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STYLISTICS, VOCABULARY AND SYNTAX OF WEATHER NEWS IN BRITISH ONLINE NEWSPAPERS

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The research deals with the study and analysis of stylistic, lexical and syntactic features of weather news texts of British online newspapers. The paper identifies the functions and features of weather news texts. Weather news is a crucial feature in the media, directly impacting the daily lives of readers. However, its presentation involves a sophisticated interplay of stylistic, lexical, and syntactic choices aimed at informing and engaging the audience. This study seeks to unravel the distinct features characterizing the language of weather news in British online newspapers and discern its relevance within the realm of scientific communication.

The novelty of this survey lies in its comprehensive exploration of the multifaceted role of language in weather news. By focusing on stylistic devices, vocabulary choices, and syntax, the study aims to find out how these elements are strategically employed to convey weather information while simultaneously shaping the reader's perception. As weather news frequently serves as a bridge between scientific data and the general public, understanding how linguistic choices enhance clarity, engagement, and impact is of paramount importance.

Furthermore, the research is highly relevant in today's digital age where online newspapers are a primary source of information. Investigating the linguistic nuances of weather news in this digital context is not only timely but also necessary. The study's findings can offer insights to media professionals, meteorologists, and researchers on effective communication, ultimately contributing to better-informed audiences.

The paper addresses the distinct stylistic, lexical, and syntactic features inherent in weather news texts, elucidates their impact on the audience's perception. By focusing on British online newspapers, the study brings a valuable perspective to the broader field of communication and linguistics, making it an essential contribution to the academic discourse.

Key words: *stylistic devices, media discourse, weather reporting, grammatical means, metaphor.*

ОСОБЛИВОСТІ СТИЛІСТИКИ, ЛЕКСИКИ ТА СИНТАКСИСУ НОВИН ПРО ПОГОДУ В БРИТАНСЬКИХ ОНЛАЙН-ГАЗЕТАХ

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Дослідження присвячене вивченню та аналізу стилістичних, лексичних та синтаксичних особливостей текстів новин про погоду в британських онлайн газетах. У статті визначено функції та особливості текстів



новин про погоду. Новини про погоду займають важливе місце в медіа, оскільки безпосередньо впливають на повсякденне життя читачів. Однак їхня оповідь передбачає складну взаємодію стилістичних, лексичних і синтаксичних засобів, спрямованих на інформування та залучення аудиторії. Це дослідження має на меті з'ясувати особливості мови новин про погоду в британських онлайн-газетах і визначити її релевантність у сфері наукової комунікації.

Новизна дослідження полягає в комплексному вивченні багатогранної ролі мови в новинах про погоду. Зосереджуючи увагу на стилістичних прийомах, виборі лексики та синтаксисі, дослідження має на меті з'ясувати, як ці елементи використовуються для передачі інформації про погодні новини, одночасно формуючи сприйняття читача. Оскільки новини про погоду часто слугують мостом між науковими даними та громадськістю, розуміння того, як лінгвістичний вибір підвищує зрозумілість, залученість та вплив, є надзвичайно важливим.

Крім того, дослідження є надзвичайно актуальним у сучасну цифрову епоху, коли онлайн-газети є основним джерелом інформації. Дослідження лінгвістичних нюансів погодних новин у цьому цифровому контексті є не лише своєчасним, але й необхідним. Результати дослідження можуть запропонувати медійникам, метеорологам і дослідникам ідеї щодо ефективнішого подання інформації, що, зрештою, сприятиме кращій поінформованості аудиторії.

Таким чином, це дослідження розглядає різні стилістичні, лексичні та синтаксичні особливості, притаманні текстам новин про погоду, та з'ясовує їхній вплив на сприйняття аудиторією. Зосереджуючись на британських онлайн-газетах, дослідження має цінну перспективу для інших сфер наукової комунікації та лінгвістики, що робить його важливим і своєчасним внеском в академічний дискурс.

Ключові слова: стилістичні прийоми, медіа дискурс, погодні новини, граматичні засоби, метафора.

Introduction. In a world where information is just a few clicks away, weather news remains one of the most sought-after and accessible categories of information. Weather information influences many aspects of life, including travel planning, clothing choices, agricultural activities, and affects our physical and mental well-being. Thus, the structure and presentation of weather news is important to information consumers. With the proliferation of the internet and digital media, the importance of high-quality and effective news styling is increasing.

The aim of the research is to identify and compare the features of weather texts on the stylistic, lexical and syntactic levels.

The novelty of the research lies, first of all, in the fact that the proposed study aims to identify the peculiarities of stylistics, vocabulary and syntax in weather news texts. However, despite being a usual topic of everyday speech, the linguistic aspects of weather text have not been discussed in depth. The field of study of this topic is insufficiently researched and constantly attracts the attention of linguists.

Relevance of Scientific Research. This paper attempts to offer insights into how language is used in a specific media genre. It has the potential to contribute to the language studies by enhancing our understanding of how linguistic features are tailored to meet the needs of modern journalism.

Digital Transformation. In an era of digital transformation, the language used in online news, including weather reports, is evolving. Investigating the stylistic, vocabulary, and syntactic shifts in this context is pertinent, as it reflects broader changes in how information is communicated online.

Practical Application. The findings of this study can be applied by philologists, students and media organizations to understand linguistic means of weather reports and their role in engaging and appealing to the audience. Language optimization can lead to better public understanding of weather reporting which is crucial for public safety and decision-making.

Stylistics. Weather news texts frequently employ a variety of rhetorical techniques to communicate the information in a more appealing, efficient and engaging way. The application of stylistic devices in weather news serves a two-fold purpose: it allows the author to convey information and personal assessment while also shaping the reader's perspective. The text functions as a reflection of the cultural dimensions associated with weather, and the integration of stylistic devices amplifies the emotional experience of weather conditions.

These devices have the capacity to simplify intricate meteorological data, making it more understandable to a general readership. Metaphors, analogies, and similes can be used to describe science-related subjects in an understandable manner. (Bradford, 1997).

Because of its great assessment potential, metaphor is a frequently used linguistic technique in newspaper discourse, as is the use of imagery, i.e. the capacity to successfully reach the author's objective and affect the audience (Goatly, 1997). In weather news metaphors are used as a means of creating imagery of the text, for example:

"It will be a mixed picture, but there should be plenty of dry and bright weather to make the most of the last bank holiday before Christmas (The Guardian)."

The use of "a mixed picture" is metaphorical, suggesting a combination of different weather conditions. It conveys the idea that the weather will be varied and not consistent.

"*The stream breaks its banks quite regularly after prolonged heavy rain, usually a couple of times per year (The Guardian).*" The metaphorical use of "breaks its banks" conveys the idea of the stream overflowing, adding a visual and dynamic element.

"*But tomorrow the rain will give way to dry and fine weather across the UK. (The Sun).*" The metaphorical use of "give way" suggests a transition from one weather condition to another.

Simile involves drawing a partial identification between two objects by highlighting distinct or shared qualities (Paul, 2004). While the compared objects are not identical, they bear some resemblance or common features. This emphasis on their partial identity serves to introduce new characteristics to the referent.

"*It was crazy to see and hear, it sounded like someone was knocking on our window (The Guardian).*" The comparison using "like" enhances the descriptive quality, making the storm's sound vivid and relevant.

"*We expect the warmer air to be pushed away and temperatures could return to normal levels, closer to the August average. (The Guardian).*" The comparison using "closer to the August average" employs a simile, indicating a similarity between the expected temperatures and the average temperatures in August.

Descriptive language and vivid imagery, often achieved through metaphors and similes, engage the audience and make the weather information more memorable. The phrase "outbreaks of rain sweep" (Sky News) paints a vivid image of rain moving across the country, adding a visual element to the description.

"*Parts of England have been battered by hailstorms among a deluge of rain as well as thunder; as a yellow weather warning remains in place for the UK until 10pm. (The Guardian).*" The text employs vivid descriptions to convey the intensity of the weather, such as "battered by hailstorms," "deluge of rain," and "thunder."

Strategic use of hyperbole can emphasize the severity or uniqueness of weather conditions, making the information stand out. Hyperbole involves intentionally exaggerating a feature of the subject to heighten its impact. For instance, "*...for the time of year following the hottest day of 2023 so far (Sky News).*" Describing it as the "hottest day of the year so far" uses hyperbole to emphasize the significance of the temperature.

"*A whopping 120mm could fall over hilly areas – with 30 to 50mm the norm elsewhere. (The Sun)*" The term "whopping" is a form of hyperbole, exaggerating the expected amount of rainfall for emphasis.

Giving weather features human-like qualities (personification) and using active verbs contribute to a sense of anticipation and movement. "*The hotter weather in the UK is typical for this time of year with summer officially just round the corner (The Sun).*" – The phrase "summer officially just round the corner" personifies summer, attributing it with the characteristic of being just around the corner, creating a sense of proximity.

"*Overnight, rain will continue to move south-east and will be slow-moving at times. (The Sun).*" – attributing human-like movement to rain.

Stylistic devices like contrast and comparison help convey nuanced information. Contrasting current weather conditions with past conditions or comparing temperatures in different regions helps readers grasp the nuances of the weather news. Comparing the upcoming temperatures to seasonal averages or contrasting them with historical records underscores the importance of the reported weather conditions. "*UK weather today: Britain to be hotter than Barcelona before 'warmest day of the year' tomorrow, Met Office says (The Sun).*" – The comparison between UK temperatures and those in sunny Spain, stating that the UK "trumps" Spain with higher temperatures, adds a comparative element, making the information more dynamic and interesting.

"*It will be quite warm and humid in the south today, cooler and fresher elsewhere (Sky News).*" – The use of "quite warm and humid in the south today, cooler and fresher elsewhere" establishes a clear contrast between the southern and other regions, creating a vivid picture of the temperature disparity.

An epithet is an adjective or phrase used to emphasize a particular quality of an object or phenomenon. In weather news, epithets can be used to create visual and emotionally rich descriptions. For example, "*a cloudy and chilly spring morning*" – the epithets "cloudy" and "chilly" enhance the impression of the morning's atmosphere.

Antithesis is a rhetorical device that involves contrasting ideas in a balanced and parallel manner. While it may not be as common in straightforward weather news reporting, elements of antithesis can be found in the language used to highlight differences, emphasize contrasts, or create a sense of balance.

"*Snell said there were no signs of anything very dry or anything really wet*" (The



Guardian)." The contrast between "very dry" and "really wet" creates an antithesis, highlighting the extremes of dryness and wetness. It adds emphasis to the statement that there are no signs of either extreme.

The use of stylistic devices in weather news serves to enhance the communication of weather reporting, making it more engaging, memorable, and emotional. Various devices such as metaphors and similes create vivid imagery, hyperbole exaggerates for emphasis. Contrast and comparison highlight differences in weather conditions, providing a comprehensive overview.

Lexical and syntactic features. One of the main features of English newspaper texts is without a doubt the role of passive voice. It is especially evident in weather news:

"A roof was blown off a building in the seaside resort of Youghal, County Cork (The Guardian)."

"Basingstoke was hit by an onslaught of hail on Tuesday... (The Guardian)."

Clichés are frequently employed in newspaper weather news. This is one of the characteristics of newspaper style: it is claimed, estimated, it was announced, to be reported, presumed, according to state media report, one the one hand ... one the other hand, ... declined to comment, on the agenda etc. Frequent is also the occurrence of infinitive phrases, such as: to be said to, to be expected, to be likely to do, to appear to, to fail to do:

"According to the Met Office report a band of rain and showers continue to move towards the southeast today... (The Sun)."

"In the north, temperatures will likely be in the high teens (The Guardian)."

"Saturday is expected to bring another spell of rain (The Daily Mail)"

Complex sentences are more common in English newspapers than compound ones. Frequent is the use parenthesis such as: of course, although, finally, meanwhile, however, at first glance, therefore.

As in regular online newspapers, weather news texts newspapers also include shortenings. Because *The Guardian* is a reputable newspaper, it employs fewer shortenings than tabloids. Nevertheless, some common shortenings like "it's," "aren't," "haven't," "won't," "doesn't," etc., can be found in specific texts. The rationale for using shortenings lies in both the desire to economize language and the need for faster message transmission. Additionally, it aligns with a fundamental characteristic of newspaper texts – simplicity and clarity for every segment of society. Moreover, the use of contractions lends a contemporary, dynamic, and expressive quality to

the language. Since all these contractions originate from everyday language, readers face no difficulty in deciphering them (Crystal, 1994). For journalists, utilizing contractions as alternatives to full word forms is convenient and helps avoid excessive repetition.

The typology of vocabulary corresponds to the news topics: business, politics, society, culture, technology, sports, weather. Information genres that are as accessible and understandable as possible for the widest audience are distinguished by a selection of general English vocabulary (Bell, 1995).

For weather news texts, it is typical to use lexical items to denote days of the week, because weather events are reported on a daily basis, e.g:

"On Monday the wind will die away and the weather will be brighter across the country (The Sun)."

The texts of weather news use actual data related to the following indicators; pressure, temperature, air velocity, sea level, etc., e.g:

"Named after the Irish astronomer and science writer Agnes Mary Clerke, the storm brought winds of 70mph to south-west Ireland with gusts of up to 80mph in coastal areas and 60mph inland predicted for parts of Britain (The Guardian)."

The characteristics of the geographical location (west, south, northern half, central areas, right bank, coastal areas, suburbs, etc.) and terrain features (lowlands, lowlands, valleys, foothills, passes, mountains, etc.) are used to distinguish separate parts of the territory described in the weather news;

"Meanwhile, winds reached a high of 79mph winds in Capel Curig, a village in north Wales, on Wednesday evening (The Guardian)."

In weather reporting lexemes are used to describe the absence or presence of precipitation; if precipitation is present, its type (phase state), amount, and duration are indicated. Precipitation lexemes are divided into those denoting liquid and mixed precipitation, as well as lexemes denoting solid precipitation. So, there are the following lexemes for liquid and mixed precipitation, for example: *mostly sunny, rain, snow, sleet, fog, rainshower.*

Overall, meteorological texts are informative and concise, which implies the use of certain terminology. In weather texts, you can find lexemes for any type of precipitation (wet, solid, mixed, etc.), temperature data, wind speed and direction, days of the week, place names, etc. At the grammatical level, weather texts are distinguished by the use of different tense forms, such as present and future tense, for example

“For the time being, we are seeing some lively conditions across the south as well as the east. It will ease (The Guardian).”

“Looking ahead to the rest of the working week, it will be cooler for all by Wednesday with some sunshine although it will become cloudier with spells of rain from the west later in the day (The Sun).”

Conclusions. The results of the research indicate that stylistic devices in weather news serve to make information more accessible, engaging, and memorable. They help the audience connect with the weather on a more personal level while providing clear and up-to-date information about recent events. As of lexical and syntactical level, weather news texts of British online newspapers exhibit the following characteristics: a wide range of vocabulary, a wide usage of technical terms, the employment of stylistic devices and rhetorical figures that fulfill the persuasive role of newspaper texts. The sentence structure within the articles incorporates complex sentences and non-finite verbs. These attributes of newspaper articles are driven by the pursuit of brevity, rapid information dissemination, and their persuasive purpose.

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