SOME STYLISTIC PECULIARITIES OF THE TOP NEWS IN THE NEW YORK TIMES' MORNING EMAIL NEWSLETTERS

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INTRODUCTION

Newspaper style is known to be a system of interrelated lexical, phraseological and grammatical means. It is commonly acknowledged as a separate linguistic unity that serves the purpose of informing and instructing the reader. According to Van Dijk, newspaper language is a "combination of different stylistic features, a mixture of several kinds of materia"[1] where "topics guarantee that the text or talk has semantic unity."[2] With development of IT, digitization of all aspects of our life, newsletters appeared to be another way of "keeping audience informed on the latest industry trends and news or by providing tips and insights on a specific topic"[3].

A newsletter is known to be a "tool used by businesses and organizations to share relevant and valuable information with their network of customers, prospects and subscribers"[4]. Newsletters give the sender direct access to audience's inbox, allowing them to share engaging content, promote sales and drive traffic to their website. Newsletters are the most powerful feature of any email marketing strategy. Thus, using this form of sharing news, media industry has gained extremely valuable benefits. According to some experts, *The New York Times' Morning Briefing* newsletters "efficiently summarize the top news stories of the day and offer a long list of feature stories that are worth a 20-minute read. A great place to look when you have that extra time and want to dig deeper"[5]. In our opinion, newsletters might be considered to be the advanced way of delivering news to public and their style is worth being studied as thoroughly as the one of the traditional newspapers.

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[1] Van Dijk Teun A. News as Discourse. *University of Amsterdam.* Hillsdale, New Jersey, Hove and London : Lawrence Erlbaum Associates. 1988. 200 p. P. 76.

[2] Ibid. P. 33.

[3] What is a newsletter? *The ultimate guide.* URL: What is a Newsletter? Why It's Important & How to Create One. *Brafton* (дата звернення: 22.03.2023).

[4] Ibid.

[5] Oladipo T. 14 Newsletters You'll Want in Your Inbox in 2023. URL: 14 of the Best Newsletters to Subscribe to in 2023 (buffer.com) (дата звернення: 21.03.2023)

1. The goal and the specific tasks of the work; analysis of the research into problem

The goal of the work is to identify the main topic of news coverage of the year 2022 and some linguistic peculiarities of newspaper language that determine the style of newsletter articles. The specific tasks of the research are determined by the goal and consist of reviewing the thoughts of prominent linguists in the field of newspaper style, studying headlines of the articles of *The New York Times' Morning Briefing newsletters* to sort out the most important theme, identifying peculiar features inherent to top news articles placed on the front page of the issues.

The choice of the articles is determined by the fact that the *The New York Times' Morning Briefing* has become one of the "biggest and most important news products. The newsletter now has more than 17 million subscribers, one of the largest daily audiences of any kind in journalism, across television, radio, print and digital"[6]

Some limitations for the research should be explained. Firstly, bearing in mind that there are different meanings of the word "news"[7], this research work focuses on news in the narrow sense, that is, newly received or noteworthy information, especially about recent events: a broadcast or published report of news.

The term "discourse" used in this paper is understood as a form of verbal communication. In linguistics it provides a body of text for different types of analysis, such as grammar, sociolinguistics, psycolinguistics and discourse analysis.

Our first assumption is that the war in Ukraine was the main theme in media in the year of 2022.

Our second assumption is that the language used in the newsletters articles under consideration violates the rules of grammar and the norms of literary writing and tends to be similar to the style of the traditional newspaper article.

To identify general features of newspaper style that help distinguish newspaper article from other pieces of work, the review of the literature in this field of study was performed.

English newspaper has developed in a system of language media, forming a separate functional style only by the 19th century. Since then many linguists have researched the style. The most profound research was undertaken by Van

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[6] Benton J. The New York Times' morning email newsletter is getting an official "host and anchor". April 30, 2020. Nieman Journalism Lab. URL: The New York Times' morning email newsletter is getting an official "host and anchor". *Nieman Journalism Lab* (niemanlab.org) (дата звернення: 21.03.2023).

[7] Oxford Languages. *The Home of Language Data* (oup.com)

Dijk, who showed the possibilities of an interdisciplinary, discourse analytical approach to the news[8]. T. A., Crystal D., Davy D. explored the nature, features, functions of newspaper language[9] . Wolseley et. al.[10], Tuchman G.[11], Pape S. and Featherstone S.[12] viewed the variety of language of press and the uniqueness of its vocabulary, examined sentence structure. Fowler[13] and Fairclough[14] worked out specific lexical, grammatical, morphological features of the newspaper style. Mårdh[15], Bell[16], Werlich[17] studied headlines of the articles: their role, functions, their length, and other lexical and grammatical peculiarities. Thus, newspaper style presents a thoroughly explored field. However, the style of e-mail newsletters has not been examined yet.

Methods of observation, systematization, synthesis have been employed in literature review. Reviewing newspaper articles suggests application of discourse analysis. Quantitative manual data analysis was applied to check the assumptions. While reducing information of the texts to their topics, deletion, generalization, and construction were employed.

According to Van Dijk, news discourse must "be formulated in a specific, formal style, which is characteristic for printed media. Hence, style is the trace of the context in the text. This trace consists of constraints on the possible variations in formulation"[18]. Style is a "major indication of the role of the context. It may signal personal or social factors of the communicative context …"[19]. Thus, specific social situations, such as the current war in Ukraine, for instance, may require specific sets of lexical or syntactic variants from the speech participants. The sociolinguistic character of appearance of morphemes/words/phrases in the coverage of the war events since February 24,

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[8] Van Dijk Teun A. News as Discourse. *University of Amsterdam.* Hillsdale, New Jersey, Hove and London : Lawrence Erlbaum Associates. 1988. 200 p.

[9] Crystal D., Davy D. Investigating English Style. London : Longmans, Green and Co., London and Harlow. 1969. 264 p.

[10] Wolseley R. E., Campbell L. R. Exploring Journalism. New York : Prentice-Hall. 1946. 636 p.

[11] Tuchman G. Making News: A Study in the Construction of Reality. New York : Free Press. 1978. 244 p.

[12] Pape S., Featherstone S. Newspaper Journalism. A Practical Introduction. London etc.: Sage. 2005. 222 p.

[13] Fowler R. Language in the News: Discourse and Ideology in the Press. London, New York : Routledge. 1991. 254 p.

[14] Fairclough N. Language and power. London : Longman. 1989. 226 p.

[15] Mårdh I. Headlinese: On the Grammar of English Front Page Headlines. Liberläromedel : Gleerup. 1980. 200 p.

[16] Bell A.The Language of News Media. Oxford : Blackwell. 1991. 277 p.

[17] Werlich E. A text grammar of English. Quelle und Meyer. 1976. 315 p.

[18] Van Dijk Teun A. News as Discourse. University of Amsterdam. Hillsdale, New Jersey, Hove and London : Lawrence Erlbaum Associates. 1988. 200 p. P. 27.

[19] Ibid. P. 27.

2022 was studied in our earlier work[20], as well as some of their linguistic features that contribute to growth of their manipulative potential and impact on the audience were described.

Generally newspaper style is conveyed through brief news items, press reports, articles which are purely informative in character, advertisements and announcements. This paper views brief news items presented in the *The New York Times' Morning Briefing newsletters,* regularly sent to a personal mailbox.

According to the theory of grammar, traditionally, phonology, morphology, syntax, and semantics are distinguished. For written discourse, mainly syntax and semantics are in focus. Syntax describes which syntactic categories (such as noun or noun phrase) may occur in sentences and in which possible combinations. Semantics deals with meanings of words, sentences, and discourse. This work focuses on some semantic and syntactic peculiarities of newspaper articles.

2. Identifying the main topic of the news of the year 2022

According to recommendations of Writing Centre of George Mason University, USA, on writing a newspaper article, "there is no peculiar formula to decide how newsworthy a story is, but in general, the newsworthiness of a story is determined by a balance of the following six values:

1. Timeliness – Recent events have a higher news value than less recent ones.

2. Proximity – Stories taking place in one's hometown or community are more newsworthy than those taking place far away.

3. Prominence – Famous people and those in the public eye have a higher news value than ordinary citizens.

4. Uniqueness/oddity – A story with a bizarre twist or strange occurrences. "Man bites dog" instead of "dog bites man."

5. Impact – Stories that impact a large number of people may be more newsworthy than those impacting a smaller number of people.

6. Conflict – "If it bleeds, it leads." Stories with strife, whether it's actual violence or not, are more interesting"[21].

In other words, it is possible to analyze news from the sociolinguitics point of view in terms of newsworthiness. To check the empirical assumption that the war in Ukraine was the main event highlighted in media in the year of

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[20] Shaparenko, O. Sociolinguistic peculiarities of language of war frames that appe d in the result of the Russian aggression against Ukraine in 2022. *Current Issues of Foreign Philology.* 2022. № 14. P. 51–56.

[21] News writing fundamentals. Writing Centre of George Mason University, USA. URL:https://writingcenter.gmu.edu/writing-resources/different-genres/news-writing-fundamentals (дата звернення: 21.03.2023).

2022, the review of open resources in media and semantic analysis of 50 articles in *The New York Times' morning email newsletters* were held.

It was estimated that the "war in Ukraine was "far and away the most engaging topic of 2022. In the analysys of the most newsworthy events of the year, articles on the war accounted for over a quarter of total engaged time. Readership has slowed since its peak during the initial invasion in February, but the ongoing war continues to bring daily updates[22]." According to *Chartbeat*, the content intelligence platform for publishers which ranked a set of 6.5 million news stories on 32 topics, "Ukraine and the War" took a total of 278 million hours of reading in the audience out of a total of billions of hours. The topic of the war in Ukraine overshadowed such events as the death of the British Queen Elizabeth II, the fight between Will Smith and Chris Rock at the Oscar ceremony, etc. It is noted that the coverage of news about the war in Ukraine decreased until May, 2022, but since then has remained at 550,000 hours per day, which is much higher than the topic of the football World Cup 2022"[23]. This data led to the assumption, that *The New York Times' morning email newsletters*, in particular, would prove that overall tendency.

According to Van Dijk, "even more, than for other discourse types, the thematic organization of news discourse plays a crucial role. Therefore, this systematic analysis of the textual structures of news begins with an explication of notions like theme or topic"[24]. Van Dijk applies macrostructures to the analysis of news discourse. A macrostructure consists of one or more macropropositions, which express the discourse topic of the text. It "reduces, categorises and organises semantic information. Macropropositions are derived from the text by means of macrorules, which summarise and reduce information to its gist. There are three kinds of macrorules: deletion, generalisation and construction. Information that is less relevant can be deleted, e. g. details about time and place"[25].

50 randomly chosen issues of *The New York Times' morning email newsletters* for the year of 2022 were examined to answer the following questions:

Which topics were highlighted on a newspaper's front page in *The New York Times' Morning Briefing newsletters*?

How many of them are devoted to the war in Ukraine?

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[22] The most engaging topics of 2022. Chartbeat staff. URL: https://chartbeat.com/ (дата звернення: 21.03.2023).

[23] Ibid.

[24] Van Dijk Teun A. News as Discourse. University of Amsterdam. Hillsdale, New Jersey, Hove and London : Lawrence Erlbaum Associates. 1988. 200 p. P. 30.

[25] Maria Pia di Buono, Jan Snajde Linguistic Features and Newsworthiness: An Analysis of News style University of Zagreb. URL: https://ceur-ws.org/Vol-2006/paper015.pdf

What share of the total amount of 50 top articles from *The New York Times' Morning Briefing newsletters* informed readers about the war in Ukraine?

Deletion, generalization, and construction, as well as discourse analysis (viewing context) were employed to reduce information of a text in each article to its topic. As the result, the headlines of the articles were sorted manually and the following topics (themes) were identified: the War in Ukraine; the USA, Europe; World issues/events; Queen Elizabeth II's funeral; China, Middle East, Brasil. The share of each of them was calculated manually in per cent.

Headlines of the top articles	topic (theme)	Number of articles referring to the topic	Share in total coverage (Per cent)
1	2	3	4
Russia increases attacks on civilian areas *International support to arm Ukraine* *Peace talks reach a 'dead end,' Putin says* *Russia orders troops into Ukraine* *Ukraine's next moves* *Russian anxiety as Ukraine gains in boldness* *China's support for Russia's war wavers* *Ukraine reports more strikes in Kherson* *Putin warns of escalation in Ukraine* *Avoiding the draft, men flee Russia* *Ukraine advances in the Donbas* *Deadly drone explosions in Ukraine* *A chaotic Russian draft* *Russian strikes target Ukraine's energy infrastructure* *Challenges to the consensus on support for Ukraine* *Ukraine moves forward in south* *Two killed in blast in Poland* *Deadly explosion in Poland was an 'accident'* *A pivotal juncture in the war in Ukraine* *Ukraine warns of more strikes on infrastructure* *Ukrainian drones hit deep in Russia* *Russia's defenses across Ukraine* *300 days of war in Ukraine* *Zelensky in Washington* *Zelensky's speech in D. C.*	War in Ukraine	25	50 %

The House Jan. 6 committee placed clear blame on Donald Trump Donald Trump's family company has been found guilty of tax fraud, a blow to the firm and the former president *A special master will review Mar-a-Lago files* Themes from the U. S. midterm elections Biden speaks on U. S. democracy *No 'red wave' for Republicans*	The USA	6	12 %
25 arrested in Germany over plot to overthrow government (European news) *A bribery case rocks the European Parliament* *Italy's pivotal election* Hungary resists an oil embargo Brittney Griner sentenced to 9 years in Russia *Putin's energy influence is weakening, Europe says*	Europe	6	12 %
A new climate reality comes into view *A global campaign to crush inflation* An incredible World Cup final	World issues/ events	3	6 %
Britain bids farewell to its queen Queen Elizabeth II's funeral *An era comes to an end*	Queen Elizabeth II's funeral	3	6 %
Protests in China stretch censorship to its limits China tries to snuff out protests *Protesters lash out at China's Covid restrictions*	China	3	6 %
Dozens of young people have died in a lethal crackdown by the authorities in Iran, according to lawyers and rights activists A possible end to Iran's morality police A deadly bombing in Istanbul	Middle East	3	6 %
Bolsonaro administration agrees to accept loss	Brazil	1	2 %

The research showed that 25 out of 50 randomly chosen issues placed the articles about the war in Ukraine on the front page as top events. The rest 25 issues appeared to mention the war in Ukraine in other columns as theme N 2, or in other brief news of the issue. Thus, 100 % of *The New York Times' Morning Briefing* newsletters under consideration constantly informed readers about the war in Ukraine, 50 % of them chose the War in Ukraine theme as a priority and placed the articles referred to this topic on the front page.

The results of the quantitative analysis described above proved the assumption based on the newsworthiness principle that the war in Ukraine was

the main news in media in general, and in *The New York Times' Morning Briefing* newsletters in particular. In this sociolinguitics discourse, the war in Ukraine can be decided to be the top event because it matches all the six criteria[26] suggested by the Writing Centre of George Mason University, USA, and the reasons are as follows:

– It has been lasting since 2014, with hot phase starting in February 24, 2022 (timeliness);

– Geographical location of Ukraine is in the centre of Europe. Nuclear threat after occupation of Chernobyl nuclear power station, later Zaporizhzha nuclear power station by the aggressor's troops made the distance between countries insignificant due to possible scale of the consequences. (proximity);

– The war had been predicted to end in three-seven days, but the Ukrainian troops successfully defend their country against the aggressor – the myth of the enemy's army as of the second most powerful one has been ruined (uniqueness/oddity);

– The war caused engagement of all political leaders, public figures, media persons, celebrities, people of art (prominence);

– The results of the war are predicted to have the greatest impact on the whole world in the nearest future (impact);

– The war has caused huge amount of killed, wounded, replaced people (conflict).

3. Some stylistic peculiarities of the newspaper articles with examples from the *The New York Times' Morning Briefing* newsletters

Many linguists have managed to reveal specific features of newspaper language. For example, Pape S., Featherstone S. viewed the language of press as a specific discourse which has its own style and vocabulary[27]. They also examined sentence structure and advised to use simple words and short sentences for reporting news[28]. Wolseley et. al, pointed out that newspaper sentence structure and vocabulary must be chosen in such a way to convey as much meaning as possible to suit the needs of all readers[29]. Tuchman G. suggested that sentences in news texts usually contain under twenty words and

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[26] News writing fundamentals. Writing Centre of George Mason University, USA. URL:https://writingcenter.gmu.edu/writing-resources/different-genres/news-writing-fundamentals (дата звернення: 21.03.2023).

[27] Pape S., Featherstone S. Newspaper Journalism. A Practical Introduction. London etc.: Sage. 2005. 222 p. P. 49.

[28] Ibid. P. 27.

[29] Wolseley R. E., Campbell L. R. Exploring Journalism. New York : Prentice-Hall. 1946. 636 p. P. 119.

recommended to avoid words that have more than two syllables[30]. Van Dijk, argued, that news articles have longer and complex sentences with the average number of about 25 words and mentioned use of embedded clauses and nominalisations in the sentences[31].

Much attention has been paid to estimating the form and role of headlines. As Allan Bell puts it,"the headline is an abstract of the abstract"[32]. Besides, the reader starts reading the text with the headline. Thus, after reading a headline, he/she has some expectation about the content of the following lines, connecting these lines to the headline. Headlines differ from the rest parts of the article by size – they are shorter: according to Mårdh's study, the average length of a newspaper headline is about seven words[33]. They also differ by form: "use of grammatical units lower than the sentence, heavily modified noun phrases, active forms of the verbs rather than passive, omission of words that have low information value, such as articles and the finite forms of the verb be" are characteristics of the headlines[34]

e. g.: *300 days of war in Ukraine[35] Zelensky in Washington[36]*

The review of the works in the field of newspaper language allows to specify the following linguistic characteristics, which are accompanied by examples from the newsletters articles.

Firstly, news articles are written in a structure known as the "inverted pyramid."[37] In the inverted pyramid form, the most newsworthy information goes at the beginning of the story and the least newsworthy information goes at the end. The example is as follows:

"Volodymyr Zelensky, the Ukrainian president, made a risky journey yesterday to Washington, where he met with President Biden and addressed a joint session of Congress in a bid to rally support for his country's war effort. After their meeting, Biden said the U. S. would continue to support Ukraine "for as long as it takes."

Zelensky, asked what he would consider a fair way to end the war, said that he would not compromise the sovereignty, freedom and territorial

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[30] Tuchman G. Making News: A Study in the Construction of Reality. New York : Free Press. 1978. 244 p. P. 106.

[31] Van Dijk Teun A. News as Discourse. *University of Amsterdam.* Hillsdale, New Jersey, Hove and London : Lawrence Erlbaum Associates. 1988. 200 p. P. 76.

[32] Bell A.The Language of News Media. Oxford : Blackwell. 1991. 277 p. P. 150.

[33] Mårdh I. Headlinese: On the Grammar of English Front Page Headlines. Liberläromedel : Gleerup. 1980. 200 p. P. 88

[34] Werlich E. A text grammar of English. Quelle und Meyer. 1976. 315 p. P. 27.

[35] The New York Times/Morning Briefing/December 21, 2022

[36] The New York Times/Morning Briefing/December 22, 2022. personal mailbox.

[37] News writing fundamentals. *Writing Centre of George Mason University*, USA. URL: https://writingcenter.gmu.edu/writing-resources/different-genres/news-writing-fundamentals (дата звернення: 21.03.2023).

integrity of his country. He said Ukraine shared values with the U. S. and was fighting "for our common victory against this tyranny."

The meeting came after the secretary of state, Antony Blinken, announced that the U. S. was sending Ukraine an additional $1.8 billion in military aid, including a Patriot missile battery, one of the most advanced U. S. air defense systems. Zelensky said he intended to ask for another Patriot battery. "We are in war – I am really sorry," he said"[38].

One can also see that interest is maintained through the use of certain linguistic features such as short paragraphs, and accurate sentences.

As for the vocabulary, there are certain specific features such as the intensive use of:

– special political and economic terms, e. g. *defence system*, *a joint session*, *military aid*, *the sovereignty*, *territorial integrity*[39];

– abbreviations: names of organizations, public and state bodies, political associations, etc. known by their initials are very common, e. g. *U. S.*[40] , *NATO*[41], U. N.[42] , *G7, EU*[43];

– neologisms eg.: *to brandish*[44];

Soviet-era, jet-powered drones[45];

Emotive and colorful lexical units sometimes occur: e. g. *most advanced*, this *tyranny*[46]; the *stunning failures*[47]; *devastating effect*[48]; Now Kherson is *fearful, cold and deserted*[49].

News articles are normally about something that has taken place; so they are mostly written in the past tense.

e. g. *Ukraine **executed** its most brazen attack into Russian territory in the nine-month-old war yesterday, targeting two military bases hundreds of miles inside the country with drones*[50].

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[38] The New York Times/Morning Briefing/December 22, 2022. personal mailbox.

[39] Ibid.

[40] Ibid.

[41] The New York Times/Morning Briefing/December 21, 2022. personal mailbox.

[42] The New York Times/Morning Briefing/December 8, 2022. personal mailbox.

[43] The New York Times/Morning Briefing/December 5, 2022. personal mailbox.

[44] Putin warns of a protracted war in Ukraine. The New York Times/Morning Briefing/December 8, 2022. personal mailbox.

[45] The New York Times/Morning Briefing/December 7, 2022. personal mailbox.

[46] The New York Times/Morning Briefing/December 22, 2022. personal mailbox.

[47] The New York Times/Morning Briefing/December 19, 2022. personal mailbox.

[48] The New York Times/Morning Briefing/December 16, 2022. personal mailbox.

[49] Ukrainian drones hit deep in Russia. The New York Times/Morning Briefing/December 6, 2022,personal mailbox.

[50] Ibid.

*And in Moscow, Vladimir Putin, the Russian leader, **honored** propaganda figures and Russia-installed leaders of the four illegally annexed Ukrainian regions[51].*

The sentence structure is simple, using relatively short sentences and words and some clichés which the whole audience understands.

e. g. *The strikes signaled a new willingness by Kyiv to take the fight to bases **in the heart of Russia** and demonstrated for the first time Ukraine's ability to attack at such long distances*[52].

Another sign of newspaper style has been reflected in the ambiguity of words. For example, in the sentence *Russia launched **a wave** of Iranian-made drones at Kyiv, ending a three-week lull in drone attacks[53].* – the word "a wave" is ambiguous because mainly referring to sea, ocean, energy, etc. in this example it means "a big amount of".

In the sentence "*But there is a widespread sense among officials and civilians that, short of nuclear escalation, there is little more Russia can do to Ukraine in retaliation that it is not already doing, with its **waves** of strikes on the country's energy grid and other infrastructure[54].* "waves" mean "series"

In the sentence *Ukraine can now reach deep into **Russia** and can theoretically hit Moscow if it chooses[55]*, – geographical name *Ukraine* is used to mean military troops. Another example shows geographical name in the meaning of "authority, leader, government": ***Moscow** said that its forces had intercepted the drones, and that "the fall and explosion of the wreckage" had "slightly damaged" two planes, three servicemen[56].*

The sentence below contains the word "brazen", which has various meanings "shameless" and "bronzed", but here is used to describe the attack. The duration of war is described as the age of a person, thus, seeing the war as a creature, probably, a monster. Here the use of words gives the sentence an emotional colouring:

e. g. *Ukraine executed its most **brazen** attack into Russian territory in **the nine-month-old war** yesterday, targeting two military bases hundreds of miles inside the country with drones[57].*

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[51] The New York Times/Morning Briefing/December 21, 2022. personal mailbox.

[52] Ukrainian drones hit deep in Russia. The New York Times/December 6, 2022. personal mailbox.

[53] The New York Times/Morning Briefing/December 5, 2022. personal mailbox.

[54] Ukraine's strikes on Russia. The New York Times/Morning Briefing/December 7, 2022. personal mailbox.

[55] Ibid.

[56] Ukrainian drones hit deep in Russia. The New York Times /December 6, 2022.personal mailbox.

[57] Ibid.

Besides, news articles are written in third person; they generally use direct speech, if indirect speech is used, it is attributed to someone other than the reporter:

e. g. *He [Putin] said that even though the threat of a nuclear war was "growing," Russia was "not crazy" and the Kremlin was not going to "brandish these nuclear weapons like a razor"[58].*

*Four people **were killed** by the Russian strikes, President Volodymyr Zelensky of Ukraine said[59].*

In majority sentences active verbs are used, however, some passive verbs can be found mostly to show their objectivity about an issue.

e. g. *Volodymyr Zelensky, the Ukrainian leader, **is expected** to meet with President Biden at the White House today and then address Congress in person, according to people familiar with the planning who cautioned that the plans could change[60].*

*At least one of the strikes **was made** with the help of special forces close to the base who helped guide the drones to the target, a Ukrainian official told The Times[61].*

It is commonly considered, that the lead of a news article is the first sentence, usually written as one paragraph, that tells the most important information of the story. A story's lead answers the "Five W's": Who? What? When? Where? Why?[62] However, the *The New York Times' Morning Briefing* newsletters are not embedded in this frame: the number of questions, the type of questions, and their order in the sentence can vary:

e. g. *As the war in Ukraine enters its 11th month(**why?**), Volodymyr Zelensky(**who?**) is planning to address Congress(**what?**) in person today(**when?**)[63].*

*Volodymyr Zelensky (**who?**) visited President Biden (**what?**) in his first known trip outside Ukraine(**where?**) since Russia invaded(**when?**)[64].*

*The Pentagon (**who?**) plans to train 600 to 800 Ukrainian troops (**what?**) – one battalion (**how many?**) – each month (**how often?**) in advanced battlefield tactics (**what?**) at a base in Germany (**where?**), starting next year (**when?**)[65].*

[58] Putin warns of a protracted war in Ukraine. The New York Times/December 8, 2022. personal mailbox.

[59] Ibid

[60] The New York Times/Morning Briefing/December 21, 2022. personal mailbox.

[61] Ukrainian drones hit deep in Russia. The New York Times /December 6, 2022. personal mailbox.

[62] News writing fundamentals. Writing Centre of George Mason University, USA. URL:https://writingcenter.gmu.edu/writing-resources/different-genres/news-writing-fundamentals (дата звернення: 21.03.2023).

[63] The New York Times/Morning Briefing/December 21, 2022. personal mailbox.

[64] The New York Times/Morning Briefing/December 22, 2022. personal mailbox.

[65] The New York Times/Morning Briefing/December 16, 2022. personal mailbox.

*After nine months of Russian bombardment of its towns and cities (**when?**), Ukraine (**who?**) has struck Russia (**what?**) three times in two days (**how often?**), signaling a bolder phase of Ukrainian attacks enabled by longer-range weapons and unconstrained by fear of reprisal (**why?**)*[66].

In our opinion, this feature might increase the level of interest in the news and encourage the reader to continue further reading.

CONCLUSIONS

Digitalization and application of IT in all spheres of life have brought to life new forms of media resources. One of them is newspaper letter which presents an efficient way to share information with public. The work analysed the main topic of news coverage of the year 2022 and some linguistic peculiarities of newspaper language that determined the style of newsletter articles.

The coverage of the following themes was identified: the war in Ukraine; the USA; Europe; World issues/events; Queen Elizabeth II's funeral; China; Middle East; Brasil. Sociolinguistic approach to define the prevailing topic was used.

The war in Ukraine proved to be the main news highlighted by the reporters of *The New York Times' Morning Briefing* newsletters. The importance of this event is determined by six values: timeliness, proximity, uniqueness/oddity, prominence, impact, conflict.

Based on the wide range of literature in the field of newspaper style research, the analysis of some stylistic peculiarities of *The New York Times' Morning Briefing* newsletters was performed. It was estimated, that they are written in a structure known as the inverted pyramid form, where the most newsworthy information is placed at the beginning of the story and the least newsworthy information goes at the end.

Among the characteristics inherent to newspaper style, the language used in email newsletters avoids abstract vocabulary, uses short paragraphs, and accurate sentences, short rather than long words, among which active verbs prevail. Passive verbs are also used mostly to show their objectivity about an issue. Special political and economic terms, abbreviations, emotive and colorful lexical units, neologisms are found in the articles. There are a lot of examples of ambiguity of words too. All mentioned above features allow to conclude that stylistic peculiarities of newsletter articles are simillar to those in traditional newspapers and are caused by the tasks to quickly reach the reader, achieve objectivity of transmitted information, and draw public's attention to the news.

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[66] The New York Times/Morning Briefing/December 7, 2022. personal mailbox.

However, there is also some difference. The lead of a traditional news article is the first sentence, usually written as one paragraph that tells the most important information of the story. It normally answers the "Five W's" in a specific order: Who? What? When? Where? Why? The analysis of the material has shown that the lead of the newsletter article does not necessarily answers the "Five W's" in a specific order: Who? What? When? Where? Why? It tends to leave at least one question unanswered to encourage audience to read the article further. This feature of the lead in the articles of T*he New York Times' Morning Briefing* newsletters corresponds to the style of film reviews with no end rather than to the lead in traditional newspaper articles. More thoroughful analysis of the lead in newsletters might be the subject of further research in media studies.

SUMMARY

The study aims at defining the most important theme of news coverage in *The New York Times' Morning Briefing* newsletters of the year 2022 and identifying some stylistic features of email newsletters language. 50 articles of *The New York Times' Morning Briefing* newsletters have been specifically selected for the purpose of analysis.

It hypothesized that the war in Ukraine was the main event highlighted in media. It also hypothesized that the language used in the articles under consideration violates the rules of grammar and the norms of literary writing and tends to be distinctive.

Sociolinguistic approach to define the prevailing topic was used. The war in Ukraine proved to be the main news highlighted by the reporters of . The importance of this event is determined by six values: timeliness, proximity, uniqueness/oddity, prominence, impact, conflict.

The language and the style used in T*he New York Times' Morning Briefing* newsletters is mainly similar to the style of traditional newspapers, and deviates from the ordinary norms of writing in order to quickly reach the reader, achieve objectivity of transmitted information, and draw public's attention to the news.

However, the lead of the news article, i. e. the first sentence, which contains the most important information of the story in traditional newspaper, does not necessarily answers the "Five W's" in a specific order: Who? What? When? Where? Why? It tends to leave at least one question unanswered to encourage audience to read the article further. This feature makes the lead in the articles of T*he New York Times' Morning Briefing* newsletters analogous to film reviews with no end rather than the lead in traditional newspaper articles.

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