The major part of the lyrics is text "*It is coming home*" which is an allusion of England side coming home so early. This article summarise a performance of the England national team on the World cup, states several examples from the past and also provides subjective opinions (*At a tournament in which the beautiful game is in the ascendancy it is fair to say England are not going to be greatly missed*). As the article is report of the match, it contains descriptive elements (*lovely one-two with Jack Wilshere, sadly unmatched by the finish*). Passive voice is not included in the article. The article is critical, which proves frequency of irony used there. Except the headline, irony is possible to observe in the first paragraph, where author claims that England draw with world champions (*Unofficial world champions, the term would be*). Irony is also express through simile (*England did very well if we view football like boxing*). Therefore the text is partly review of football match there is used many football terms such as *free-kick, penalty-area tumbles, dead rubber* and so forth. Except the football jargon author uses collocation *pesky heretics*, which is also part of the irony in the text. Except irony and simile, there is used metaphor (*They peter out and departed to indifference*) is used to portrait the bad performance of national team. Most of figures of speech in the text is used a tool of the criticism. Only two idioms were founded (*have bigger fish to fry, peter out*).

9.2 The Mirror: Costa Rica 0-0 England match report: Three Lions hold Group D leaders and go home with a point (M3)

The headline uses Three Lions in as an irony in order to remind early finish of England team in Brazil. The article summarises the last performance of the team at tournament and admires the loyalty of the fans who attended the match. The author was reconciled with the unsatisfying performance of the team which proves short paragraph where the article states: *The damage to the second had already been done, the pain spread over five long days. There was no anger. Just resignation.* As the text is partly the match report, it contains many sport terms (such as *Steered wide, from the middle of the goal, one-two*). The text contains features of the informal language as the author in the middle of the text writes *Bryan Ruiz - yes, THAT Bryan Ruiz*, with intention to point out that the player who is criticised in the Fulham football club is still better than one of the best player from England. By using words such as *tame, turgid, tedious* and collocations *banished pride* the article shows how disappointing was the performance of the England at the final tournament. The subjectivity is visible in the text, especially in part where the article speaks about chances of Daniel Sturridge (*Put Daniel Sturridge in a Liverpool shirt and he would have scored at least two of the four chances he spurned*). Figures of speech are represented in forms of metaphors (*pain spread over five long days*) and simile (*And so it ended, much as it began*).

9.3 The Guardian: England end disappointing World Cup with barren draw against Costa Rica (G3)

In the headline is used *barren*, which is used with intention to emphasis the poor performance of the national team in Brazil and this trend continues at beginning of the article, where it starts with the description of events happened after match ended. Article highlights that Costa Rica, small island state from Caribbean, won the group D (*Costa Rica – little, patronised Costa Rica – have won Group D*) and stresses inability of England to score a goal (*It was a stodgy performance*). The article also provides points of view of the author. Manifestation of author's opinions is visible in the second and sixth paragraphs, where author makes disagreeing remarks about the comments of the manager of the national team (*it felt suspiciously like a man employing an old trick to try to manipulate the headlines*) through simile (*took it as far as he could possibly go*) and in the penultimate paragraph where he believes that Sturridge pretend fall in the penalty area in other to get

penalty kick (*Sturridge went down; probably for the better, as the second of them looked suspiciously like a dive*). The rest of the article is match report with direct quotes from the manager, where many sport terminology (*free-kick, giving away a throw-in*). As well as in the previous article it is possible to feel resignation from the author, therefore not many emotionally words (occurs there, except the part where he reminds Gerrard and Lampard, two football icons who played their last match for England. The figures of speech in the article are used as a descriptive feature of the match (*flick out his glove, At the final whistle*) and also of the audience (*crowd were fully absorbed, mood might have been lighter*). The occurrence of the passive voice is reduced to minimum.

9.4 The Telegraph: England's World Cup humbling complete as they draw with Costa Rica (T3)

In the headline is used sentence England's World Cup humbling complete which connotes with the bad results of the team and it evokes a relief that it is finally over as well. Several negative records are mentioned in the begging of the article. Although it is supposed to be match review, minimum space is given to the course of the match therefore only few sport terminology were founded. Instead of match course, the article mentions the dissatisfaction of the audience and their acts which forced military police step in, the attendance of Prince Harry in Brazil, way of the England footballers back to home and road accident of one of the England fans but it still fulfils the requirements of the descriptive genre. From that reason the text does not contain too much sport jargon. This text is rather plain, neither emotions nor authors opinion is visible in the text. Only emotions founded are visible at the end where The Telegraph provides direct quotes (*lovely people, great food*) from the fans that saw match at Bello Horizonte. They were unsatisfied with the result of their team and money speeded to get to the Brazil. The occurrence of the figures of speech is not as common as in the other articles since this article is plain description. Only one idiom was found (*give up*).

9.5 Conclusion

The most common feature used is the sport terminology as these articles are the match reviews followed by the figures of speech. However the text published by the Daily Telegraph (T1) pays attention to the different issues, such as the road accident of the fan, than the course of the match that leads to the lower occurrence of those features.

The contrast between the tabloids and broadsheet could be seen in the using of irony. Both tabloid papers (M2, D2) use the irony as a significant part of their articles whereas nothing ironic was found in the broadsheet. The irony in tabloids is obvious from the first sight therefore it is used in the headline, where they call England side a Three Lions, which refers to the song from 1996, but most of the irony is expressed by similes. Apart from irony author's opinions and comments are found in tabloid texts. However this phenomenon is also visible in the Guardian article (G2) where author comments on manager's quotes and Sturridge's diving. Formal language is used only in the article from The Telegraph (T1) whereas the other three (D1, M1, G1) are using features of the informal language.

Surprisingly the biggest occurrence of figurative language is observed in the broadsheet paper The Guardian (G1), where the most of the tropes are connected with the football terms. The least figurative text is published by The Telegraph (T1).

England manager's quotes were used in each of the article, nevertheless only The Telegraph provided quotes from the players and fans that were unsatisfied with the performance and amount of money spend the get to the Brazil.

Similar for all four articles is that they are written with resignation about England performance on the World Cup; however in The Telegraph (T1) is this mood not as visible as elsewhere.

10 GERMENANY’S VICTORY OVER BRAZIL IN SEMI FINAL

Two teams which were told to be the biggest favourites to win the World Cup met already in semi-final. This match was considered as early final where two equal opponents stand against each other in a beautiful match. Expectation of beautiful match with many goal chances and goals were fulfilled, however, final result was shocking. Germany scored 7 goals and Brazil only one, which was the worst defeat in Brazil football history. As everything happened in the famous stadium Maracana, it is considered as the most surprising and most memorable moment of the World Cup. Following articles focus on the match course and reactions.

10.1 Daily Mail: Brazil 1-7 Germany: Hosts stunned as Thomas Muller and Co score four goals in SIX minutes to reach World Cup final (D4)

The article is a report from the semi-final match therefore the main style used is the descriptive one. The text is subjective as it contains many subjectively coloured words (*any match so humbling, so ruinous, so opposite to what was expected*). The article can be considered as informal therefore in the text there are included informal words or sentence structure (*schmucks; And they took Brazil apart. No, scratch that.*). Rhetoric devices, such as rhetoric question occurs in the text (*If defeat at the Maracana by Uruguay in 1950 scarred the psyche, what of this?*) As the article is a football match report it contains many sport terminology (*chipped*) or collocations (*surged down, lost possession*). Hyperbole is the most common figures of speech founded in the article (*Too brutal. Too excruciating. Too painful to watch.*). Apart from the hyperbole, the simile occurs in the text as part of the descriptive style (*Kroos struck his shot straight as an arrow*). In order to express the inability of Brazil team to resist German article uses idiom (*dignity was clinging by its fingertips*). The irony could be also found in the article as it mentions bus of the Brazil team, where is written six is coming, referring to possible sixth title of Brazil in history.

10.2 Mirror: Brazil 1-7 Germany match report: Hosts humiliated as Germany inflict misery in record defeat (M4)

This text is also report from the semi-final match thus there used descriptive features (*In shame. In humiliation. In tears of utter shock, disbelief, disrepair*). The English used there is rather informal as it uses the informal sentence structure (*Fernandinho – a mercy killing*

– *and Hulk*) and professionalism (*inside the box, injury time ,skipper*) and it also contains elements of the subjectivity (*the absence of Thiago Silva, suspended because of his own stupidity, was more critical.*). The article also focuses at the supporters of the Brazil team and their feelings through the figures of speech, especially metaphor (*The hearts of a nation of 200 million people were not just broken here in the Estadio Mineirao last night. They were smashed into a billion tiny pieces. Ripped to shreds. Clinically dissected*) and it also uses emotionally words are used in the major part of the text in order to express suffering of Brazil's fans more realistically and metaphors are also used with intion to emphasis powerlessness of the Brazilian players (*with Brazil statues as Germany danced round them*). Except the metaphor examples of the hyperbole were found too (*They were smashed into a billion tiny pieces*).

10.3 Germany destroy Brazil's final dreams with seven-goal battering (G4)

The article is written in the formal descriptive style (*eerie sound of silence, pining, oozed confidence, full-on disinteration*) in order to draw the reader to the match. Emotionally coloured words (*anger, resentment, torturous, tears*) and collocations (*full-on mutiny*) are contained in the text as an attempt to express the mood of the Brazilian fans on the other hand it also contains words (*masterclass*) and collocations (*nonchalant brilliance*) which are suppose depict the performance of the German team. As the article is report of the football match it includes also the professionalism (*through-ball, mis-kicked*). The article also reminds that Fred, the Brazilian striker, was unfairly treated by the supporters by using the word *scapegoating*. Figures of speech, such as metaphor (*Germany removed the crown from football royalty*), simile (*it was a football equivalent of chewing on broken glass; it felt as though a black marker pen had been taken to the pages of football history*), metonymy (*It was a dream dying*) and hyperbole (*ignominy so extreme*). The idioms are also contained in the article (*to turn the volume down on, put on*). The usage of passive voice was reduced to minimum in this article as well as direct speech.

10.4 The Telegraph: Brazil v Germany: Biggest humiliation in history of Brazilian football as 7-1 thrashing in World Cup signals night the music died (T4)

The article is written in the formal style, however features of the informal style, such as the imperative (*Picture an all-European World Cup final*) occur in the text. As the text is supposed to match report it contains descriptive words and phrases (*a skin-chilling blast of passion; rhythmic passing*). Although the minimum space is given to the course of the match as the majority of the text describes atmosphere before the match starts or with the Brazilian fan who attempted eat his own flag. The text is figurative as it contains many figures of speech, such as metaphor (*threw open the gates of Brazil's defensive vulnerability, leap of the cliff*) which is there to describe Brazil downfall and hyperbole (*huge cost*). Idioms are represented in the text as well (*broke Ronaldo's World Cup record, went for broke, seep out*). The direct quotes from the Brazil manager are contained in the article. The article contains characteristic of subjectivity (*it went much deeper, to a failure of Brazilian talent*) as the author disagrees with national manager of Brazil. Therefore article focuses on the other issues than the course of the match, occurrence of the professionalisms in the text is not as high as in the previous articles but still there are several examples there (*toe-to-toe, deep midfielders*).

10.5 Conclusion

Each text is semi-final match report; however the article from the Telegraph (T4) does not give attention to the course of the match and follows other issues such as atmosphere or Neymar absence which reduces number of the sport jargon used in the article and all of them are written in the descriptive style with use of emotional words.

Another common thing in these four articles are headlines. In each of them are used emotionally coloured words; however the article from the Guardian (G4) differs from the others by not including final score, only states number of Germany goals. The articles in the Mirror and the Telegraph (M4, T4) highlights the fact that was the biggest defeat Brazilian history immediately in the headline whereas the headlines of the Daily Mail and the Guardian (D4, G4) only state the fact that Germany outplayed Brazil.

The difference between the broadsheets and tabloids may be seen in the level of formality of the text. The tabloids (D4, M4) contains more features of the informal language than broadsheets, although there are some of them in the Telegraph article (T4).

Each article contains high amount of figures of speech however surprisingly the biggest amount of them is found in the Guardian text (G4) and the biggest amount of idioms is found in the article from the Telegraph (T4). On the other hand the direct speech occurs sporadically only in the Broadsheets (G4, T4) and passive sentence structure does occur in minimum cases.

11 SUMMARY OF THE ANALYSIS

According to the analysis it is possible to observe that difference between the broadsheets and tabloids are disappearing as the broadsheets papers adjust their style to the demand of their target audience, which has been decreasing. People want information in the simple and understandable form. In the two topics, which deal with the report of the football match, there is the adjustment more visible. Since the author suppose that the reader of this type of article is not interested in reading a highly elaborated text. On the other hand in the articles dealing with other issues, such as anti-world cup protests, there are the differences noticeable.

The most obvious difference between the broadsheets and tabloids is visible in the formality of the text. The texts from the tabloid papers contain informal features in each article, which was analysed whereas the broadsheets are in most cases written formally, however, the match reports (G3, T4) in these papers also contain features of informal language.

The articles in tabloids are more subjective than the ones in broadsheets, except the article from the Guardian (G3) about the last match of England in the World Cup. Moreover in most cases tabloids use direct speech to support only one side and do not give space to the opponents. On the other hand, broadsheets do not involve personal opinions and give space to both sides and usually involve impartial opinion.

The most common feature in the articles is collocations connected with the main topic of the article. However, in the Telegraph's match reports (T3, T4) there is lower amount of those features because minimum space is given to the course of the matches as the articles focus on different issues connected with the match.

The amount of figures of speech is similar in both kinds of the newspapers, which is quite a surprising finding. The most common figure of speech was metaphor. The major part of the metaphors were used as a tool of description in order to portray the situation more precisely. Moreover the idioms are a more common phenomenon in the broadsheets as the authors want to simplify the complex idea or just make the language more attractive. On the contrary, sentences written in passive voice were much more frequent in the tabloids as the tabloid attempt to hide agent or make the text more interesting. The common linguistic feature of tabloids is irony which is the instrument of expressing the opinion, usually criticism, of the author and also it fulfils the amusement function.

It is necessary to state that tabloid press uses loaded words in order to arouse the emotions of the reader whereas the broadsheets employ the elevated vocabulary and therefore it makes the text more readable. However, this claim cannot be fully applied to the Guardian which does not use elevated vocabulary in every text.

Even though the analysis does not focus on the layout of the newspapers, usage of pictures has to be mentioned. Tabloids, especially the Daily Mail, use much more pictures than broadsheets and they prove their name as picture papers is justified. Layout of the Daily Mail can cause breach of integrity of a text which may be disruptive as they put 5 pictures between 2 paragraphs.

The headlines in broadsheets are less descriptive than the tabloids' ones. The broadsheets' headlines usually contain only essential questions which are who?, what?, where? and occasionally when?, except the articles concerning the semi-final match between Germany and Brazil (G4, T4). On the other hand the headlines in tabloids are much more descriptive, playful with emotional synonymy and words which arouse curiosity or emotions.

12 CONCLUSION

Informational channels such as newspaper, internet paper or television is impartial part of the current era. Every information spread by this media influence people's judgement and opinion. For that reason it is important to realize that this information can be easily modified by simple language shift or by using synonymy. The aim of this thesis is to analyse British popular tabloid and broadsheets to explain their language distinction.

This thesis started with a brief introduction to football and its history. Afterwards it theoretical part proceeded the description of journalism, its language and characterization of the tabloids and broadsheets. Furthermore the thesis examines features such as figures of speech and multi-words expressions.

The analytical part is based on the corpus of sixteen articles, where is the half of articles represented by broadsheets newspaper (The Guardian, The Telegraph) and the second half is made up of tabloids (The Daily Mail, The Mirror). Each newspaper are represented by four articles which deal with the different topics concerning FIFA World Cup.

The result of this analysis indicated that the differences between tabloids and broadsheets have been disappearing, especially in the articles related to the sport, even though some differences are still noticeable.

Since the FIFA World Cup was one of the biggest sport event in the world, authors adjust their style to be understandable to everyone who reads it. For this reason both kinds of the newspaper used similar amount of idioms, figures of speech and topically related terminology. On the other hand it differed in the formality of language and subjectivity. The passive voice also made a difference since occurrence of this feature was reduced to minimum in broadsheets newspapers.

To summarise this thesis, broadsheets and tabloids in Britain report about the World Cup similarly, with the exception of the anti-world cup protests, where tabloids examine particular reasons why people remonstrated and partly defended them. On the other hand, broadsheets only described current situation in Brazil.

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APPENDICES

P I Corpus of analysed articles (see the enclosed CD)