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**JOURNALISTIC STYLE IN ENGLISH AND
SPECIFIC FEATURES OF NEWSPAPER
HEADLINES**

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Čestné prohlášení

Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

Plzeň, duben 2012

.....

Poděkování

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1 INTRODUCTION

This Bachelor's thesis deals with a journalistic style in English and specific features of headlines. Its objective is to introduce this style and these features and compare English and Czech newspaper articles.

The thesis begins with the introduction and the content of the thesis is divided into two main parts, theoretical and practical parts. The theoretical part, which comprises of the main theoretical information, it concerned stylistic differentiations, a functional style and differences between journalistic and publicistic style. In the middle of the theoretical part there is a characterization shown a typical characteristic of headlines and description of its specific features. The whole theoretical part is accompanied by specific examples which are examined in details in the practical part. The typical English and Czech newspapers and periodicals are described and examined at the end of the theoretical part.

The second part is the practical part, which submits the practical application of gained theoretical information. The practical part is divided into two chapters. Every chapter begins with a short introduction and ends with a short conclusion. The first chapter contains the description of English and Czech headlines in terms of vocabulary and grammatical structures and compares headlines from broadsheets and tabloids in both languages. The second chapter aims to compare four newspaper articles. There are two texts in Czech and English from quality papers and two texts in Czech and English which were published in tabloids. The texts are equivalent and commentary on using specific methods of journalistic style is mentioned too.

The thesis ends with the conclusion summarizing the results of the detailed analysis of usage and formation of headlines and newspaper

articles. It also contains bibliography and endnotes where the references to websites and literature sources are mentioned.

To elaborate the thesis, I used literature dealing with journalistic and publicistic styles. The theoretical part is based on several fundamental supporting materials, therefore the primary source was the book “K teorii i praxi překladu” by Dagmar Knittlová where is the chapter about journalistic style and other sources were the best way to gather the accurate theoretical information for instance “Úvod do anglické stylistiky” by Ludmila Urbanová, “Kapitoly z praktické stylistiky“ by František Daneš and “Funkční styly v anličtině a v češtině“ by Dagmar Knittlová. Furthermore, a lot of Internet sources were also used for the informative research. For the practical part, it will be necessary to use many types of newspapers and other periodicals to find specific and interesting headlines. Also many dictionaries with respect to the translation of the newspaper articles and headlines, which will include a specific vocabulary, are used.

The final part (Appendices) contains ten original texts, from which the headlines were used and analyzed in the thesis. These texts with different theme and topic had been chosen intentionally to show fundamental differences and variety of types and styles in formation of newspaper headlines. The four news articles are also included in Appendices because in the second, practical part are used to analyze the main features and specific signs of journalistic style.

2 THEORETICAL PART

2.1 Stylistic differentiations/Functional styles

Referential function is the main feature of writing English style. The style of writing is more objective, pragmatic and often abstract than oral style. [1]

Style is meant as the definition of way of purposive selection, regular organization and usage of language means. Important is to take account of the situation, function, the author's intent and content components of speech. The means of language are primarily lexical, grammatical and phonological but also graphic means in writing. It means that the style and its means are part of a complex language system. The English discourse is divided into five stylistic differentiations. They are the administrative style, the popular scientific style, the style of literary works, the publicistic style and the journalistic style which will be dealt in next chapter. [2]

According to Halliday four basic functions of language discourse exist and are connected with every special stylistic differentiation. Functions are followed experiential, interpersonal, textual and logical. [3]

2.1.1 Journalistic style

English journalistic style is considered as an individual functional style because of its specific features and uniqueness. Main role of this style is giving the information about the event, submission of data and facts without comment. According to J. Vachek prompt reporting on current events to collective audience is the specific feature of journalistic style. [4]

The language of journalistic style should be objective, without emotional tone and expressions and primarily comprehensible and

understandable to all readers. Nowadays this standard is not complied with. Journalists or newspaper writers use various innovations to make text more commercial attractive and more catchy. This language is the most typical for English journalistic style due to English dense expressions making texts more attractive, interesting and as well as different. [5]

Journalistic style in generally does not mean newspaper style as there is appearing a number of other texts. For instance texts are written in administrative style (cinemas, theatres, TV programs, miscellaneous notifications), specialized style (legal, medical texts) or artistic style (passage from artwork, short stories etc.). The news and information style is considered as an original journalistic style, which means short reports and communiqué, advertisements and announcements. [6]

Specific features of journalistic style

According to Galperin the English news and information journalistic style is defined by 1) the specific vocabulary, 2) a certain specific structure and 3) special type of titles or headlines. Headlines are a very important part of a newspaper article, especially the English, which have a number of specific features that will be described in the next chapter. [7]

Vocabulary

The vocabulary is mostly neutral and literary or standard. In contrast to other languages English journalistic style is not focused on literary expressions and is not concentrated on fiction vocabulary.

In journalistic style there are also specific political and economic terms, professionalism and expressions of colloquial language and slang or dialect, especially in titles and quoted passages of interviews. [8]

Cliché

As other characteristic feature of journalistic style is considered standardization, which is connected with journalistic clichés. Clichés can sometimes distort or obscure the true point of view but they are assumed important because they precipitate the necessary associations and prevent misunderstandings. Clichés stress the objective nature of the text, but too hackneyed clichés do not make text attractive and catchy. Every experienced journalist should avoid these clichés: *acid test, bitter end, calm before the storm, leave no stone unturned, lending a helping hand, long arm of the law, nipped in the bud* [9] *red-letter day, upset the apple cart, pretty kettle of fish* [10]

There are a lot of clichés which we use in small talk or common conversation e. g. *All good things must come to an end. All talks, no action. Beat about the bush. You're barking up the wrong tree. Let sleeping dogs lie. Don't judge a book by its cover. Every rose has its thorn. I wasn't born yesterday. Make a mountain out of a molehill. Never say never.* These clichés can be also used as idioms. [11]

Furthermore, journalists should avoid verboseness and should better use *many* before *large proportion of*, *now* instead of *at present time*, *since* instead of *in view of the fact* etc. Long and redundant words are replaced with shorter terms, such as *35 acres instead of 35 acres of land, the blue car* instead of *blue coloured car*, *in Manchester* instead of *in the city of Manchester*, *short time* instead of *short periods of time*, etc. As cliché can be considered a repetition of one word such as *say*, the British journalists are seeking to replace this verb synonymous verbs or phrases such as *point out that, declare, explain, report, express the view, indicate, express the opinion, indicate, observe, state*, etc. [12]

Acronyms and Abbreviations

It is also often used acronyms, which are words formed from initial letters of the words in a phrase, like English *laser* – *light amplified by stimulated emission of radiation* and abbreviations of names of organizations, public or state institutions, industrial companies, social organizations, etc. *UNO* - *United a non-governmental organization*, *UN* - *United Nations*, *UNESCO* - *United Nations Educational, Scientific and Cultural Organization*, *the TUC* - *Trades Union Congress*, *NATO* - *North Atlantic Treaty Organization*, *AFL-CIO* (*American Federation of Labour – Congress of Industrial Organizations*), *PIB* (*Prices and Income Board*), *NAFTA* – *North American Free Trade Agreement*, *NHS* (*National Health Service*), in Czech - *URN* (*Útvar rychlého nasazení*), *OSN* (*Organizace spojených národů*), etc. In other fields can see the *D* - *Day*, *Govt* - *government*, *HQ* – *Headquarters*, *TV*, *FM* (*frequency modulation*), *AM* (*amplitude modulation*). Abbreviations in journalism were transferred in the name of prominent persons in civil life, such as *JFK* - *John Fitzgerald Kennedy*, *FDR* (*Franklin Delano Roosevelt*), *LBJ* (*Lyndon Benjamin Johnson*), etc. [13]

Neologisms

The press also helps broadcast the neologisms, especially in the field of scientific style, such as *sputnik*, *missile*, to stage. The great invention is show in the word formation e.g., *peacenik* (*fighter for peace, pacifist*), *nixonomics* (*Nixon's economic policy*) *highjacker* (*hijackers*), etc.

The other and characteristic feature of journalistic style is headline. Headlines are a very important part of a news article, especially in the English. Headlines have a number of specific features and are written to attract the audience. The general information or context of the newspaper article is introduced by headlines. Headlines have a function of topic

sentence to bring a notice what about the text is. The headline will be dealt in detail in next separate chapter. [14]

2.1.2 Publicistic style/Public information style

The publicistic style is relatively young but nowadays very important style. Publicistic style includes primarily daily press. However it also includes political rhetorical speeches and on the other hand the journalistic or newspaper style includes printed speeches. [15]

According to Galperin in English the newspaper style and publicistic style are differentiated. Subjective formations such as editorials, columns or commentaries, rather belong to the publicistic style. The main character is not only informative but also persuasive and formative. It is aimed at all readers and for this reason it is more comprehensible because it does not almost use special expression. [16]

In case of journalistic style the functions are following 1) informative as major functions, 2) instructional and educational, 3) agitation and persuasive that is a specific function of publicistic style. [17]

2.2 Headline

“A headline is a text at the top of a newspaper article, indicating the nature of the article below it. Headlines are usually written in bold and in a much larger size than the article text. Front page headlines are often in upper case so that they can be easily read by the passing potential customer.

Most newspapers feature a very large headline on their front page, dramatically describing the biggest news of the day. A headline may also be followed by a smaller secondary headline which gives a bit more information or a subhead. Words chosen for headlines are often short“. [18]

The main aim of a headline is to inform the audience about the content of the news article and its translation from English to Czech can be very difficult and problematic. According to Leslie Sellers the headlines should tell the story and it is necessary to translate the whole text before creating a suitable translation of the headline, because its meaning might not be clear at first sight. For people who are not native speakers, it is difficult to understand the headline, because some headlines may contain an idiomatic phrases or collocations, which are comprehensible only for native speakers. English headlines contain several short words which clearly describe the content of the text. These words may be abbreviations, acronyms, figures, exclamation marks, quotation marks, nominal constructions, colloquial language or slang etc. [19]

The most important thing in English headline is lead. The lead is usually the most difficult part of writing a newspaper article. The lead is the first word, topic sentence or first paragraph of the text. It has a special importance because it focuses on getting the point of the article or describing what the paragraph is going to be about. The rules for writing a good lead are stated in next sentences. First and the most significant thing are keeping it short. The lead information should be condensate into one sentence or one phrase to interest the reader in the rest of the text. Second is getting to the point what the text is about. Third is focusing on the action by using active voice. Fourth is attracting the reader by putting the most important, the most interesting and the most exciting thing in the lead. It is not recommended to begin the text with the date, place, day or time. It is more important to focus on the action, who or what. [20] [21] [22]

Differences between Czech and English headlines

Czech headlines tend to generalize and describe the main text by several words without giving detailed information. English headlines are

usually much shorter. However, they include more accurate expressions compared to Czech brief headlines. Examples of Czech headlines: *Ukazatel cesty. Všeho s mírou*. English headlines express an idea of the whole article and it is important to observe this rule while translating from Czech into English headline. If Czech headline is not sufficiently informative, the editing information to English version should be given. E.g. Czech headline *Příjezd delegace* is not sufficient for English readers, because it is not known who visits whom and where. Better translation into English could be *Czech delegation visits*. [23]

In English headlines structure are utilized verbs often than in Czech to describe an action of texts. Examples: *Door closes on Russia*. However there is a tendency to avoid an auxiliary verb *to be*. Example: *The man killed in accident, Toni named hero, Union leaders on the spot. British Troops Airlifted to Greece*. [24]

The past events are expressed by verbs in present forms to make the text more active and attractive to readers. For expression of future events are utilized infinitive forms. Example: *Nuclear danger to be raised, Major to open shopping centre, Barack Obama to visit Prague, Forgotten Brother Appears, Professors Protest Pay Cuts*.

Condensed and nominal constructions and a complex of nouns phrase and strings may also appear in English headlines. Noun strings are groups of nouns. Examples are *Landscaping Company Disturbance Regulations, Fishermen sailing home, Rail Safety Call, Brazil lawyers kidnapped, Widow Pension Pay Committee, Ford Safety Customer Complained, Mustang Safety Customer Complaint, Under Pressure From Boss, Unexpected Visit, Overwhelming Response Of Voters*.

Definite and indefinite articles are often omitted. They are redundant in headlines. Example: *Protest at US Embassy*. Even prepositions are sometimes missing in headlines. Example: *President*

declares celebration, Passer-by sees woman jumped, Britain agrees loan to Chile. [25]

English headlines are usually brief and short but include important pieces of information. That means that short words and little amount of words are appearing in headlines. The English journalists use a headline vocabulary where is a list of fixed short words available, such as *ban, bid, claim, crack, crash, cut, dash, hit, move, pact, plea, probe, quit, rush* etc. These expressions are universal and can form collocations such a word *bid to stop, bid to reject or peace bid*. These words have many meanings depending on the context of texts. For instance the verb *quit* is a synonym to *leave, withdraw, resign* therefore they must be concretized during translation. Below the table of most popular vocabulary and its English and Czech meaning is demonstrated.

Table 1: Glossary of mostly used vocabulary in English headlines [26]

Newspaper vocabulary	Meaning in English	Meaning in Czech
aid	help	<i>pomoc</i>
axe	cut, remove	<i>výpověď</i>
back	support	<i>podporovat</i>
bar	exclude, forbid	<i>vyloučit, vyřadit</i>
bid	attempt	<i>pokus</i>
blast	explosion	<i>výbuch</i>
blaze	fire	<i>požár</i>
boost	incentive, encourage	<i>pobízet, podporovat</i>

boss	manager,	<i>šéf, ředitel</i>
head	director	
clash	dispute	<i>spor, hádka</i>
curb	restraint, limit	<i>omezení, překážka</i>
cut	reduce, reduction	<i>snížení, omezení</i>
drama	tense situation	<i>vypjatá situace</i>
drive	campaign, effort	<i>snaha, úsilí</i>
gems	jewels	<i>klenoty</i>
go-ahead	approval, permission	<i>schválení, souhlas</i>
hit	affect badly	<i>zasáhnout</i>
key	essential, vital	<i>hlavní, důležitý</i>
link	connection	<i>spojení, souvislost</i>
move	progress	<i>pokrok</i>
ordeal	painful experience	<i>utrpení</i>
oust	push out, remove	<i>vyhodit</i>
plea	request	<i>žádost</i>
pledge	promise	<i>slib</i>

ploy	clever activity	<i>trik, fígl, vychytávka</i>
poll	election/public opinion survey	<i>volby/průzkum veřejného mínění</i>
probe	investigation	<i>vyšetřování</i>
quit	leave, resign	<i>skončit, odejít</i>
riddle	mystery	<i>tajemství, hádanka</i>
strife	conflict	<i>spor, střet</i>
talks	discussions	<i>jednání</i>
threat	danger	<i>nebezpečí</i>
vow	promise	<i>slíbit</i>
wed	marry	<i>oženit se, vdát se</i>

Abbreviated words and abbreviations are appeared in English headlines frequently than in Czech headlines. Abbreviated words indicated in Czech newspaper headlines are usually well-known and used verbally. Examples of English abbreviated words and abbreviations: cig (cigarette); ads (advertisement), Lab– techns (Laboratory technicians) or admin (administrative staff) and NHS (National Health Service). Journalists often use fixed expressions and special terms which increase the expressive impact of the headline. These terms are created by using alliterations or a word play e.g. according to Karel Bareš *Big sputnik may*

mean men next, Picketed about Pickets, Steam and stress in the South, Trade-Union Unity or Celebrating 50 years that have shaken the world. In Czech headlines not usually use alliterations. [27]

English very often utilizes numerals to make specify and shorten the information in the article. In the case of short numbers and short headlines are often expressed in writing. For example: *Production fell 2%. Eight get 20 years for bomb plot. Students hit £ 70 in tuition fees.* [28]

Punctuation is also typical feature of English headlines, especially quotation marks, colons and hyphens. Quotation marks usually separate or indicate special terms, direct speech or quotations and incomprehensible words. A negative participle “No” is often used in connection to quotation marks e.g. *Big backing expected for “No” ministers.* [29]

Colon and hyphen divide the headline into two parts and have conjunctive function between these parts. In comparison with Czech headlines there is less using punctuation. The concise phrasing is not typical for Czech news writing. Also in Czech is tendency to emphasize headlines especially in journalistic style. Headlines are more concrete, expressive and give more detailed information. However, more pieces of information are still put into superior titles or subtitles which follow the main headline and give information about the article and attract the readers. These types of titles are not typical for English newspapers. Both English and Czech news articles have effort to utilize new interesting expressions which attract audience. However, journalists should avoid repeating these expressions because may become clichés which are not attractive any more. [30]

2.3 English Newspaper

Types of British newspaper

The British newspapers are divided into several categories. They are categorized by included information and used styles. This group contains quality papers or broadsheets, tabloids and special group of Berliner format newspapers. Also the British newspapers are classified by political orientation of the audience. This group contains types like left-wing and right-wing papers. For instance the left-wing papers are tabloids *The Daily Mirror* and broadsheet *The Guardian*. These left-wing papers are associated with liberalism and liberal parties. On the other hand the right-wing papers are associated with conservatism and conservative parties. For example the right-wing tabloids are *The Sun*, *The Daily Mail*, *The Daily Express*, *The Daily Star* and right-wing broadsheets are *The Daily Telegraph*, *The Times*

2.3.1 Quality papers (broadsheets)

Quality papers are traditionally published twice as widely as tabloids but not all nowadays. These broadsheets are intended for better educated readers and are written in more sophisticated style. More in-depth news coverage is used. The very important news items are called “opinion columns” which are published or written by some of the most respected journalists, politicians and other public figures. However, under the pressure of tabloids present broadsheets tend to provide colour pictures as well as human interest stories. The most known broadsheets in United Kingdom are e. g. *The Daily Telegraph*, *The Times*, *The Independent*, *The Guardian*. [31]

Examples of broadsheets

The Daily Telegraph was founded in 1855 as the Daily Telegraph and Courier. It is the highest selling quality newspaper in Britain with high daily circulation. Daily Telegraph is right-wing centred and it is read by Conservative voters. Renowned columnists from The Daily Telegraph are Simon Heffer, Boris Johnson, Benedict Brogan, Daniel Hannan, Janet Daley. Nowadays we can use its successful online version. [32]

The Times is published since 1785, when it was known as The Daily Universal Register. The Times and Sunday Times are nowadays owned by Rupert Murdoch's news empire. The Times are a moderately centre-right newspaper but read by Conservative, Labour and Liberal voters. It is published in tabloid size since 2004 to appeal to young readers and public transport users. Matthew Parris, David Aaronovitch and Jeremy Clarkson are notable columnists. It can be used online version www.timesonline.co.uk but an access is paid. [33]

The Guardian was founded in 1821. It is uniquely because of the Berliner format. The Guardian is left-wing centred. It is closest to the Liberal Democrats and social-democratic. It offers a wide variety of info on arts, books, films and education. *The Observer* is its Sunday version. Notable columnists are Polly Toynbee, James Naughtie, Julie Burchill. There is also successful online version. [34]

The Guardian is considered as well as the Berliner format newspaper and the first Berliner Guardian was published on 12 September 2005. **The Berliner format** is mid-way between a tabloid and a broadsheet, with a page dimension of 470mm x 315mm, and is sold folded. While the Berliner format is unique to presses in the UK, globally this format is used for many other titles, including La Stampa (Italy), La Vanguardia (Spain) and Le Monde (France). [35]

2.3.2 Tabloids

Are often called “popular papers” and have the largest circulation as they are intended for wide readership. Large headlines, many pictures and simpler style are included to be more attractive, catchy and impressive to readers. Little coverage of politics or international news is used, focusing on “human interest stories“, like sensation and celebrity gossip which prevail. *The Sun, Daily Mirror, The Daily Star, News of the World* are considered to be tabloids. [36]

Examples of tabloids

The Sun is owned by Rupert Murdoch's News Corporation. Is published in the U.K. and Ireland and has the highest circulation of any English-language daily paper in the world. Politically, the paper is supporting conservatives, such as Margaret Thatcher, and liberals. [37]

The Daily Mirror is consistently left-centred tabloid was launched in 1903 as a newspaper run by and concern toward women, but nowadays it is different. The Daily Mirror is fighting with The Sun. [38]

The Daily Mail is the Britain's oldest tabloid and has a legendary history. Nowadays, the politically conservative paper has the 12th-largest circulation in the world among English-language dailies. [39]

The Daily Express was founded in 1900 and introducing newspaper gossip and the crossword puzzle to British readers, this paper became a tabloid format in 1977 and politically leans conservative. A major rival is the Daily Mail. [40]

The Daily Star was launched in 1978 and became Britain's first new newspaper since the Daily Mirror debuted in 1903. It's published by the same company that produces the Daily Express, and politically leans to the right. [41]

2.4 Czech newspapers

As well as English, Czech newspapers are divided into several categories and are published in several formats. Czech newspaper is printed for information on local issues, politics, events, celebrations, people and business. Information about holidays, vacations, resorts, real estate and property together with finance, stock market and investments reports which are included in Czech newspapers. Also information about theatre, movies, culture, entertainment, activities and events all covered in newspapers from Czech Republic. Czech newspapers are also published in tabloid and Berliner or broadsheet format. However Czech newspaper is not divided by political orientation. In beginnings of Czech periodicals existed differences in political orientation but nowadays are written for general public with orientation on all political parties.

Examples of the most famous Berliner format or broadsheets are MF Dnes (Mladá Fronta Dnes), Lidové noviny, Hospodářské noviny, Právo etc. Examples of the most famous tabloids are Blesk and Nedělní Blesk, Aha! etc.

Due to eighteen regions in the Czech Republic the regional dailies are printed in every region. Regional dailies are for instance Plzeňský deník (Pilsen Daily), Karlovarský deník (Carlsbad Daily) and other types of dailies. [42]

2.4.1 MF Dnes

MF DNES is the largest national serious newspaper in the Czech Republic. It publishes to readers timely and quality news, useful service information and leisure reading in specialized supplements and magazines. The structure of newspaper is clear and well arranged, including special topics, provides an opportunity for targeting commercial communication and a higher efficiency of advertising.

MF DNES consists of several folded parts and every part is concerning on certain topics. Standard form is made up from four parts, the first part gives information about world and home news and there is also commentary. Second part deals with newscasts of certain region. Third part contains economic news and daily periodicals and fourth part is sport and culture news, and television program. Also MF DNES contains three magazines and specialized supplements for each day. For instance magazines like *Ona Dnes*, *Health*, *Cars*, *Science*, *Weekend Dnes*, etc. [43]

MF Dnes exists also in online version, iDNES.cz is the news portal leader on the Czech Internet, brought the first news to the Internet users on the 12th January 1998. Today is one of the most visited news portals. The main function is news and inform. The news from home and abroad, sports, culture, economics and finance are provided. Readers can find various links to topics that interest them. There are sites for women where to find useful advice in the field of fashion, cosmetics and various recipes. In the section for men are various style and technical gadgets and sports news. The newest server is website for handymen and gardeners - Hobby.cz. The readers can communicate through a blog site iDNES.cz.

There is a possibility to search a variety of train, bus, city or flights to Jizdnirady.cz server. On the job portal jobDNES.cz readers find more than ten thousand current job offers. At the same time there they can create an own profile with CV to apply for future job search. This server can be used by people of all age categories. Server is very widespread and comprehensible. The audience can find almost all the information which looks for, from advertisements about rent, real estate, but also a variety of "Smart phones" applications. [44]

3 PRACTICAL PART

3.1 Analysis of EN and CZ headlines from broadsheets

This chapter presents analysis of English and Czech headlines which were published in quality newspaper. There are eight headlines from typical English and Czech broadsheets, also the headline from New Zealand broadsheet is described due to its specific features. Each topic is quite current and well-known for general public hence is good comprehensible. It deals with economic and social articles in which everyone is interested.

3.1.1 English headlines

Headline 1: Fish stocks: Good news is a drop in the ocean

The article concerns problems with fishing in the waters of Nova Scotia and Newfoundland in Canada because of danger of becoming extinct some specific species. (App. 1, p. 50)

Specific feature is usage of colon like conjunction between two parts of headline. The present tense is used in the second part to make headline more current. **Fish stocks** could be understood like fish population. **Good news** is sign of improvement. **A drop in the ocean** is idiomatic expression and means so small change that it means nothing.

A headline is indicating the nature of the article below it. Headline is written in bold and in a much larger size than the article text. This article was published on *guardian.co.uk* at 22:05 BST¹ on Sunday 31 July 2011. A version appeared on page 26 of the Main section of the Guardian on Monday 1 August 2011. [45]

¹ British Standard Time

Headline 2: Bidvest considers sale of food service unit

The article provides information about consideration of selling Foodservice group of Bidvest, the South African industrial conglomerate. (App. 2, p. 50) The headline transmits the main idea of article is consequently comprehensible for everyone. Specific feature in headline is missing definite article **the** before the word sale and also present tense of verb **consider**. **Food service unit** is a part of Bidvest. The text was published on websites of The Financial Times on 6 July, 2011 at 10:43 pm and written by Anousha Sakoui in London. [46]

Headline 3: Mega-rich NZer still taking risks (App. 3, p. 51)

The headline was published in online version of New Zealand newspaper however is very specific and contains features which are important in writing headlines. The article deals with a very rich man, who is still taking risks in his company. In text is description of his incomes and expenses. The headline is very catchy because also there is used present continuous tense with omission of auxiliary verb **to be**. The first expression “**mega-rich**” is an adjectival compound and the second one is abbreviation of expression New Zealander which are very attractive and appeal to readers. The last part of headline **take risk** is comprehensible collocation. The article was published on websites www.nzherald.co.nz² on Saturday 18 February, 2012 at 5:30 am and written by Greg Ansley. [47]

² APN News & Media is one of the region's most broadly-based and successful media companies. In addition to publishing New Zealand's leading metropolitan newspaper, The New Zealand Herald, APN is the largest operator of regional newspapers, radio broadcasting and outdoor advertising in Australasia. [48]

Headline 4: Dow breaks 10,000 barrier (App. 4, p. 53)

In the text is written about index (The Dow Jones Industrial Average) at stock market which rapidly increased and then decreased. **Figures** are used in the headline and also simple present tense. The expression **barrier** in this context should be in plural form but for more attractiveness of headline there is singular form of this expression. The headline is understood with difficulty. The audience which is not interested in this topic do not understand. However the headline is brief and short as well as English headlines. The article was published on websites www.independent.co.uk on Wednesday 17 March, 1999 and written by David Usborne. [49]

3.1.2 Czech headlines

Headline 1: Utečte před olympiádou k nám, láká Praha Londýňany (App. 5, p. 52)

The text deals with Olympics which will take place in London in 2012 and most of Londoners are already to leave their country therefore Czech travel agencies have prepared special offers to them. The whole text is locked on the Internet. The headline is easily comprehensible because the Olympics are current topic at this time. The present tense is used and the expression **utečte** is in imperative form to attract the audience and it is a metaphor. The article was published on websites www.hn.ihned.cz on 6 April, 2012 at 00:00. The author is unknown. [50]

Headline 2: Agentka 90-60-90 sváděla člena Obamova kabinetu

The text concerns on foreign problems in presidential government in the USA. The Russian espionage agent is disrupting plans of the US government. (App. 6, p. 54) The headline is clear and it is not too complicated but contains figures what is not so typical for Czech headlines. Also the main aim is to attract many readers. The text was

published on websites www.lidovky.cz on 4 April, 2012 at 11:01. The author is unknown. [51]

Headline 3: Mezičas primárek: Romney je na koni, ale Obama se zvedá

The headline is understandable for interested audience. Important is know who is Romney and Obama and have an idea of expression **primárky**. In English it means primary election of head of state. The headline is written like sport statement to indicate competitiveness between these two men. **The colon** is an introduction of second part of headline. **Je na koni** is a metaphor for having a power. The article was published in printed version of Czech broadsheet Dnes on 24 February, 2012 in page 6A and written by Teodor Marjanovič.

Headline 4: Měšťanská beseda tleskala nejlepším sportovcům

The article deals with successes of FC Viktoria Plzeň and celebration in cultural house **Měšťanská beseda**.

The headline is easily understandable for everyone but contains metaphor and personification **Měšťanská beseda tleskala**, not applaud the house but visitors inside. The text was published in printed version of Plzeňský deník (Pilsen Daily) on 5 April 2012 in page 11 and written by Václav Vacek.

3.2 Analysis of EN and CZ headlines from tabloids

This chapter contains analysis of English and Czech headlines which were published in tabloids. There are three headlines from typical English and four headlines from typical Czech tabloids. Nowadays there is not quite difference between Czech broadsheets and tabloids and articles are not divided by importance like in English. Each text and topic is quite current and well-known for general public. It deals with articles about sport and human interest stories like sensation and celebrity gossip.

3.2.1 English headlines

Headline 1: Wolves hungry to land Bruce

The text provides information about English football club in which the bosses are changing. The members of football club want to gain back their ex-boss **Steve Bruce**. (App. 7, p. 54) The headline contains many specific signs. The first is word **Wolves** – it is nickname for football club Wolverhampton Wanderers FC. The second expression **hungry** is a substitution of word want and also there is missing auxiliary verb **to be**. **To land** is a typical infinitive construction to make headline more interesting. The headline gives basic information about text below in spite of uninterested audience does not understand. The article was published on websites www.thesun.co.uk on 14 February, 2012 in sport section and written by Graeme Bryce. [52]

Headline 2: CALL FOR BAN ON NURSERY TV-WATCHING

The text is about recent research the obesity in pre-school age. Text shows how parents should bring up their children and it is said that TV-watching and unhealthy food are not good for small children. (App. 8, p. 54) There is typical example of English headline written in **bold** and **capital letters** and usage of condensed **nominal construction** and a

complex of nouns strings. The headline is divided into the first headline and the secondary subhead which introduces the topic of the article. In the headline is not verb however there is expression ban what is journalistic vocabulary and substitute word forbid. The text appeared on websites www.express.co.uk on Friday 6 April, 2012. [53]

Headline 3: What's Lindsay Lohan doing at a cocktail bar with Robert Pattinson? (App. 9, p. 55)

The article is about two very famous Hollywood stars, Lindsay Lohan and Robert Pattinson. The text is from tabloid The Sun in order to description of their social life is stated. The headline is composed such a question what is very attractive and catchy. These two stars and their lives are very interesting topic due to many people want to read this article. The text appeared on websites www.mirror.co.uk 6 April, 2012 at 11:14 and the author is Caroline Corcoran. [54]

3.2.2 Czech headlines

Headline 1: Bártovy poslušné VeVerky

The article appeared only in one page, there was a photo of group of people but not long text to this topic so it is a supplement to longer newspaper article which is concerned this topic. This case is very famous in the Czech Republic so for general public is the headline enough comprehensible. Interesting feature in this headline is graphics. **VeVerky** is an idiomatic expression there are double V in text written in capital because it is abbreviation of Czech political party VV³

The article was published in printed version of Nedělní Blesk on 11 March, 2012 in page 8.

³ Věci veřejné

Headline 2: Vousy vs. žiletky

The article appeared in sport section and informed the audience about football match which was played between Czech football leader clubs. The headline is quite short which is not typical of Czech headlines. **Vs.** is an international term for expression of against and often is used in sport matches. **Vousy a žiletky** are transferred meanings of a word because if the audience is interested in the topic and it should know how looks like players of this football clubs. Players of the first team are shaven and players of the second team have beard.

The article was published in printed version of Aha! on 7 April, 2012 in page 13 and written by ČTK⁴ - Stanislav Peška.

Headline 3: Janžurová skončila v Národním (App. 10, p. 56)

The article concerns engagement of **Iva Janžurová** in **Národní divadlo (The National Theatre)**. There is used an omission of word **divadlo** but for every Czechs is evident what the author wanted to say. It is quite short headline however the idea of the whole article is clear and obvious. The proper name of theatre actress is written without first name because the actress is very famous for general public. The headline is very attractive and accomplishes the main task of headlines. The text was published on website www.sip.denik.cz on 11 April, 2012 at 09:04. [55]

Headline 4: Méně nemocnic, méně péče a větší platby pacientů. Víme, co všechno chystá Heger

The first sentence of headline is a noun phrase because it does not include any verb. It is not mentioned who is and what kind of department the man represents, however, it is recognisable according to the topic. The second sentence of headline is clear. It is not too complicated like

⁴ Česká tisková komora

typical Czech headlines. The text appeared on website www.zpravy.ihned.cz on 11 April, 2012 at 11:50. [56]

Summary of the first part of practical part

In this first chapter of practical part is description and comparison of Czech and English headlines which were published in broadsheets and tabloids. It is divided into two small parts, the first part deals with headlines from Czech and English broadsheets and the second part concerns Czech and English headlines from tabloids. The English headlines have many specific features and every example contains some of them. Specific methods for writing the English headlines are used and described. On the other hand Czech headlines are brief and comprehensible. The specific features, abbreviation or collocations are used less than in English headlines. However the untypical Czech headlines were found and examined to show more exceptions in formation of Czech headlines.

3.3 Analysis of EN and CZ newspaper articles - broadsheets

The chapter is focused on analysis of two equivalent texts in English and Czech language. The description of main features, styles and editing of the article is stated in this chapter. Texts have appeared on the Internet. Both texts deal with the same topic which is disaster of the Italian cruise ship Costa Concordia.

3.3.1 Macroapproach of Czech and English articles:

Author of English text: Tom Kington is an author of English article and he is journalist lived in Rome. The text has appeared on website of quality papers The Guardian

Author of Czech text: The author of Czech text is unknown but the text was published on website of news portal iDnes.

The functional style: In my opinion, these texts belong to the publicistic style just because of features as follow: it is mostly full of non-direct speech but from the context the reader will find out that the text is an expressing of subjective opinions of participating members. The text is also full of direct speech because the quotations are stated in quotation marks. The whole text is not as persuasive as the publicistic one. It is also the journalistic one because there appear journalistic terms and stable journalistic phrases. For instance in English article the expression **reportedly** has appeared often in the text and it meant in Czech **podle zpravodajů**. The Czech words **oznámit, prohlásit** are journalistic terms.

Function: The main function of both texts is same, to inform the readers and give them subjective views of disaster of the Italian cruise ship Costa Concordia and Costa Concordia captain's fault in steering the ship. The information about exact situation when the ship crashed the rocks is also involved in the text.

Target audience: The general public and people interested in this theme.

Main topic: This article deals with Franscesco Schettino's accusation of steering the ship into rocks on the island of Giglio in a reckless bid to say hello the island and his claiming that the company ordered him to greet the island. There is mentioned that the company Costa Crociere ordered this manoeuvre to captain. The chief executive of Costa Crociere contradicts the claim.

Structure of both texts: The whole texts are written in several paragraphs to make them well arranged and easily readable. Texts contain the first and the second headlines which introduce the text below it.

Grammatical level: Only the declarative types of sentences appear in the text. The prevalence of them is considerable. There can be found

almost all types of sentences like simple, complex, compound, complex compound. The active and passive voices are used in balance and texts are full of gerunds and participles.

Lexical level: The text is quite comprehensive and is written in simple English. The quotation marks indicate also the direct speech as well as the loanwords or expression which should be stressed.

3.3.2 Microapproach of English article:

Costa Concordia captain claims company ordered 'salute' to island (App. 11, p. 56) it is the first headline and it is quite comprehensible, the present tense is used to indicate current activity. The conjunctive **'that'** is omitted in the headline to make it short and brief without any unnecessary words. The expression **'salute'** is an original meaning of English phrase **say hello**. The text tells story about Italian cruise ship therefore the author used this word to stress the location of the disaster and also to make the headline more special and catchy. The article also contains the secondary subhead **'Francesco Schettino reportedly challenges Costa over cruise collision as 13th body is found by divers'** which more specified and pointed out the idea of whole text and also in a one sentence introduces what the reader will expect in next paragraphs. The subhead is a specific feature as in English and as in Czech headlines. The text has an informative function, for that reason the proper names (Francesco Schettino, Franco Gabrielli, Pier Luigi Foschi, Roberto Ferrarni, Valeria Montesarchio), names of destination (Naple, Giglio, The island of Capri, Civitavecchia), names of companies (Costa Crociere), names of newspaper (Le Figaro, La Repubblica), geographic names (French, Italy) and also figures and dates are given.

3.3.3 Microapproach of Czech article:

Přiblížení k ostrovu bylo v plánu. Firma chtěla reklamu, řekl kapitán (App. 12, p. 59) is the typical Czech headline. It consists of two sentences and shows exact topic of the text below. The non-direct speech is involved in the headline to attract audience that statements of participating members are stated. **Byla to reklama na výletní plavby, tvrdí kapitán** is the name of one part of text which is written in bold and the middle of the text. The function of this headline is introduced topic of the second part of article and to more attract the audience. It is statement of accused captain who wants to stress that he did not act alone but the company ordered it. **Kapitánovy slova potvrdily satelity** it is also name of other part. It has same function such the previous headline, to emphasize what will be dealt in next article.

Short summary

Texts were published in similar journalistic way and specific means of writing were used. The English text was written by English journalist who lives in Rome therefore the English text seems to be original source text and on the other hand Czech article seems to be a translation of the source text. Sometimes for prompt reporting the event is better to translate original texts to target language. Nowadays it is ordinary attitude of journalist in the world. The information was given at same places in both texts but Czech one includes two names of parts of text.

3.4 Analysis of EN and CZ newspaper articles - tabloids

The chapter is focused on analysis of two equivalent texts in English and Czech languages. Texts have appeared on the Internet and both dealt with the same topic which is Queen's diamond Jubilee.

3.4.1 Macroapproach of English and Czech articles:

Author of English text: Andrew Hough is an author of English article and text has appeared on website of quality papers The Telegraph.

Author of Czech text: The author of Czech text is unknown but the text was published on website of news portal iDnes and ČTK is the only reference to author.

The functional style: In my opinion, these texts belong to the publicistic style just because of features as follow: the English text is full of direct speech because the quotations are stated in quotation marks. The whole text is not as persuasive as the publicistic one. It is also the journalistic style because main function is giving the information to audience. Journalistic terms and stable journalistic phrases also appear in the text. For example in English article the expression **said** has appeared often in the text.

Function: The main function of both texts is similar to inform the readers and give them subjective views of celebration Queen's Diamond Jubilee and narrate the whole characterization of the event.

Target audience: The general public and people interested in this theme especially every person who lives in Great Britain because the Queen is very unique for all citizens.

Main topic: This article deals with celebration Queen's Diamond Jubilee around the Queen Victoria Memorial in Great Britain. The list of stars which performs along the concert, possibility of buying or gaining tickets to concert and other additional information are involved in the text.

Structure of both texts: The texts are written in several paragraphs to make them well arranged and easily readable. Both texts contain the first and the second headlines which emphasize the text below it.

Grammatical level: Only the declarative types of sentences appear in the text. Simple, complex, compound, complex compound sentences can be found almost there. The active and passive voices are used in balance and gerunds and participles are also appearing in texts.

Lexical level: The text is quite understandable and is written in simple language as well as in English and in Czech. The quotation marks indicate the direct speech as well as expression which should be mentioned.

3.4.2 Microapproach of English article:

Queen's Diamond Jubilee: British pop stars to perform at tribute concert (App. 14, p. 62) is the typical English headline with majority of specific features. In the first part of headline every word is written with capital letters and definite article **the** before the expression **Queen** is omitted. The colon is in the middle of headline and emphasizes what happens in this event. In the second part the active verb is missing what is also characteristic feature. The infinitive construction is used to save place and to state basic information.

British pop stars including Sir Paul McCartney, Sir Tom Jones, Sir Elton John, and Sir Cliff Richard are to perform a spectacular musical tribute to the Queen to mark her Diamond Jubilee. It is the secondary subhead because the verbs are omitted, only infinitive forms are used and the headline is very informative. Main function of this short text is evident introduction of whole content of the text which is written below. Proper names of very famous British people are mentioned there to make the article very attractive and interesting to audience.

In the text there is also list of performers however in comparison to Czech article is more detailed and specific. (Sir Tom and Sir Cliff, both 71, will also perform along with Sir Elton John, 64, Dame Shirley Bassey, 75,

Jessie J, 23, and Annie Lennox, 57, together with boy band JLS and singer songwriter Ed Sheeran, 20. Also the age of every singer are stated. The detailed information of broadcasting the concert is given in English text and which radio stations simulcast the concert throughout the world. In English text is additional information about international architect Mark Fisher who designed the concert stage. There is also more Gary Barlow's direct speech than in Czech text due to Gary Barlow is main organizer of this great occasion.

The abbreviations are more often used than in Czech one. For example: **May told ITV News on Tuesday** and **“BBC One is honoured to be the broadcast host of this magnificent concert to celebrate the Diamond Jubilee“**.

3.4.3 Microapproach of Czech article:

Alžbětě II. k diamantovému výročí zazpívají Paul McCartney i Tom Jones (App. 13, p. 60) is a typical headline because is very brief and gives basic information about next article. The preliminary text is written under the first headline to emphasize the whole idea of event. The Czech text is shorter than English one. In my opinion, it depends on main topic of text. In the text is written about Queen's Diamond Jubilee and this event is very important to every English man in Great Britain. That is the reason why the English text is more informative, longer and fuller of details, names and data than Czech one. Also a number of people who take part in celebration, data of taking place the concert and which jubilee is celebrated is mentioned. Proper names of singers, performers or musical group are announced in the list.

Short summary

The both texts were published in similar journalistic way and specific means of writing were used. The English text was written more in detail than Czech one. The information was given at same places in both texts but English one contains other additional information, the sentences are longer, more informative and fuller of details, names and data because this occasion is very important for English audience.

4 CONCLUSION

This Bachelor's thesis deals with the topic of the journalistic style in English and specific features of newspaper headlines. In the first part, the theoretical approach was discussed and gave the most important and essential information about the theory of journalistic and publicistic style, like typical signs of these styles, basis of functional styles and stylistic differentiations or the usage of specific methods in writing of newspaper headlines in English and also in Czech and many other aspects which were examined in the following practical part. In the theoretical part the English and Czech newspapers were described and examples of the most readable and famous periodicals were involved. Especially the English ones contained various types and categories of newspapers. Two main types existed in English as well as in Czech which were quality papers and tabloids.

To prove this gained theoretical knowledge was essential to elaborate the practical part where many examples of English and Czech newspaper headlines were examined and also newspaper articles in both languages brought an obvious idea how the translation and understanding of headlines and articles is difficult for the reader who is not native speaker.

In comparison to Czech newspapers and headlines, the English ones are more complicated to understand. English newspaper headlines and articles are more complicated for understanding and comprehensibility because they are very specific in contrast with the Czech ones. Headlines are often obscured and meaning is mostly clear after reading the newspaper article. The headlines occasionally contain synonyms and homonyms which disorient readers and may change their idea of what the text is about. The main reason is that in English there is a tendency to shorten texts and give ideas as briefly and clearly as

possible to attract wide general public. That is why the texts or articles are written in florid language and new expressions are created by journalists.

Because of this fact, long and demanding structures are used in newspaper articles and are sometimes very confusing and incomprehensible. Noun strings, idioms and metaphors are used to reduce sentences. This case does not often appear in Czech ones. The language is always formal but certain statements mentioned in articles may include colloquial terms or dialect.

It was founded out that the printed English newspapers differ from the online ones in comprehensibility because they have no need to shorten the texts. The audience understand the headlines and articles much better due to containing more information. On the contrary Czech online articles and headlines are not substantially different from the printed ones.

The research brought that is evident dissimilarity from English ones. Czech headlines are longer and very often include the whole idea of the text below. They cover complete constructions of sentences and the secondary subhead which briefly present the necessary introduction of what the text is about.

The analysis of English and Czech newspaper articles showed how the styles differ from each other what vocabulary and grammatical structures were used in formation of these newspaper articles. And in which language it was complicated to understand the journalistic texts.

5 ENDNOTES

1. URBANOVÁ, Ludmila. Úvod do anglické stylistiky, p. 31
2. KNITTLOVÁ, Dagmar. Funkční styly v angličtině a v češtině, p. 121-123
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5. KNITTLOVÁ, Dagmar. K teorii i praxi překladu, p. 158 Ibid.
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7. KNITTLOVÁ, Dagmar. K teorii i praxi překladu, p. 159
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7 ABSTRACT

The Bachelor's thesis is focused on journalistic style in English and specific features of headlines. The thesis begins with the introduction. Its content is divided into the theoretical and practical part. The theoretical part provides basic information about journalistic style, headlines and brief information about publicistic style. The practical part is devoted to the detailed analysis selected English and Czech headlines and description and appointing their specific features. Following chapter deals with the analysis of selected English and Czech newspaper articles accompanied by commentary. Every chapter in the practical part begins with short introduction and ends with short conclusion. The whole thesis ends with the conclusion which summarizes its content. It also includes endnotes, bibliography and appendices which encompass original newspaper articles. The goal of the thesis was to compare English and Czech headlines and newspaper articles.

8 RESUMÉ

Bakalářská práce je zaměřena na žurnalistický styl v angličtině a specifika novinových titulků. Práce začíná úvodem. Její obsah je rozdělen na teoretickou a praktickou část. Teoretická část poskytuje základní informace o žurnalistickém stylu, novinových titulcích a stručné informace o publicistickém stylu. Praktická část je věnována detailní analýze vybraných anglických a českých novinových titulků a popsání a určení jejich specifických znaků. Následující kapitola se zabývá analýzou vybraných anglických a českých novinových článků, které jsou doprovázeny komentářem. Každá kapitola v praktické části začíná krátkým úvodem a je zakončena stručným závěrem. Celá práce je zakončena závěrem, jenž shrnuje její obsah. K práci jsou též přiloženy poznámky, seznam použité literatury a přílohy, které obsahují původní novinové články. Cílem této práce bylo porovnat anglické a české titulky a novinové články.

9 APPENDICES

Appendix 1

Fish stocks: Good news is a drop in the ocean

Last week the scientific journal Nature published a small piece of good news. The infamous collapse in fish stocks in the waters off Canada's east coast has begun to be reversed. The data suggests that the wrecking of the world's oceans, a largely unseen but catastrophic process, is not inevitable, if we take the right steps to confront it.

The waters off Nova Scotia and Newfoundland were once famous for their fishing. After a voyage in 1497 one of John Cabot's crew reported that "the sea there is full of fish that can be taken not only with nets but with fishing-baskets". It was claimed that the sea was so thick with cod and haddock that boats could hardly be rowed through the water, or that people might be able to walk to land across the fishes' backs.

Perhaps it takes a spectacular event, such as the collapse of the Canadian Grand Banks fishing grounds, or the BP oil disaster in the Gulf of Mexico, to make people think about the seas. Environmental damage on land is easier to see, and fear. The threat to the oceans may be greater than most think. In June researchers at Oxford University warned of the "high risk of entering a phase of extinction of marine species unprecedented in human history". The world's seas, the groups suggests, are warmer, more acidic, more polluted and less diverse than hitherto understood. The good news from Canada is only a drop in the ocean.

Appendix 2

Bidvest considers sale of food service unit

Bidvest, the South African industrial conglomerate that owns UK food service group 3663, is considering selling its Foodservice group,

after receiving several approaches for the unit that could be worth about \$4bn.

“Bidvest believes that the Foodservice business is an attractive business with strong growth prospects,” the company said in a statement. “However, in light of the proposals received, the board of Bidvest has appointed a sub-committee to undertake a strategic review of the Foodservice business and to explore whether any of the proposals would optimise value for Bidvest shareholders.”

Bidvest’s shares jumped 4.8 per cent to R162 on the news.

The unit is expected to attract interest from both private equity funds and rival food groups, according to one industry specialist.

Appendix 3

Mega-rich NZer still taking risks

Last week Richard Chandler, of Matangi, near Hamilton, took another giant bite at a troubled foreign group, following a strategy that has placed him among the 300 or so richest people on the planet.

Ignoring balance sheets dripping red and threats of unrelenting opposition from environmentalists, Green politicians, vineyards, locals and assorted others, Chandler bought a majority shareholding in Tasmanian timber company Gunns.

More, he pledged to complete a pulp mill that has plagued state and federal politics, sparked a national counter-attack against the project's financial backers, and remains one of the most divisive issues on the island.

Chandler, now resident in Singapore, has been one of the silent movers and shakers, rarely speaking to the media while amassing a fortune estimated at about \$4 billion from daring investments in new and frequently shaky markets.

In his first - and certainly most revealing - interview, he told Institutional Investor in 2004 that his decisions were motivated by optimism, not fear. Still then in partnership with his brother, Christopher, he told the magazine: "We are great believers in the idea of having audacious goals, breaking out and doing something out of the ordinary."

Appendix 4

Dow breaks 10,000 barrier

THE DOW 10,000 arrived yesterday, writes David Usborne in New York. History was made and the feel-good American economy that has been powering stocks higher for the past four and a half years suddenly felt even better. Then, in the blink of an eye - or the pop of a champagne cork - it was gone again. The five-digit Dow was four digits again.

The breaking of the mythical barrier happened at 9.50am, just 20 minutes into the day's trading. All heads on the New York Stock Exchange floor turned to the flashing numbers and there it was: Industrial Average up 41.35 points at 10,001.12. There were cheers and applause until, just as quickly, the numbers began to sink back to the ninety-nine hundreds.

The index, a composite of the share prices of 30 US blue-chip companies, has surged no less than 6,000 points since 1995.

Appendix 5

Utečte před olympiádou k nám, láká Praha Londýňany

Téměř třetina všech Britů se letos hodlá vyhnout olympijskému chaosu. Na přelomu července a srpna proto plánuje zahraniční dovolenou. Podle odhadů Britské asociace cestovních agentur chtějí zhruba tři miliony z nich přijet do kontinentální Evropy. Velká šance pro Prahu, řekli si na pražské radnici a zaplatili dva a půl milionu korun za kampaň, která má právě tyto lidi do české metropole nalákat. Přesvědčit

je mají reklamní bannery a plakáty, na kterých si reklamní agentura Euro RSCG Prague pohrála s oficiálními piktogramy jednotlivých olympijských sportů a naroubovala je na pražské prostředí.

Appendix 6

Agentka 90-60-90 sváděla člena Obamova kabinetu

WASHINGTON/PRAHA - Ruská špiónka Anna Chapmanová, přezdíváná agentka 90-60-90, pronikla do nejvyšších pater americké politiky, když sváděla člena Obamova kabinetu. Tvrdí to zástupce ředitele Federálního úřadu pro vyšetřování (FBI) odpovědný za kontrarozvědku Frank Figliuzzi. "Dostávala se blíž a blíž k nejvyšším činitelům," řekl Figliuzzi pro dokument BBC Moderní špióni. "Velmi nás to znepokojovalo, dostala se hodně blízko ke členu vlády, nemohli jsme dovolit, aby to pokračovalo," dodává.

Podle Figliuzziho se FBI domnívala, že Chapmanová bude chtít dotyčného člena kabinetu svést, aby ho pak mohla využít ve prospěch ruské rozvědky.

Appendix 7

Wolves hungry to land Bruce

WOLVES want Steve Bruce to rescue their season on a 13-match deal. The Geordie, 51, is the front-runner to replace sacked Mick McCarthy and would have the remaining games to save the Molineux club from the drop.

Wolves are keen not to tie themselves to a long-term deal with Bruce as relegation is a real threat. They would prefer to take him on until the end of the season and then review the situation once their future becomes clear. McCarthy's five-year reign ended officially at 9.30am yesterday, less than 24 hours after Sunday's disastrous 5-1 derby defeat at home to West Brom.

With owner Steve Morgan away on a short break in the Alps, chief executive Jez Moxey delivered the grim news to McCarthy at the club's Compton training ground. Bruce quickly emerged as the safe pair of hands Wolves want

Appendix 8

CALL FOR BAN ON NURSERY TV-WATCHING

Kindergartens should ban television-watching for toddlers and focus on "fun activities" to prevent them getting fat, according to an EU-funded survey into obesity prevention for four-to-six-year-olds.

Parents should also cut down on pre-school television-watching in bedrooms and unhealthy snacks in the fridge, a Greek professor leading a research project as part of a four-year study said.

Computer games should be restricted amid growing evidence that more youngsters have weight problems before they get to school age.

The "ToyBox" survey, the first phase of an investigation into how best to resolve the problem, found that obesity among European pre-schoolers is hitting record levels, with more than one in eight children overweight in northern Europe - rising to more than 25% in parts of southern Europe. Nearly 40% of pre-school girls in Spain are now classified as overweight or obese.

Appendix 9

What's Lindsay Lohan doing at a cocktail bar with Robert Pattinson?

The answer may well be 'Telling him how awful his beard is and pleading with him to shave the bloody thing off'. Lindsay Lohan and Robert Pattinson are two celebrities that we like to write about a lot. Lindsay because she does lots of interesting things like go to court, and

steal stuff (allegedly) and get very drunk with her mum. Robert because... well, he looks like this. (photo)

But wait. Hang on. What's happened to Robert Pattinson's face? It's got some sort of a... growth. This is particularly dangerous as he's hanging out at a cocktail bar in these pictures - he could have ended up with some Baileys in his beard and that would not be pleasant.

Rob was seen leaving the Pour Vous cocktail bar in LA moments before Lindsay Lohan. Lindsay - flashing a lot of leg - then left in a car that had a badge hanging from the rear view mirror saying "Police are my favourite people". She recently made her last court appearance, where the judge advised that she lived her life in a more 'mature' way.

Appendix 10

Janžurová skončila v Národním

Herečka Iva Janžurová (70) nečekaně odchází ze svého angažmá v Národním divadle. Důvodem překvapivého kroku je právě připravovaná hra Divadla Kalich, ve které se objeví se svou dcerou, rovněž herečkou Sabinou Remundovou!

Appendix 11

Costa Concordia captain claims company ordered 'salute' to island

Francesco Schettino reportedly challenges Costa over cruise collision as 13th body is found by divers. Francesco Schettino, the cruise ship captain accused of steering the Costa Concordia into rocks on the island of Giglio in a reckless bid to "salute" the island, has reportedly said he was ordered to carry out the manoeuvre by ship owner Costa Crociere.

"The salute at Giglio on 13 January was planned and wanted by Costa before the departure from Civitavecchia," Schettino told a judge

investigating the collision, according to transcripts leaked to Italian newspaper La Repubblica.

At least 13 people died trying to escape from the vessel as it listed on rocks following the collision. A woman's body was found by divers in a submerged portion of the ship on Sunday afternoon, raising the death toll by one. The captain is being held under house arrest accused of manslaughter, causing a shipwreck and abandoning ship.

Meanwhile the head of the Costa Concordia search operation has warned that "clandestine passengers" may have been on board, complicating the identification of bodies and potentially adding to the number who have died. Franco Gabrielli said: "There could have been X persons who we don't know about who were inside, who were clandestine" passengers aboard the ship." People might have been invited aboard by a staff member as the ship departed and not registered, another official said. Schettino said the "salute" should have been carried out a week earlier, but was put off due to bad weather.

He reportedly told the investigating judge that there was "insistence" by the firm on carrying out such manoeuvres, because it was a good way to promote its cruises. "Costa was aware of the repeated practice of 'saluting' around the world," said Schettino.

The claims appeared to contradict Pier Luigi Foschi, the chief executive of Costa Crociere, who said last week: "I can't exclude that ships have been sailed closer to land on the initiative of some captains without informing us. But I have never been aware of this taking place in an unsafe manner."

He said steering within metres of Giglio on 13 January was "unapproved, unauthorised and unknown to Costa" and pointed to the onboard newspaper, which said the ship would stay five miles off the coast.

Schettino said he had given up-close salutes to the island of Capri and the Sorrento coast near Naples on previous occasions, as well as at Giglio, following the example of another Costa captain.

One US law firm which is preparing legal action on behalf of passengers has said: "It's too easy to say this captain acted alone."

In response to Schettino's latest claims, Costa Crociere said on Sunday: "Costa Crociere will not be commenting on any aspect of the ongoing judicial proceedings."

Schettino also reportedly told the judge, Valeria Montesarchio, that on the night of the collision he discovered some of the equipment which records navigation data was out of order, which could hamper investigators' efforts to reconstruct his route.

The transcript also shows Schettino at odds with Costa's account of the communication between captain and company after the collision.

Foschi has accused Schettino of keeping the firm in the dark about the state of the ship, which was listing as it took on water.

Schettino reportedly told the judge he gave an accurate description of the collision to Costa Crociere official Roberto Ferrarini and told him he would seek to swing the boat around on to rocks by Giglio port.

"Yes, do that," Schettino reports Ferrarini telling him. And when the boat grounded, Ferrarini allegedly said "At this point, more than this ... We won't sink any longer."

In an interview with French newspaper Le Figaro, Foschi said Schettino had always been considered one of the firm's best captains, albeit with a "pronounced ego".

On the island of Giglio, the head of Italy's civil protection agency Franco Gabrielli arrived on Saturday to take over the search for passengers left on board the listed vessel after mounting concern over

the duplication of efforts – and the conflicting information given out by – the various police, military and emergency services who have been involved.

Gabrielli may decide that salvage teams can now start working on removing fuel from the vessel even as the search for passengers continues, suggesting that the Dutch salvage workers waiting on Giglio could have been sent into action days ago.

Fears are growing that the ship could slip into deeper waters, even though the predicted arrival of bad weather that could disturb the Costa Concordia is now thought to be further off.

Over the weekend, ferries to Giglio from the mainland were filled with tourists keen to see the marooned Costa Concordia. Some of them took picnics on to the rocks overlooking the vessel.

Appendix 12

Přiblížení k ostrovu bylo v plánu. Firma chtěla reklamu, řekl kapitán

Kapitán ztroskotané lodi Costa Concordia údajně vyšetřovatelům řekl, že plout blízko ostrova Giglio mu nařídila společnost Costa Crociere, které plavidlo patří. Chtěla tak dle něj zpropagovat výletní plavby. Záchranáři mezitím našli v útrobách vraku další dvě těla.

Šéf záchranných prací Franco Gabrielli v pondělí odpoledne oznámil, že jeho lidé objevili na čtvrté palubě u internetové kavárny dvě ženská těla. Potápěči je musí ještě vyprostit z útrob lodi a určit jejich totožnost a národnost.

Počet obětí tak stoupl na patnáct, dalších sedmnáct lidí se stále pohřešuje. Podle Gabrielliho je plavidlo na skalnatých útesech stabilní a nehrozí nebezpečí, že by se propadlo do větší hloubky.

Záchranáři budou loď dál prohledávat i přes riziko plynoucí z rozkládajícího se jídla. Nizozemští specialisté už budou moci v úterý zahájit odčerpávání 2 380 tun paliva z lodních nádrží.

Gabrielli v neděli prohlásil, že na lodi byli černí pasažéři, a počet mrtvých tak může být mnohem větší. Navíc u nich bude komplikovaná identifikace.

Byla to reklama na výletní plavby, tvrdí kapitán

Kapitán lodi Francesco Schettino mezitím vyšetřovatelům řekl, že vlastník lodi považoval riskantní manévr za dobrý způsob, jak zpropagovat výletní plavby. Napsal to deník La Repubblica s odvoláním na informace uniklé z vyšetřování.

"Pozdrav na Giglio 13. ledna byl naplánován a byl vyžádán (společností) Costa ještě před odjezdem z Civitavecchie," řekl podle italského listu kapitán ztroskotané lodi soudci, který námořní neštěstí vyšetřuje.

Francesco Schettino dále dodal, že podobný "pozdrav" měl provést i o týden dříve, ale kvůli špatnému počasí od něj ustoupil. "Costa si byla vědoma opakující se praxe s pozdravy kolem celého světa," nechal se Schettino slyšet s tím, že společnost v tom viděla dobrý způsob, jak propagovat své výletní plavby.

Společnost vlastnící plavidlo na poslední tvrzení kapitána reagovala slovy: "Costa Crociere nebude komentovat žádný aspekt pokračujících právních řízení."

Ředitel společnosti Costa Crociere Pier Luigi Foschi nicméně ještě minulý týden tvrdil, že Schettino se s lodí přiblížil ostrovu bez vědomí firmy. "Nemohu vyloučit, že lodě pluly blíže břehům na základě iniciativy některých kapitánů a bez našeho vědomí. Ale nikdy jsem si nebyl vědom,

že by se to dělo nebezpečným způsobem." Dle něj společnost připlutí k ostrovu Giglio 13. ledna neschválila a ani o něm nevěděla.

Kapitánova slova potvrdily satelity

Pochybnosti nad tvrzením firmy ohledně opakovaného plutí blízko k břehu ostrova se objevily už minulý týden, kdy společnost zabývající se námořní dopravou Lloyd's List Intelligence zveřejnila data, ze kterých vyplývá, že loď se už nejméně jednou v nebezpečné blízkosti útesů u ostrova Giglio plavila.

To potvrdil také Schettino, který zajel blízko k ostrovům Giglio i Capri už několikrát, údajně po vzoru dalšího kapitána společnosti Costa. Na hlavu kapitána se po nehodě snesla kritika a dvaapadesátiletý Schettino skončil v domácím vězení. Policie ho viní ze zavinění nehody a z předčasného opuštění plavidla, z lodi prchl dříve, než se do bezpečí dostala většina pasažérů. Vzhledem k obětem na životech je také obviněn ze zabití.

Appendix 13

Alžbětě II. k diamantovému výročí zazpívají Paul McCartney i Tom Jones

Na slavnostním koncertu k 60. výročí nástupu královny Alžběty II. na trůn zazpívá řada popových hvězd včetně Paula McCartneyho, Eltona Johna a Toma Jonese. Před Buckinghamským palácem to v úterý oznámil zpěvák skupiny Take That Gary Barlow, který je jedním z organizátorů akce.

Dále jsou na seznamu, jenž je podle Barlowa z šedesáti procent hotov, také Cliff Richard, hudebník a moderátor talk show Jools Holland, zpěvačky Shirley Bassey a Annie Lennox, skupina Madness a z mladší generace chlapecká skupina JLS, zpěvačka Jessie J a dvacetiletý autor a zpěvák Ed Sheeran.

Řadu hudebníků si královna může pamatovat z koncertu, který byl k 50. výročí jejího panování v zahradách Buckinghamského paláce před deseti lety.

Tehdy ho zahájil kytarista Brian May ze skupiny Queen, který ze střechy paláce zahrál na kytaru rockovou verzi britské hymny.

Tentokrát bude koncert na kruhovém objezdu před palácem kolem pomníku královny Viktorie. Z provizorních tribun bude koncert sledovat na 20 tisíc lidí. Z toho 10 tisíc vstupenek bude rozděleno v losování, do kterého se od úterý do 2. března může přihlásit každý, kdo žije v Británii. Kromě lístku na koncert budou vylosovaní šťastlivci pozváni i na následující piknik v zahradách Buckinghamského paláce.

Královna bude koncert sledovat s manželem a dalšími členy královské rodiny včetně svých vnuků, princů Williama a Harryho. Ti se prý podíleli na výběru umělců.

Koncert bude v pondělí 4. června během prodlouženého víkendu věnovaného oslavám královnina výročí. Gary Barlow předpokládá, že dalších asi půl milionu lidí bude dva a půl hodiny dlouhý galakonzert sledovat v okolních parcích a na třídě The Mall na velkoplošných obrazovkách. Stejně tak bude přenášen v rozhlase a v televizi.

Kromě popových hvězd vystoupí také zpěváci z muzikálů uváděných v londýnských divadlech, klasický klavírista Lang Lang a Národní balet. Scénu navrhne Mark Fisher, který pracoval s rockovými skupinami jako U2 a Rolling Stones. Celou show zřejmě uzavře ohňostroj.

Appendix 14

Queen's Diamond Jubilee: British pop stars to perform at tribute concert

British pop stars including Sir Paul McCartney, Sir Tom Jones, Sir Elton John, and Sir Cliff Richard are to perform a spectacular musical tribute to the Queen to mark her Diamond Jubilee.

They will join a host of other stars from every decade across the 60 years of the monarch's reign for the concert in front of Buckingham Palace in the summer.

Palace aides announced on Tuesday that the former Beatle, 69, will headline the act around the Queen Victoria Memorial.

Sir Tom and Sir Cliff, both 71, will also perform along with Sir Elton John, 64, Dame Shirley Bassey, 75, Jessie J, 23, and Annie Lennox, 57, together with boy band JLS and singer songwriter Ed Sheeran, 20.

Other names will be announced later.

They have a hard act to follow after Brian May, the guitarist from superstar band Queen, performed an electric version of "God Save the Queen" on the roof of the palace during a similar concert 10 years ago, for the golden jubilee.

The Queen, the Duke of Edinburgh and other members of the Royal Family including the Duke of Cambridge and Prince Harry are set to join about 10,000 fans for the concert.

A national ballot will now take place for those wishing to attend the free concert on Monday June 4, which will be broadcast live on BBC One, BBC One HD, BBC Radio 2 in Britain and simulcast throughout the world.

Those chosen will be invited to attend a "Jubilee Picnic" in the Buckingham Palace Garden afterwards. Fireworks and light shows will continue the festivities into the evening.

While most "Diamond Ticket" invitations will be allocated randomly, a "significant" number of people from a selection of nominated charities will also receive tickets.

The concert stage has been designed by Mark Fisher, the international architect and officials said it "will make full use of the historic backdrop with spectacular lighting and projections".

Sir Elton will face the additional challenge of living up to his tear-jerking rendition of "Candle in the Wind" at the funeral of Diana, Princess of Wales, in 1997, considered by many to be one of the defining moments of his long career.

"It's going to be fun," he said in a video statement issued on Tuesday.

Securing McCartney for the event's bill was seen as a major coup for singer Gary Barlow who is helping organise the event.

"The Diamond Jubilee concert will celebrate the 60 years of the Queen's reign with an amazing line-up of world class artists coming together to play at one of the biggest and most exciting live music shows in recent years," the Take That star said.

"With Buckingham Palace as a backdrop, it's going to be a fantastic event which transcends multiple decades of music.

"It'll be a great, unique, experience for the thousands attending, watching on TV and listening on Radio. I can't wait."

Barlow said the Duke of Cambridge and Prince Harry had both requested artists to perform although he declined to say if he or Take That would play on the night.

Barlow hinted at where the 85-year-old monarch's preferences might lie in his response to a question about whether she would attend the 2-1/2 hour concert from start to finish.

"She chooses when she comes and goes so she'll probably be heading out when I start to sing and heading back when Cliff starts to sing," he said.

He said almost two-thirds of the acts had been confirmed and he hoped to go beyond Commonwealth artists and have American stars taking part.

The musician said he wanted other forms of entertainment such as ballet or performances from the West End to be represented and highlighted how classical acts had already been booked – English tenor Alfie Boe and virtuoso Chinese pianist Lang Lang.

He said those already signed up were excited at the prospect of playing.

"I've found everyone I've talked to, people are really looking forward to this event," he said. "With the (royal) wedding, it certainly made me feel great – we are hoping this concert and occasion does the same thing."

May told ITV News on Tuesday: "I shall be watching and it'll be quite nice not to be in it this time in a sense. We're planning a few other things this year and I think people would get sick of the sight of us if we were there again.

"I will not be on the roof again. I think that was a one-off... but very happy that it happened. "I remember standing on the top of the roof thinking this is 50 years of rock and roll and 50 years of our Queen so I actually said to someone she's the rock n' roll Queen. So now it's 60 years. It's amazing." In a statement issued by Buckingham Palace, Danny Cohen, the Controller BBC One, said: "BBC One is honoured to be

the broadcast host of this magnificent concert to celebrate the Diamond Jubilee. "This will be a musical event like no other, with Britain's greatest musical stars performing to celebrate this great occasion."

Buckingham Palace said the Queen was aware of the music and "is entirely content and happy". Officials said the national ballot would not allocate tickets "on a first-come first-served basis, so there is as much chance of being selected. People are invited apply by logging on to www.bbc.co.uk/diamondjubilee or by post, anytime between Tuesday and March 2, when it closes.