

Publicistic Style

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Aim

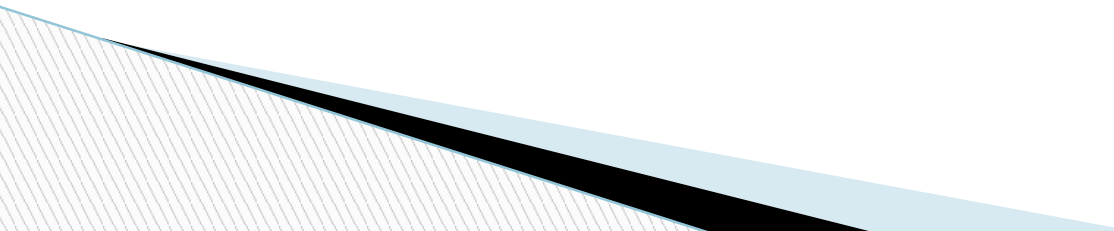
The aim of this project is to introduce you to the theory of publicistic style



Introduction

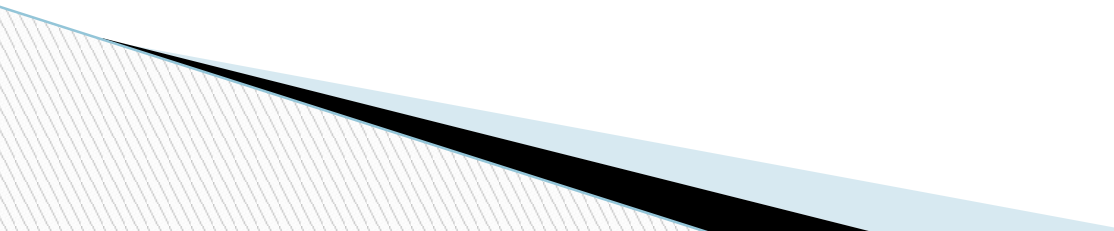
Publicist style became discernible as a separate style in the middle of the 18th century. It also falls into three varieties, each having its own distinctive features, which integrate them. Unlike other styles the publicistic style has spoken varieties, in particular, the oratorical substyle.

The development of radio and television has brought into being a new spoken variety, namely, the radio commentary. The other two are the essay (moral, philosophical, literary) and articles (political, social, and economic) in newspapers, journals and magazines.

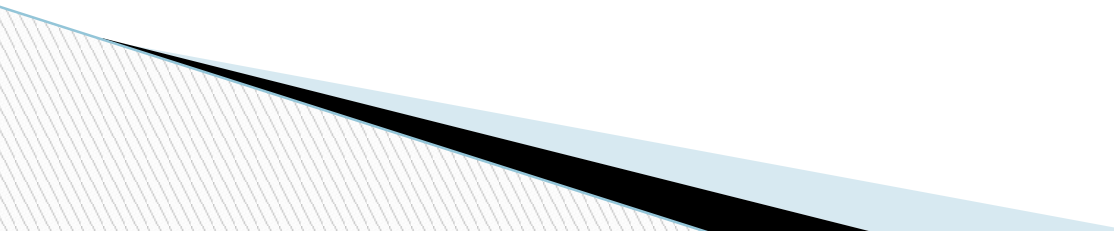


The publicistic style

The publicistic style is used in public speeches and printed public works which are addressed to a broad audience and devoted to important social or political events, public problems of cultural or moral character.

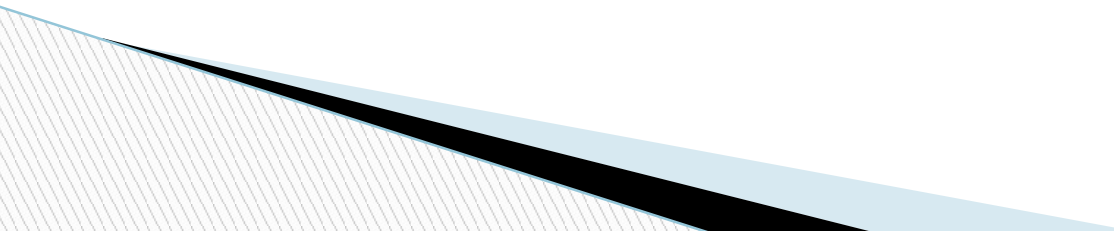


The publicistic style

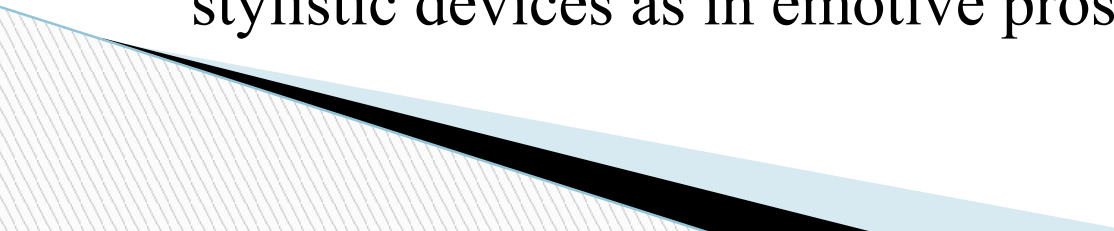
- It falls into three varieties, each having its own distinctive features.
 - Unlike other formal styles, the publicist style has spoken varieties, in particular, the oratorical sub-style.
 - The development of radio and television has brought into being a new spoken variety in the radio and television commentary.
 - The other two are the essay and articles in newspapers, journals and magazines.
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The general aim of the publicist style

is to exert influence on public opinion, to convince the reader or the listener that the interpretation given by the writer or the speaker is the only correct one and to cause him to accept the point of view expressed in the speech, essay or article not merely by logical argumentation, but by emotional appeal as well.

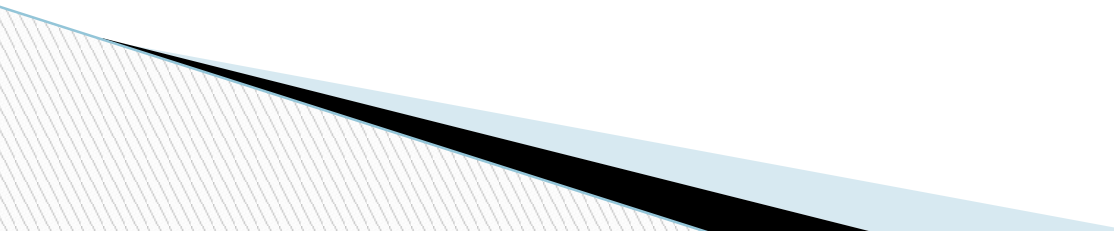


The publicistic style

- This brain-washing function is most effective in oratory, for here the most powerful instrument of persuasion is brought into play: the human voice.
 - Due to its characteristic combination of logical argumentation and emotional appeal, the publicistic style has features in common with the style of scientific prose or official documents, on the one hand, and that of emotive prose, on the other.
 - Its coherent and logical syntactic structure, with an expanded system of connectives and its careful paragraphing, makes it similar to scientific prose.
 - Its emotional appeal is generally achieved by the use of words with emotive meaning, the use of imagery and other stylistic devices as in emotive prose.
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The publicistic style

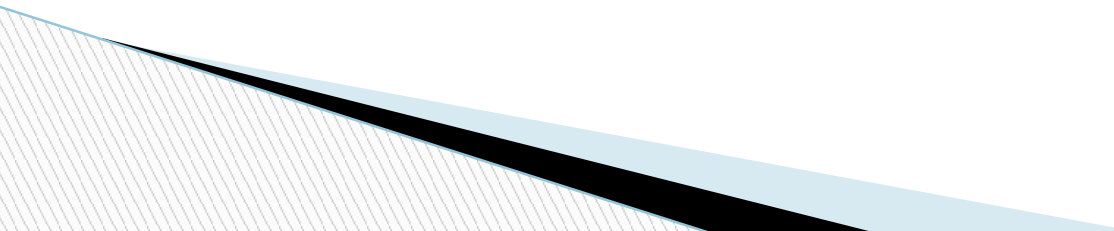
also has some elements of emotionally colored colloquial style as the author has no need to make their speech impersonal (as in scientific or official style), but, on the contrary, he or she tries to approximate the text to lively communication, as though they were talking to people in direct contact.



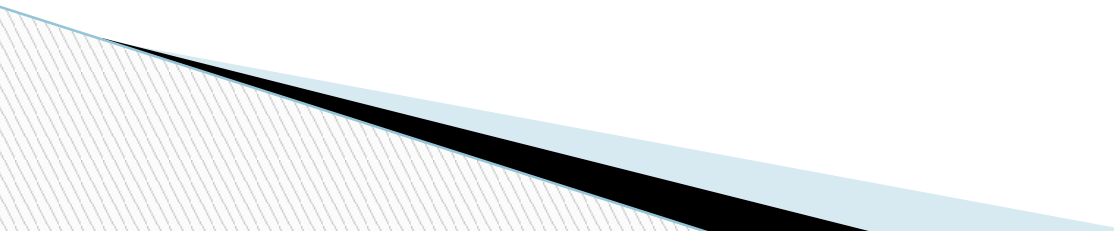
Oratory and Speeches

- The oratorical style is the oral subdivision of the publicistic style. The most obvious purpose of oratory is persuasion, and it requires eloquence. This style is evident in speeches on political and social problems of the day, in orations and addresses on solemn occasions as public weddings, funerals and jubilees, in sermons and debates and also in the speeches of counsel and judges in courts of law.
- The sphere of application of oratory is confined to appeal to an audience and therefore crucial issues in such spheres as science, art, or business relations are not touched upon.
- Direct contact with the listeners permits the combination of the syntactical, lexical and phonetic peculiarities of both the written and spoken varieties of language. In its leading feature, however, the oratorical style belongs to the written variety of language, though it is modified by the oral form of the utterance and the use of gestures.

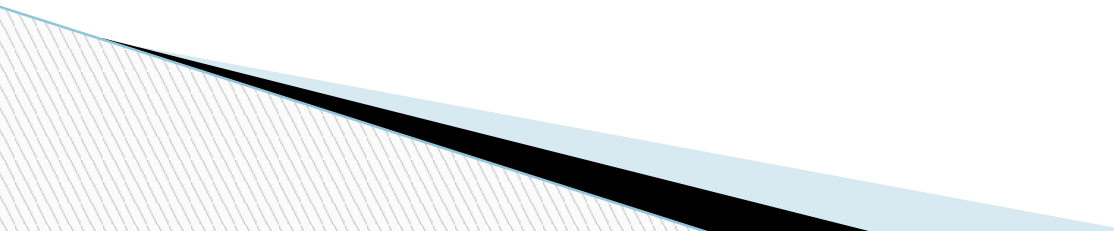
The Essay

- ❑ This genre in English literature dates from the 16th century, and its name is taken from the short experiments (attempts) by the French writer Montaigne, which contained his thoughts on various subjects.
 - ❑ An essay is a literary composition of moderate length on philosophical, social or literary subjects, which preserves a clearly personal character and has no pretence to deep or strictly scientific treatment of the subject.
 - ❑ It is rather a number of comments, without any definite conclusions
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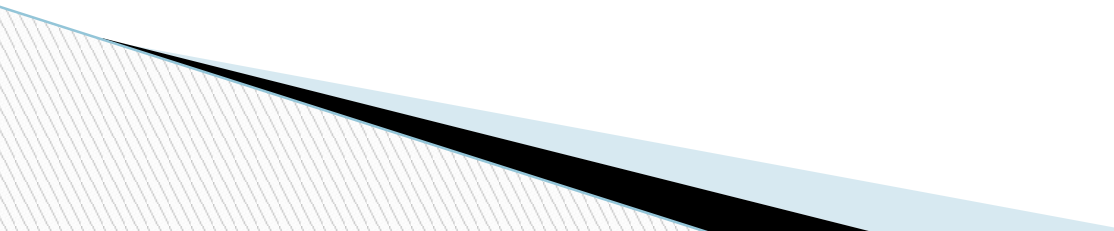
The Essay

- The essay on moral and philosophical topics in modern times has not been so popular, probably because a deeper scientific analysis and interpretation of facts is required.
 - The essay in our days is often biographical; people, facts and events are taken from life.
 - These essays differ from those of previous centuries in their vocabulary is simpler and so is their logical structure and argumentation.
 - But they still retain all the leading features of the publicist style.
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The most characteristic language features of the essay, however, remain

- brevity of expression;
 - the use of the first person singular, which justifies a personal approach to the problems treated;
 - a rather expended use of connectives, which facilitates the process of grasping the correlation of ideas;
 - the abundant use of emotive words;
 - the use of similes and metaphors as one of the media for the cognitive process.
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The Essay

- ❑ In comparison with the oratorical style, the essay aims at a more lasting, hence at a slower effect.
 - ❑ Epigrams, paradoxes and aphorisms are comparatively rare in oratory, as they require the concentrated attention of the listener.
 - ❑ In the essay they are commoner, for the reader has an opportunity to make a careful and detailed study both of the content of the utterance and its form.
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Conclusion

Due to its characteristic combination of logical argumentation and emotional appeal publicistic style has features in common with the style of scientific prose, on the one hand, and that of emotive prose, on the other. Its coherent and logical syntactical structure, with an expanded system of connectives and its careful paragraphing, makes it similar to scientific prose.

Publicistic style is also characterized by brevity of expression. In some varieties of this style it becomes a leading feature, an important linguistic means. In essays brevity some times becomes epigrammatic.

*Thank you for your
attention!*

