

## Publicistic Style

### Relations to Other Styles:

- developed from the scientific style
- still shares many features with the scientific style: coherent and logical syntactical structure, careful paragraphing, expanded system of connectives
- also shares features with the style of belles-lettres: words with emotive meaning, imagery (x but not fresh or genuine)

### Publicistic vs. Newspaper Style:

- the goal of the publicistic style: '**views**', i.e. to form the audience, to influence public opinion, to make the audience accept the speaker's point of view
- the goal of the newspaper style: '**news**', i.e. to inform the audience

### Forms

- both impersonal (articles) and more individual varieties (essays, speeches)
- both written (essays, articles) and spoken varieties (speeches)

### Substyles:

- **oratory**: speeches, orations, radio and TV commentaries
- **essays**
- newspaper and magazine **articles**

### Syntactical Features:

- coherent and logical syntactical structure
- careful **paragraphing**
- simple rather than complex sentences
- expanded system of connectives
- **brevity** of expression
- abundant use of **modifiers** (adjectives, adverbs)

### Lexical Features:

- emphasis on **accessibility** and easy understanding > paraphrases rather than special terms
- only established and generally understood terms (e.g. Cold War)
- **evaluating adjectives** (e.g. the strongest pressure, growing menace, elementary blunder)
- **euphemisms** (e.g. 'defence' = war, 'special purpose weapons' = mass destruction weapons, 'development areas' = poor areas)
- traditional, unoriginal metaphors and similes
- newspaper **clichés**
- words with emotive meaning
- numerals, abbreviations, symbols

## Oratorical Style

### Forms

- speeches on political and social problems
- orations on solemn public occasions (public weddings, funerals, jubilees)
- radio and TV commentaries
- political speeches (parliamentary debates; speeches at congresses, meetings, election campaigns)
- speeches in courts of law
- sermons

### General Characteristics:

- direct contact with the audience > uses syntactical, lexical and phonetic devices
- **direct address** to the audience (e.g. 'ladies and gentlemen', 'honourable members'; the use of the 2<sup>nd</sup> person pronoun 'you')
- special obligatory forms opening (e.g. 'My Lords', 'Mr Chairman', 'Your Worship') and closing an oration ('Thank you for your attention')
- parallel constructions, anaphoric repetitions, synonymous phrase **repetitions** (to enable the audience to follow the speaker and retain the main points of the speech)

- rhetorical **questions**, questions-in-the narrative (to promote closer contact with the audience, to break the monotony of the intonation pattern and revive the attention of the audience)
- traditional metaphors, similes and parables (original images are more difficult to grasp and would divert the attention of the audience from the main point)
- sometimes colloquial words and contractions (e.g. I'll)
- appeals both to the reason and **emotions** of the audience

### The Style of Essays

#### Oratories vs. Essays:

- oratories: seek an immediate effect > use simple, **straightforward** devices to communicate the main point to the audience at once
- essays: seek a lasting effect > use **complex**, elaborate devices to develop a depth of meaning discernible on close reading or rereading only

#### Shorter Forms:

- on philosophical, social, aesthetic or literary subjects
- no deep examination of the subject, only touches upon the surface
- rather a series of personal and witty comments than a finished argument

#### Longer Forms:

- incl. reviews, memoirs, treatises
- exhaustive studies rather than actual essays

#### General Characteristics:

- **1<sup>st</sup> person singular** > personal approach to the subject
- emotive words
- **abstract** words of logical meaning
- connectives (to illustrate the correlation of ideas)
- similes and sustained metaphors (to help the cognitive process of the reader)
- epigrams, paradoxes, aphorisms
- brevity of expression, even epigrammaticalness

### The Style of Articles

- articles = compositions of moderate length bringing attractive information with a **commentary**
- the use of stylistic devices varies depends on the character of the newspaper (tabloids x quality newspapers) or magazine (popular x scientific) and on the subject

#### Political Articles:

- strong reliance on the **extralinguistic context**
- rare and bookish words
- neologisms
- epithets (e.g. Elizabeth I of England, 'The Virgin Queen')
- puns (e.g. 'Pie in the sky is too colourless a phrase to describe his final speech. It was more like caviar in the stratosphere.')
- alliteration (e.g. 'the gap between promise and performance')
- irony

#### Literary Articles:

- abstract words of logical meaning
- **original** expressions
- emotional language