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**THE DEVELOPMENT OF JOURNALISTIC STYLE IN ENGLISH: THE CASE
OF THE NATIONAL GEOGRAPHIC MAGAZINE**

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PREFACE

Nowadays in our century of consumerism people have got used to change things quickly, such as technologies, books, clothes, places of residence and even jobs. However, there are some things in the world that with time become only more and more popular, interesting, available and developed, such as popular journals and magazines, *National Geographic*, in particular, which has existed for 128 years already and has many awards. People have pleasure to read it to learn something interesting and useful about nature, science, significant events in the world and to enjoy the view of beautiful illustrations. The main aims of this thesis are to analyze how the journal has advanced and changed for 128 years, how a starting singular issue has turned into such a famous reading magazine in the world and what changes *National Geographic* has recently experienced.

The paper consists of the Introduction, two core chapters and the Conclusion. The introductory part presents general information about the popular science magazine *National Geographic*, gives an overview of significant historical dates and describes people with whom the development of this magazine is strongly associated. Chapter I, which is the theoretical part of the paper, discusses information about stylistic peculiarities of the journalistic style, its structure and features, provides the list of popular magazine topics and objects of articles and rubrics, describes main goals of photos. Chapter II focuses on the practical comparison of *National Geographic* issues and provides the analysis of how changes of stylistic style occurred; it shows other differences such as illustrations, photos, fonts throughout its recent history, describes how the development of this journal has progressed in recent decades. The Conclusion sums up the outcomes of the research and comments on the hypothesis.

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INTRODUCTION

1.1 History of the *National Geographic* Magazine

The National Geographic magazine emerged in October, 1888 in Washington. The original idea of the creation of this type of magazine was to increase people's knowledge of geography. This journal was created by 33 men from the *National Geographic Society*, which is the largest scientific and educational institution in the world. In the group of creators there were geographers, explorers, teachers, lawyers, cartographers, military officers and financiers. A few volunteers edited this magazine after them. The first president of this society was Gardiner Greene Hubbard, who was a lawyer, financier and philanthropist. (Wallechinsky and Wallace, 2013: para 1)

According to Wallechinsky and Wallace (2013), at the beginning, sales were very small and magazines were not so beautiful with customary covers and without illustrations. It was an interesting magazine from the beginning but people did not buy. When the magazine became popular, *the National Geographic Society* started to sponsor expeditions actively.

"In 1890-1891 the first of the society's expeditions explored the St. Elias Mountains along the Canada-Alaska border and discovered Mt. Logan, Canada's highest peak. Later society grants (more than 1,400 to date) helped Peary reach the North Pole, Byrd fly over the South Pole, Cousteau explore the sea, the Leakeys trace our past in Africa, and Jane Goodall observe wild chimpanzees." (Wallechinsky, David. Wallace, Irving, 2013: para 2)

Alexander Graham Bell became president of the society in 1898. For him, the team was more important than sales of issues because he thought that it helped to attract new travellers in membership that support explorations. Under his direction, society membership approach to 2,000 of people. Then, were published the first magazine with photographs. It was an important and special event. Illustrations became the trademark of the magazine. The pictures filled half of the space yet. The journal was published until 1896 and every month. *The National Geographic* is the first magazine that published so big amount of colour illustrations in that time and first who published the photographs with natural colours. . (Wallechinsky and Wallace2013: para 5)

The journal developed rapidly. In 1900 he married Alexander Graham Bell's daughter and that how appeared Bell-Grosvenor dynasty. (Wallechinsky and Wallace2013: para 5)

The National Geographic Society has a long list of famous persons:

Well-known contributors to the magazine have included Joseph Conrad, Amelia Earhart, the Lindberghs, Peary, Amundsen, Byrd, General Pershing, Theodore Roosevelt, William Howard Taft, Andrew Carnegie, John D. Rockefeller, Calvin Coolidge, Herbert Hoover, and Alexander Graham Bell, who wrote the articles under the pseudonym H. A. Largelamb because he did not want to appear as a naturalist. (Wallechinsky and Wallace 2013: para 16)

It is interesting to know that the magazine is very careful not to use any criticism about the countries, no advertising of cigarettes or alcohol.

1.2 *National Geographic*: Photography

Many people associate and connect the *National Geographic* magazine with photography, because the illustrations fill half of the space. Main topics of photography- nature, animals, people from different countries. There are some issues of the magazine that include only photos. (Shu, Les: para 1)

“The October issue of Nat Geo is simply titled, “The Photography Issue”. According to the magazine, the issue will highlight the medium that it “has helped to shape, looking at how photography has the power to impact our lives by bearing witness, helping to prove fact, giving us insight into each other, revealing unknown places, celebrating wonder and inspiring us to protect our natural world. Some of the featured photographers include Marcus Bleasdale, James Balog, Martin Schoeller, David Guttenfelder, Abelardo Morell, and Joel Sartore..” (Shu, Les: para 2)

Nat Geo, which is a short title of the magazine, worked with different unique places, including the Mount Everest, colour photos of the undersea and the Northern Hemisphere. Nat Geo organised different photography competitions and events all over the world. Also began to work and function new addition - blog Proof, where photographers all over the world post their photos, comment, discuss, where photographers share their opinions, expectations, creative works. Blog Proof can find on the Nat Geo website - *NationalGeographic.com*’. The blog edited by photo director Keith Jenkins and consist from interesting interviews, works from famous photographers as well. (Shu, Les: para 3,4,5)

Cade (2013) comments that Proof was created recently, in celebration of their 125th anniversary. That photography blog became very popular yet. Proof begins with a series of photographer's interviews. It is another achievement of the *National Geographic* team.

“*Proof* will offer a real-time look at our storytelling process – everything from how to edit down 60,000 photographs to 12, to which single item a photographer on a four-month assignment can’t live without,” Jenkins wrote in a post describing the new site. “Equally important to us is finding more incredible stories that you, our members, have created, and then spreading them around the globe. We want to celebrate, with you, all the possibilities for visual storytelling that this new century offers.” (ibid: para 6)

While photography plays a major role in *National Geographic*, this research work will also focus on the journalistic style, compare old and modern issues in terms of it.

1.3 *National Geographic*: Boilerplates Television

National Geographic Television produced the TV production since 1963. *The National Geographic* Television has doing everything that they can to create interesting stories for audience. Nowadays *National Geographic* Television has many awards and good feedbacks (National Geographic Names Award-Winning Industry Veteran Brooke Runnette As President, National Geographic Television : para 12):

“Recognition from the Peabody Awards, DuPont Columbia Awards and highest honors from natural history film festivals, NGT programming can be seen globally on the National Geographic Channels, as well as terrestrial and other cable and satellite broadcasters worldwide, and also on PBS in the United States.” (National Geographic Boilerplates: para 3)

National Geographic Channels International

There are six channels: *National Geographic* Channel, *National Geographic* Channel HD, Nat Geo Wild, Nat Geo Wild HD, Nat Geo Adventure and Nat Geo Music. *National Geographic* Channels International inspires about the planet, gives the possibilities to know about geography, history, culture, nature and animals. This channels concentrate on education and exploration and translated on 48 languages in 171 countries. Given channels suits for adults and for children. (National Geographic Boilerplates : para 3)

National Geographic Cinema Ventures

National Geographic Cinema Ventures produced big screen films including: (National Geographic Cinema Ventures Announces : para 11)

“Academy Award-nominated documentaries “Restrepo” and “The Story of the Weeping Camel”; giant-screen award-winning films “Sea Monsters: A Prehistoric Adventure,” “U2 3D,” “Mysteries of Egypt” and “Forces of Nature”; and feature-length films “The Last Lions” and “Life in a Day.” (National Geographic Boilerplates: para 6)

National Geographic Books & Home Entertainment

National Geographic Books & Home Entertainment produce books and video to explore, to entertain, to learn more about our planet. The main topics are space, history, mental abilities, culture. Also, it produces DVD films and TV shows. Nowadays there are more than 100 books for everyone, including children. Products are available in printed and digital ways. These National Geographic products have been translated into 35 languages to make more possibilities for a wider audience. It is easy to make your day interesting through films and books of *National Geographic*. (Founders of Beloved Life is Good® Brand Reveal Power of Optimism in ‘LIFE IS GOOD: The Book’ : para 6)

National Geographic Education

National Geographic Education offers a lot of learning programs. The aim of it is to prepare young people to future life, give the necessary knowledge of the world. *National Geographic* Education is a big system of study materials for everyone, especially teachers and students to help to cope with educational programs in schools and colleges, generally, in geography. *The National Geographic* Education Foundation sponsor in developing geographic education in the United States and Canada. (*National Geographic* Society: para 11)

National Geographic Kids

The mission of *National Geographic Kids* is to entertain and educate with the able of electronic support as computer games, television and smart phones. It is the first educational system for kids. *National Geographic Kids* has become very in use in different countries. Also there are *National Geographic Little Kids* that publishes several issues per year. The products of it are available in printed and in digital ways. *National Geographic Kids Books* published a lot of exemplars for kids of different years. In the website *kids.nationalgeographic.co* there are a lot of interesting, entertaining games, also many other things for kids. *National Geographic Kids Entertainment* is a quality source for children's education and free time. (*National Geographic Kids*: para 1)

National Geographic Traveling Exhibitions

National Geographic is one of the major organization of traveling exhibitions in the world since 2004:

“Tutankhamun: *The National Geographic* has organized two Egyptian exhibitions. The Golden King and the Great Pharaohs” and “Cleopatra: The Search for the Last Queen of Egypt.” Other exhibitions *National Geographic* has organized include the four-city U.S. tour of “Afghanistan: Hidden Treasures from the National Museum, Kabul. In 2009, *National Geographic* traveling exhibitions were seen by more than 6 million visitors.” (*National Geographic Boilerplates*: para 9)

1.4 *National Geographic*: Journalistic Style

Journalistic style is also referred to as news style, news writing style is made for media. The main feature of journalistic style is how the information is offered. It is consisted of a theme, manner or writing, audience. To write like a journalist, you will need excellent English and grammar skills. (*Basic Principles of News Writing*: page 4).

Journalists write with a strong control of the language and are capable of expressing details and concepts. News style encompasses not only vocabulary and sentence structure, but also the way in which stories present the information in terms of relative importance, tone, and intended audience. The tense used for news style articles is past tense. News writing attempts to answer all the basic questions about any particular

event—who, what, when, where and why and also often how—at the opening of the article. This form of structure is sometimes called the "inverted pyramid", to refer to the decreasing importance of information in subsequent paragraphs. (Basic Principles of News Writing: page 4).

The central factor of writing information is objectivity and correspondence. Articles should stay compact, meaningful and logical. However, some news companies differ in big amount of adjectives, euphemisms and idioms, differ from professional standards. (Basic Principles of News Writing : page 4)

Responsibilities of a Journalist

There are many major rules for good writing. Journalists have their rules or media ethics. It includes avoidance from such details as names of children, names of victims, information that do not suit to the given theme. Avoid such mentions as race, religion, sexual orientation and physical or mental disabilities. Today's journalistic style has the following characteristics: (Basic Principles of News Writing : 55)

“Compact, usually short sentences, every word selected and placed for maximum effect; short, terse paragraphs, each complete in itself and capable of being removed without destroying the sense of the story; conciseness, directness and simplicity through elimination of unnecessary words and phrases; factualness without editorial opinions and dogmatic expressions; 'Strong' verbs and nouns preferred over hackneyed words and expressions; observance of grammatical and word usage rules. The active voice is usually more emphatic than passive voice.” (Suresh, Kalyani: para 4).

Qualities of a Journalist

According to Basic Principles of News Writing (page 55), qualities of a reporter are:

- Credibility
- A good reporter should have a good reaction to react and write news fast
- Critical view to differentiate reliable sources from unreliable
- Desire to find interesting news
- Writing good leads, headlines, editing before publishing
- A good reporter should use facts in very careful way
- Besides journalism, reporter should know much about what he writes, have knowledge in different areas, develop permanently
- Articles should stay compact, meaningful, rational and logical
- A journalist should not repeat themselves and write without excessive use of adjectives
- Skill at taking notes, to ask right questions
- Journalistic style differs in availability, significance, relevance, peculiarity and interest
- To analyze information, to summarize, to paraphrase

- Stress resistance
- Social skills and good team-work skills

The aims of this research are to discuss information about the main peculiarities of English journalistic style, and analyze their development and change on the basis of the *National Geographic* magazine, i.e. examine popular magazine topics, rubrics, photos and illustrations, design and electronic support throughout the period of 1979-2013, of its 128-year old history. The research question is: has *National Geographic* changed over the years (pictures, contents, design, style) and if yes, then how, and how might it influence its popularity and readership?

CHAPTER I. CHARACTERISTICS OF NATIONAL GEOGRAPHIC

2.1 Important characteristics of journalistic style

“Journalism is "business of writing, editing, or publishing a newspaper or public journal," 1821, regarded at first as a French word in English, from French *journalisme* (1781), from *journal* "daily publication"; compare *journalist*.” (Harper, Douglas. 2017)

Journalistic style is the official language of the media world including articles, interview, reports, notes, essays. This style can be used in writing and in spoken language. Journalism is comprised of editing, managing, writing for journals, newspapers, magazines, and media such as television, radio or internet (Webster, 1913: para 2)

Schweitzer (2009) claims that two leading functions of journalistic style are informative and persuasive. The rest of it appeared as subordinates of this. The journalistic language also has such characteristics of mass communication as appeal to "typical" mass reader, absence of feedback between producer and receiver, the speed of text writing, the limited size of a text and the ability to fill it with maximum of information.

Informative function use in international political vocabulary (parliament, speaker, inauguration, constitution), phrases that reflect political processes in society (economic area, presidential contest, financial recovery), also terminology with concept of moral, ethics, medicine, economic, culture, words from psychology. Journalistic style is characterised by usage of language devices that also fit into this group: vocabulary with abstract value (constructive, priority, intensify), proper nouns, abbreviations (USA, UNESCO), collocations, participial phrases, verbal adverb phrases. With informative function are also connected such stylistic devices of journalistic style as newness that is

characterized by the big amount of neologisms and brevity, short, compact, incomplete sentences, short sentences and paragraphs, narrative intonation.

Orientation toward the recipient is characterized by universalization of language and by specialization. These two opposite tendencies are connected with the informative function of journalism. They appeared in the popularization of loan-words, professionalisms, jargonisms, despecialization of terms, specialization of media language, selection of linguistic means according to readership, background knowledge and subject differentiation (Schweitzer 2009).

The main idea of persuasive function is to have an effect on a reader, convince him/her in something and inform, create necessary atmosphere. Information is intended to a wide part of the society. It often occurs in modern publications. Especially, when the author wants to emphasise his/her attitude toward a problem. Authors can influence the mind and senses of a person. Journalistic style is characterised by usage of words that describe emotional experience, inner turmoil, feelings. Negative and positive connotation is a basis for journalistic style which is divided into: emotional reaction, attitude and condition (Reference?).

Schweitzer (2009) points out that with persuasive function are connected such stylistic devices as imagery, emotiveness, tenor and directivity. For this effect are used connotation of lexical items, lexical and grammatical modality, metaphor, metonymy, stylistic contrast, archaisms, slang, puns, paronymy, repetition, inversion, antithesis, euphemisms, etc.

Schweitzer (2009) observes that journalism has a special lexical layer containing words and collocations. In dictionaries such words are marked as *journalese*. This equates to exact distinction between journalism and general fiction and official speech.

One of the obvious features of Anglo-American journalism is compression. Laconism and brevity occur in compounding, conversion, nouns to -er, noun phrase, phrasal characteristics. Such methods as replacement of a phrase into a word, verb with verbal noun into a verb, final clause into an infinitive, prefer complete elliptical form instead of short forms (Schweitzer 2009).

2.2 Usual components and contents of an article

Elements of a cover page

Cover page creates the first impression in the mind of a viewer, making it one of the most critical components for getting noticed. A well-made cover page is an opportunity to capture reader's attention. For many readers, cover page is a deciding factor to purchase the journal or not. Moreover, the design of a cover page decides whether or not this page would be more appealing and different from other magazines on a common board of a newsstand. The main parts of a cover page are the headline, story lines and main cover line, folio, images and image captions.

Headline

Headline is the most important textual element of cover page. This is the first thing after the illustration that catches the attention and reflects what the magazine consists of. The headline should be interesting and appealing. Headlines are located on the top of the page, this is the most important and attractive place of cover page. Mastheads can differ according to size and color but always have a bigger size regarding other textual element on the page (Nicola 2013: para 5).

Story lines

Central topics included in a magazine are located on the cover page to inform about the main stories in the particular concrete issue. The main idea is to focus reader's attention, attract the audience and as the result make more sales. This is short compact line, phrase, question or one word usually in bold or in bright color. They can differ from each other. One story line from other story lines is the main cover line on the page. This is the largest text after the title which should be connected with the image. The author emphasizes one story line with the aid of size, color or location. Stories and story lines are chosen for the target audience considering that what would the target group read with pleasure. (Nikola, 2013: para 6)

“Image and image captions should work as a unit. Copy editor should find some nice copy to be placed on the image or below it. Images should be placed on top of the page and their captions should be placed below them or on them. You can set image captions in one or two long rows or you can set them in several narrow rows. Turn off hyphenation for image captions.” (Nikola, 2013:para 6)

Folio

Cover page can include simple information about the date of issue. It may also include the periodical title. It is Placed on the top of the page.

“Folio can consist of several elements. Page number is mandatory but others are optional. Others can be publication logo, date, month, section title, web page, but again do not over do it. Few

elements are more than enough and you should repeat them all over the magazine. Unlike running heads, folios serve a bigger purpose and should be placed on almost every page. The reader should know in every moment at which page he is or to which page he needs to go.” (Nikola, 2013:para 10)

Image captions

Image and image caption are connected. A good design is when the image caption is located below the images.

Headline, summary leads, narration

The headline and the summary lead is a rigid structure, strictly regulated typesetting of language means. Headlines in English have the following list of peculiarities: predominance of verbal structure instead of nominal; verbal structures describe the central events; dropping the link-verb *be*; dropping the article; usage of infinitive instead of verbal forms of future simple; frequent, repeated words; the headline is comprised of the main, actual, latest elements of text content; usage of double-row headlines; compounding of two sentences with the help of linking word *as*; usage of nominal phrase with preposition *in*; have to emotional and content of expressive function; transferred meaning (Schweitzer 2009).

Schweitzer (2009) says that there are two kinds of summary leads: informative and advertising. They have following peculiarities: relevance structuring; crucial information first; pointing the source of information; direct word order; in the beginning of summary lead is located the describing event, then adverb of place, adverb of time; usage of the constructions with linking word *as* and adverb *in*; elliptical phrases; the usage of personal pronouns instead of names.

Narration that follows after the lead has a less strict structure. Nevertheless, writing of journalistic text has following steps: revealing of general thematic structure; emphasizing the most significant themes of given thematic structure; in each paragraph important consequences lead primarily; specialties of the event appear after main mention of that event and his consequences; context of the event and background information are given at the end (Schweitzer 2009).

2.3 Journalistic style in *National Geographic*

National Geographic magazine is one of the most widely known and popular magazines about nature and science in the world, which is widely available in different sources. The magazine is about one hundred and forty pages. The magazine is known for its thick square-bound glossy format with a yellow rectangular border and its big amount of dramatic photographs.

The Style of writing in *National Geographic* is often scientific, there are a lot of words on specific themes, such as geography, nature, traveling, science, history and world culture. There is a lot of specific terminology but articles are written in a understandable way for a general audience, for that reason, the journal has many of readers of different ages who may be do not know much about science, who are not scientists or historians but also want to know about our planet and more, so the language is scientific but accessible for a general reader. Certainly, there are different terminological words. In many articles, there can be a dialogue with the reader. Some of them are written as an author's impressions from a trip or anything else. It creates an effect that you know the author and makes an article true and lively. It outlines a concept that the writer communicates just with you. *National Geographic* magazine suits for broadening a person's word stock and outlook, helps to catch a break, explore.

The articles are presented - in an exciting and entertaining manner. Each page has finely colored, bright, huge or small photographs. Some of them are with captions. Photographs perfectly illustrate catch the spirit of given articles, convey emotions and author's opinions. There are a lot of maps or different auxiliary materials.

If to examine one of the issues of the magazine by October 2013, there are about ten articles on different topics. In the beginning of the magazine, there are contents with pages, names of articles, short descriptions, authors of the articles, photographs, images or from what they were taken. In the beginning there are additional departments, for example, From the Editor, Forum, Ask Us, Behind the Scenes, *National Geographic* TV, *national geographic.com*, *Final Edit*, *Flashback*. They are short and more adjusted to concentrate, some of them include additional information about the magazine and Forum rubric is comprised of reader's comments, feed backs and emotions, people exchange their

opinions about of what they like or not and why. In the rubric Ask Us readers ask questions, the most interesting of them have a chance to be posted in the magazine.

Topics in *National Geographic* include: geographical: journey through time and space, last news from observation stations and expeditions. In the focus of attention - planet Earth, the animal world, plant life, environment, science, the human and life around him; adventurous: explorations, inventions, conquests, experiencing, mysteries, cultures, history, catastrophes and another fascinating materials.

2.4 Main goals of illustrations

Photography is a very important world invention on which worked a lot of scientists from over the world. Today photography is one of the most popular hobbies of a large amount of people. This craft brings a lot of advantages and possibilities in different areas.

Main goals of photos are:

1. Photography creates history

Photography saves emotions. Because of photography people can capture significant and joyful moments of our life. Later we can come back to the past, remember important dates, events of life. Thanks to photography we can reverse the time and feel once again joy or sadness that were in the past. Not always we have an opportunity to visit our relatives, friends, close people. Sometimes photos are the only way to communicate with each other, maintain contact, see the achievements or changes, different events. (Pryor 2017).

“You’ve heard the old saying, “A picture is worth a thousand words.” It’s very true. Professional and amateur photographers alike have the ability to express themselves through their images. When someone looks at one of your photos, they are able to see something exactly the way you saw it. Photography can convey ideas in a very artistic, visual, and creative way.” (Pryor, 2011: para 5)

2. Photography informs

Nowadays photos are used everywhere. It is a source of information, visual example of happenings. For example, we can see and learn wild animals that live hundred kilometers away from us. We can explore the world, cultures, nature, events, everything that is located in under and above from the Earth. Photography helps to broaden the horizon. Some decades back yet these perspectives were only in someone's imagination. Nowadays people conceive information differently. To represent information, different

presentations, images, photos and video are used. People want "to think" visually. It brings more perception, ideas, impressions, saves time.

3. Photography is the future

Photography is used widely in different spheres of human activities. In science, it is practiced as independent method of exploration and helps to find way not only into visual world also in the depths of -micro and macrocosms. Mapping of land surface gives an important information for development of contemporary sciences and national economies. (Shotov, Alexey.2011:para 1)

4. Photography is a profession

Nowadays professional photographers have a lot of work. Their services are used by newspaper and magazine offices, advertising agencies. It is very popular to order a photographer for some special events like wedding or theme party where their profession skills need also creativity and imagination.

Journalistic texts have the same goals of pictures - to inform, to explore, to educate, to illustrate, to provoke emotions and to entertain.

2.5 National Geographic Your Shot Photo Community

Your Shot community is specializing in sharing photos from over the world. Main peculiarity of this blog is that anyone can join it and participate for absolutely free. All that is needed is Internet connection. Photographers and amateurs upload and exchange their photos and the best of them are rewarded by National Geographic photographers and editors. Users select photos that they like, choose their favorites, share view and comments. Photos that are published in the blog are being selected by editors. After that anyone who registers, becomes part *National Geographic's Your Shot Photo Community* and may participate in the process of rating.

The most popular photos go to trending. There are brief overviews of each photo, name of photographer, date of publication, location and photo details. Photos are divided into the rubrics: abstract, adventures, animals, architecture, black and white, culture, fashion, food, landscapes, music, nature, people, places, portraits, space, sports, style, travel, underwater and weather. This is very useful and convenient for searching.

On the website, there is a column known as Assignments and Stories. Its mission is to tell stories through big, bold photos. First of all, assignments on different themes are

given, for example, Saving Our Oceans, Strong Women, Minimalism, Silhouette and others. Assignments are curated by National Geographic editors. Whether you are a hobbyist or professional photographer, you can submit your best pictures with captions. Then Community photographers and National Geographic committee several times a month discuss the submissions and select the best of them. Users vote for their favourites and the winners are posted in the Editor's Spotlight and demonstrated on the @natgeoyourshot Instagram account. (National Geographic Partners, 2017)

“The Daily Dozen just got bigger. And better. Each weekday our editors showcase their top 12 submissions. You vote on your favorites, and the winners appear in the Editors' Spotlight and be featured on the @natgeoyourshot Instagram account”. (National Geographic Partners, 2017)

Selected photos from themed assignments are going into an online story. In the result, a story is published from user's photos and captions with editor's commentary.

To conclude, main features of journalistic style are informative and persuasive functions. Persuasive function is connected such stylistic devices as imagery, emotiveness, tenor and directivity. With informative function are connected such stylistic devices as newness that is characterized by the big amount of neologisms and brevity, short, compact, incomplete sentences, short paragraphs, narrative intonation.

The main parts of a cover page is the headline, story lines and main cover line, folio, images and image captions.

The headline and the summary lead have a rigid structure, strictly regulated typesetting of language means. There are two kind of summary leads: informative and advertising. They have following peculiarities: relevance structuring; crucial information first; pointing the source of information; direct word order. Narration that follows after the lead has less strict structure.

Main features of *National Geographic* journalistic style: the style of writing is scientific, there is a lot of specific terminology but articles are written in an understandable way, in many articles there is a dialogue with the reader. Some of them are written as an author's impressions from the trip or anything else. Photographs perfectly illustrate, catch the spirit of given articles, convey emotions and author's opinions. There are A lot of maps or different supplementary materials. Topics in *National Geographic* include geographical, science and adventurous themes. Main goals of photos are to entertain, to inform, to educate

CHAPTER II. RESEARCH INTO THE DEVELOPMENT AND CHANGE OF NATIONAL GEOGRAPHIC

3.1 Research methodology and sample

This chapter presents the results of the analysis of several issues of *National Geographic* from 1979 till 2013. The aim of the research is to and analyze the development and change of the *National Geographic* magazine in terms of topics, rubrics, photos and illustrations, design and electronic support throughout 1979 till 2013 in order to find out if *National Geographic* has changed over the years and if yes, then how, and how it might influence its popularity and readership.

For the analysis, six issues of *National Geographic* have been taken: October 1979 issue, December 1979 issue, December 1981, July 1981, June 2010, October 2013 due to their physical availability for analysis and the fact that they represent different decades (beginning of the 1980-s and 2010-s), and represent the magazine before the Internet era and considerable development of digital technology and after the wide spread of the Internet and digital technology and its influence on the media. These issues have been analyzed in terms of the following features:

- illustrations (quality, aims, electronic support, proportion of pictures to text, nudity);
- content (topics, rubrics, additional sections);
- style (register, dialogue with the reader, layout).

3.2 Illustrations

Quality of the pictures

The *National Geographic* Magazine was not always was distinguished by the huge amount of beautiful photos. First 18 years of existence the journal had been published without any photos.

According to Frank(2016) First photos appeared in July 1906. These were first wildlife photos published in *National Geographic*. It was a single-article issue which involved 74 photos and was entitled “Hunting Wild Game with Flashlight and Camera.”

These were black-white nighttime images that were taken with the able of both flash photography and camera trap equipment (see Appendix 2).

As a matter of course, photography became to develop rapidly. In 1981 year were invented new kind of camera - digital camera. It had an impact on quality of photos and afterwards it improved even more. Nowadays photography is a trademark of the magazine.

To see the difference, the issue of October 2013, June 2010 and old issues of December 1979, October 1979, July 1981, December 1981 can be contrasted. In 34 years, photos have become more qualitative, bright, distinct. Nowadays there are used microphotography and macro photography. It gives more possibilities of taking pictures of the smallest and the biggest things, to shoot accurately and clearly such phenomena as fog, rain, sunset, streams of water etc., to shoot at a height and in depth.

The creation and existence of the magazine is coincident with the photography's advances, that had an influence on the magazine at all.

Aims of the pictures

One of the aims of *National Geographic* pictures is to bring to notice important problems in the world, illuminate, illustrate, inform, educate, tell the stories in its true colors. Over the years, the thematic problems have changed but photography still has the focus on fair, uncovered, obvious aspects, sometimes very unappealing and shocking but the mission of *National Geographic* in it is to show all the parts of present life. Because the world is enormous, there are a lot of stories and lives that exist and have a right to be heard.

Second aim of the pictures is more joyful factor to show the beauty of the world to entertain, to inspire, to motivate, to encourage. This includes nature, wildlife, animals, people and cultures, countries and territories. Photographers of *National Geographic* always know how to emphasise special moments, people's emotions, characteristic features. Considering the fact that the quality of the photos has become better, discrimination of small and important details - what make these photos special in all time.

Electronic support

The *National Geographic Society* release not only print magazines but also digital editions. Nowadays people can choose how they want to receive the materials – in printed

or digital form. Digital editions have some advantages - additional videos and this is mentioned in the printed issues at the bottom of some pages.

In terms of photography and electronic support there are a lot of alternatives. On an open source website of *National Geographic* can find blog *Proof* and *Your Shot Photo Community*, where photographers all over the world share their photos. These photos are selected for publishing, rating and awarding. On main website are contributed stories on different themes with beautiful big photos, also there are apps, channels, books, exhibitions etc.

To conclude, there are different ways to receive *National Geographic* products - from printed editions to electronic support, which contributes to the popularity of *National Geographic*.

Proportion of pictures to text in old and new issues

If to compare old and new issues (1979 and 1981 vs 2010 and 2013), new issues have glossy pages, more photos that occupy all pages, more additional included pages for pictures that should turn out, appear above the text on pages. In new issues, there are more pages with square framed covered than in old issues. Sizes of photos are different. There are pages that are meant only for text. To conclude, sizes of photos stayed different, different occupation by pictures of the page, different proportions of pictures to text, only small changes can be noticed, such as glossy pages, set-in pages with illustrations, text above pictures, square framed pages.

Nudity

According to *National Geographic* magazine issue of October 2013 (page 22) for many years *National Geographic* has had a lot of nudity in pictures. The magazine discussed this phenomenon and explained that this kind of photos usually did in a very warm climates where people were not always covered up.

The graphics are also presented in the issue. The graph presents data showing how much and in which years the magazine has actually published nudity. The graph is divided into 14 parts as decades of magazine's existence. According to the table the first nude photo was published in 1896 and then the number of them continued to increase permanently with some fluctuations. Over the period from 1910 to 1912 there was the

largest amount of nudity in pictures . The issue record was in 12th September, 1912. This was followed by the longest gap without nudity, 39 issues.

It may be concluded from the graph that over the period from 1900 to 1990 nudity had been published constantly, remained stable with some gaps. Since 1990 this number reduced steadily up to now. For all the time 539 photos showing bare-breasted women have appeared in *National Geographic* magazine since 1896.

3.3 Content

Rubrics and departments

If to compare, old and new issues new rubrics have appeared such as *Editor's Note*, *Explorers Quiz*, *Survival Guide*, *Visions*, *Your Shot*, *Reader's choice*, *Editor's choice*, *Inside Geographic*, *GeoPuzzle*, *Flashback*, *Letters*. A short description of each rubric:

- Editor's Note represent an article on a personal note on any theme at the beginning of each issue.

- Letters sent to *National Geographic* Forum and selected as the most interesting and significant to be published in the magazine. It can be information about yourself, interesting fact, opinion, comment to article, question or anything else.

- *Your Shot* department include several pictures and a short observation of them from the website of Your Shot Community. It can also involve Reader's choice and Editor's choice of the photos.

- *Visions* concentrate on big bright photos at all page with brief descriptions of them. Usually there are pictures of Earth, nature, animals etc.

- *GeoPuzzle* is a crossword in the end of the magazine that include questions from the issue that you can test your knowledge from the articles.

- *Flashback* department include an old picture from National Geographic archives with short story of how this photo was taken, where, when, by who etc.

- *Inside Geographic* concentrate attention on geographic assignments, how it organized with the able of furniture, an outward glance.

- *Survival Guide* include a short article about a dangerous event, narration from the first-person point of view.

Also, it may be noted that in modern issues before each new theme there is a short article from the photographer who shares his/her impressions from executed work, photo illustration and name. Above the page there are link reference to a video interview with the photographer.

Comparing old and new issues it can be noted that more attention is given to photographers than earlier. Nowadays their stories and opinions are also important and interesting, not only photos. Journal looks after the interests of photographers, gives an opportunity tell the story not only through the photos, also through the emotions and expressions in little paragraphs.

To conclude, different rubrics and department can appear in the magazine not in each issue but it always includes pictures and short stories about the history, wild nature, people's opinions and can be named differently every time.

Main topics

In modern issues (2010, 2013) were noticed new topics that place special emphasis on environmental problems, political voice, race and ethnic background, urban congestion etc. According to *National Geographic* Magazines (October 2013, June 2010), some of the central topics are - global warming, vanishing ice, glacial meltdown, extinction of species, animal's protection, apartheid and racial abuse, wars and violence, critical social problems, racial amalgamation, life in metropolitan cities, hermit kingdom. Nowadays issues more concentrate on a problems than in earlier times.

Geographical and adventurous topics in *National Geographic* magazine have stayed the same. They include in common:

- geographical: journey through time and space, last news from observation stations and expeditions. In the focus of attention - planet Earth, the animal world, plant life, environment, science, the human and life around him;
- adventurous: explorations, inventions, conquests, experiencing, mysteries, cultures, history, catastrophes and other fascinating materials.

3.4 Style

Terminology

Because *National Geographic* is a popular-scientific magazine, there is used specific language. In both kinds of magazines, old and new, is used specific terminology on different themes, such as geography, history, science, culture, for example, ecosystem, propaganda, engineering, etc., but the text not overfilled with them. The material is presented in an understandable, clear way, most stories are told from the first person. Articles will be understandable by people who are far from science. It is good possibility not only to pass the time with pleasure but acquire new knowledge and discover new words.

Formal or informal vocabulary

In all six journals were found characteristics of informal vocabulary that include:

- phrasal verbs like *slip away, veer off, perk up, come down, pass through, pump out, follow out* etc.
- used a lot of shortenings like *I'm, I'd, I don't, won't*
- high incidence of personal pronouns as *I, we, they, he, us*
- start sentences with words as *and, also, so, but*
- use of first person or second person
-
- numbers that are less than one hundred are written not by words, exclusive of dates. For example, *32 years, 65 percent, 55 in total*
- use of simple phrases instead of complex grammatical structures
- there is emotional contrast of writing

It may be concluded that first of all, the magazine is presented as not a scientific journal but more like an entertaining magazine.

Dialogue with the reader

The majority of articles in *National Geographic* magazine are written from the first person and described as narration, story with many descriptions and details. It is simple to read, because impression from the reading is that you just speak with your friend who talks about his journey. Narration are filled with synonyms, adjectives, direct speech, quotes and logical construction. Likewise, articles have a lot of information regarding the theme, a lot of detailed additional information.

From Many things depend on the author, like how to introduce the narration, at what to pay attention, general attitude. Readers notice and feel the atmosphere and disposition in which author wrote. Texts are provided with illustrations, photos, captions, tables, maps if it is necessary. In newer issues, important sentences are marked in bold black.

The author in *National Geographic* magazine acts as not only a narrator and storyteller, he/she also analyses, observes, annotate on his/her surroundings, who can suddenly change the direction of his/her thoughts and it is interesting to observe. On the one hand, he/her can add, reveal his/her personal opinion, on the other hand, leave space for own thoughts. (Sims2016: para 8)

Layout

Cover

I Comparing of old and new magazines, covers of new issues have more bright colors, absent an emblem of the *National Geographic Community*, absent any text in yellow frames, the number of pages in each new magazine count from page1, in old issues each next journal started to count pages from of the last page of the preceding issue and so on from January till December. New issues have references to *National Geographic* website (ngm.com), dates of release in small font.

Inside the magazine

more photos have appeared with text above them, more pages in yellow square frames, glossy pages, appeared bottom notes with names of dates of release and with name of themes, in old issues they are in oblique type and appeared no so often as in new magazines, also there are bottom notes with information of video broadcast on the website, what is a good reminder of additional available sources. Capital letters are big too but different in colors - in new issues in grey color, in old issues in black color.

The remarkable thing is that the amount of advertisement reduced in nowadays issues than earlier. It is located in the beginning of the magazine, also in the end of it. It includes different themes like airlines, cameras, wrist watches, cars, traveling, journals etc.

CONCLUSION

To conclude, the present thesis focuses on discussing, comparing and contrasting different features of journalistic style and magazines on the basis of older and newer *National Geographic* issues and , it is possible to observe different changes in the magazine over the years.

The introductory part presents general information about the popular science magazine *National Geographic*, gives an overview of significant historical dates and describes the people with whom the development of this journal is strongly associated.

Chapter I, which is the theoretical part of the paper, discusses information about stylistic peculiarities of the journalistic style, its structure and features, provides the list of popular magazine topics and objects of articles and rubrics, describes main goals of photos.

Chapter I concludes that main features of journalistic style are informative and persuasive functions. Persuasive function are connected such stylistic devices as imagery, emotiveness, tenor and directivity. With informative function are connected such stylistic devices as newness that is characterized by the big amount of neologisms and brevity, short, compact, incomplete sentences, short paragraphs, narrative intonation.

The main parts of cover page are the headline, story lines and main cover line, folio, images and image captions. The headline and the summary lead have a rigid structure, strictly regulated typesetting of language means. There are two kind of summary leads: informative and advertising. They have following peculiarities: relevance structuring; crucial information first; pointing the source of information; direct word order. Narration that follows after the lead has less strict structure.

Main features of *National Geographic* journalistic style: style of writing is rather scientific, a lot of specific terminology but articles are written in a understandable way, in many articles there is dialogue with the reader. Some of them are written as an author's impressions from the trip or anything else. Photographs perfectly illustrate, catch the spirit of given articles, convey emotions and author's opinions. There are a lot of maps or different auxiliary materials. Topics in *National Geographic* include geographical and adventurous. Main goals of photos are to entertain, to inform, to educate.

Chapter II focuses on the practical comparison of older and newer issues of *National Geographic* before and after the spread of the Internet and digital technology (1980s vs 2010s) and provides an analysis of how changes in the magazine have occurred; it shows such differences as illustrations, photos, style, topics, rubrics for its recent history, describes how the development of this journal has progressed in the recent decades.

Chapter II concludes that nowadays there are different ways to receive *National Geographic* products - from printed editions to digital. With the usage of the Internet, appeared a lot of possibilities to receive *National Geographic* products through electronic support. Moreover, the assortment became bigger and more various. Appeared products for children, books, TV, DVDs and additional magazines on specific themes like history, travels, culture etc. Also appeared *National Geographic* shop where one can find atlases, maps, clocks, frames, telescopes and other souvenirs. On open source of website can find a lot of interesting information, blog *Proof and Your Shot Photo Community*, where photographers all over the world share their photos.

Photos have become colored, brighter, more distinct and qualitative. Nowadays there are used microphotography and macro photography, decreased the amount of photos with nudity.

To compare proportion of pictures to text and layout in old and new issues stayed different sizes of photos, different occupation of page space, different proportions of pictures to text, noticed only small changes such as glossy pages, set-in pages with illustrations, text above pictures, square framed pages, counting of pages, there are bottom notes with information of video broadcast on website and other small changes.

Emergenced different rubrics and departments. They can appear in magazine not in each issue but they always include pictures and short stories about the history, wild nature, people's opinions and can be named differently every time.

In modern issues were noticed new topics that place special emphasis on environmental problems, political voice, race and ethnic background, urban congestion. Nowadays issues more concentrate on problems than in earlier times. Geographical and adventurous topics in *National Geographic* magazine stayed the same.

To conclude, it may be said that *National Geographic* changed over the years and these might influence its popularity and readership, especially, new rubrics and topics, attractive illustrations and electronic support.

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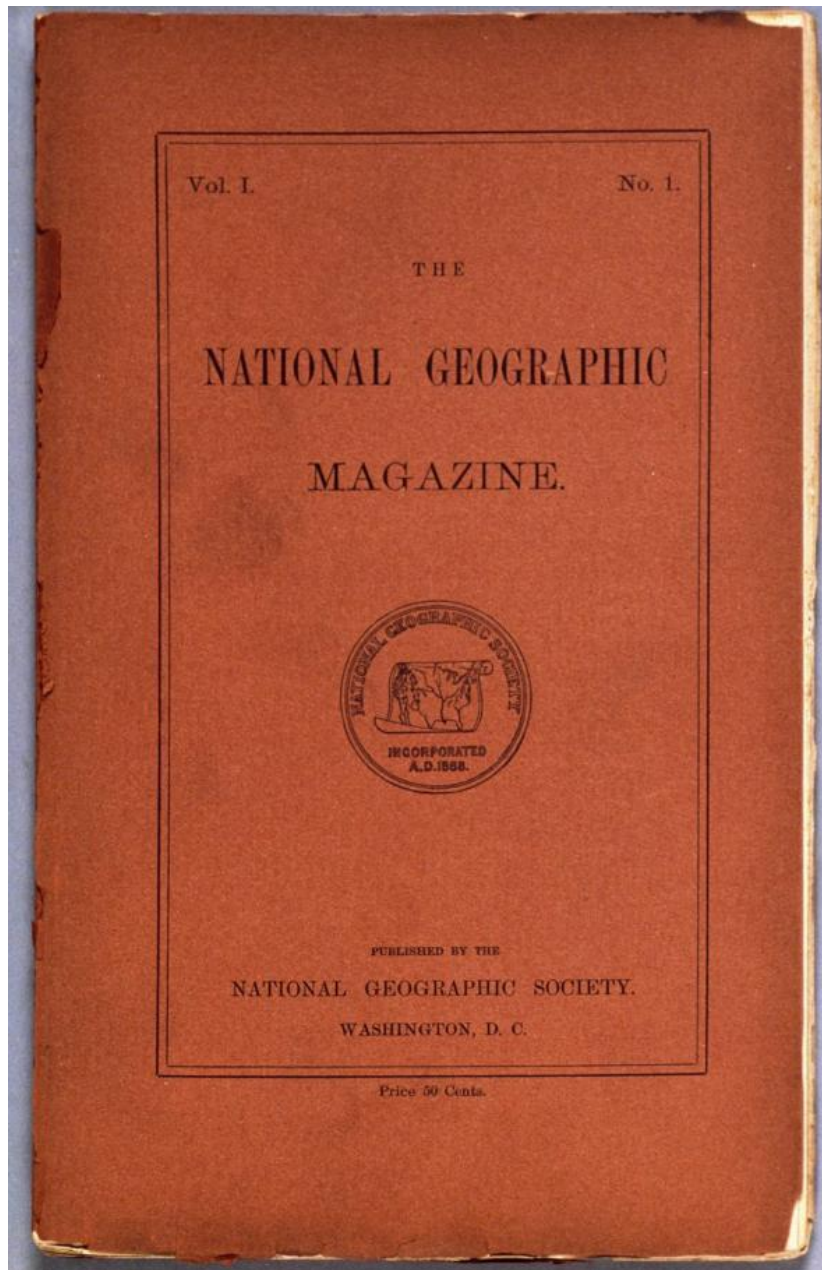
SUMMARY IN ESTONIAN

Tarbijalikkuse ajastul muudavad inimesed asju väga kiiresti: raamatuid, riietust, tehnoloogiaid, elukohta ja isegi tööd. Ikkagi on olemas maailmas sellised asjad, mis muutuvad ajapikku veel populaarsemaks, huvitavamaks, kättesaadavamaks ja täiuslikumaks - *National Geographic* ajakirjad, mis eksisteerivad juba rohkem kui 125 aastat ja nendel on paljust autasusid. Inimesed loevad hea meelega loodusest, teadusest, tähtsamatest sündmustest maailmas; vaatavad fotosid. Selle töö põhiline eesmärk on analüüsida, kuidas ajaleht muutis ja täienes 128 aasta jooksul, kuidas esimene väljaanne muutis niivõrd tuntuks ajaleheks.

Töö koosneb Sissejuhatuses, kahest peamisest peatükist ja Kokkuvõttest. Sissejuhatav osa valgustab üldist informatsiooni ajakirjast *National Geographic*, annab ettekujutust tähtsatest ajaloo daatumitest ja inimestest, kes arendas selle ajalehe. Peatükk 1, töö teoreetiline osa, käsitleb ajakirjandusstiili stilistilisi omadusi, selle struktuuri ja tunnuseid; pakub populaarsete teemade, rubriikide ja ajalehe artiklite loetelu; kirjeldab fotode eesmärke. Peatükk 2 keskendub praktilisele võrdlusele; annab analüüsi seda, kuidas ajaleht muutis stilistiliselt, samuti fotosid, illustratsioone, teemasid, kaldkirja; kirjeldab, kuidas ajaleht arenes eksisteerimise 128 aasta jooksul. Kokkuvõtte teeb järeldust ja kommenteerib hüpoteesi.

APPENDICES

Appendix 1 .The first issue of *National Geographic* in 1888



Appendix 2. The first wildlife photographs published in *National Geographic*

