

Analyzing the Style of Writing of Russian Press on Russian-Turkish War of 1877-1878 for Serbia¹

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Abstract

Media language has always attracted the attention of linguists, particularly applied linguists and sociolinguists. There are four practical and principled reasons for this interest. First, the media provide an easily accessible source of language data for research and teaching purposes. Second, the media are important linguistic institutions. Their output makes up a large proportion of the language that people hear and read every day. Media usage reflects and shapes both language use and attitudes in a speech community. For second language learners, the media may function as the primary—or even the sole—source of native-speaker models. Third, the ways in which the media use language are interesting linguistically in their own right; these include how different dialects and languages are used in advertising, how tabloid newspapers use language in a projection of their assumed readers' speech, or how radio personalities use language—and only language—to construct their own images and their relationships to an unseen, unknown audience. Fourth, the media are important social institutions. They are crucial presenters of culture, politics, and social life, shaping as well as reflecting how these are formed and expressed. Media ‘discourse’ is important both for what it reveals about a society and for what it contributes to the character of society. This study tried to analyze the style of writing of Russian Press on Russian-Turkish War of 1877-1878 for Serbia. The article deals with the problem of gaining independence of the principality of Serbia in the Russian-Turkish war 1877-1878. The article considers the events with the Serbian participation in the liberation war through the pages of the Russian press. It describes all the vicissitudes of gaining Serbia’s independence from the Ottoman rule.

Keywords: Style of Writing; Russian Press; Media Language.

1. Introduction

There are generally two writing styles & tones to be used in a Press Release: Achievement and Journalistic. While the Achievement tone is more upbeat and

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exciting, it often won't lead to wide spread reach. The journalistic writing style is best suited for your Press Release. This option follows a neutral and descriptive voice, focusing on the facts, the story and the purpose. Adopting this journalistic approach will enable reporters to save time and cut right to the heart of the story. You'll be doing most of the work for them and presenting it in the same light and style they would. It's best to favor this type to writing style & tone within your Press Releases altogether and save the achievement style for your company blog. There you can then deliver a more authentic and personalized message in your voice to your core audience (Namaziandost, Shatalebi, & Nasri, 2019).

Generally speaking, there are four main types of writing: expository, descriptive, persuasive, and narrative. Each of these writing styles is used for a specific purpose. A single text may include more than one writing style. Expository writing is one of the most common types of writing. When an author writes in an expository style, all they are trying to do is explain a concept, imparting information from themselves to a wider audience (Namaziandost, Neisi, Kheryadi, & Nasri, 2019). Expository writing does not include the author's opinions, but focuses on accepted facts about a topic, including statistics or other evidence. Descriptive writing is often found in fiction, though it can make an appearance in nonfiction as well (for example, memoirs, first-hand accounts of events, or travel guides). When an author writes in a descriptive style, they are painting a picture in words of a person, place, or thing for their audience. The author might employ metaphor or other literary devices in order to describe the author's impressions via their five senses (what they hear, see, smell, taste, or touch). But the author is not trying to convince the audience of anything or explain the scene – merely describe things as they are. Persuasive writing is the main style of writing you will use in academic papers. When an author writes in a persuasive style, they are trying to convince the audience of a position or belief (Namaziandost, Hashemifardnia, & Shafiee, 2019). Persuasive writing contains the author's opinions and biases, as well as justifications and reasons given by the author as evidence of the correctness of their position. Any “argumentative” essay you write in school should be in the persuasive style of writing. Narrative writing is used in almost every longer piece of writing, whether fiction or nonfiction. When an author writes in a narrative style, they are not just trying to impart information, they are trying to construct and communicate a story, complete with characters, conflict, and settings. There are a number of different styles of writing that you may encounter in the course of your life. Styles may be formal or informal, and will usually vary to fit the audience and the medium of publication. However, the style will also affect how you read and interpret the document concerned. Understanding the writing style will help you to put your reading into perspective (Namaziandost, Sabzevari, & Hashemifardnia, 2018).

In the UK and internationally, there are two types of newspapers, each with a specific style of writing. These are broadsheet and tabloid papers. The name broadsheet comes from the era of the Rotary Press when a broadsheet was the full

size of a rotary press plate. This style of journalism usually provides considered points of view, but will certainly conform to an editorial style and perspective and usually a political bias. Broadsheet newspapers can however supply good quality, up-to-date stories. Journalists who write for broadsheets will usually have a good command of language and be able to argue their point well. They have traditionally often used a deductive style of reasoning, with a logical progression of points to confirm the original statement. (Tahmasbi, Hashemifardnia, & Namaziandost, 2019). Many, however, have now moved to the use of individual stories as a way to make a broader point. Readers should always be aware that the main objective of any journalism is to sell newspapers. Journalists may therefore sensationalize within their own remit. Tabloid newspapers were, traditionally, two pages made up from one printing plate and are hence half the size of broadsheets. In the UK, the physical boundaries between broadsheet and tabloid publications has broken down, and some daily newspapers which were once printed as broadsheets are now printed in tabloid form. The style of writing and the content of tabloids does however still differ from that of the broadsheet press. Generally, tabloids are considered to have a strong editorial bias and to be more sensational than broadsheets. Traditionally, they contain more photographs and less serious discussion (Sepehri, Hajijalili, & Namaziandost, 2019). As with broadsheet newspapers, their remit is to sell, and because of this they are often accused of sensationalizing news and playing on the prejudices of what they see as the belief system of their readers. The style of a tabloid journalist is usually less considered than that of broadsheet journalists and often the point of view or news will be boldly stated without too much evidence provided to back it up. The use of language is usually less deductive than broadsheet newspapers and more blatant in stating a point of view. Similar styles of writing, broadsheet or tabloid, exist in many other publications such as magazines. You should be able to recognize the different styles and assess whether the content is relevant and useful to your research. (Shakibaei, Shahamat, & Namaziandost, 2019). Newspapers do not usually quote from academic texts unless they are reviewing them and will not contain references or a bibliography. They also often quote unknown sources which are not backed up by any evidence. It is a running joke that “*A source close to person x*” usually means “*A man I met in the street*” or even “*I think it sounds good to say*”.

According to contemporaries, Old Serbia residents, representatives of all religions, enthusiastically greeted Prince Milan with numerous deputations and enthusiastic demonstrations. Russian newspapers reported that Prince Milan daily received numerous deputations of representatives of all religions who presented him addresses with assurances of loyalty and gratitude for the liberation from the 400-year yoke. In its turn, in order to attract the sympathy of various ethnic and multi-confessional population the Serbian government acted gently and cautiously.

2. Methods

The study is based on the following principles: a) scientific character - making conclusions based on the analysis of the complex of documents and scientific literature and taking into account all the events and phenomena in them; b) impartiality - description of events and phenomena in the historical process, views of Nazi leaders without any preferences on the part of a researcher; c) consistency - taking into account a diversity of factors influencing the historical process, such as objective and subjective, domestic and foreign policy, local and global; d) historicism - consideration of historical processes and phenomena in their constant development and modification (Soleimani & Esfahani, 2018; Nasri, Namaziandost, & Akbari, 2019).

The presentation of historical material is built on the subject-chronological principle. The study requires an integrated approach to the development of basic material on the issue of Serbia independence in the Russian press.

The comparative historical method applied made it possible to understand timeliness of the actions of the Serbian government forces at certain stages in the development of the Russian-Turkish war.

3. Results

In his proclamation to the residents of Niš, Milan ensured loyalty to the representatives of all religions - "citizens of all confessions and sects can be assured of my protection for the rights and equality of everyone" (Moscow Gazette, 1878). The government guaranteed safety, life and property of Muslim residents, but also included Muslims, along with Christians and Jews, as a part of public representative body in the cities, like in Niš.

The way to the Kosovo field, to Old Serbia, the "cradle of Serbism," as N. Ovsyany wrote, seemed to be open. In his proclamation to the residents of Niš, the prince said that the population "retained a vivid memory of the Serbian unity". He hoped that the darkness over the country had been dispersed and that the best days would now come for her. However, the news of the Russian-Turkish armistice on January, 19, 1878 stopped the successful and energetic offensive of the Serbian army, "to the deep chagrin of Serbian patriots" (Ovsyany, 1908), in the Morava valley on the Kosovo field, where two Serbian columns in the region of Podnevo enveloped the entrenched Turks of General Gafiz Pasha. "It was a complete Serbs' victory," Moskovskiye Vedomosti reported, "when suddenly the news of the truce came out and thus withdrew the prey from the Serbs, which was within easy reach" (Moscow Gazette, 1878). The main goal, the Serbian unity, which Prince Milano mentioned in his proclamation to the residents of Niš and which seemed to be soon achieved, climbed to power of indeterminate future.

As far back as tough fighting in Old Serbia, negotiations between St. Petersburg and Belgrade started; according to the German *Schlesische Zeitung*, the latter intended to demand the area of the Kosovo vilayet stretching to Uskuba, as well as the Niš and Pirot districts; the total area of the territory Serbia made its claims to was 532 square miles and 440 thousand residents (*Moscow Gazette*, 1878).

4. Discussion

Media language is the way in which the meaning of a media text is conveyed to the audience. One of the ways Media Language works is to convey meaning through signs and symbols suggested by the way a scene is set up and filmed. The main task of a journalist is to help people understand what is happening around them; in their village, in their country and in the world. Most readers or listeners will not have your knowledge of language, so you must simplify it for them (Nasri, & Namaziandost, 2019). You should be able to examine the most complicated issues and events then translate them into language which your audience can understand. If you fail in this, people will stop buying your newspaper or tuning in to your radio or television station. You will be failing in your job. For many journalists today, English is the main language used for newspapers or magazines, radio, television or the Internet. This book is written in English, so these chapters concentrates on the English language. It is worth remembering, however, that even a language as common as English is not exactly the same all over the world. There are differences between, for example, UK English and American English. (Abedi, Namaziandost, & Akbari, 2019). There are often also differences in the way English is written or spoken within individual countries. It may sometimes be difficult to decide what is correct in the English used in your country. Language is developing all the time, and your country may not yet have a well-established set of rules for English. If this is so, you should use the form which is accepted as correct by the most literate educated people in your country. Above all, use words and grammar which are most easily understood by your readers or listeners. Although you are reading this in English, you may do a lot of writing in other languages. Many of the general points we make about writing style will apply to these other languages. Learn the general points and try to apply them to your own language or languages.

Contemporaries admitted that "Milan needed to use the Berlin Congress to achieve something more". As a result, the "European Areopagus," or "the supreme court of kings and kingdoms," which limited all the Russian demands for Bulgaria, not only consolidated international recognition of Serbia's independence, but expanded its territory (more than it was provided by the Treaty of San Stefano) by joining the Niš, Pirot, Toplitsky and Vranj districts. Russian contemporaries considered the fact of the "incremental increase of Serbia" according to the Berlin treaty as "a mistake we made" and pointed out "the willingness of the hostile countries to take advantage of it" (*Herald of Europe*, 1885).

Journalistic texts are often materials on foreign language lessons, including Russian Language as foreign. It is caused, first of all, by two main functions of journalistic style: message and influence. Journalistic texts contain a large amount of actual information (that facilitates the informative purpose of training), and also have impact on a valuable picture of the world of students (the educational purpose of training is realized) as the journalism considers topical issues of political life and moral problems of modern society. Besides, texts of mass media reflect the current state of a language, and working with them on the lesson directly promotes realization of the communicative purpose of foreign language training. Influence of journalism on the modern person is indisputable: we daily face the journalistic texts giving us new information in different forms: through audiovisual mass media, newspapers and magazines, the Internet, etc. Journalism creates the picture of the world and forms a certain notion of the world in the consciousness of the broad addressee. The journalistic picture of the world is supplemented, changes daily and is montage by its nature. In this regard the journalistic text is irreplaceable material for foreign language lessons. Researchers note that use of modern journalistic texts on foreign language lessons promotes creation of the differentiated educational and communicative situations which reflect a condition of modern Russian Language and feature of its functioning in modern Russia (Stern, 2001). The journalistic text is irreplaceable material for expansion of a vocabulary and for development of skills of oral informal conversation of the foreign students who are especially learning language not in the country of the studied language (Sladkevich, 2013). Work with journalistic texts allows to teach students to understand the texts devoted to various socially important subjects (policy, culture etc.), and adequately to communicate on these subjects. Respectively, the journalistic text is good stuff for the interconnected training in all types of speech activity. Now the method of foreign language training is provided with a large number of the text books on the mass media language directed on acquaintance of foreign students with linguistic features of the mass media language, on studying of various newspaper genres, on development of skills and abilities of possession of lexical and grammatical means of journalistic style and also on development of abilities of students to create own statements on political subjects. However, the journalism constantly changes, reflecting changes in society in this connection scientific and methodical development of various aspects of the mass media language doesn't lose the relevance; continue to fill up a methodical arsenal of the foreign language teacher (Sladkevich, 2013; To Guo Liza, 2001). Work with journalistic texts has the specifics. First, it is necessary to direct students' attention to specific grammar and vocabulary elements of journalistic style. Features of a book or, on the contrary, colloquial language options are reflected in the newspaper text. The teacher needs to fix differences of the newspaper speech from neutral, common option of language. Continuous comparison of neutral, colloquial and book options of language on material of journalistic texts will allow creating student's stylistic competence (Technique of training in Russian as foreign: Course of lectures, 2000).

In the case where the journalistic text is the training purpose, tasks of the teacher include students' formation of the idea of genre specifics of newspaper texts and types of editions. Such work is based on the differentiated approach to newspaper to the text. In a foreign language method, recommendations for teachers are developed on the basis of which printing editions of the modern Russian press can be used at different grade levels (Technique of training in Russian as foreign: Course of lectures, 2000).

Analyzing the main terms of the Berlin treaty, contemporaries stated, however, a disappointing result for the Serbian principality. There remained lots of problems unsolved.

Firstly, "the plans of Serbia seeking to expand in the west and south-west were frustrated," they failed to get access to the sea. And if the Treaty of San Stefano provided for Novi-Pazar Sanjak, which assured a common frontier with Montenegro and, thus, access to the sea, the occupation of Bosnia and Herzegovina cut off the access to the west.

Secondly, the occupation of Bosnia and Herzegovina by Austria-Hungary and the retention of Novi-Pazar sanjak under Turkey made it extremely difficult to unify the Serbian lands. The expansion of the Dual Monarchy towards the disintegrating Ottoman Empire and the seizure of the originally Serbian lands - Bosnia and Herzegovina - put Serbia in a rather difficult position. Belgrade had to either completely reject the idea of any increment or enter into directly hostile relations with Austria-Hungary. "This program is a collection of Serbian lands, and it is not the Serbs' fault that Austrians crossed their path." There was no doubt for contemporaries that the implementation of the Great Serbian idea, the creation of the Serbian kingdom with unifying all the lands inhabited by the Serbs, is equivalent not to dismemberment, but destruction of the Hapsburg monarchy.

5. Conclusion

Work with a genre of the political comment allows entering political lexicon into an active lexical stock of students. Pupils will learn to understand the difficult texts containing reasoning and an assessment when reading; adequately to interpret texts of the official sphere of communication; to analyze contents of the text, to allocate in it the necessary information and critically to comprehend it; to perceive information of sociocultural character. Thanks to active work with the political comment at students such competences of area of productive speech activity as ability to create written texts of problem character, readiness to defend the position in the conditions of free conversation, ability to express the opinion on sociocultural and political events develop. Texts of traveling sketches are good stuff to teach students to understand the texts devoted to travel and to tell about the travel and to discuss

them. Thanks to such texts, lexical units and grammatical designs for expression of an assessment, impressions, and also a circle of the verbal lexicon necessary for the story about travel are put into active practice. Traveling sketches allow to realize the principle of the interconnected training in types of speech activity in work on a foreign language: abilities when reading are formed – to take the actual information from the text, to submit the scheme of expansion of the text; in the oral monolog – to create oral texts which contain the description of the nature, the person, sights; in the oral dialogical speech – to give and understand council, to express and find out opinion; in productive written language – to carry out written communication with elements of the characteristic, an assessment. Besides, such texts are interesting to work in student's audience: they broaden horizons of pupils and increase motivation to training. Thus, genre-orientation work with journalese texts on foreign language lessons with students of the advanced stage assumes training in ability both to understand the text of a certain genre, and to create it most as in modern system of internet mass-media each participant of communication can be the equal author of the publication having opportunity to express the opinion on this or that question.

To sum up, according to contemporaries, after the Berlin Congress on the Balkan Peninsula "new relations were created, but new troubles that have not finished until now". For a long time, the young states were in a state of "fermentation", which was complicated by foreign policy, - "the Russian and Austrian rivalries constantly faced here and adversely affected external and internal pacification" (Rot, 1905).

In 1882 the Principality of Serbia will be proclaimed a kingdom and its first king will be Milan Obrenovic (1882-1889), the grand-nephew of the first Serbian prince Milos Obrenovic (1817-1839; 1858-1860), the dynasty founder. However, the king's destiny will be unenviable and most of the political quarters that influenced Serbia will be disappointed in Milan Obrenović and he will have to delegate power to his 13-year-old son Alexander (Tumanin et al., 2016). Glorious military traditions, victories of Niš and Kurshumle will not preserve Milan Obrenovich from a change of power (Tumanin et al., 2017).

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