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TOPICAL WORLD NEWS IN ESTONIAN, RUSSIAN, AMERICAN AND BRITISH ONLINE NEWS MEDIA: STYLISTIC DIFFERENCES AND SIMILARITIES IN NEWS HEADLINES
Bachelor's thesis

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NARVA 2016

PREFACE

Every day people are presented with enormous volume of information with an ever-growing speed. This fact has also affected the way news is presented to the public. Being the fastest and most popular source of information, online news is written according to established rules that are oftentimes influenced by commercial, political and cultural aspects. It is important to be able to recognize these aspects in order to obtain an objective perspective of a news item.

The present paper aims to find out whether the wording of headlines is influenced by economic or political interests of news companies, or if they merely follow the general rules of journalistic discourse applied in writing for online media. This will be done by means of an analysis of the headlines of online news articles of the most popular Estonian, Russian, American and British news websites reporting topical news concerning an escalating immigration crisis in Europe.

This paper consists of the following parts. The Introduction describes the rising importance of online media and introduces the essence of it. Chapter I presents the discourse aspect of news and discusses the relations between corporate and political interest in media, views the topic of freedom of press and journalistic traditions of the countries. Chapter II uses this information for the analysis of the news articles headlines. The Conclusion draws upon the results of the analysis and weighs on the aim of the research and potential further studies.

Contents

INTRODUCTION

The Importance of Online Media

There is a multitude of sources that a person can obtain his or her information from. News comes from newspapers, radio and TV, news websites and social media. Every medium is competing for the popularity and often the commercial benefit. People usually follow their preferred news source but due to its dynamics, Internet news is becoming more and more predominant.

Without a doubt, the Internet is the fastest growing medium compared to its alternatives. As mentioned in Carin Dessauer's article *New Media, Internet News, and the News Habit* though initially it was designed for military use only, the Internet came into public use in mid-nineties and in 1995 national news corporations such as CNN developed their websites. In 1996, coverage of the Olympics and the presidential election in the United States made people notice Internet news. For example in 1996, CNN.com saw its traffic increase by 700% in 1 year (Howard et al 2004:122). As any other medium, it has its advantages and shortcomings but without a doubt, it has changed the way we perceive news and what we expect from it.

Dessauer lists seven traits of online media that make it distinctive. These are dynamic content, user control, hyperlinks, multimedia, interactivity, customization, and layered journalism (Howard et al 2004:134). The information provided by the news can change very fast and since some news, especially so-called breaking news, emerge faster than all of its facts are checked, the corrections and additions to the initial news are inevitable. In case of online news, the reader has more control over the way he or she decides to continue with the news – whether to continue with the news in a linear way or whether to follow the links embedded in the text. The majority of websites provide a variety of complements to the story such as a video, photograph or statistical charts that allows to explore the issue in dept. The news often has a commentary sections and polls next to them, allowing the reader to participate in shaping the news and give instant feedback. All of these features make online news unique and layered.

Digital and Print Media

In order to be able to analyze online news it is important to make a distinction between digital and print media. Both of them have their audience and serve their purpose. Without a doubt, any medium that strives to be a considerable source of news has to obey universal journalistic

rules such as to provide information and formulate this information in the most suitable way; to be credible and trustworthy; and to implement objectivity and transparency. Digital and print media achieve these goals using different means mainly due to their individual format.

Here it is necessary to point out the differences between the two. Print media, which is represented by newspapers, magazines, newsletters and other publications, has a final product on paper and it is unchangeable once published. Although also having deadlines, it still gives the writers as well as the editors time and space to elaborate on their opinions and use more descriptive or figurative writing, in-depth analysis or comparison.

On the other hand, the reader of an online story can move in many different directions because the story is connected to many other pieces of information: other stories, illustrating images or videos, etc. The different pace is the whole other issue. Internet news gives almost instant coverage and blogging in real time.

Design and the Use of Images

One of the most important differences of online news is the possibility to use multimedia that supports the information. If printed news, even with the use of images, is final as a product, the websites' moderators can change the content or the imagery even after the news has been published. The only shortcoming of the online news article is that usually it has to fit on one page. Although the reader can scroll the page down, the most important news or the most attractive attributes of it have to fit on the upper part of the article that allows the reader to obtain the information without the necessity to read further. Thus, it is vital to oblige certain layout rules that have been proven efficient. Since websites layout or design in general is closely connected to advertisement effectiveness, numerous studies have been conducted to analyze the way certain layout attracts the reader.

One of the ways to measure that is the use of heatmaps. As defined by BusinessDictionary.com a heatmap is a graphical representation of data using colors to indicate the level of activity, usually using darker colors to indicate low activity, and brighter colors to indicate high activity. In case of websites' layout analysis, a heatmap is an additional layer that covers the actual news page and indicates where the attention of the reader goes. The parts of the screen that the reader finds more attractive, more interesting or more informative are presented on the heatmap in brighter colors, the parts that are avoided by the reader stay darker.

According to a survey by Alistair Sutcliffe and Abdallah Namoun *Predicting User Attention in Complex Web Pages* that studied three influences on visual attention such as

location, page layout and component salience using heatmaps the information in the top-left corner of a webpage receives the most attention. They also concluded that the F-shaped pattern of reading does not apply to news columns in digital news and the visual means like ads and illustrations play a rather distractive role in webpage layout (Namoun et al 2012:679-695).

Linguistic Style

In a way, online writings can be paralleled with images. They are also rather scanned than studied. The person, who chooses to read a news article online, probably seeks for quick source of information. Therefore, the reader spends less time reading it. Thus, the authors of the online articles have to adapt different strategies in their writings.

Judging from the heatmap studies, and the fact that without scrolling the webpage, the reader is left with a limited reading space, it seems wise to concentrate the information. And if this concentrated and informative message is interesting enough, the reader is ready to make an effort and scroll the page down for more information. That leads back to the fact that headlines are crucial. Capturing the readers' attention is essential, but there lays a threat. If the language used by the author is too provoking, it can be considered as dubious and even untrustworthy. Sometimes using the most informative words in the headline or the first sentences of the news is enough. As Brian Carroll notes short sentences, active verbs, direct statements and inverted pyramid presentations help maintain the right tone, one that may come naturally to practiced journalists who know that every word counts (Carroll 2010:7-13). This illustrates well the notion that the language of the web writings has to be simple yet attractive.

The research hypothesizes that news companies follow the rules of online news writing mentioned above in order to give their readers attractive and informative material but also meet the demands of the owners of the news companies.

CHAPTER I. JOURNALISTIC TRADITIONS, POLITICS AND CORPORATE INTEREST IN MEDIA

1.1 Freedom of Press

Each year a France-based international non-profit, non-governmental organization Reporters Without Borders (RWB) conducts a survey that lists world countries on the basis of a questions sent to partner organizations of Reporters Without Borders and its 130 reporters around the world, as well as to journalists, researchers, lawyers and human rights activists.

The inquiry asks questions about attacks on journalists and the media as well as other indirect ways of pressure against the free press. RWB notes that the list only deals with press freedom, and does not measure the quality of journalism. Due to the character of the survey's methodology, there is often a big difference in a country's ranking from year to year. A total of 180 countries are compared.

The World Press Freedom Index of 2015 names Finland as the leading country in freedom of journalistic expression. From the countries observed in the present research, the highest place on the list is held by Estonia. Compared to the last year our country moved up one step and is on the 10th place. The next one is the United Kingdom that lost one place compared to the last year and is positioned on the 34th place. The United States retained its 46th place. The lowest of the four is Russia, holding the same place as the year before, ranked the 148th. (Reporters Without Borders)

These facts illustrate convincingly the tendencies in journalistic freedom and are helpful in assessing the role of journalistic style.

1.2 Journalistic Integrity

Closely connected to the freedom of press comes the notion of journalistic integrity or high standards of doing one's job. It has to follow the journalistic code of ethics. Be it Estonian Newspaper Association, Russian Federation of Journalists, the British National Union of Journalists or the American Society of Professional Journalists, all of them have their codes of ethics. The International Principles of Professional Ethics in Journalism define journalistic integrity as follows:

> The social role of the journalist demands that the profession maintain high standards of integrity, including the journalist's right to refrain from working against his or her conviction or from disclosing sources of information as well as the right to participate in the decision-making of the medium in which he or she is employed. The integrity of the profession does not permit the journalist to accept any form of

bribe or the promotion of any private interest contrary to the general welfare. Likewise, it belongs to professional ethics to respect intellectual property and, in particular, to refrain from plagiarism (EthicNet:8).

1.3 The Politics and News

As mentioned above, journalists play a vital role in deciding what content reaches the audience. Besides, being the messengers and the interpreters of events, they are also the creators of public opinion, thus the ones who choose how the opinions and political steps of the government are channeled to people.

Nonetheless, media is not the only source of information and so it is not unrestricted in its work. The politicians themselves voice their attitudes and thus attempt to control the public's viewpoints and understandings of the situation.

Doris Graber, Denis McQuail and Pippa Norris discuss this relationship between politics and news media in their book *The Politics of News. The News of Politics*, pointing out that this competition can and should be overcome with the help of an open dialogue, "so that all political interests enjoy an opportunity to advance their causes, regardless of the popularity of their views" (Graber et al 1998:3). The authors put the emphasis on the importance of objectivity and responsibility of journalists. When framing news, writers should ensure the accuracy of information and respect privacy of people.

> The unwritten rules of democratic political culture – which do assign a public service role to news media – command that they devote time and space to the public policy agenda in order to reveal to political leaders and citizens the strengths and weaknesses of various policy proposals. Information should also be available about the performance of politicians and the qualifications of new aspirants to public office. Corruption, abuses of power, and other misconduct in the handling of public affairs should be reported, irrespective of the prominence of the parties involved, although appropriate standards of conduct in public life remain a matter of contention. Similarly, news media messages should apprise the political community about the political opinions, concerns, and interests of various publics (Graber et al 1998:3).

1.4 Corporate Interest in Media

Despite the real ownership, all of the media agencies operate as businesses. They are commercial corporations that create profit for their owners and stockholders gained by sales and advertising earnings.

In recent years, the media business has changed significantly. Technological advancements allow the rise of number of different news outlets and products, which in its own right invites people to spend more time and money on media products. This growth in the variety of media channels makes these businesses compete with each other by applying new strategies and multimedia technologies to attract the consumer. When this is insufficient, the companies are bought by the competitor or forced to merge with it. The enormous mergers of

different companies result in emergence of media conglomerates of colossal power. That may result in concentration of control over news into the hands of few people that raises concerns and dilemmas regarding the civic duties of journalists to serve public interest.

1.5 Journalistic Traditions of Estonia, Russia, the United States and the United Kingdom

Russia

According to Natalya Krasnoboka (2015) of Davis Center for Russian and Eurasian Studies at Harvard University the Russian market of print and electronic media is characterised by bigger constancy and consistency. The political actors have exited from media ownership and gradually led to the depolitisation of media content. Since the independence, media owners are more interested in commercial rather than political gains.

Although she notes that media content is more and more apolitical, it is not perceived as such from the rest of the world. It seems to be directly guided by the governing forces. However, media legislation continues to change. Some changes are related to the new developments in the Russian media, such as the appearance of the new media forms and communication means like online media. Other changes act as the means of control on media activities and are explained by the question the national security. This is spread in many countries but vary in its extent. (Krasnoboka 2015)

There are visible changes in the quality of Russian media production – it is visually attractive and professional. However, combined with other developments mentioned above, media products rarely meet the requirements of international journalism demands such as objectivity or impartiality. As a result, it can be suggested that there is a change in the visual quality of media products, whereas the content wise change is questionable.

Estonia

Estonia is without a doubt one of the most computerized countries in the world. Online use is very high and most of everyday life is closely connected to the Internet.

According to Urmas Loit (2015) of the University of Tartu websites started as advanced search engines and www-catalogues in the late 1990s, which by the turn of the century developed into several types of portals, including the news portals.

The biggest and the most influential news portal is *Delfi.ee*, operated by the Express Group. This website produces along with references to other media sources some original

content (including video and podcast) with the emphasis on headlines and the opportunity to comment on the news. Comment sections have invoked several debates and court cases about the liability of the media owner for the comments left by the visitors. *Delfi.ee* runs also a portal in the Russian language. The company has affiliations with other Baltic States and Ukraine. (Loit 2015)

Most Estonian newspapers have online versions. The major newspapers employ separate teams for the paper and online versions. Additionally, the contents of the two editions are separated. Online versions of the newspapers can be read for free; the attempts to charge the readers have as yet failed. In 2009, *Postimees, Eesti Päevaleht* and some other newspapers declared they would limit the availability of the stories from the paper version online with intentions to charge for using the archive and the paper-version online. (Loit 2015)

The Public Service Broadcaster, *Eesti Rahvusringhääling*, runs an online news website that often is a source for radio news, as does the Baltic News Service and dailies' online versions. The public service broadcaster, as well as commercial *Kanal 2* and *TV 3*, makes some programs available on demand.

Most AM/FM radio programs can be listened to online. The public service broadcaster, *radio Kuku* (a talk station run by the Trio Radio Group) and some other radio stations make their talk programs available as on-demand archives. (Loit 2015)

Although the share of Internet advertising has been constantly rising in the total advertising expenditure (3 percent in 2004; 11 percent in first half of 2009), experts and industry professionals often conclude the cash flow still remains insufficient for cost benefit. (Loit 2015)

The United States

According to Amy Mitchell the director of journalism research at Pew Research Center, the mobile devices, time on, more people are getting their news from the Facebook, "a platform where influence is driven to a strong degree by friends and algorithms". (2015:4) The report analyses "the relationship between information and democracy – whether this means exploring the degree to which like-minded consumers gravitate to the same sources, the opportunities consumers have or don't have to stay on top of the activities of their elected officials, or how connected residents feel to their local communities. „ Although the rise in these spheres, more conventional news platforms such as television and newspapers are still relevant and their

decline in popularity is marginal. An interesting trend also connected to the use mobile devices is a huge rise in consumption of internet radio compared to traditional AM/FM radio. (Mitchell 2016)

What comes to economic trends, the newspapers continue to lose their profit. Mitchell writes "Alongside those declines, three different companies in 2014 spun off more than 100 newspaper properties, in large part so that their still-robust broadcast or digital divisions would not be affected by the newspaper industry's continuing financial woes."(Mitchell 2015:6) In contrast, local TV had a rise in on-air ad revenue and this could be attributed to pre-election ad sales. The revenues of networks are different: with CNN and Fox News on the rise while NBC for example saw a decline in profit numbers. With digital media it is not so clear since there is no organized method to track the changes with that sorf of media. While new relationships have been struck between news organizations and tech companies like Facebook, the tech companies still control more of the arrangement and reap most of the financial benefit.

The United Kingdom

According to Professor of Journalism and Head of the School of Journalism and Communication at The University of Queensland Michael Bromley (2015) nearly 49 million British people are online users. Posting self-generated content is a minority interest, but social network sites have tens of millions of UK contributors. All significant media have online presences, a trend started in 1994 with the Electronic Telegraph followed by Guardian Unlimited, whose site has made the paper the most widely read in the world. BBC Online is one of the world's most visited sites.(Bromley 2015)

Newspaper websites typically have additional features, such as blogs, audio and video material, that are not found in the print versions. The two most popular, *the Telegraph* and *Guardian.co.uk*, have more than 30 million users a month each. BBC Online is said to be by 43 percent of the UK population.

All of this describes the influences on the wording of the news articles and their headlines. Although the journalists should be impartial in their writing as suggested by the press ethics, they are still impacted by the established journalistic practice in their countries. They still have to consider commercial demands and find the best way to channel the views of governing politicians.

CHAPTER II. CRITICAL DISCOURSE ANALYSIS OF THE HEADLINES

2.1 Critical Discourse Analysis

There are several approaches to discourse analysis. Meri-Liis Laherand points out three main ways to analyze discourse. These are Brittish approach, Foucault approach and Critical Discourse Analysis (CDA), which is used in this research. CDA agents claim that the words are politicized because they carry within themselves power, which reflects the speaker's interest. (Laherand 2008:325). Thus, the CDA helps to shed light on the connections between power and language use. According to one of the forerunners of the approach, Norman Fairclough, the conducting of CDA is a three-stage process that is comprised of a) the description of the text; b) the interpretation of relationship between the text and the interaction; c) the explanation of relationship between the interaction and the social context. (Laherand 2008:325).

The description of the text is the examination of its vocabulary, grammar and structure. In order to conduct the analysis, one has to define the discourse i.e. to decide where this text belongs and how it is written in the matter of production and consumption. Secondly, the connection with power has to be established. This is traced by the choices made by the author. Norman Fairclough presents ten questions that have to be answered while conducting the critical discourse analysis:

1. What experiential values do words have?
2. What rational values do words have?
3. What expressive values do words have?
4. What metaphors are used?
5. What experimental values do grammatical features have?
6. What relational values do grammatical features have?
7. What expressive values do grammatical features have?
8. How are (simple) sentences linked together?
9. What interactional conventions are used?
10. What larger-scale structures does the text have?
(Fairclough 2001:92-93)

Since the present analysis is focused on headlines, only first seven questions can be considered. Fairclough differentiates among three types of values that lexical, grammatical and textual features have: experiential, rational, and expressive.

The discourse belongs to news and particularly to headlines.

2.2 Headlines and Hypertext

The rules of writing for print and digital media are very similar. For instance, the wording of articles' headlines has to accomplish certain tasks. As pointed out by Brian S. Brooks and Jack Z. Sissors in their book The Art of Editing (2000) for the headlines to be effective they have to: attract the reader's attention, summarize content, help reader index that content, depict mood and tone, help set the tone as well as provide typographic relief. (Brooks et al 2000:81)

Still, the headlines of online writings serve an additional purpose – they have to be picked out from the vast number of other articles published each hour. The reader who is scrolling the news page and scanning for interesting information has to receive all the information only from the words used in the headlines of the articles. Therefore, they have to convey dense data that invites the reader to click on the headline and read the full article.

There is another important aspect to consider and it is directly connected to the way information is searched for on the Internet. There are several ways in which people look for news online. They can access the news site directly and browse for news or they approach the process from the opposite side and use a search engine to look for a certain news issue that interests them. These two approaches emphasize the need for informative headlines. They may not be as entertaining and clever-worded as print media headlines but they serve the purpose. As Brian Carroll illustrates it in his Writing for Digital Media, "though lacking in glamour, search engine optimization is a multi-billion-dollar business that is fueling how content is found or lost online" (Carroll 2010:82).

One of the peculiarities of digital content is presence of hypertext. Hypertext as defined by Merriam-Webster Dictionary is an arrangement of the information in a computer database that allows a user to get information and to go from one document to another by clicking on highlighted words or pictures. In the case of online news, the document is a news article and the highlighted words are additional headlines related to the news article at hand or keywords that describe the content of the article. Since it gives the reader a possibility to move from one piece of information to the other, one is in command of the direction in which he or she moves obtaining the information. The receiving of information is no longer linear and guided by the author of the article, as in case of printed news article, it is guided by the readers' choices that often depend on the wording of hyperlinks.

There is also a number of studies that focus on cognitive processing of multimedia news. One of them was conducted by Kevin Wise, Paul Bolls and Samantha Schaefer and focuses on

how the number of hypertext links affects the reader's perception of the news article at hand. The study that monitored heart rate, skin conductance and recognition concluded that people who chose an article from a large array of news or that contained more links showed bigger heart rate acceleration and were able to produce more details of the story.

Taking into the consideration the general rules of headline writing and the distinctive ways in which the reader scans the online news articles, it is important for online writers to find a balance between dense information and captivating wording.

2.3 The Analysis of the News Articles Headlines

2.3.1 The Criteria for the Choice of the Sources

In order to see whether the hypothesis of the paper is valid, the four online articles representing four leading news organizations in Estonia, Russia, the United Kingdom and the United States are presented. The variety of the digital news outlets in every country is enormous, ranging from electronic versions of major newspapers with long journalistic history to blogs covering narrow subjects such as sports, entertainment, etc. Therefore, the specifying of the choice of the sources has to be made based on the certain criteria.

There are different ways to approach the problem: choosing websites based on ownership (state-owned vs business based establishments), credibility (gossip vs fact), or popularity. The paper takes into account the most popular news channels according to the website *allyoucanread.com*. The website lists over 25,000 magazines, newspapers and top news sites from over 200 countries worldwide. The presented media is categorized by countries and subject.

The top five most read news websites in Estonia in order of popularity are the news site *Delfi*, newspapers *Postimees* and *Õhtuleht*, the online correspondence site *Hot Uudised*, and the daily newspaper *Eesti Päevaleht*. The State owned broadcasting organization *Eesti Rahvusringhääling* (Estonian Public Broadcasting) does not make the top five by a margin. *Delfi* is sometimes criticized for its lack of objectivity or unethical notions but is widely read due to its fast news correspondence and easy read.

The two top news sites in Russia are *Yandex Novosti* that is connected to leading search engine and *Novosti mail.ru*, that as the previous site focuses on e-mails. The third by popularity is *RBC Rosbusinesscunsulting*. The fourth in order is the one selected for this paper, the government owned *RIA Novosti*. The fifth being equal - *Vesti.ru*. The Federal State Unitary

Enterprise *RIA Novosti* is the official source of the news published by the government and agency follows closely the government's policies.

Unlike Estonian and Russian news, the top five British and American news sites contain special interest sites. The fifth and fourth places in Great Britain go to well established newspapers such as *The Mail* and *The Guardian*; *The Telegraph* barely not making the top five. The third and the second places go, interestingly enough, to the US owned search engine *Yahoo!, Yahoo! Eurosport* and *Yahoo! UK news* respectively. The most popular news channel is *BBC*. British Broadcasting Company is unique in its way. It is public owned i.e. every citizen pays the tax and thus subsidizes the company. This is the one that is chosen as a source for this research.

In the United States the top spot is held by *CNN*, followed by relatively young but largely popular the *Huffington Post*, the third and the fourth places are held by sports news sites *ESPN* and *Fox Sport*, the fifth is popular yet often criticized *Fox News*. CNN or Cable News Network has worldwide reputation for being the equivalent of newsmaking. At present CNN fights for popularity by means of technology and interactive means.

The four sources chosen are Estonian Delfi, Russian RIA Novosti, British BBC and American CNN.

2.3.2 The Criteria for the Choice of the News Articles

The articles analyzed in the present paper all cover the development of the ongoing migration crisis. The crisis has proved to be ever-growing and even escalating. Its developments are influencing countries' policies, economies and relations thus it has world-wide relevance and is perceived as urgent.

The articles fall under four major events: the capsizing of the fishing boat in the Mediterranean carrying hundreds of immigrants, the rise of nationalist PEGIDA movement in Germany, the EU's decision to implement refugee acceptance quota for the member countries and the question of annulment the open-border Schengen Area.

On April 19, 2015 the news of capsizing of the fishing vessel in the Mediterranean sea carrying hundreds of illegal immigrants appeared in the news all around the world. The boat with arguably 700 to 900 people abroad, started its nocturnal voyage from Africa to Europe. The migrants reportedly fell overboard when they rushed to one side of the ship to draw attention of the passing Portuguese merchant ship King Jacob, causing their ship to capsize. The help was called for, but the extent of the tragedy was immense. The nearest place was the Italian

island of Lampedusa. At the time of breaking of the news, only 28 people were reported to have been rescued, and 24 bodies were recovered. The rescue mission was carried out by cooperation of Italian naval and coastguard ships, the Maltese Navy and cargo vessels, along with three helicopters.

Although the news of immigrants crossing the Mediterranean have been published for years, the present tragedy made it impossible to ignore the subject any further. The new issues arose: racial, religious and political problems with emergence of far right groups that fight against refugees or other immigrants that threaten people's jobs or security; the necessity of financial and humanitarian aid and many more. Meanwhile the flow of the refugees does not seem to be seizing.

Another matter concerned with the immigration is the rise of nationalist groups in the European countries. The one, that has received world-wide coverage, is Germany's PEGIDA. PEGIDA-movement or Patriotische Europäer gegen die Islamisierung des Abendlandes (Patriotic Europeans Against the Islamisation of the West) was founded in October 2014 but gained wide attention in December 2015, when its anti-Islamic rallies gathered thousands of residents and got the condemnation of the government. The movement opposes Germany's immigration policies and fights for preservation of German national values. Although its initial intentions are noble, there movement attracts not only peace oriented citizens, but also neo-Nazis and hooligans, that make the rallies disorganized and oftentimes violent. The mass meetings of the supporters of multiculturalism and immigration have also taken place and that potentially divides the nation in two. The account of the news has been universally negative but there are also discrepancies in the way this judgment is made.

One of the most pressing issues concerning immigration is imposing of Syrian Civil War refugees' acceptance quota. In essence, it is an agreement according to which the members of the European Union accept a number of refugees in their countries. Since the number of dislocated foreigners is staggering, the discontent of the countries is justified. In the beginning of September 2015, the plan of distributing the immigrants among the EU members has been announced by the European Commission President Jean-Claude Junker and has been met with both compliance and outrage.

The information on the number of people to be accepted varies from source to source. The media does not specify the procedures of the acceptance and focuses on the financial support of future comers. This topic is also closely connected to people's fear of unknown and their concern for the safety.

The Schengen Area is the area where 26 European countries have agreed upon having no border control. This means that once the traveler enters the area he or she does not need to demonstrate his or her passport on the boarders of the countries that belong to Schengen. The agreement has been in function since 1995 and so far has not had major setbacks.

However, as a result of the migration crisis and several terrorist attacks in major European cities such as Paris and Brussels the temporary border control has been reintroduced. In late August 2015, the media started covering the debate on the necessity to abolish the agreement to protect European citizens from the masses of war refugees that either pass the country or intend to reside there. Some of the countries like Germany advocate the need to welcome the refugees and divide them between the states and others see the dangers in this and want to protect their borders.

The headlines of topics mentioned above are evaluated by the use of critical discourse analysis.

2.3.3 The Method of the Analysis

In the following part of the paper, the author analyses the headlines of 16 articles. Since the articles are in three languages, an arbitrary translation shall be presented. In case of word play, the author finds it necessary to provide two translations: the first sense-for-sense translation would convey the meaning of the headline and the second word-by-word translation will keep the initial words and their order from being lost.

The analyzed headlines with the translations are as follows:

1. The articles about the capsizing of the boat

1.1 Delfi:

Vahemerel läks põhja alus 700 inimesega pardal.

In the Mediterranean a vessel with 700 people onboard sinks.

In the Mediterranean went to bottom a vessel with 700 people aboard.

1.2 Ria Novosti:

СМИ: судно с сотнями мигрантов затонуло в Средиземном море.

Mass Media: a vessel with hundreds of migrants aboard sinks in the Mediterranean.

Mass Media: a vessel with hundreds of migrants sinks in the Mediterranean.

1.3 BBC:

Mediterranean migrants: Hundreds feared dead after boat capsizes

1.4 CNN:

'Genocide' charged as boat capsizes in Mediterranean

2. The articles about the rise of PEGIDA movement

2.1 Delfi:

FOTOD ja VIDEO: Dresdenis toimus seni suurim immigratsioonivastane meeleavaldus.

PHOTOS and VIDEO: The biggest anti-immigration demonstration so far takes place in Dresden.

PHOTOS and VIDEO: In Dresden happened so far the biggest anti-immigration demonstration.

2.2 Ria Novosti:

Под эгидой ПЕГИДА: правые в Германии и Австрии.

Under the auspices of PEGIDA: the right-wing politics in Germany and Austria.

Under the auspices of PEGIDA: the rights in Germany and Austria.

2.3 BBC:

Anti-Islam 'Pegida' rally in Dresden sees record turnout

2.4 CNN:

German Minister: don't overestimate „PEGIDA" movement.

3. The articles about refugee quota

3.1 Delfi:

150 pagulast, 373 pagulast... Unustage need arvud. Juncker plaanib automaatset jaotamist.

150 refugees, 373 refugees... Forget these numbers. Junker plans automatic distribution.

3.2 Ria Novosti:

Европарламентарий: план решения кризиса с мигрантами навязала Меркель.

The European Parliament: Merkel foists the migrant crisis solution plan.

The European Parliament: the plan for solution of crisis with immigrants foisted Merkel.

3.3 BBC:

Migrant crisis: EU's Juncker announces refugee quota plan

3.4 CNN:

Merkel calls for migrant quotas for EU states to combat crisis

4. The articles about Schengen area restrictions

4.1 Delfi:

Mis tara? Mis Schengen? Piirideta retk mööda pagulaste teed.

What fence? What Schengen? A borderless journey along the refugee roadway.

4.2 Ria Novosti:

ООН: без единой миграционной политики в ЕС Шенген может развалиться.

UN: without a unanimous migration policy in the EU Schengen may fall apart.

4.3 BBC:

Schengen free movement 'may be in danger', says German minister

4.4 CNN:

Is Europe's open borders agreement in doubt?

2.3.4 Delfi/ RIA Novosti/ BBC/ CNN : Analysis of Headlines
Delfi

Vahemerel läks põhja alus 700 inimesega pardal

FOTOD ja VIDEO: Dresdenis toimus seni suurim immigratsioonivastane meeleavaldus

Unustage need arvud. Juncker plaanib automaatset jaotamist

Mis tara? Mis Schengen? Piirideta retk mööda pagulaste teed

There are certain tendencies that can be traced in the captions. It seems as if the main aim of the headline is to attract the reader and somewhat set the reader's mood. This is done by means of abundant punctuation, use of numbers and names, capitalization of words and unusual way of using several sentences in one headline. The beginning of the second sentence promises the use of multimedia. Such intent to draw attention is characteristic of outlets that are oriented to gaining profit and earn benefit by displaying ads on their websites. Since Delfi is not sold as a newspaper or magazine, its main income comes from advertisement. The longer the reader stops at the article, the bibber the possibility of noticing the ad. Therefore such form of an article headline is beneficial.

What comes to experiential values some ideologically colored words are used. The words used in the headlines are neutral when viewed as separate entities. Still there are a couple

of examples that illustrate ideological tone. In the first headline a phrase *went to bottom* (läks põhja) is used instead of *sank* (uppus), which is more dramatic, and when one takes into the consideration the fact that the article deals with depiction of loss of human lives, it is even tragic. The second headline provides a comparison with a phrase *the biggest so far* (seni suurim) that gives additional scale to the event. The third headline, in addition to the numbers, the use of an imperative and names, the words *plans* (plaanib) and *automatic* (automaatset) are important. With the first word the president of European Commission Jean-Claude Junker is given a position of power, that enables him to hatch a plots. The automatic distribution seems to be something that the reader cannot stop nor control.

Experiential grammatical values: the sentences do not have a usual SVO structure. Instead of this the subject is emphasized and the number of complements are used. (e.g *Dresdenis toimus seni suurim immigratsioonivastane meeleavaldus CVCS)* The agent, the initiator or/and the causer is not always clear, which can be caused by the intention to hide him or her or he or she is not as important to the editor as the event itself is. (*e.g. Piirideta retk mööda pagulaste teed*). Despite of this the voice is active. The sentences are positive – the negative aspect is depicted by the means of meaning hues of the words. (*e.g. läks põhja uppus asemel, immigratsioonivastane).* Nominalization can be traced in Headline 4. The peculiarity is in the use of nominal questions used in H4.

Relational grammatical values are expressed here with mode. The example of this are the third and the fourth headlines. The third uses an imperative sentence (*Unustage need arvud*), which despite of lack of the exclamation point urges the reader to act the certain way. The same headline has an interesting beginning *(150 pagulast, 373 pagulast...)*. It contains only objects which means, that the writer assumes that the reader already knows the questions and so the questions have been perceived by topical by the reader. In the latter headline there are two questions, that on one hand makes the reader wonder whether he or she knows the answer to the questions and on the other hand promises the explanation in the article.

RIA Novosti

СМИ: судно с сотнями мигрантов затонуло в Средиземном море

Под эгидой ПЕГИДА: правые в Германии и Австрии

Европарламентарий: план решения кризиса с мигрантами навязала Меркель

ООН: без единой миграционной политики в ЕС Шенген может развалиться

All four headlines analyzed are visually divided in two parts. The first part of the headline serves as a citation of the source or refers to a topic of the news. Sometimes it is hard to judge which of the two measures it is without knowing the content of the article. For instance, in the third headline it is not clear whether the European Parliament blames German Chancellor Merkel for dictating her plans against the majority's will or the reference to the institution is there merely to depict the topic of the news. If the aim of the writers is to present the topic of the news, then it is definitely helpful for the reader and helps to attract the attention in a positive and constructive way. If this tactic is used in order to cite the source, then it can shift the attention along with responsibility to the cited party that is the writer is no longer judgmental or in any other way biased.

The headlines contain a lot of names. The citing, naming the topic, mentioning the names of the places, establishments and people can be considered a sign of objectivity, but at the same time it can be an indication of the fact that that the editor does not take responsibility for the information. The example of this ambiguity is the headline mentioned above about the European Parliament or the first headline, where mass media is referred. It is not easily figured out what mass media is talked about and there arises a question on why a representative of a mass media (RIA Novosti) is referring the other unknown source of mass media.

Expect for the first headline, which is universally perceived as tragic, all other headlines contain small nuances that reflect the attitude of the author. The second headline the phrase (*Под эгидой*) seams pompous and monumental. Considering the fact that the word *правые* may refer to far-right movement, it appears as contrasting and pushed. The third sentence also contains a conflict: *навязала* (foist) has a negative tone whereas *план решения кризиса (*crisis solution plan*)* is positive. It is possible, that it can be a sarcastic remark that ridicules the validity of the plan. The last headline contains negativity in the word *развалиться (*fall apart*)*.

Here too the classical word order of the sentence is altered. It is best illustrated by the two latter headlines. The one who is guilty is Merkel, Schengen is falling apart. It is worth noting that the Russian press has blamed European and American politicians and contrasted their actions to the west. Despite of that Schengen and travelling to Europe is very important to Russians, so the imposing of restrictions or the collapse of the entire system very significant. The agent in the headlines is mainly known. The allegations in the headlines are quite straightforward. The voice is active. The sentences are positive. The negativity is expressed by the hue of the meaning of verbs (zatonulo, navjazala, razvalitsja).

Relational grammar: the sentences are declarative. Modality is used only in the fourth headline and accompanying the verb expresses looming possibility of a negative event.

Although there are no identification ways presented, the distance from the subject matter and a feeling of superiority can be sensed. Compared to the Estonian news agency the headlines are more restrained: there are no questions, commands nor unnecessary punctuation.

BBC

Mediterranean migrants: Hundreds feared dead after boat capsizes

Anti-Islam 'Pegida' rally in Dresden sees record turnout

Migrant crisis: EU's Juncker announces refugee quota plan

Schengen free movement 'may be in danger', says German minister

BBC uses very different means by which it attracts the reader. The headlines seem to be very dense with information. It shows that the writer's objective is not to shock the reader as much as to invite him or her to stay on the topic.

Similarly to RIA Novosti, BBC uses the reference to the subject that is informs the reader right away. The first words of the headlines are descriptive enough.

The wording is still colored. The word *feared* is both powerful and sympathetic. The second headline contains two marked words. *Record* refers to something yet unseen and *turnout* implies a surprise. The more neutral word would be attendance. The fourth headline has a quote 'may be in danger' that is both cautioning but at the same time uses a rather mild modal to soften or question the threat.

CNN

'Genocide' charged as boat capsizes in Mediterranean

German Minister: don't overestimate „PEGIDA" movement

Merkel calls for migrant quotas for EU states to combat crisis

Is Europe's open borders agreement in doubt?

CNN's approach is similar to the one of RIA Novosti and Delfi. Equally to Delfi there is punctuation and capitalization. The overall feeling it gives is connected to sensation.

The vocabulary is provoking. Right in the first sentence the word *genocide* is used. Most of people view this word as representing a deliberate act of killing the group of people, usually by a certain ruler or dictator. There is a contradiction since the words *genocide* and *charged* imply the existence of a subject that brings about this tragic event but the phrase *boat capsizes* tells the different story of an agentless action. The second headline uses a completely different

approach to the news compared to European take on it. The word *overestimate* suggests that the coverage of PEGIDA-movement has been blown out of proportions and does not deserve such attention. However, CNN does not take the responsibility for such a claim citing the minister as a source. While being geographically far from the events this seems to be a very credible take. The word *combat* in the third sentence can also be pointed out. The word that implies powerful and active action is used instead of more neutral alternatives such as *deal*, *handle* or *resolve*. The fourth headline conveys double hesitation: with the word *doubt* and the question form of the headline itself. What comes to grammatical features, then there is no certain and universal approach.

Based on the analysis of the headlines it can be concluded that all of the news companies use ways to attract the reader. Delfi and CNN achieve that by use of abundant punctuation and tempting wording. RIA Novosti and BBC use a subtler tone and summarize the content of the article in the beginning of the headlines. All of them convey emotions and invite people to read further.

CONCLUSION

The present bachelor's paper analyses the ideological influences on the wording of headlines. This is done by studying the most popular online news agencies in Estonia, Russia, the United States and the United Kingdom - Delfi, RIA Novosti, CNN and BBC respectively. All of the analyzed headlines are connected to the ongoing migration crisis in Europe.

According to the analysis, it can be suggested that all of the news agencies applied the tactics that both inform and captivate readers by using punctuation and capitalization as well as the words that set the precise tone. Still, all of the headlines contained, to a certain extent, words that conveyed the ideologies of the news companies. Some of the companies used citing as means of handing over the responsibility of news.

It can be concluded that Delfi uses the tactics to attract the readers, sometimes by unnecessary means such as abundant punctuation, capitalization and numbers. That correlates with Delfi's its profit oriented approach. RIA Novosti uses more restricted yet powerful wording. The headlines contain references to other agents that suggests that RIA Novosti shifts responsibility for the information depicted in the articles and since it is a state company the approach is grounded. BBC has a very informative approach. The headlines contain references to the topics and that corresponds to objective attitude of BBC. CNN uses strong wording and punctuation. Its strategy is to attract and captivate the reader. It is closely connected to CNN's frequent use of breaking news and the urge to be always topical.

The aim of the analysis was achieved by tracing general rules of online wring of headlines and drawing parallels between the wording of the headlines and the ideologies conveyed by the news companies.

Nevertheless, this topic can and should be studied further due to its lasting significance.

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SUMMARY IN ESTONIAN

Inimesi pommitatakse igapäevaselt meeletu koguse infoga, mida hangitakse erinevatest allikatest: ajalehtedest, televisioonist, sotsiaalsetest võrkudest jne. Internetiuudistel, mis on oma loomu poolest üheks kiiremaks informatsiooniallikaks, on omad kirjutamisreeglid, mis on tihti mõjutatud kommertslikest, poliitilistest ja kultuurilistest aspektidest. Tähtsamateks nõudmisteks pealkirjadele on informatiivsus ja kokkuvõtlikkus. Lisaks on määravad ka lugejas huvi äratamine ja teatud emotsiooni äratamine.

Käesoleva töö, „Aktuaalsete ülemaailmse tähtsusega uudiste kajastus Eesti, Venemaa, Ameerika Ühendriikide ja Suurbritannia interneti väljaannetes: Stilistilised erinevused ja sarnasused uudiste pealkirjades", eesmärgiks on analüüsida internetiuudiste pealkirju kasutades kriitilise diskursusanalüüsi meetodit. Uurimuses analüüsitakse nelja pagulaskriisiga seotud uudiste pealkirja, mis on kuvatud kõige populaarsemates Eesti, Venemaa, Ameerika Ühendriikide ja Suurbritannia interneti väljaannetes. Nendeks uudiste portaalideks on vastavalt Delfi, RIA Novosti, CNN ja BBC. Analüüsiks valitud artiklid käsitlevad nelja suuremat ülemaailmset kajastust saanud uudist. Kuigi Lähis-Ida sõjapõgenike teema on olnud aktuaalne ka varem, piiritlen teema valikut ajaliselt, võttes esimeseks teemaks ülemaailmse meediakajastuse saanud laevahuku, mis päädis ligi 700 migrandi uppumisega. Teiseks uudiseks on Saksa rahvusäärmusliku liikumise PEGIDA demonstratsioonid. Kolmandaks teemaks on pagulaskvootide määramine Euroopas ja viimaseks uudiseks on Schengeni ala piirikontrolli taastamise vajadus.

Kasutades ülaltoodud uudiste pealkirju analüüsin, kas ja mis määral mõjutab uudisportaalide poliitika pealkirjade sõnastust. Väidan, et kasumile orienteeritud asutused kasutavad subjektiivseid emotsionaalselt värvitud fraase ja riigiomandis olevad asutused peegeldavad valitsevat poliitikat. Samuti usun, et kõik väljaanded lähtuvad ka universaalsetest uudiste pealkirjade kirjutamise reeglitest.

Töö jaguneb järgnevateks osadeks. Sissejuhatuses kirjeldatakse internetimeedia kasvavat osatähtsust ja tutvustatakse digitaalse meedia olemust, selle erinevust trükimeediast, keelekasutust ja disaini. Esimene peatükk esitab uudiste diskursust ja räägib korporatiivsete ning poliitiliste huvide mõjust meedias, samuti vaadeldakse pressivabadust ja ajakirjanduslike traditsioone uuritavates maades. Teises peatükis räägitakse kriitilise diskursusanalüüsi meetodist, pealkirjade ja linkide olemusest ning kasutades eelnevat informatsiooni viiakse läbi pealkirjade diskursusanalüüs. Kokkuvõttes presenteeritakse analüüsi tulemusi ja hinnatakse töö eesmärgi täitmist ning tulevaste uurimiste vajadust.

Uurimuse käigus selgus, et kõik uudisteagentuurid kasutasid pealkirjade kasutamisel taktikaid, mis nii informeerisid kui ka tõmbasid lugeja tähelepanu. Analüüsitud maade autorid kasutasid selleks erinevaid viise, nt kirjavahemärkide kasutust, läbivat suurtähte, kui ka teatud alatooniga sõnavara. Kasutusel oli ka teematäpsustus ja allikaviiteid. Võib väita, et igal pool kasutati sõnu, mis peegeldavad uudisteagentuuride ideoloogiaid. Riigiomandis olevad väljaanded kasutasid emotsionaalselt vaoshoitumat stiili ja edastasid oma sõnumit erinevate sõnade mitmetähenduslikkuse abil. Kasumile orienteeritud väljaandes püüdsid tekitada emotsiooni ja äratada lugejas huvi.

Töö eesmärk saavutati leides uuritavates pealkirjades universaalseid uudiste pealkirjade kirjutamise reegleid ning tõmmates paralleele pealkirjade sõnastuse ja uudisteagentuuride omanike ideoloogiate vahel.

APPENDICES

The Articles

Vahemerel läks põhja alus 700 inimesega pardal (123)

19. aprill 2015 11:15

Toimetas: Matti Aivar Lind
www.DELFI.ee

Fotol ei ole juhtunuga otsest seost!   Foto: AFP

Itaalia uudisteagentuur Ansa vahendab, et Vahemerel on läinud põhja alus hinnanguliselt 700 inimesega pardal.

Liibüa ranniku lähistel põhja läinud kalalaev vedas illegaalseid immigrante. Lähedal olnud kaubalaev suutis päästa 28 inimest.

Intsident juhtus ööl vastu pühapäeva. Ansa kirjutab, et esialgsete andmete kohaselt saatis hätta sattunud alus välja ka hädakutsungi. Kohale saabunud merepäästjad leidsid eest ümber läinud kalalaeva.

Itaalia mereväe juhtimisel on alustatud ulatuslikku päästeoperatsiooni.

Esmaspäeval läks samas piirkonnas põhja alus kardetavasti 400 inimesega pardal. Paadipõgenike vool on viimasel ajal suurenenud, kõigest sel nädalal on Itaalia merevägi päästnud Vahemerelt juba umbes 10 000 inimest.

Foto: Kuvatõmmis Youtube'i videoportaalist

DELFI