

Deliberate Multimodality of the Newspaper Text

(Front Pages – Case Study)

Theodora Ivancheva

Introduction. The reading habits of today have changed dramatically compared to those of the recent past. Academics and non-academics used to read printed books whose pages were entirely interspersed with printed matter with hardly any variation of layout. Needless to say there were few, if any, pictures, photographs, charts, graphs, or other visual prompts unless the content of the text strictly required so.

Nowadays we tend to read as little as looking up some information on the internet via some search machines, Google topping the list. We “google” a key word, phrase or sentence and are presented with thousands of matches to the searched topic. Since the order of appearance of the necessary information is money related, it takes a few seconds to locate the relevant item, ideally, and read the website which promises to contain it. However, more often than not, we succumb to browsing through a variety of websites which, even at first glance, do not entirely match our search.

Confirmed readers of fiction have changed their habits as well. It proves inconvenient to carry around a 1000-page, hardback novel around that is more like a pure bagstuffer than a cherished pas-time activity object. Contemporary technology have eased readers of such a burden and equipped them with gadgets like book readers. An affordable subscription allows them to acquire any reading material on offer that appeals to them.

As far as newspapers are concerned the situation in terms of comfort and convenience is similar to that of reading a book: what we have on offer are either printed papers that share compact or tabloid format for those who still enjoy physically flipping through pages, or the online version of printed newspapers for those who love clicking. Some newspapers also offer an option to be read via a book reader. In contrast to the layout of a book, the layout of a newspaper calls for several stages of grasping the informative content. It is to be perceived as one single sign at first glance with numerous ingredients that demand different levels of attention. It is not the block of text that readers pay attention to initially but headlines, photographs, graphs, pictures, charts and other visual prompts. The existence of the computer allows for a more diversified presentation of news items, as contrasted from the first newspapers page layout that were only blocks of texts. The initial reading of a newspaper is nothing more than a quick scan of what seems to be important and attention grabbing. Size

and font variation of headlines assist the readership to grade the news items according to their news value and levels of significance.

What the present article discusses is the observation that newspaper texts are multimodal, i.e. they employ eclectic devices to direct the reading of the informative block of texts. The traditional idea of the sign is presented together with a more contemporary definition of this semiotic element. Moreover, the notion of lexical mapping is discussed as a structural system of sense relations rather than arbitrary selection of semantic meaning.

The sign. The Swiss linguist Ferdinand de Saussure and the American philosopher and logician C.S.Peirce are said to be “the founding fathers of semiotics”(Newbold, et al, 2002:86). In Saussure’s terms the sign is a physical object, which consists of a *signifier* and a *signified*. The former is the sign’s image as we perceive it – the marks on the paper or the sounds in the air, whereas the latter is the mental concept to which it refers (Fiske, 1990:44). As Fiske further clarifies, the sign consists of its physical form plus an associated mental concept and this concept is in its turn an apprehension of external reality. Saussure’s model may be visualized as follows:

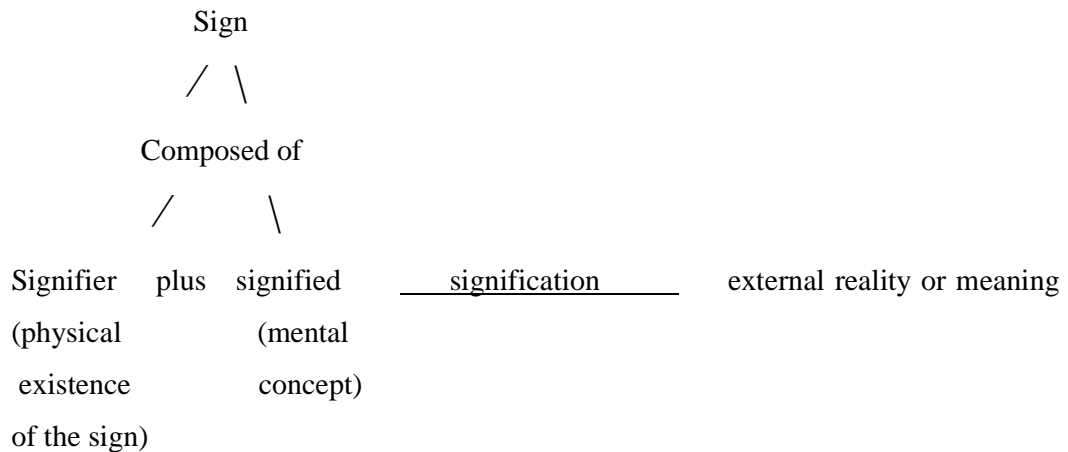


Figure 1 Saussure’s elements of meaning

Peirce divides the sign into three types – icon, index and symbol. He states:

every sign is determined by its object, either first, by partaking in the character of the object, when I call it the sign an *Icon*; secondly, by being really and in its individual existence connected with the individual object, when I call the sign an *Index*; thirdly,

by more or less approximate certainty that it will be interpreted as denoting the object in consequence of a habit...when I call the sign a *Symbol*

Peirce (in Fiske 1990:40)

Peirce's icon-index-symbol sign can be visualized as follows:

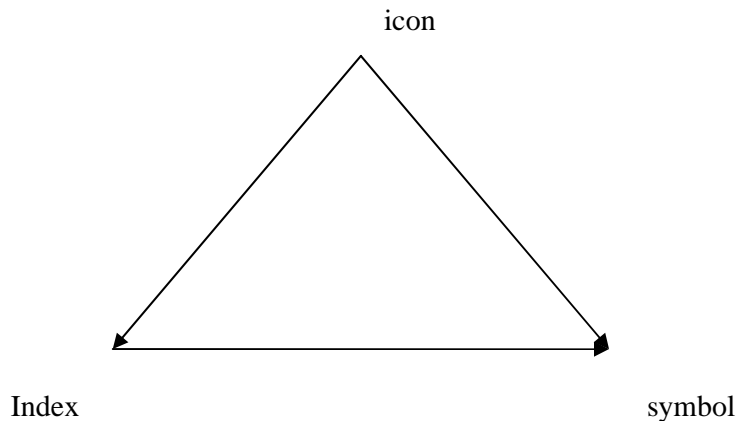


Figure 2 Peirce's categories of sign types

A more contemporary definition of the sign in the context of printed media, especially front pages of newspapers, is Kress and Leeuwen's idea to "treat front pages as (complex) signs, which invite and require an initial reading as one sign" (in Bell and Garrett 1998:187). The authors go on to outline the numerous semiotic modes through which language is realized, such as layout, visualization, spatial arrangement of blocks of text, pictures and other graphic elements on the page. The writers introduce the umbrella term *tritych* with its pertinent dichotomies Given – New, Real – Ideal and Center – Margin as "...the specific information values that are attached to the various zones of the visual space." Kress and Leeuwen (in Bell and Garrett 1998:187) (see Fig.4). The writers suggest the following definition for the three dichotomies:

- *Given and New*. When a layout opposes left and right, the elements on the left are presented as Given and those on the right as New. Kress and Leeuwen suggest that if something is Given it is known by the reader and serves as a departure point for the message. In contrast, New is not yet known to the reader and is a crucial point to be paid special attention to.

- *Ideal and Real*. These are the top and bottom contrasting elements of a newspaper front page layout. The Ideal is at the top and it presents the idealized essence of the information, whereas the Real is at the bottom to present details, i.e. maps, graphs, photographs, etc.
- *Center and Margin*. The nucleus of information, presented in the middle of the page is said to be the Central, opposed to all other elements labeled as Margins.

Kress and Leeuwen (ibid)

Other aspects of the realization of texts on printed pages are salience and framing, where the former denotes the numerous elements of a layout that attract the readers' attention to different degrees, and through a wide variety of means: foreground versus background, size, tonal value contrasts or colours, sharpness, among others. The latter is to be a reference to a variety of framing devices, such as lines or lack of lines that connect or disconnect different elements on the printed page, thus inviting for immediate attention on behalf of the reader, or suggest the importance to be read together as one element; or, contrastively require consecutive reading. Here is a summarized version of the authors' framework:

Figure 3.	Realisation
Centered	An element (the centre) is placed in the center of the composition.
Polarized	There is no element in the center of the composition.
Triptych	The non-centered elements in a centered composition are placed either on the right and left or above and below the Centre.
Circular	The non-centered elements in a centered composition are placed both above and below and to the sides of the Center, and further elements may be placed in between these polarized positions.
Margin	The non-centered elements in a centered composition are identical or near-identical, so creating symmetry in the composition.
Given	The left element in a polarized composition or the left polarized element in a centered composition. This element is not identical or near-identical to the corresponding right element.
New	The right element in a polarized composition or the right polarized element in a centered composition. This element is not identical or near-identical to

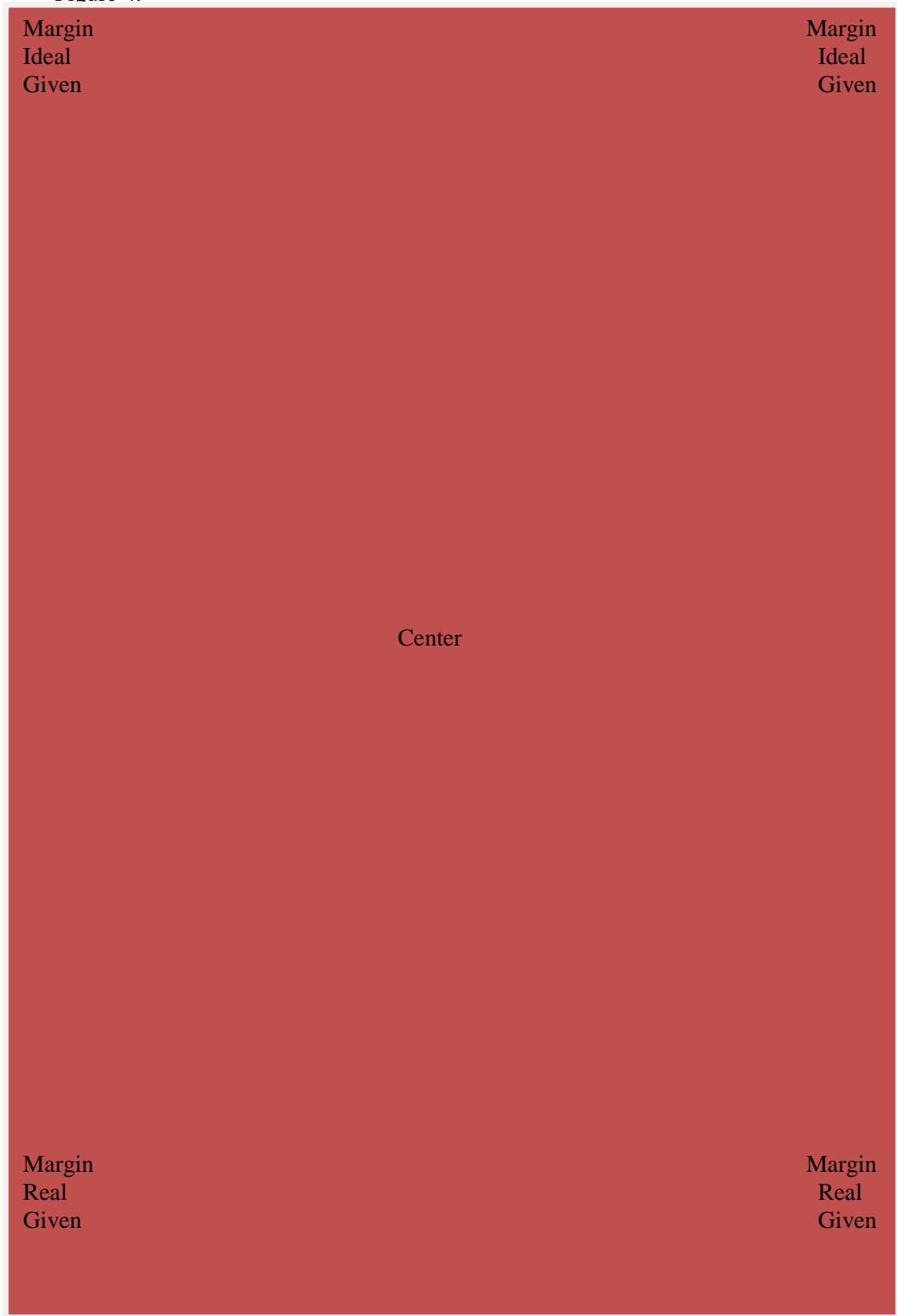
Ideal	the corresponding left element. The top element in a polarized composition or the top polarized element in a centered composition. This element is not identical or near identical to the corresponding bottom element.
Real	The bottom element in a polarized composition or the bottom polarized element in a centered composition. This element is not identical or near-identical to the corresponding top element.
Saliency	The degree to which an element draws attention to itself, due to its size, its place in the foreground or its overlapping with other elements, its colour, its tonal values, its sharpness or definition, and other features.
Disconnection	The degree to which an element is visually separated from other elements through framelines, pictorial framing devices, empty space between elements, discontinuities of colour and shape, and other features.
Connection	The degree to which an element is visually joined to another element, through absence of framing devices, through vectors and through continuity or similarities of colour, visual space, etc.

(adapted from Kress and Leeuwen (in Bell and Garrett 1998:210))

Corpora and method. The study comprises four front pages of two dailies: the British *The Times* and the Bulgarian – *Trud*. To ascertain maximum validity of this small-scale study, it is of paramount importance that the subject matter is the same; hence the newspapers are selected to have been published on the same date – 12th September, 1998 from *The Times* issue N66, 305 and *Trud* issue 247/15752/ , year LI; as well as 4th June, 1998 – *The Times* issue N66,219 and *Trud* issue147 /15 652/, year LI. Some background information about the newspapers is vital to have an insight into. *The Times* has been published in the UK since 1785 and shared a broadsheet format for almost 219 years. Since 2004 it has adopted a compact size with the aim to appeal to younger readers as well as to public transport commuters. It is owned by the News Corporation Group, headed by Rupert Murdoch. Its circulation figures are about 502 436 for the year 2010. *Trud* is said to be the newspaper with the largest circulation figures in Bulgaria. It shares a tabloid format but claims to offer in-depth analyses of economics, politics and social topics. *Trud* was founded in 1936. It is owned by WAZ – Media Group Holding – Ltd. Its circulation is between 70 000 and 100 000. In short both newspapers are treated as serious ones in the countries where they are published. Despite their format size, which until recently was considered to be the visible marker of the

degree of seriousness of the newspaper content, both dailies aim at audiences that have a clear interest in serious matters as well as objective treatment and presentation of news items.

Figure 4.



Analysis: *The Times*. The front page of *The Times* from 12th September, 1998 (see Picture 1) is entirely dedicated to the story of Bill Clinton's impeachment due to his sensational sexual relationship

Picture 1.



with the White House interim Monica Lewinsky. The news item takes up almost the whole page with a large photograph of the American president in the center, which is encompassed with a block of written texts: two articles on the above topic. The space above the masthead is occupied by a thick white-on-blue banner that comprises the president's mug on the left and Monica Lewinsky's mug on the right. The only off-the-impeachment-issue article occupies the very bottom space of the page and deals with the British pop stars' demand to get pensions at the age of 35. A quick first reading of the semiotic system of the page makes it clear that the focal point of the informative presentation is the photographic image

of Clinton. The President is standing up at the foreground of the photograph, in formal attire – a black suit and white-collar shirt. His profile facial expression exhibits concern, tight-lipped; a slightly wrinkled cheek, head leaning downwards. A folder under his left arm and a pen jutting out of his clenched fist bring about the formality of the image. At the background is the full-size image of the national flag of the United States of America. According to Charles Thompson, Secretary of the Continental Congress the flag's colour symbolism is interpreted as follows: "...white signifies purity and innocence; red – hardiness and valour; blue, the colour of the Chief signifies vigilance, perseverance and justice." (see <http://www.usflag.org/colors.html>); hence, the choice of the photographic connotations reinforce the overall reading of the news item: Clinton, though sinner, pleads for innocence, behaves intrepidly to apologise publicly and is rightly just. In Kress and Leeuwen's terms the layout makes significant use of the Center, i.e the most important. The two related articles are then marginal, i.e possess secondary, dependent meaning. Another opposition that is in operation here is the dichotomous polarization between top and bottom. The top mug of the president – his hands clasped as if in a prayer – oppose the President's claim quoted below the central photograph:

“To be forgiven, more than sorrow is required: genuine repentance and what my Bible calls a broken spirit.”

Despite being central as a whole, the news item reveals textual informative opposition within the margin. Given is the information about the President’s sexual misconduct with the interim, who confesses to have had oral sex with Bill Clinton while he was discussing political matters with, presumably, people from the Congress – information to be ideologically unacceptable for Clinton’s electorate and in clash with the nation’s stereotypes and ideology, as well as those of the readership of *The Times*. In opposition is the President’s loss of eloquence, reading his speech rather than speaking unprompted at the annual prayer breakfast at the White house. The Ideal comprises the masthead, a symbol of the paper’s identity and mission. Above the masthead are the two mugs of the protagonists – Clinton vs Lewinsky, forming a

Picture 2.



the top forms a connecting transition with the

given/new opposition. The density of the white-on-blue banner draws a connection with the colourful photograph in the center surrounded by the inconspicuous grayness of the text block.

The copy of *The Times* issued on the 4th June (see Picture 2) shares a similar pattern to that published on 12th September, 1998. Salience is conveyed through a bird’s-eye-view photograph depicting a train crash hitting a bridge, thus forming the center. In contrast to the news item of the impeachment of the American President, the margin here is much more diversified. What is considered Given here is the story about the crash, which is opposed to the New - a threat of nuclear bomb in North Korea. The headline in the ideal at

Center, employing the codes of two different systems: the visual and the written matter. The last two lexis “rail link” connect with the photographic image of the centre, forming a

Picture 3.



connective vector with the real and its pertinent texts: “rail strike”; “...criticises *The Times* ...’ misleading report”.

Analyses: *Trud*. Typographically the front page of the Bulgarian daily *Trud* - 12th September, 1998 (see Picture 3) is much more diversified than that of *The Times* of the same date. Ideal here is the masthead at the very top of the page together with three articles of similar topics printed right below it. The leading headline projected with the biggest font points heads an article that discusses America’s concern about Bulgaria’s custom officers. A white-on-blue sub-headline reinforces the demand on behalf of the Americans to extend the working hours of the officers as they are

thought “to be spending their working day drinking coffee, thus hindering the border traffic.” Incorporated is the news item about Clinton’s impeachment; however, its informative focus is the negative impact the impeachment has on the Bulgarian currency.

The Center is entirely visually represented comprising a photograph whose connotative messages are of danger, threat and disaster. Those messages seem to work in conjunction with the Ideal somehow confirming the fact that the lev (the Bulgarian currency) is threatened by Clinton’s political instability. The bottom of the page – the Real – sharply contrasts the Ideal. The famous Bulgarian footballer Hristo Stoichkov attempts to acquire some land around the Black Sea coast – an area that has become tremendously attractive for investors to erect hotels. George Gavnchev, a notorious politician, is claimed to have swindled three of his fellow party members depriving them of \$10 000. Both news items sound cynical at the background of the collapsing currency: a fact that presumably provokes feelings of indignity in the readers on the one hand, and on the other, serves as a brilliant advertising editorial trick reinforcing the journalistic belief that good news is bad news. Additionally, the Real clearly represents the reality in Bulgaria and, more precisely, the people’s opinion of political leaders

Picture 4.



and celebrities. Given is to be the editorial opinion a Ministry's idea to introduce a bill in favour of the production of sugar. The infatuation of the Bulgarian legislative system contrasts with the New – an article acknowledging the achievement of a Bulgarian professional wrestler and the successful election of the then Russian PM – Evgenii Primakov.

The issue on 4th June, 1998 of the daily *Trud* (see Picture 4) calls for the salient reading of two breaking news items. Equal importance is given to the item bearing the 36-font-point headline (see below) presented as Ideal right below the masthead and the visual representation of the same event in

the middle of the page – Center, both semiotic systems separated by a thick blue line. The Ideal – being the summarized version of the event – puts emphasis on the verb *разтърси* (shattered) which is further emphasized by the images of the photograph. The photo depicts the remnants of, perhaps, a

Взрив разтърси училище в София

classroom of the demolished school at the foreground, whereas the background is occupied by the figure of an adult, rather than a school child, standing up amidst ruins, arms folded – a self-sufficient posture that reinforces the general impression of concern, devastation and threat.

The Real is interspersed with events. The threat on behalf of Kosovo to invade Bulgaria religiously, ethnically and criminally supports rather than opposes the notion of threat from the Ideal – an explosion. The attacker of the Bulgarian journalist Anna Zarkova (the journalist was assaulted publicly and had sulphuric acid spilled over her face leaving her blind in one eye) is said to have been a woman-hater. The demand for the refinery “Plama” in the town of Pleven to claim bankruptcy – are two other news items that stress on the connotation of threat in the Ideal.

Table 1 is a summary of the above interpretations.

<i>The Times</i>	<i>Trud</i>
Presents 8 news items ¹	Presents 19 news items
National and international events	National and international events
One/Two events selected	A large variety of events
Events are presented as central and the others, if such, are marginal	Saliency is equally given between the triptych elements. Visual saliency and font points tend to work in collaboration
Subtle framing, thin grey bands	Strong framing, thick blue bands and banners
One advertisement as ideal	One advertisement as ideal
Semiotic orientation: Center – Margin	Semiotic orientation: Ideal-Real; Center-Margin (the dichotomies tend to intermingle)

Table 1.

Lexical mapping. Apart from the initial perception and reading of newspapers page layout as one whole sign with its pertinent multimodal elements, there is the actual block of text that requires reading as a second stage of the overall reading process. As Roger Fowler puts it :

“Vocabulary can be regarded [...] as a representation of the world for a culture; the world as perceived according to the ideological needs of a culture. Like the map, it works first by segmentation: by partitioning the material continuum of nature and the

¹ The figures are the total of news items projected on the separate dates.

undifferentiated flux of thought into slices which answer to the interests of the community.”

Fowler (1991: 82)

Fowler’s argument is an alliteration of the fact that news stories create a map of lexical items thus forming a structured system similar to that of a geographical map with the signs it can employ: colours, shading, lines, figures and numbering. On the above analogy, clusters of similar lexical items form a set of lexes that correspond to a common topic. Here are the sets taken from the corpora of the present study:

The Times 12th September, 1998 front page

1. Impeach Clinton – Starr, President fights for his life. Kenneth Starr last night urged Congress to remove Bill Clinton from the Presidency of the United States, accusing him of criminal misconduct in an explosive report that sets out in a sensational detail the President’s sexual relationship with Monica Lewinsky.

... Mr Clinton ... cover up ... affair ... lied under oath ... conduct inconsistent ... duty ... dozen sexual encounters ... confirms ... long standing rumour ... the piece of evidence ... forced ... to confess ... Ms Lewinsky ... touched her breasts and genitalia ... ten encounters ... oral sex ... he ... lean against the door ... oral sex ... telephone conversations ... people from the Congress ... Ms Lewinsky ... feeling suicidal ... stricken with guilt ... crucial details ... bring Mr Clinton down ... Mr Clinton ... public apology ... facing the battle of his life ... his lawyers ... immediate stinging counter attack ... deliberate entrapment ... failing ... allegations ... They ... claim ... salacious explicit details ... to humiliate the President ... Clinton’s personal lawyer ... inappropriate relationship private ... not committed perjury ... nor ... anything else to justify impeachment ... Mr Clinton ... most extraordinary ... personal speech ... avoid ... resign in disgrace ... I ... think... sinned ... choked voice ... broken spirited ... genuinely repentant ... direct apology ... wrecked her life ... sorrow ... genuine ... forgiveness ... eclipsed ... sex play ... sexual encounters ... charges ... perjury ... obstruction of justice ... abuse of presidential power ... lawyer ... accuses ... lying ... lying ... lying ... report ... triggered ... cyberspace ... traffic jam ... private mistake ... criminal misconduct ... high crimes ... misdemeanor ... serious charges ... buy her silence with a job ...

2. Humble pie for breakfast. Tears welling in his eyes, and head bowed, Mr Clinton told America's religious leaders yesterday that he would pursue the path of humility and repentance with a "broken spirit".

...greatest crisis ... emotional ... religious vocabulary ... sinned ... forgiveness ...desperate ... chastened ... changed ... moral failings ... intense pressure ... parishioners ... condemn ... hold up ... moral standards ... condemned his behaviour ... somber ... shaken ... stressing ... changed ... profoundly ... picture of frailty ...physical failings ... forgiven ... sorrow ... genuine repentance ... determination ... change ... broken spirit ... pledged ... fight vigorously ... humble ... thanked ...privacy ... excessively ... unwisely invaded ... blessing ... sinned.

3. Pop pensioners say they are too old at 35. Pop stars are recognizing that the pursuit of eternal youth is a vain quest and are ..go-bying the Inland Revenue to allow them to draw on their pensions at the age of 35 instead of 50.

...music industry accountants ... represent acts ... treated in the same way ... professionals ... draw ... pensions ... benefiting ... tax breaks ... careers ... effectively over ... rules ... changed ... drawing ... pension ... next week ... pop music recording artist ... reluctance ... highlighted ... Mick Jagger ... raking ... cash ... career fizzled out...

The Times 4th June, 1998 front page

4. 100 killed as express train hits bridge. More than a hundred people were killed in Germany's worst rail disaster for half a century yesterday when a high-speed train was derailed, bringing an overhead road bridge crashing down onto its rear carriages.

... seriously injured ... accident ... death toll ... rise ... wreckage ... two classes of schoolchildren ... trapped ... 12 ... coaches ... derailed ... four concertinaed ... crashed ... demolished ... injured people ... rescue helicopters ... seriously wounded ... doctors ... rescue teams ... help ... crash, rescuers ... hundred bodies ... death toll ... crushed carriages ... survivors ... damaged parts of the train ... watched the crash in disbelief ... accident ... an almighty great crash ... unbelievable ... smashed up ... bridge ... come down ... totally flattened ... casualty figures...

5. Taxpayers to get ‘golden share’ in new Channel rail link. John Prescott pledged last night to give taxpayers a ‘golden share’ in the £ 5.4 billion Channel Tunnel rail link, but admitted that the beleaguered project will not be completed until 2007.
 ... hailed ... unique financial package ... public sector ... future profits ... train service ... the Government ... kickstart ... financial risk ... project collapses ... pre-tax profits ... receive ... proceeds ... Eurostar services ... intensive negotiations ... financial difficulties ... trains ... high-speed line ... existing lines ... expensive ... project ... tunneling ... train service ... rail ... group ... French state railways ... run trains ... train travel ... rail network ... Railtrack shares ... shares ... doubled ...
6. North Korea may have a nuclear bomb. North Korea may have at least one nuclear bomb, according to a confidential study by Japan’s Defense Agency, a newspaper report said yesterday.
 ...nuclear tests ... resume ... nuclear development ... North Korea ... one nuclear bomb ... transferring nuclear technology ... nuclear tests ... nuclear arms ... nuclear arsenal ... acquire ... nuclear weapons ... nuclear bomb ... test it ... nuclear weapons ... non-proliferation regime ... total abolition of nuclear weapons ... suffered nuclear attack ... nuclear tests ...
7. Short criticizes *The Times* over ‘misleading report’. Clare Short launched an outspoken attack on *The Times* last night after she was lambasted by MPs for criticizing the Red Cross.
 ... accused ... misleading account of an interview ... hit out ... aggressive argument line ... report ... penned the diatribe ... deliberate play ... attacked ... intention to criticize ...
8. Imprisoned soldiers win review. Mo Mowlam, the Northern Ireland Secretary, is reviewing the cases of two Scots Guards serving life sentences for killing a terrorist suspect, the Government said last night.
 ... examining a judgment ... unable to explain ... must spend more than twice as long in prison ... convicted ... killings ... freed ... convicted of murder ...
9. World Cup fans face rail strike. French train drivers yesterday called a strike for the eve of the World Cup, as a walk-out by Air France pilots entered its third day with no end to the dispute in sight.
 The Independent Federation of Train Drivers ... stop work ... continue striking ... A combined strike by rail drivers and pilots ... plunge ... into transport chaos ... The pilots ... vowed to continue their stoppage ...

Trud 12th September, 1998

1. САЩ ни натискат за митниците. Американците препоръчват удължено работно време по границите.
Вашингтон ... митническите служители ... пречки ... на границите ... удължено работно време...
2. Доларът пада, свалят Клинтън. Доларът се срина трайно под 1700лв. на българския пазар вчера, след като Конгресът на САЩ реши, че може да започне процедура по отстраняването на президента Клинтън.
...щатската валута ... нивото на търговия ... котировките ... ниски ... На пазара цареше пълен хаос.
3. Жорж Ганчев ужили трима съпартийци. С \$ 10 000 ужил Жорж Ганчев свои съпартийци не без помощта на полицията.
... 10 бона в зелено ... бизнес лидера ... под зоркото наблюдение на полицейски камери и микрофони ... операцията ... провали ... полицията ... Жорж Ганчев няма да върне парите.
4. Лятото се връща за седмица. Лятото се връща за една седмица, ще бъде слънчево и топло, съобщи вчера дежурният синоптик Минчо Празников.
Температурите ... 29 градуса ... времето ... хубаво ... захладне ...
5. Стоичков ще купува имоти на фараонка. Футболната звезда Христо Стоичков ще наддава в търговете за имотите на варненската фараонка Красимира Данаилова, съобщи вчера Илия Даскалов от комитета на кредиторите на вложението „М&I утре”.
Камата ... интерес ... закупени ... президентката ...инвестира...
6. Всичко – по закон. Спецзакон за захарта предлагат умници от промишленото министерство, с цел уж да се защитяло родното цвеклопроизводство.
Законно ... закон ... олиопроизводство ... пиперопроизводство ... семепроизводство ... държавата ...закони ... промени в закона ... обувкопроизводство ... закон ... по-малко закони ... спазваме.
7. В.Йорданов борец N1 на XX век.
... уникален приз ... борец N1 ... века ...Валентин Йорданов ... живата легенда ... борба ...трофея.
8. Примаков одобрен с мнозинство.

... мнозинство ...одобри ...премиер Евгений Примаков ... кандидатът ...
Примаков ... 226 гласа подкрепа ... депутати ... Примаков ...

Trud 4th June, 1998

9. Взрив разтърси училище в София.

Мощен взрив разтърси столичното Втори СУ „Емилиян Станев” ... ученици и
учители ... дете ... школото ... обстрелвано ...неизвестни нападатели.

10. Вагони смазаха десетки жертви в Германия. Най-малко 70 души загинаха и
близо 200 други бяха ранени при тежка железопътна катастрофа в Германия.

Скоростният влак „Интерсити експрес” ... върхлетял ... срутил до основи ...
локомотива ... вагона дерайлирали ... жп линията ... профучавал влакът ...
катастрофа ... скоростен влак ...

11. Нападателят на Заркова мразел жените.

Обвиненият ... журналистката Ана Заркова ... циганин Емил Иванов мразел
жените. Той ... нарочил известната репортерка ... Ани ... недъгавия мъж.

12. Искат фалит за „Плама”.

... обвиняване на „Плама” в несъстоятелност ... плевенското дружество ...
завели дела ... „Плама” ... исковете ... „Плама” ...

13. Верска, етническа и кримиинвазия от Косово застрашавала България.

...Косово застрашава ... България ... кримиинвазия ... верско ... етническо
противопоставяне ... стопирало ... заплаха ... регионални военни конфликти ...
бежански вълни ...

14. Княгинята не оцени добротата ни.

Княгиня Мария-Луиза не искала ... царската особа ... по покана ... спи в
държавна резиденция ... плаща българинът ... обидно монархическата дама ...
държи непочтително ... простосмъртни ... Княгинята ... царедворска еуфория
около нея ... те ... не е оценила ... възторзите ... монархическа ... българите ...
доброта ... доброта ... царското високомерие.

15. Затварят стадиона преди мача с Алжир.

Стадион „Васил Левски ” ... затворен ... футболния мач ... Алжир ...
приятелски двубой ... „лъвовете” ... Страховити мерки за сигурност ...
охраняваха мача ... гостите от Алжир ... сигурността на двубоя.

16. Влизаме в ЦЕФТА на 17 юли.

България ... приета в Централноевропейската асоциация за свободна търговия (ЦЕФТА) ... 17 юли ... организацията ... многостранните експертни преговори ... ЦЕФТА ... организацията ...

Conclusion. On testing Kress and Leeuwen's hypothesis we can draw the following conclusions about the two dailies – *The Times* and *Trud*:

- *The Times* tends to employ less diversified visualization: subtle framing, thin bands between blocks of texts. However, the use of thick blue banner above the masthead seems to be the trademark of the British daily. *Trud* in contrast employs a great variety of typographic modes: large-font-size headlines that correspond to the thickness of frames, bylines and dense colours.
- *The Times* orients its news presentation as a Center – Margin opposition, whereas *Trud* makes use of the three dichotomies: Given – New, Real – Ideal and Center – Margin.
- Both dailies covered national and international news stories, which is typical for national newspapers compared to locals, for example.
- *The Times* presented fewer news items on its front pages contrasted to the numerous news stories of the front pages of *Trud*.

The present small-scale study does not intend and has insufficient data to draw any conclusive remarks on the tendencies the two dailies employ to project news items on front-pages as well as spreads. However, it sets the beginning of a long-term, detailed investigation based on ten-year-period corpora that will offer prolific material for detailed study. What is of paramount importance is to take into consideration what readership the two dailies address and what profiles it pertains. Whether there are similarities and differences. Another point to consider is whether there are any semantic similarities/differences in terms of lexical mapping in the context of news items that are covered in both newspapers as hard news.

In general, the reading habits of today have altered to a degree that we rely on perceiving the information on offer visually rather than textually and that is how communication takes place. This phenomenon refers not only to newspapers' layout but also to the way the 21st century citizen of the world communicates, hence texts are multimodal and employ various semiotic modes to realize language. We exchange pictures and photographs to get our message across rather than lengthy texts. The fact that more and more newspapers have online variants is an illustrative indicator that fewer and fewer people are offline rather than online.

References

Newbold 2002: Newbold,Ch. *The Media Book*, London: Arnold

Fiske 1990: Fiske,J. *Introduction to Communication Studies* (2nded), London and New York:
Routledge

Bell, Garrett 1998: Bell, A., Garrett, Peter.(eds) *Approaches to Media Discourse*, Oxford:
Blackwell

<http://www.usflag.org/colors.html>

<http://en.wikipedia.org/>