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ESSENTIAL, STRUCTURAL AND FUNCTIONAL DIFFERENTIATION OF ADDRESSEE IN ENGLISH-LANGUAGE NEWS REPORTS

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Abstract

The article is based on English-language news for an adult targeting group posted on the CNN information site (https://edition.cnn.com/) and news for a youth targeting group posted on the CNN 10 information site (https: / /edition.cnn.com/cnn10), the types of news are modelled, differentiated by the structure and temporal relevance of the described information. The study proves the relevance of the described events in the news determines the essential, structural and functional characteristics of the news event. There are three types of news reporting structure in the study: 1) current news about recent events; about events occurring at the moment; announcement of upcoming events; 2) current news about recent, ongoing at the moment and future events with a detailed background (from the events of the present, past or future); 3) an event of the past, presented as news with an explanatory background, relevant outside of time. The age of the recipient determines a deliberate violation of the criteria for quality news, such as relevance and efficiency. The study showed that temporal relevance is an important differentiating parameter of news messages in their essential and structural aspect, not only for children and youth target groups, but also for adults. The study identifies invariant and specific news functions for children and youth and adult target groups. The prospect of the study is to establish the presence or absence of differentiation of the content-structural and functional characteristics of news messages for target groups according to gender, race, nationality and state of health.

Keywords: News, news report, media, addressee, target group.

1.   Introduction

Media texts, especially news reports have been the one of the main research questions of the latest decade. The study focuses on the content and structural characteristics of printed and electronic news reports, the interaction of verbal and non-verbal components, the functional potential of news as a means of propaganda and a source of patriotic education (Cascais, 2001; Dyck, 2000; Dronyaeva, 2004; Ihlstrom, 2004; Negryshev, 2014; Tsybikova, 2011; Utyashev, 2015; Vorotnikova, 2005; Yurova, 2015, etc.). The study also analyses the effect of the news on the addressee's linguistic consciousness and social behaviour.

The study put forward the questions about how the addressee with its anthropocentric parameters determines the essential and functional features of the news report. In other words, out of the focus of scientific research there were questions about whether there is a variation in the essential characteristics of news report due to the anthropocentric parameters of the addressee.

2.   Problem Statement

Significant anthropocentric parameters of the news recipient are based on gender, age, race, nationality and health conditions. The main attention during the study was paid to the age of the target audience. The relevance of the study is the vector of research on the interaction of the news text and the addressee. Nowadays, there are a lot of researches devoted to the impact of media texts on the recipient, distinguished by age. Researchers carry out the analysis from text to addressee. Concerning mass media for a children's audience, there are issues of forming the media culture of adolescents and the problem of self-determination in the global information space (Kuzmina, 2011), the destructive effect of screen violence on the consciousness and mentality of a teenager (Chelysheva, 2011), the negative impact of the media on the physical and mental health of a child (Kirsch, 2010). According to researchers, the development of the personality of a teenager is mainly influenced by the development of cultural values, which is mediated by the process of communication (Lezina & Bostanjieva, 2017). At the same time, it has been proved that communication in social networks, which occupies a dominant position in the social interaction of adolescents, can lead to the formation of distorted self-esteem, the emergence of protective psychological mechanisms (Andreeva, 2018). It's known that media education is dealing with the task of helping children and youth to use media and their contents practically and creatively, to teach them to critical analysis of media products, to understand the nature of the media industry, and to independently create their own media content (Mikhaleva, 2015). Basically, the study of these problems is connected with the linguistics.

The study focuses on the age parameters of addressee. The age parameter is crucial in the media and the news reports. Thus, the topic of the study is considered new and relevant. The topic of the study is included in most relevant researches aimed at creating a theoretical basis for studying how the age of the addressee affects the content, structure and presentation of news. Nowadays many countries (Australia, America, Great Britain, Germany, Holland , Israel, etc.) have children's information sites, since the news discourse is considered as an important part of children's political, social, and civic development (Carter, 2013). On the other hand, the modern conditions of information technologies make adult readers to

develop their knowledge and learn new ways of acting in completely new circumstances (Andreeva, 2018).

3. Research Questions

The study puts forward is a set of research questions trying to identify the specifics of age characteristics of the addressee on the news. First, the study suggests the strategy for differentiating news written for children, youth and adult target groups. Secondly, the study considers a question of the interdependence of the essential features of the news and the age of the addressee. Third, the study analyses the relationship between the temporal relevance of the described information event and the structural and functional features of the news. The study also reveals the need of such criteria of news quality as relevance and efficiency when analysing the age parameters.

4. Purpose of the Study

The study verifies the hypothesis of time relatedness being an important parameter of news messages for different age group recipients. It determines the essential, structural and functional differences of news for children and youth and adult target groups.

5. Research Methods

The research material was based on the 100 news written in English addressed to an adult and 100 news addressed to the youth audience of the CNN information site. The main research methods were content analysis, linguo-stylistic analysis methods and techniques used in the American news.

6. Findings

According to a widespread definition, the concept of news is interpreted as an informational message about recent or currently occurring events of political, social or economic interest to the addresse. The study presents the analysis of news texts addressed to the CNN 10 youth audience and the CNN adult audience.

The features of children and youth audience of CNN 10 are: 1) the latest news about recent, current or future events; 2) current news about recent, present or future events with a detailed explanatory background; 3) an event of the past, presented as news with an explanatory background, relevant outside of time.

The adult audience is based on first and second types of news. Analysis of news messages of these types suggests that such messages fully comply with generally accepted criteria for news. Such news texts have relevance, objectivity, responsiveness, reliability, concreteness, importance and an existence of a conflict (Belenkaya, 2015).

I. News about Recent, Present or Future Events

The youth audience of the news contains the information such as a news report about a car crash accident between a truck and a train carrying members of the US Congress: *Investigators are trying to figure out what led to an accident yesterday that involved a large garbage truck and train carrying dozens of members of the US Congress* (Azuz, 2018). The news reports about the 100 Republicans injured in an accident. The truck driver died, and six more passengers were hospitalized. The *past simple tense* forms and yesterday's circumstance indicating an action that happened the day before.

As for an adult audience, an example of an up-to-date news about a recent event is a news story that describes an avalanche which hit the city of Tignes in the French Alps: *A second avalanche in a month hit the French Alps town of Tignes on Tuesday, enveloping a number of skiers, authorities said. A rescue operation was launched after the avalanche was reported at 9.50 am. The Savoie prefecture told CNN that there were "no victims". The avalanche began in the off-piste area of Grand Balme, according to local authorities. Skiers reported that debris swept across a ski run. Skiers were helped away from the scene by resort staff* (Rest, 2017). The past simple tense in an active and passive voice and the corresponding circumstance of time (on Tuesday) are considered the markers of an already completed event.

In our opinion, the latest news about a recent event is a message containing up-to-date information about the last event (past tense forms are used that correspond to the circumstances of the time) and are of interest to the addressee by its fresh approach.

The current news addressed to the youth audience tells about the annual World Economic Forum, which is currently taking place in Davos: *the meeting that's going on right now is looking at the uncertainty of the year ahead, like an investor or a skier might look at risk and then try to minimize it* (Azuz, 2017e). There is a verb forms of the Present Continuous and adverbial modifier of time 'now' used to describe the event at the present. The following are the main issues that are planned to be discussed at the Forum that has opened: D. Trump's political course, economic relations between America and China, and growing dissatisfaction in the EU. Present Simple and Present Continuous tenses are used to describe the present state of affairs.

An example of a news report about an event in a real and addressed to an adult audience is the report about a new publicly accessible online library of photos, videos and audio. The NASA founded a library with over 140,000 images from around the planet, taken from NASA's recent and historical missions:

'*Something we can now see for ourselves thanks to a new public image, video and audio online library launched by NASA that features over 140,000 items from all over this planet, and beyond'* (Parke, 2018). The space agency encourages the public to use this resource to create their own stories, upload files, add images and subtitles to videos: '*NASA is encouraging the public to make use of this resource for their own storytelling by allowing downloads, making images easy to embed and adding caption files for videos.'* The verb forms of Present Simple and Present Continuous are used to describe the event that happens at present.

There is a third type of current news - news describing an event that will happen in the future. This type of news can be addressed to a youth audience about the construction of a road tunnel under

Stonehenge and the expansion of a nearby highway: '*the British government has approved a project that would build a traffic tunnel underneath Stonehenge and also widen the highway nearby'* (Azuz, 2017d). The government also hopes that the construction of the tunnel will improve the local economy and reduce congestion. However, opponents of this project are convinced that the construction of the tunnel will not bring any significant benefits, but will cause irreparable damage to the landscape. A 4-year project planned for 2020 will require $ 2.4 billion*: 'The project would cost $ 2.4 billion and take four years to build starting in 2020'.* This news describes an event in the future, as indicated by the verb forms in *Future Simple*, a combination of modal verbs *would, could* with simple infinitives and the circumstance of time in 2020.

A piece news for an adult audience describing the latest news about a future event talks about British Prime Minister Theresa May's intention to begin the formal process of ending Britain's 44-year membership in the European Union: *UK Prime Minister Theresa May will begin the formal process of ending Britain's 44-year membership of the European Union Wednesday, kick-starting a two-year process that will end in Brexit* (Jones, 2017). The future event here is presented by the verb forms in Simple future; Present Continuous meaning the arranged future; a form of conditional mood with the meaning of the future and adverbial modifier of time indicating a future event.

Thus, the identification of the temporal relevance of the described events with reality classified three subtypes of current news: 1) news messages about events of the recent past, 2) news messages about events of the present, 3) news messages about events of the future. These news subtypes contain up-to-date information which might be interesting to both target groups. A distinctive feature of the three described subtypes of current news is the use of verb forms and circumstances of the time that are different in time, due to the temporal relevance of the described events to reality.

The identification of this type of news messages from both target groups suggests that the time of such news does not depend on the age parameters. This type of news contains political, social and economic interest for an adult and a youth recipient. It is characterized by efficiency, significance, clarity, richness, reliability, objectivity and consciousness. This type of news has an informative, and ideological, propaganda, function of forming public opinion.

II. Actual news about recent, present or future events with a detailed explanatory background from the events of the present or past

An example of current news about recent events with a detailed explanatory background and addressed to a youth audience is a message that talks about past hearings in Congress in Washington, which were dedicated to a cyber-threat emanating from Russia. The Obama administration accuses Russia of interfering in last year's US presidential election: *A congressional hearing yesterday in Washington, D.C. focused on global cyber threat and almost all of it centered on Russia, which the Obama administration accuses of hacking into American computer systems and interfering in last year's U.S. election* (Azuz, 2017a). The past simple tense forms and the time indicates the news' focus on the event in the past. The news was given within a detailed explanatory background, consisting of events of the present and the past. According to a journalist, the news consists political critics regarding Putin. It is told he has powerful leverage that he often uses: cyber power, military power, and a personality cult. The

hacker power of Russia was formed in the USSR, when world-class engineers were nurtured in the country's universities. Putin's personal control is the Russian armed forces, most of which, including nuclear weapons, are also the Soviet legacy. Investing heavily in modernization Putin is extremely popular in his country. The more world leaders criticize Putin, the more Russians support him. Undoubtedly, Vladimir Putin is powerful and unpredictable, but the country is faced big problems: Russia's economy is not developing. Verb forms of various tenses were used to create a more or less complete image of the president of Russia: Present Simple, Present Continuous, Past Simple. The purpose of the background is to provide the recipient with information revealing the essence of the news, to explain the reasons why Russia is considered an aggressive country.

There is a type of news about the devastating landslides resulting from heavy rains in southern Colombia. The news was included into the adult group audience. It was about how the Colombian military claimed 254 people dead and 400 wounded (Dewan et al., 2017). The Past Simple and Past Continuous tenses are used to describe an event that occurred in the recent past.

This is followed by background information consisting of a speech by the President Juan Manuel Santos and scientists explaining the reasons for the large number of dead and injured people. There was an additional information about the Colombian National Police officer, Deciderio Ospin Otavo, which tried to save the life of victims. It is also reported that more than 1,000 soldiers and national police officers were involved in ongoing rescue efforts. The text further states that in 2015 heavy rains in the north-west of the country caused a landslide, which took away the lives of more than 80 people. Thus, the event of the recent past is accompanied by a detailed background, consisting of events of the present, past and future.

There is an example of news report about current events, with a detailed explanation addressed to a young audience*: 'A company that was once the Internet's "king of the hill" is now set to be sold for a fraction of its former value if the sale actually goes through'* (Azuz, 2017b). The verb forms of the present tense and the word '*now*' are considered as markers of current news about an event happening at the present.

The news is followed by a detailed explanation of the event. Yahoo's activity is reported through the verbal reactions of the reporter and the CEO of the company. The audience receives an information about the founders of the company - Jerry Young and David Filo. The site of Yahoo.com was launched in January 1995, and in 1997 it was the second most popular website on the Internet. Yahoo's stock performance started decreasing since other dotcoms appeared. Replacing each other as general managers, managers were unable to maintain a leading position for the company. Yahoo invested heavily in mobile devices, acquired popular social sites and updated the look. Marissa Mayer, the company's latest chief executive officer tried to sell the stake in 2015, but the deal never went through. This type of news is distinguished by the detailed explanation consisting of past events, as indicated by the past simple past tense verbs in the active and passive voice, as well as indicators of the time (in January 1995, in March, in 1996, by 1997, in 2015).

As for an adult audience, there is an example of news report that describes London the day after the attack. Journalists try to convey in detail the state of the city, immersed in silence, bewilderment and anger: *The big red buses sit abandoned on the bridge, six of them. Nearby are two black taxicabs, also*

empty. No passengers, no drivers, no pedestrians. <...> (Said-Moorhouse, 2017). This post uses an adverbial modifier of time *'now'*, the verb forms of the simple present tense Present Simple and the present long continuous Present Continuous: *flocks of people are leaving work early, students are strolling along and watching the crowds with interest, they are only allowing people to cross over but not return toward the city.*

The news is followed by a detailed description of the event, explaining what happened in London the day before. After the description there is the verbal reaction of several witnesses also given using past tense.

As for the youth audience, news about future events with a detailed explanation is given in a message saying that on January 20, President Barack Obama will have to leave the Presidential Residence for the arrival of President-elect Donald Trump: '*At 10:30 on the morning of Inauguration Day, President Obama will say goodbye to 1600 Pennsylvania Avenue'* (Azuz, 2017c). The verb forms of the simple future Future Simple and Present Simple with the meaning of the future are used to describe a future event.

Then, through the verbal reaction of the CNN correspondent and the head of the White House household, students learn about the procedure for preparing the residence. A truck leaving the president's residence is on the south side of the White House, and a truck driving into the president's residence is on the north. The president's family can make any interior changes on the second and third floors of the White House, as they are considered private floors. The employees have only six hours to prepare the 132-room mansion: arrange dining rooms, prepare dinner and transform the Oval Office. And here is the verb forms of the simple present tense Present Simple used in an active and passive voice to describe the process.

News about future events with a detailed explanation for adult audience is contained in the announcement that on March 29, British Prime Minister Teresa May will begin official negotiations between the British and European Brexit issues, initiating Article 50*: 'British Prime Minister Theresa May will trigger Article 50 on March 29, starting official Brexit negotiations between the UK and the European Union, her spokesman has confirmed'* (Masters & Wilkinson, 2017).

An informational occasion is followed by a detailed description and a speech by Secretary David Davis, reporting that last June the British made a historic decision to leave the EU. The President of the European Council, Donald Tusk, will present the draft guidelines for Brexit to the remaining 27 EU member states within 48 hours. Britain's exit from the EU has generated rumors about a possible exit from other states, as opposed by Juncker in an interview with the German newspaper Bild am Sonntag. It is further reported that T. May has already been severely criticized by the first Minister of Scotland, Nicola Sturgeon, who demanded a second referendum on Scottish independence. T. May rejected the motion. She intends to visit Scotland and Northern Ireland.

According to the analysis, a detailed description of the event required using different tenses: Past Simple, Future Simple, Future-in-the-Past, Present Perfect, Present Simple, and adverbial modifier of time indicating past and future events (last June, notified the EU on Monday, an interview published on Sunday, next Wednesday).

Thus, the current news about recent, present or future events with a detailed description of the events in the present, past or future is characteristic of both target groups. Unlike current news of the first type, these news messages, in addition to an informational occasion, contain a detailed background of an explanatory nature. The background may consist of events of the present, past or future, regardless of whether news is correlated with recent events, events of the present or future.

The news about events of the present, future and past tense is created for both target groups. This kind of news meets almost all the criteria for well-written news. They are operational, significant, understandable, informative, reliable, objective. This type of news lacks consciousness. Subtypes of current news with a background containing information about the present and future tense have a universally recognized range of functions: informative, ideological, propaganda, function of forming public opinion. For children and youth groups, this type of news also serves as a socialization.

News with a background from the past are equally created for an adult audience. It seems that the differences in this news subtype are functions. According to the analysis, in the case of an adult audience, events from the past include information about events that were covered by the media a year or two ago. Such news compensates the lack of knowledge on a relevant issue, providing the necessary perception of the news, giving full information for audience so that they do not hate to look additional information in other sources. In the case of the youth and youth target group, events occurring from a year to 80 years ago are included in background events. This subtype of news, among other functions, also has an educational function.

III. An event of the past, presented as news with an explanatory background, relevant out of time

As the analysis showed, this type of news is created exclusively for the youth target group.

An example of this type of news message is the text of February 3, 2017. A message begins with the statement that hundreds of Chileans died in the earthquake in Chile in 1960; and the tsunami caused by this earthquake killed dozens of people in Hawaii and Japan*: 'The 1960 Chilean earthquake wasn't the most deadly ever recorded, but its affects spread far and wide. In addition to the hundreds killed in Chile, the tsunami generated by the quake killed dozens in Hawaii and as far as Japan. It also left millions homeless'* (Azuz, 2017f). The following describes the most devastating earthquakes in 2001-2015, provides data on the strength of tremors and the number of dead and injured people. Past Simple tense and adverbial modifier of time indicate that the subject of the news is connected with past events.

The following is a detailed comment by a meteorologist who shares with the audience general information regarding earthquakes. In particular, they talk about the causes of earthquakes, their magnitude, and the regions prone to this natural disaster. Providing well-known information about earthquakes, the meteorologist uses the Present Simple and Present Continuous tenses, as well as the adverbs like *typically, every year, actually.*

Delivering a message do not meet the criteria of good news: it lacks relevance and efficiency. Such informational events are facts of the past, which are accompanied by an explanatory background, relevant outside of time, consisting of facts of the present or past, well known to a wide circle of readers, mainly of the older age group. At the same time, for young audiences, such news reports can reasonably be considered news, since for schoolchildren this information has almost all the criteria for well-written

news. For a youth group, such news is operational, significant, understandable, informative, reliable, and objective. Due to the explanatory background, this type of news lacks conciseness. As the analysis showed, these news reports perform the informative, ideological, propaganda, public opinion-forming, socialization, educational, cultural and educational functions.

7. Conclusion

The study confirmed the hypothesis that temporal relevance is a differentiating parameter of news messages for recipients of different age groups. Though there are some fact to note.

The analysis revealed the types of news messages addressed to CNN's adult and youth audiences, each of which has a specific set of tense forms of the verb and adverbial modifier of time.

The first type of news reports - news about recent, current and future events. This type of the news fully corresponds to the concept of "news", since it meets three criteria for texts of this type: subject, method, function. Such messages describe events that are significant for a large number of people deliver an operational statement of the essence of the incident. The main functions of this type of news messages are informative, ideological, propaganda, the function of forming public opinion. The temporal relevance of the events described in the news of this type is not determined by the age of the addressee. It does not differentiate the functions of news of this type, does not affect the essential or structural characteristics of the news message.

The second type of news reports - news about recent, current and future events with a detailed explanation of the situation. This type of news not fully corresponds to the concept of "news", as it lacks a concise statement of the incident. For this type of news messages, the variability of the functions of news messages is characteristic due to the temporal relevance of information events addressed to children, youth and adult target groups. The temporal relevance of the described events in the news of this type determines the essential and structural characteristics of the news event.

The third type of news report is an event of the past, presented as news with a background that is relevant anytime, characteristic only of CNN 10 youth audience. Background information can be represented by present or past events. News reports of this type are determined by the age of the addressee. There is a prevalence of educational and cultural-educational functions. This type of news, due to the atypical temporal relevance of an information event does not meet the criteria for quality news as relevance and efficiency.

All types of news report have their primary effect on the young audience to become aware of themselves as citizens of the society with the right to vote, to feel involved into the events of the country. Depriving children's news content is not protecting them from the reality, it is depriving them of their knowledge, interest and responsibility in the world. At the same time, the active creation of news with an explanatory background intended for an adult target group indicates that in a changing information space, an adult recipient also requires a new approach.

The empirical material analysis technique proposed in the study can be applied in the analysis of news reports addressed to audiences with different social status, health conditions, race, gender. Hopefully, the research of news reports as one of the main among media discourses, will contribute to a more complete understanding of Internet linguistics in general.

Acknowledgments

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