

THE REFLECTION OF LONDONERS' INTERESTS THROUGH THE CONTENT OF THE ENGLISH NEWSPAPER (ON THE EXAMPLE OF THE "LONDON EVENING STANDARD")

The society and its generations are changing every day. Newspapers are a precious source of knowledge and to study them presents a unique opportunity to explore the interests of different generations through decades. The *goal* of this article is to make a humble attempt to explore interests of the British society on the basis of an English newspaper. The content of an English newspaper is rather diverse. Before reviewing a particular newspaper I would like to mention that Macmillan on-line dictionary states that London has two city-wide daily newspapers – the Evening Standard and the Metro, both of which are available on the streets and at London tube and railway stations. There is also a freesheet covering financial news, the City A.M. The independent weekly listings guide "Time Out" magazine has been providing concerts, films, theatres and arts information since 1968. [4]

This article is devoted to the problem how an English newspaper the "London Evening Standard" can reflect everyday life of Londoners. The London Evening Standard is a local, free daily newspaper, published Monday to Friday in tabloid format in London. It is the dominant regional evening paper for London and the surrounding area, with coverage of national and international news and City of London finance. The Evening Standard editor Veronica Wadley says, "We intend to build on the Evening Standard's great reputation for news and quality journalism. The paper has the highest number of AB readers of any newspaper in London, and the largest circulation of any national paper in the capital with the exception of the Daily Mail. If you want to know what's really going on in London, you must buy the Evening Standard." [5]

The Evening Standard, although a regional newspaper for London, covers national and international news; though with an emphasis on London-centered news, covering building developments, property prices, traffic schemes, politics, and the congestion charge and, in the Londoner's Diary page, gossip on the social scene. It has a tradition of providing quality arts coverage, and is noted for its visual art critic. Its headline writers

have been accused of having a "doom-and-gloom" agenda. The newspaper's This Is London website carries some of the stories from the Evening Standard and promotions, reviews and competitions. It also includes a number of blogs by Evening Standard writers, such as restaurant critic Charles Campion, theatre critic Kieron Quirke and music critic David Smyth. A separate website contains images of each page of the print edition and supplements. [1]

The content of Evening Standard is rather diversified and two issues are presented for reviewing it: London Evening Standard by Wednesday 2013 and London Evening Standard by Thursday 31 January 2013. There are plenty of issues which present a lot of topics, for example weather, sport, politics, social life, problems of nowadays, secular life, cuisine, economy, international news, medicine, books, arts, business, television and radio. Furthermore, there is an entertainment issue of games and puzzles and career forums. Four pages of the newspaper present issues about sport. It means that a great part of English life fill sport. The first newspaper consists of 60 pages, 79 articles, 9 pages about sailing and buying real estate, when 70 percent of newspaper's content takes an advertisement. The advertisements have different themes: technologies, transport, art, business, British airways, education and etc. First 13 pages are devoted to local news in which there are articles about weather forecast, popular stars and there life, modern technologies and there influence on people, accidents, political problems of the country and etc. Most issues are devoted to serious political and economical problems of London which shows us that this newspaper is very useful and convenient nowadays. Moreover this newspaper includes TV and radio program, two articles about travelling. A great deal of articles about sport in England shows us that a lot of Englishmen are interested in different kinds of sport. In this newspaper are printed 54 percent "straight news" stories, with the balance features and commentary. The newspaper content analysis includes all types of news information that appear there. Stories, photographs, graphics, agate listings, classified advertising, indexes and comics all fall within the scope of the study. Display advertising is the only area that has been intentionally excluded because of practical limitations and the already sizable body of work on the subject. The newspaper content analysis functions on two levels: The first level focuses on stories themselves, looking at whom, what, when, where and how of newspaper articles. The second level

includes other kinds of information such as agate listings, promotional material, classified advertising, as well as the overall presentation, structure and promotion of content.

The second newspaper consists of 68 pages, 72 articles, and 2 extra front pages. 64 percent of newspaper are taken by an advertisement. This newspaper has similar topics which are devoted to fashion, business, crime, sport and London life. Some advertisements are devoted to different shows, presentations and technologies. Pages 29 – 31 are devoted to national English cuisine which shows the value of cuisine to Englishmen.

As a summary of our research it is necessary to say that issues of the studied newspaper have a lot of information which is interesting to the society. The social interest directed to politics, sports and social life which proves us that a newspaper as the source of knowledge of previous generations can help us to save the culture and history of the nation.

Why is the London Evening Standard so popular among Londoners? This newspaper is useful for everyone because it keeps us well-informed. It increases our general knowledge and tells what is happening around, being so called world's mirror. The London Evening Standard lets people know about their rights and caters to the tastes of all kinds of people. It presents the latest news about the national and international events. All ranks of the society: businessmen, sports lovers, women, children etc. can find what is interesting for them. For businessmen, there are advertisements. The unemployed can look through the vacancies. There are some sports pages for the sports lovers. There are matrimonial columns for the unmarried. The London Evening Standard reflects standards of society being a watchdog of democracy and reflects the status of society. The newspaper is a source of entertainment and it even helps in reforming the society. So we must develop the habit of reading newspapers to know what is happening around us. Thus, reading a newspaper is also beneficial to form the picture of present day interests of the society.

LITERATURE

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