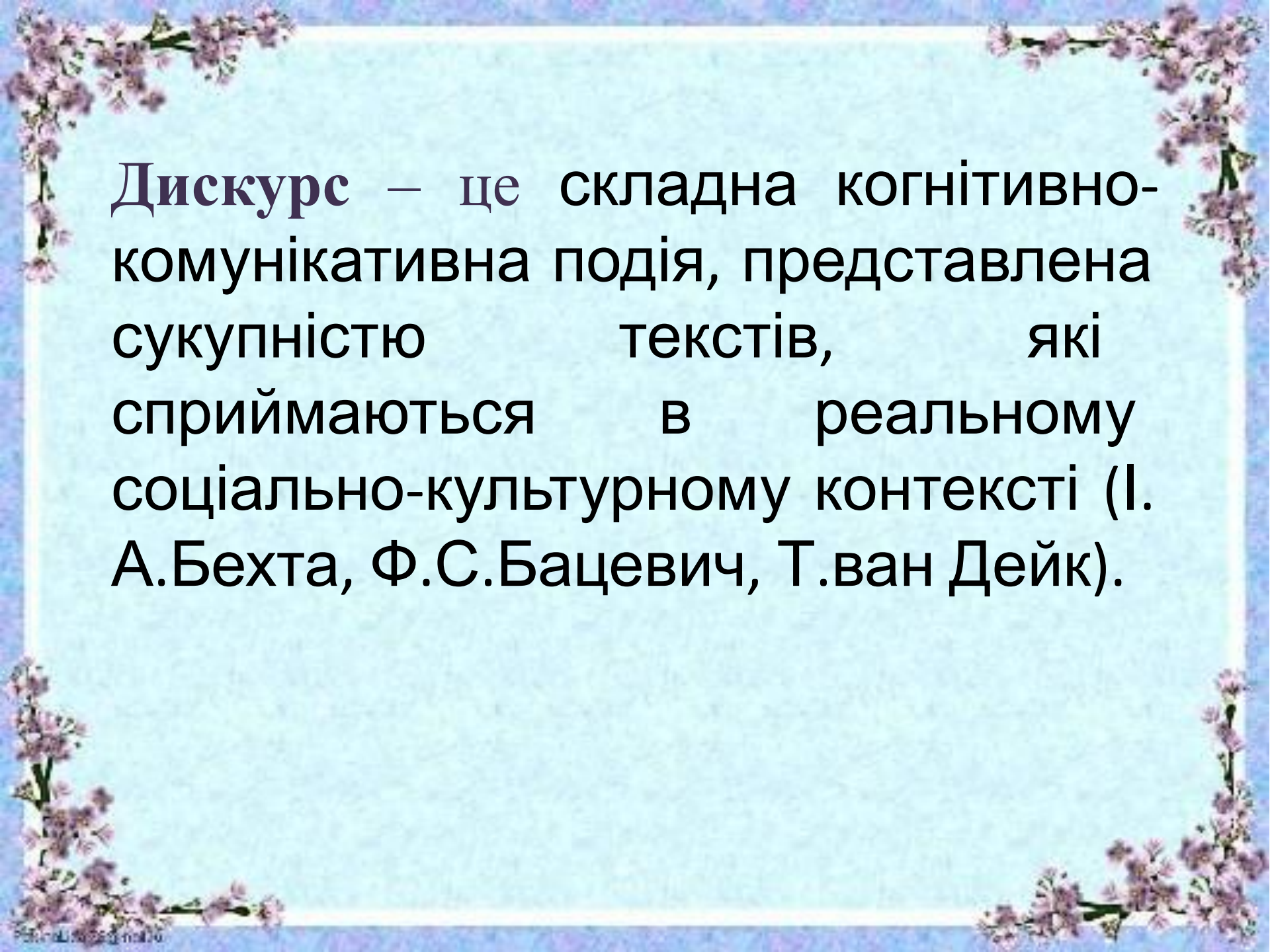


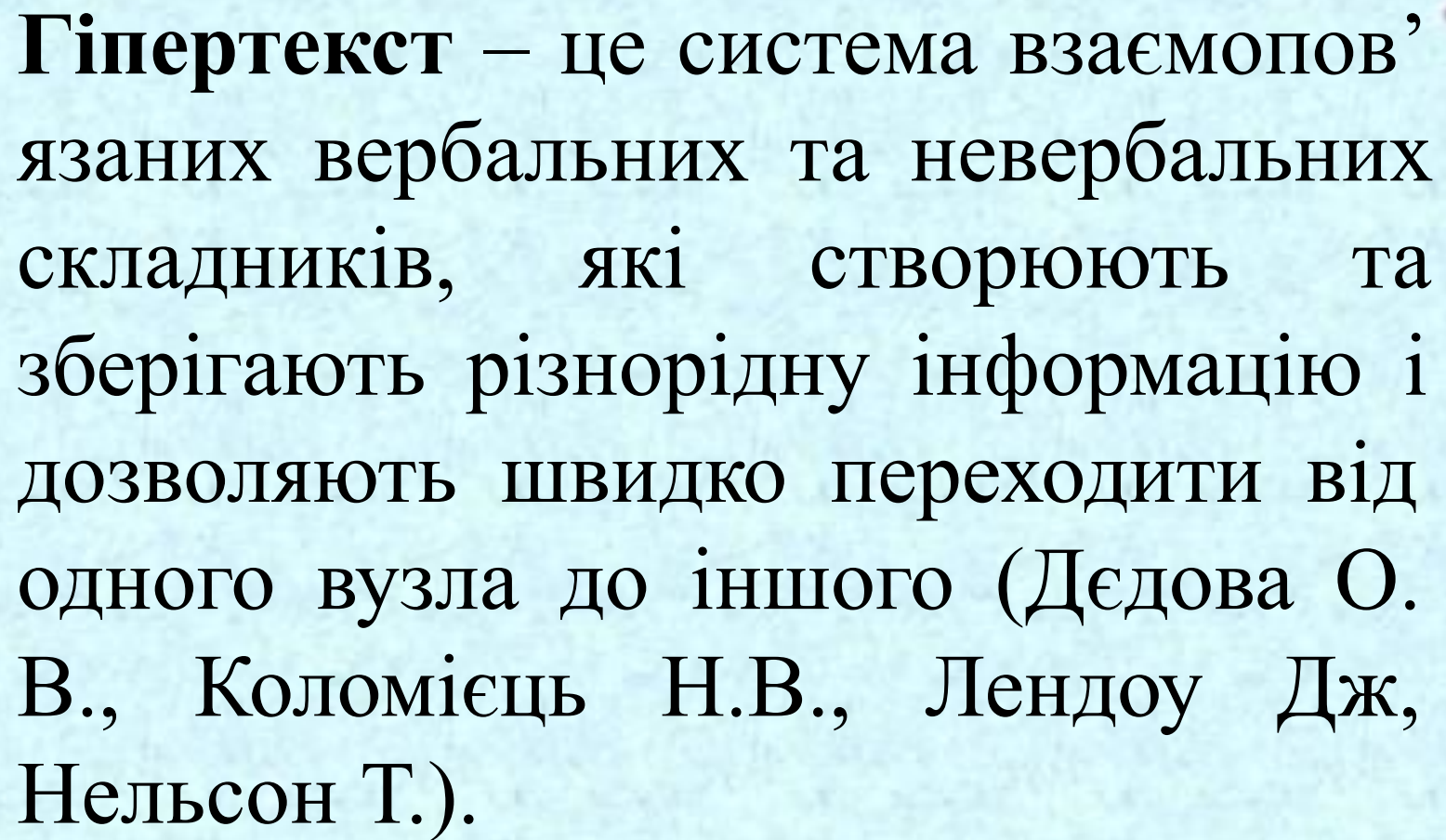
**ГІПЕРТЕКСТОВА РЕПРЕЗЕНТАЦІЯ  
ПОДІЙ В СУЧАСНОМУ  
БРИТАНСЬКОМУ ГАЗЕТНОМУ  
ДИСКУРСІ:  
ЛІНГВОКОГНІТИВНИЙ АСПЕКТ**



**Дискурс** – це складна когнітивно-комунікативна подія, представлена сукупністю текстів, які сприймаються в реальному соціально-культурному контексті (І. А.Бехта, Ф.С.Бацевич, Т.ван Дейк).

**Газетний дискурс** – це складна комунікативно-когнітивна подія (Т. ван Дейк), представлена гіпертекстом (Дедова О.В.), що конструює і реконструює дійсність, з якою взаємодіють учасники спілкування (М. Телбот).





**Гіпертекст** – це система взаємопов’язаних вербальних та невербальних складників, які створюють та зберігають різномірну інформацію і дозволяють швидко переходити від одного вузла до іншого (Дєдова О. В., Коломієць Н.В., Лендоу Дж, Нельсон Т.).

# “The Daily Telegraph”, “The Telegraph”, “The Daily Mail”, “The Mail Online”



## Farmers to be paid for improving public access

Rewards after Brexit for landowners who protect the environment and open up the countryside

By Steven Delaney  
NATURE POLITICAL EDITOR

FARMERS will be rewarded for opening up the countryside to the public and enhancing the environment after Brexit, Michael Gove is to say today.

The Environment Secretary will announce plans to replace EU subsidies with a system that pays farmers to increase public access to land.

He will say that as part of a "green Brexit", farmers will be rewarded for improving the environment by planting woodlands, turning fields into meadows and providing new habitats.

The Government will end the EU's "perverse" Common Agricultural Policy that pays farmers for the land they own rather than what they do with it.

Mr Gove will say that in future, farmers will only receive "public money for public good". They can also claim subsidies for investing in technology and

European Union allows us to deliver the policies required to achieve that."

Mr Gove will add that the current approach is "fundamentally flawed", giving "the most from the public purse to those who have the most private wealth". However, to avoid a "precipitous cliff-edge" for farmers after Brexit, the Government will guarantee that annual subsidies of £1 billion will continue until 2024, but there will be a cap on payments for wealthy landowners.

The move effectively gives farmers a five-year transition period after Brexit and the "time and tools to adapt to the future" and prepare for a new system.

Mr Gove will say that the CAP was designed for a post-war period when "scarcities of food shortages were hauntingly powerful".

Critics have repeatedly pointed out that some of the biggest landowners get subsidies worth up to £3 million a year - 30 receive £1 million or more.

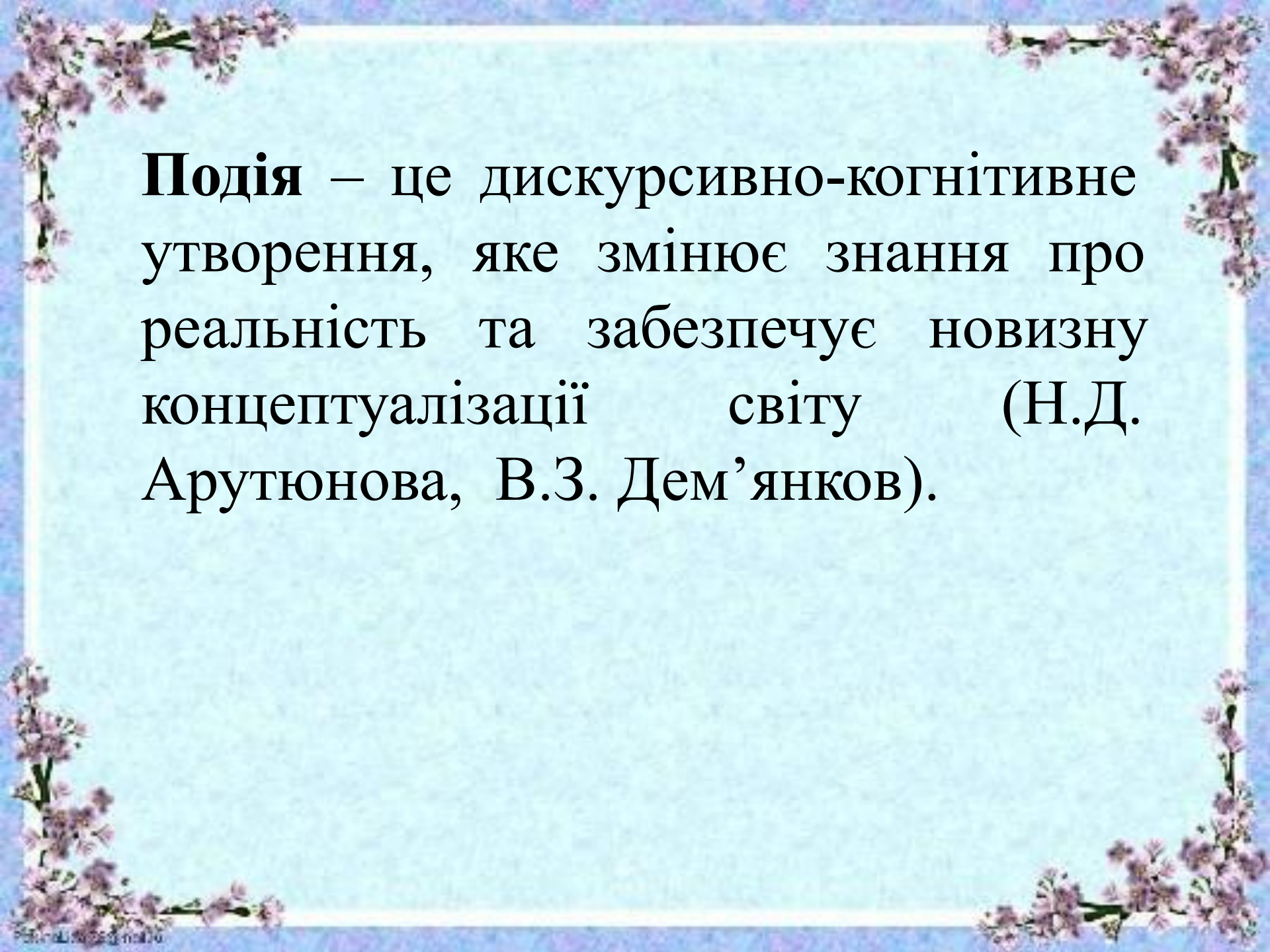
Mr Gove will say: "Paying landowners for the amount of agricultural land they have is unjust, inefficient and drives perverse outcomes ... It bids up the price of land, distorting the market, creating a barrier to entry for innovative new farmers and entraining

### Teeth of a gale



Cookie, a cackler spaniel puppy cross, feels the full force of Storm Cleo at Heatham, Norfolk. Wild winds were reported across the country with several tales of power cuts and disruption - and an urgent appeal to homeowners in Aylesbury, Bucks, to keep trampolines tethered after two teen

### Trump's vicious attack on aide who helped him



**Подія** – це дискурсивно-когнітивне утворення, яке змінює знання про реальність та забезпечує новизну концептуалізації світу (Н.Д. Арутюнова, В.З. Дем'янков).

**У британському  
газетному дискурсі  
розрізняємо:**

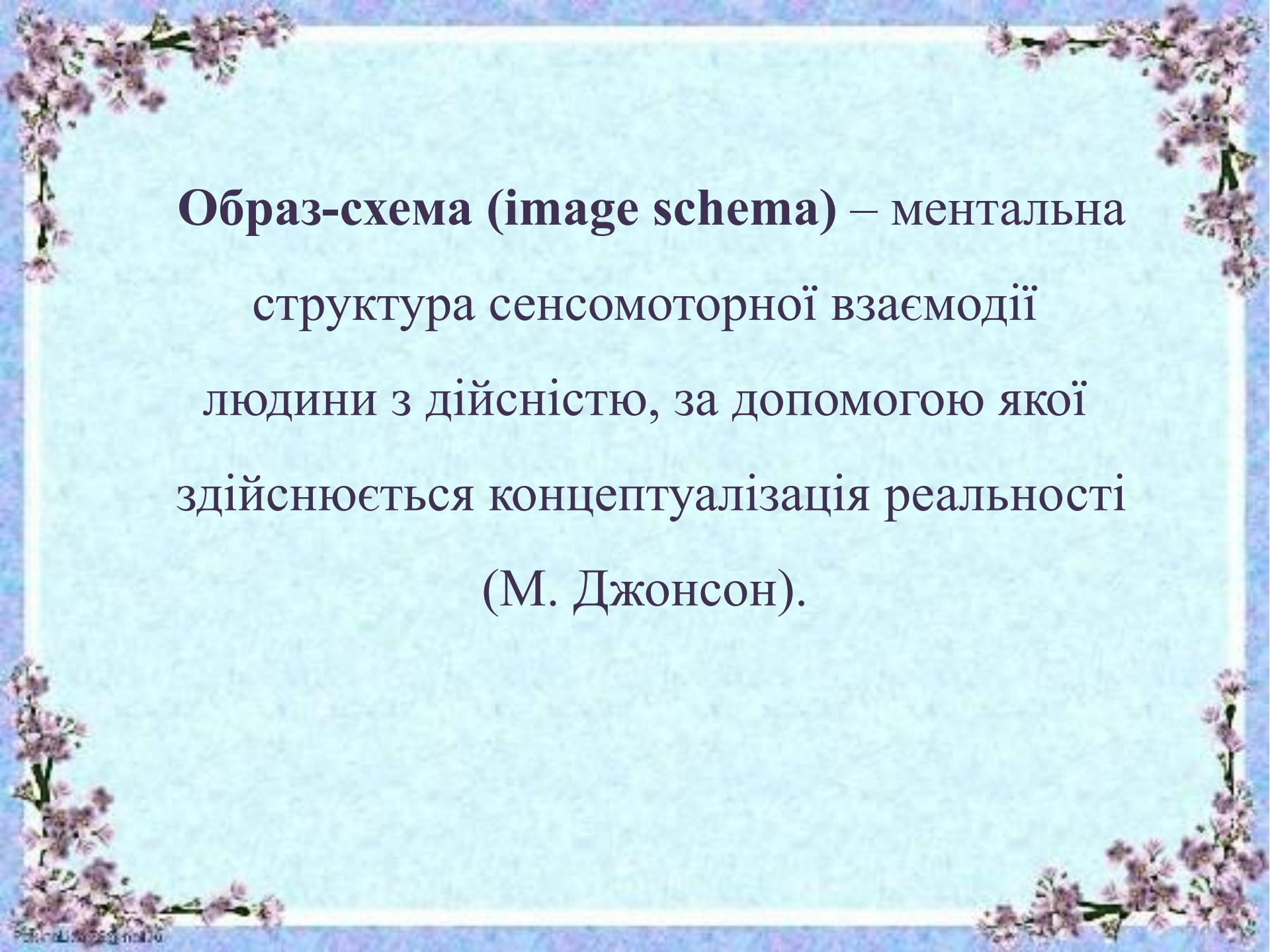


**подію-фігуру**



**подію-фон**





**Образ-схема (image schema)** – ментальна  
структура сенсомоторної взаємодії  
людини з дійсністю, за допомогою якої  
здійснюється концептуалізація реальності  
(М. Джонсон).

# Топологічні схеми анонсування

подій в *The Daily Telegraph*



**ВГОРІ - ЗЛІВА**



**ВГОРІ - ЗНИЗУ**

# Diana, Princess of Wales

She became 'The People's Princess' after the untimely death of her husband Prince Charles in 1997. She was a member of the House of Windsor.



## The Daily Telegraph

### Palace in lockdown after knife attack on policemen



News stories and headlines from the left sidebar.



More news stories and headlines from the left sidebar.

Main article text columns on the left side of the page.



Continuation of the main article text.

Continuation of the main article text.

Continuation of the main article text.

Continuation of the main article text.

Continuation of the main article text.

Short news snippets or headlines at the bottom of the main article area.

Tailor-made holidays from the Australia experts



AUSTRAVEL logo and text.

Small logos and text in the bottom right corner of the advertisement.

# The Telegraph

ALL SECTIONS

NEWS | POLITICS | SPORT | BUSINESS | MONEY | OPINION | LIFESTYLE | CULTURE | TRAVEL | TECH & SCIENCE

◆ PREMIUM

## PM torn over timing of Jeremy Hunt's promotion amid debate within No10 about championing younger MPs

05 Jan 2018, 9:30pm



◆ PREMIUM

## Fire and Fury, review 'Sensationalist — and completely true to its subject'

★★★★★

05 Jan 2018, 5:40pm



◆ PREMIUM

## James Titcomb All the passwords in the world will not protect our data now

05 Jan 2018, 8:41pm

MATT



*'Will the reshuffle be so... Mrs May? Jeremy Hunt has been waiting in a corridor for 36 hours'*

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# З'єднаний анонсовий блок



# Роз'єднаний анонсовий блок

**Daily Mail**

Talking with Alan Mogg on rape and abortion – but how I admire a man of real principle

**DOCTORS:  
WE WON'T  
TAKE ON  
ANY MORE  
PATIENTS**



Alan Mogg, the former Conservative MP, has been accused of rape by a woman who says she was sexually assaulted by him in 1992. Mogg has denied the charges and says he is a man of real principle.

**snaps from their luxury US skiing holiday as he demands homeless sleeping outside Windsor Castle are cleared for the royal wedding**



Sue Dudley, 54, is married to Simon Dudley, head of the council in Windsor, who said the homeless could paint the town in a 'sadly unfavourable light' when Prince Harry marries Meghan Markle in May.

294 comments 1 video 12 shares

**'Huge anxieties and zero confidence': Adults who have stayed virgins reveal the REAL reasons they've never had sex (including one who has never been kissed at 27)**



Brave Reddit users have taken to the site to give their reasons behind staying virgins. We take a look at the honest, empowering and often moving reasons behind their decisions.

151 comments 1 video 6 shares

**Agatha Christie drama they had to cancel at Christmas when the actor was accused of sexual assault**



The BBC's adaptation of Agatha Christie's Ordeal By Innocence was due to air on Boxing Day but it was pulled before when one of the leading actors Ed Westwick (pictured) was accused of rape.

73 comments 59 shares

**'Maybe dad is capable of putting a wash on too?' Furious mother blasts 'sexist' cleaning instructions on her teenage daughter's Missguided hat**



Sian Robson, 52, from Kent, was left furious after finding sexist washing instructions in her teenage daughter's Missguided hat - suggesting 'mum' does all the washing.

338 comments 12 shares

▶ Ferne McCann puts on a brave face as she returns to This Morning presenting role for the first time since acid attacker ex Arthur Collins' sentencing

▶ The hard work paid off! Britney Spears showcases her fit physique in tiny yellow bikini as she relaxes in Hawaii after wrapping Vegas residency

▶ 'She has him on a short leash': Emma Willis reveals Olly Murs can't stop FLIRTING on The Voice... as Jennifer Hudson scolds him for his cheeky behaviour

▶ Painting the town! Beaming Lottie Moss continues to soak up the sun in a plunging pink boob tube as she gets in party mode in the Bahamas

**For fox sake! Deadpan owner ignores Felix**



# Дворівневий інформаційний подієвий блок





# Інформаційний подієвий блок таблоїда



**Комунікативна  
гіпертекстова  
репрезентація подій**



**вербальна**



**невербальна**

# Анонсова репрезентація подій в електронному широкоформатному виданні *The Telegraph*

- LATEST NEWS
- 4:26pm
- [Grandparents are being denied right to adopt their grandchildren by agencies, says PM](#)
- 4:19pm
- [Hairdresser guilty of deliberately trying to infect men he met on Grindr with HIV](#)
- 4:09pm
- [As darkness fell on Harare, Robert Mugabe's 37-years of dominance came to a quiet end](#)
- PREMIUM
- 4:04pm
- [Scientists discover grass that tastes like salt and vinegar crisps](#)
- 4:02pm
- [Pair left girl to die on car backseat while driving around for hours ringing escorts, court hears](#)
- 3:57pm
- [Fox News presenter turns on Republican candidate Roy Moore over sexual assault allegations](#)
- 3:48pm
- [Gay senator Penny Wong cries tears of joy as Australia backs same-sex marriage](#)
- 3:37pm
- [Man proposes moments after learning Australia votes yes to same-sex marriage on live TV](#)

# Вербальний складник

## The Mail Online

**What could possibly go wrong? Astronomers send a message to two potentially habitable planets 12 light years away - and if aliens see it, they could respond by 2042**

Scientists from San Francisco-based Messaging Extraterrestrial Intelligence (METI) International beamed the message to Luyten's Star, also known as GJ 273.

**282** comments

**1** video

**181** shares

# Фотографія як невербальна репрезентація події

The image is a screenshot of a web browser displaying the Daily Mail newspaper's website. The browser's address bar shows the URL: [en.kiosko.net/uk/2018-01-03/np/daily\\_mail.html](http://en.kiosko.net/uk/2018-01-03/np/daily_mail.html). The newspaper's masthead includes the 'Daily Mail' logo, the date 'WEDNESDAY, JANUARY 3, 2018', the website 'www.dailymail.co.uk', and the price '65p'. The 'NEWSPAPER OF THE YEAR' award is also mentioned.

The first headline is 'WHY I'VE FORGIVEN MY ACID ATTACKER' in large yellow letters, with a sub-headline 'One woman's humbling story of compassion' and a 'SEE PAGES 26-27' tag. It features a photograph of a woman with dark hair.

The second headline is 'WINTER CRISIS CRIPPLES NHS' in large black letters. Below it is a sub-headline: '++ Up to 55,000 operations postponed ++ Patients to be put on mixed wards ++ Senior doctors will man doors at A&E to turn away non-urgent cases'. The article is by Sophie Borland, Claire Duffin, and James Tozer. The text begins with 'HOSPITALS were last night ordered to cancel thousands of operations to try to tackle a winter health crisis.' and continues with details about NHS operations being postponed and patients being put on mixed wards.

The third headline is 'THAT'S where one put it! Queen with crown she last wore in 1953' in large white letters on a dark background, featuring a photograph of Queen Elizabeth II wearing the crown. A small caption below the photo reads 'Portada del periódico Daily Mail'.

The browser's taskbar at the bottom shows various application icons and the system clock indicating 23:48 on 06.01.2018.

# Невербальна репрезентація події у формі карикатури в The Daily Telegraph

MATT

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*'I enjoyed it, but I didn't think  
the end was very believable'*

# Невербальна фото репрезентація події в електронному виданні The Telegraph



# Гіпертекстові схеми репрезентації події в британському газетному дискурсі

**Право /лівоцентрична**

**наскрізна**

**центрична**



A decorative slide with a light blue background and a white border. The corners are decorated with pink cherry blossoms. The text "ДЯКУЮ ЗА УВАГУ!" is centered in a dark blue, serif font.

**ДЯКУЮ ЗА  
УВАГУ!**