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**USE OF SENTENCE INITIAL LINKING WORDS IN
ONLINE NEWSPAPER ARTICLES**

**TEIKUMA SĀKUMĀ LIETOTIE SAISTĪTĀJVĀRDI
LAIKRAKSTU TIEŠSAISTES PUBLIKĀCIJĀS**

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Declaration of Academic Integrity

I hereby declare that this study is my own and does not contain any unacknowledged material from any source.

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Anotācija

Ir ļoti svarīgi, lai laikrakstu raksta mērķis būtu skaidri saprotams, teksts būtu saistīts un viegli uztverams. Šajā darbā tiek analizēti teikumā sākumā lietotie saistītājpārvi un Biber et al. (1999) apstākļu vārdu klasifikācijas grupas, kā arī salīdzināti divu tiešsaistes laikrakstu raksti un tajos teikuma sākumā lietotie apstākļa vārdi. Pētījuma mērķis ir noskaidrot, vai saistītājpārvi tiek bieži lietoti tiešsaistes laikrakstu rakstos un kāda veida apstākļa vārdi tiek lietoti teikuma sākumā tiešsaistes laikrakstos. Teorētiskā daļa tiek balstīta uz Baibera et al. (1999), Līča un Svartika (2013), Halideja un Hasana (1976) un Kavaljieri (2012) pētījumiem, taču pētījuma daļa ir balstīta uz Baibera et al. (1999) teorētisko saistītājpārvi klasifikāciju. Diskursa analīzes rezultāti pierāda, ka kvalitatīvās preses tiešsaistes laikrakstā *The Guardian* rakstos visbiežāk lietotais teikuma sākuma apstākļa vārds ir "tomēr", kurš ir no Baibera et al. (1999) apstākļu vārdu kontrasta/koncesijas kategorijas, bet populārās preses tiešsaistes laikrakstā *The Sun* rakstos visbiežāk lietotais teikuma sākuma apstākļa vārds ir "tātad", kurš ir no rezultātu/secinājumu kategorijas. Teikuma sākumā lietotie apstākļa vārdi visbiežāk tiek lietoti biznesa rakstos. Visvairāk teikuma sākumā lietotie apstākļa vārdi ir no Baibera et al. (1999) apstākļu vārdu kontrasta/koncesijas kategorijas.

Atslēgvārdi: saistītājpārvi, tiešsaistes laikraksts, kvalitatīvā prese, populārā prese, kontrasta/koncesijas kategorija, rezultātu/secinājumu kategorija

Abstract

In any newspaper article it is very important that the text is easily understood, sentences are linked, and readers easily get the idea of the text. This research examines the initial words of the sentences and their categories. Comparison is also made between two online newspapers studying the use of sentence initial linking adverbials. The goal of the research paper is to analyse the use of sentence initial linking words in the articles of the online newspapers and what kind of initial sentence adverbials are used in online newspapers. The theoretical part deals with the theories according to Halliday and Hasan (1976), Biber et al. (1999) and Leech and Svartvik (2013), and Flavia Cavaliere (2012). The empirical part is based on the theory by Biber et al. (1999). Discourse analysis demonstrates that the quality press online newspaper *The Guardian* mostly uses sentence initial linking adverbial “*however*” which is part of contrast/concession sentence initial linking adverbials. However the popular press newspaper *The Sun* mostly uses sentence initial linking adverbial “*so*” which is part of result/inference sentence initial linking adverbials. The most frequent usage of sentence initial linking adverbials is in the business-related articles. The most frequently used sentence initial linking adverbials are from contrast/concession sentence initial linking adverbials.

Key words: sentence initial words, online newspapers, quality press, popular press, contrast/concession categories, result/inference categories

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Introduction

Communication plays important role nowadays. It is as important between family members as it is between business partners; teacher and students; newscaster and audience. It is especially important between writers and readers as readers cannot ask clarifying questions and writers cannot explain them. Every language user's objective is to send and receive the message successfully. Use of appropriate language and language peculiarities is very important for good communication. Word order is also significant for well-structured and readable texts as well as sentence sequence and order of paragraphs. Sentence initial linking words help to link each idea in the text and make the text cohesive and coherent. It means that a word choice at the beginning of a sentence can move the idea of this sentence in the contextually right direction. For example, the sentence initial linking word can signal that the comparison of the ideas follows, or the elaboration of the previously stated idea is presented, or, perhaps, a new idea is introduced. In English, there are several types of words which are used as sentence initial linking words, for example, linking adverbials, linking adverbs, coordinating conjunctions and subordinating conjunctions. Linking adverbials and adverbs that according to researchers tend to occur in sentence initial position are discussed in this paper in detail.

Nowadays online newspapers are very popular. For many people it is the main source of information about the latest developments, events and happenings all over the world. Online newspapers cover all topics from cooking, sport and gardening to finances, sport and jokes. There are several types of online newspapers. Some are very formal and trustworthy while some are informal and unfaithful. This bachelor thesis uses and compares articles from online newspaper popular periodical *The Sun* (Online 2) and quality periodical *The Guardian* (Online 1). Articles relate to topics covering economics, finance, money and business.

The **goal** of the present research is to analyse the use of sentence initial linking words in the articles of the online newspapers and what kind of initial sentence adverbials are used in online newspapers.

To achieve this goal, two **research questions** are posed:

1. Which type of sentence initial linking adverbial is the most commonly used in the online newspaper quality press and popular press articles?
2. What are the main differences in usage of sentence initial linking words between popular press and quality press articles?

The **enabling objectives** to achieve the research goal are:

1. to read and analyse theoretical literature on the newspaper register and sentence initial linking words;
2. to collect articles from the online newspapers;
3. to analyse the use of sentence initial linking words in the articles of the online newspaper;
4. to draw the relevant conclusions.

The **research method** is the discourse quantitative and qualitative analysis based on theories of Halliday and Hasan (1976), Stubbs (1983), McCarthy (1991), Lichtman (2006) and Johnson and Christensen (2008). Literature review is carried out for the empirical part of the research was carried out based on the theories by Biber et al. (1999) and Leech and Svartvik (2013) dealing with sentence initial linking words. Swales (1990), White (1998), Eriksen and Ihlström (2000), McKane (2006) and Biber and Conrad (2009) dealing with newspaper register, style and online newspaper. Flavia Cavaliere (2012) dealing with the comparison between popular press and quality press.

Chapter 1 deals with the explanation of newspaper register and comparison between popular and quality press. Chapter 2 describes the sentence initial linking words in the English language. Chapter 3 defines the research method employed to carry out the analysis of sentence initial linking words in the articles of the online newspapers *The Sun* and *The Guardian*.

1. Newspaper register and newspaper articles

This bachelor thesis studies sentence initial linking words in the online newspaper articles which are part of the newspaper register. Newspaper register has its' own features. Chapter one deals with the literature review on the newspaper register and comparison between popular press (tabloids) and quality press. This is because exactly these press publications are used for empirical study of this research.

1.1. Newspaper register

According to Branhurst and Nerune (2001: 2) newspapers are 'the oldest and the best understood mass medium, and has been subject of many histories and scholarly treatments'. Newspapers continue to be popular; however, twenty first century has introduced changes. Online newspaper format has become more popular than the printed newspaper. Researchers of the web texts (e.g. Gatto, 2014: 62) have noted, that even though new genres could have evolved in the new environment, web still hosts many of traditional genres. These genres have not changed but have simply crossed over to the electronic medium. One of such genres is the genre of newspaper article. Mehler et al. (2010:333) highlights that 'online is using the same text that appears in the print edition of a newspaper'.

According to Biber et al. (2009: 18) 'the register and genre perspectives differ in the extent to which they can be applied'. As stated by Biber et al. (2009: 18) 'complete texts are required to identify the linguistic characteristics associated with the genre perspective' but register analyze parts from the text. It can be sentences, paragraphs and others. According to these opinions online and printed newspapers have the same features and properties both in genre and register.

According to Biber and Conrad (2009: 2, 6) the register 'combines an analysis of linguistic characteristics that are common in a text variety with analysis of the situation of use of the variety'. The authors suggested that description of register can distinguish by three major components – 'the situational context, the linguistic features, and the functional relationships between the first two components' (ibid: 2, 6). Biber and Conrad (2009: 2) have also stated that any text can be analyzed from register outlook. For example, Biber and Conrad (2009:2) give example - 'pronouns and verbs are functional, and, as a result, particular features are commonly used in association with the communicative purposes and situational context of texts'.

According to Biber et al. (1999: 9) the main purpose of the newspaper register is ‘to convey and evaluate information about recent events and newsworthy people’. Biber et al. (1999: 16) provide the situational analysis of the grammar used in the newspaper register. To sum up, the results show that newspaper modes is written, it has communicative purpose and content are information and evaluation. The newspaper has wide-public audience, dialect domain is regional and national, and there is no interactiveness. It has also online production and shared immediate situation (Biber et al., 1999: 16).

Swale (1990:17) states that it is important that newspaper articles are always well structured. According to Biber et al. (1999: 10) ‘in the newspaper article, all sentences are completed, and many sentences are long and structurally complex’. McKane (2006: 105) wrote that the articles must be ‘easy understandable, direct and brief’ and the language must be ‘easily understandable’ that the reader should not read the sentence twice. In her book McKane (2006: 106-112) gives tips for appropriate use of language in newspaper articles:

1. use the shortest verb forms possible in the newspaper articles,
2. avoid unnecessary extra verbs and other words,
3. use Anglo-Saxon words rather than Latinate ones,
4. use generic words to make text shorter,
5. use verbs instead of abstract nouns,
6. tell reader about people doing things, not abstract ideas,
7. beware of lengthy substitute words for said,
8. beware of professional jargons,
9. give the answers not the questions,
10. use concise, everyday words and phrases. (McKane, 2006: 106-112)

According to White (1998: 243) newspaper articles are ‘grounded in communicative events such as speeches, interviews and press releases’ which ‘act primarily to represent, not activity sequences, but the points of view of various external sources’. According to Biber and Conrad (2009: 113-118) newspapers focus on ‘recount events, describing what happened, rather than offering interpretations’ and ‘always focused on current newsworthy events’. All these features and characteristics affect the use of grammar and/or language features in the sentences which form the newspaper register.

1.2. Popular press and quality press

There are various types of newspapers. Popular press and quality press are two of them. Flavia Cavaliere (2012) compiled the main features of each press type.

One of the main distinction which Cavaliere (2012: 50) pointed out is that ‘the quality press regularly provides background interpretation and detailed analysis of reported news generally by qualified experts and journalists, while the popular press does not guarantee any in-depth investigation’. According to Cavaliere (2012: 50-51) popular press, also called ‘tabloids’, is ‘the major example of a popular medium where a meaningful distinction between ‘information’ and ‘entertainment’ cannot be drawn’. Cavaliere (2012: 51) describes that popular press is also termed ‘infotainment’ press and it cannot be considered as a serious source of information. The reader should be careful because some details can be omitted or events can be interpreted in different ways.

Cavaliere (2012: 51) writes about grammatical features as well, for example, ‘lay-out, words, sentences’ may be used differently in each type of press. Moreover Cavaliere (2012: 51-52) points out that features like ‘graphic design, such as layout, colour or typeface, number of pages, amount of advertisements, size and number of articles and photos, supplements and font size are important distinction features’ are used completely differently in quality and popular press. According to Cavaliere (2012: 52-52) in English tabloids or popular press, for instance, *The Sun*, all these elements ‘are all marked stylistic items which differ from those displayed in other English broadsheet newspapers’ like in *The Guardian*, which is ‘ranked as quality press’. However, Cavaliere (2012: 51-52) writes that in both popular and quality press categories of the organization are very similar, for example, ‘one or more headlines, a lead, main event description, context, background, history and comments’.

As it was mentioned before, the popular press articles are shorter and language may consist of impolite words and expressions, and topics can consist of false information (Cavaliere, 2012: 52-53). Cavaliere (2012: 53) concludes that quality newspaper articles quite regularly use ‘literary, classical knowledge or even Latin references and scientific jargon’. Quality press is more reliable as a reference source than popular press. Cavaliere (2012: 53-54) characterized popular press as ‘...conversationalization, a major change in discursive practices affecting many public institutions in contemporary society, which involves <<the modelling of public discourse upon the discursive practices of ordinary life, ‘conversational’ practices in a broad sense>>’.

Cavaliere (2012: 55) came to the conclusion that popular press articles use more informal language and ‘the degree which the presence of the speaker (/writer) is felt, is higher and the authorial attitude is more apparent’ which may appeal to larger number of readers. According to Flavia Cavaliere’s (2012: 55) analysis shows that ‘in tabloids the choice of interactive plain is instrumental to convey the writer’s subjective comments, and evaluative attitude to the subject matter prevails over a rather detached informative style’.

Online newspapers have inherited properties from traditional news’ genres. The register analyzed linguistic features, commonly in the text excerpts. Every text can be analyzed from the register perspective as well. Newspaper register delivers the well estimated information about recent events, happenings, personalities and news. Newspaper register is also written register and the main purpose is to communicate with the wide range audience. Newspaper article sentences are well structured and can be very long and complex. Nevertheless, the articles have to be easily understood, direct, brief and familiar to every audience. There are various types of newspapers. This particular study looks at quality and popular press. Quality press is produced by qualified experts and journalists who provide background information and detailed analysis about the news. Popular press, called also ‘tabloids’, is one of the most popular medium which provides the news which are combination of entertainment and information. The organizational features of both newspaper types are quite similar. However, there are a lot of differences that are related to graphic, design, colors, layout etc. Popular press articles can be shorter than quality press articles, the language in quality press is more classical, polite than in popular press. Moreover, popular press conveys writers’ subjective attitude to a larger extent.

2. Overview on linking words

Chapter two deals with literature review of linking words. This chapter combines Leech's and Svartik's (2013) and Biber's et al. (1999) classifications of linking words. Sentence initial linking words can be used in different positions within sentences. As this bachelor thesis deals with initial linking words of sentences, this chapter will review examples provided by researchers where linking words are used at the beginning of the sentence.

2.1. Sentence initial linking words

Multiple terms are used in English that have been used to describe linking devices, for instance, 'connective adjuncts' (Huddleston and Pullum 2002:775), 'connectives' (Finch 2000:91), 'linking adjuncts' (Carter and McCarthy 2006:539), 'logical connectors' (Celce-Murcia and Larsen-Freeman 1999:519), 'conjunctive adverbials' (Bussmann 1996:95; Celce-Murcia and Larsen-Freeman 1999:522; Kaplan 1995:160), 'conjuncts' (Finch 2000:91; Wales 2001:77), 'connective adverbs' (Huddleston and Pullum 2002:1319), and 'linking adverbials' (Biber et al. 1999:875)' (Liu, 2008: 492). According to Liu's (2008: 492) analysis two different terms are used in English because '

the first four, which end with either 'adjuncts,' 'connectives,' or 'connectors,' are generic in nature covering all linking devices including adverbials and conjunctions (i.e. coordinators and subordinators like and, but, and although)' but 'the latter four, ending with 'adverbials,' 'adverbs,' or 'conjuncts' refer only to one group of linking devices — those functioning as adverbials'.

According to Conrad's (1999: 3) definition of linking adverbials there are 'those adverbials that serve to connect two stretches of discourse'. Leech and Svartik (2013: 187) wrote that linking signals may be words, as well as phrases which have connecting function, 'like 'signposts' on a journey'. As stated by Biber et al. (1999: 549) linking adverbials are used to connect phrases, sentences, paragraphs or longer parts of the text. According to Biber et al. (1999: 875) linking adverbial's primary function is 'to state the speakers/writer's perception of the relationship between two units of discourse'. According to Leech and Svartik (2013: 187) linking signals 'help people to understand your message by signalling how one idea leads on from another' in a written text or in speeches. Biber et al. (1999: 875) observed that because linking adverbials signalize the connection between texts' sentences and/or paragraphs; they are

significant devices for texts' cohesion and also play the role as coordinators and subordinators. Leech and Svartik (2013: 187-190) pointed out that majority of linking signals are stance adverbials, 'and they generally come at the beginning of a sentence'.

According to Halliday and Hasan (1976: 231) linking adverbials 'will be of three kinds':

1. Simple adverbs (coordinating conjunctions) – but, so, then, next

Compound adverbs - accordingly, subsequently, actually, therefore, thereupon, thereat, furthermore, nevertheless, anyway, instead, besides

2. Prepositional phrase – on the contrary, as a result, in addition

3. Prepositional expressions (with 'that' in spite of that, because of that and with optional 'that') as a result of that, in addition to that).

According to Biber et al. (1999: 884) linking adverbials can be divided in six syntactic categories:

1. Single adverbs – anyway, however, nevertheless, so, though, therefore

2. Adverb phrases – even so, first and foremost, more precisely

3. Prepositional phrases – by the way, for example, in addition, in conclusion, on other hand

4. Finite clauses – that is, that is to say

5. Non-finite clauses – added to that, to conclude.

2.2. Sentence initial linking adverbials

Linking adverbials have several semantic functions, after which they are grouped by grammarians and linguists. One of the latest and the most widely used classification is by Biber et al. (1999: 876- 879). This classification has also been used in this study. Biber et al. (1999) classified linking adverbials in six general semantic categories.

1. Enumeration and addition

According to Biber et al. (1999: 875) linking adverbials 'can be used for enumeration of pieces of information in an order chosen by the speaker/writer and for addition of items of discourse to one another'. Biber et al. (1999: 875) added that linking adverbials are used for counting as ordinal numbers like *first* and *second* and adverbs like *firstly* and *lastly*, and for other structures as well like prepositional phrases. In most of the cases the order of enumeration is in logical or time sequence.

Example of ordinal number:

- ‘This new structure must accomplish two special purposes. **First**, as a part of overcoming the division of Europe there must be an opportunity to overcome through peace and freedom the division of Berlin and of Germany. **Second**, the architecture should reflect that American’s security remains linked to Europe.’ (Biber et al. 1999: 875)

Example of adverbs:

- ‘We are already acquainted with six properties which may be used to describe the thermodynamic state of a system: pressure, volume, temperature, internal energy, enthalpy, and entropy <...> **Lastly**, entropy S was shown to be a property as a consequence of the First Law.’ (ibid: 875)

Example of prepositional phrase:

- ‘He couldn’t bring himself to say what he thought. **For one thing**, she seldom stopped to listen. **For another**, he doubted that he could make himself clear.’ (ibid: 875)

As stated by Biber et al. (1999: 875) other enumeration adverbial examples are: ‘firstly, secondly, thirdly (etc.), in the first/second place, first of all, for one thing, for another thing, to begin with, next’.

Linking adverbials can mark the next step, case, place etc. ‘as being added to the previous one’ like in the next example:

- ‘...whether an overseas company had established a place of business in Great Britain where summarised in Palmer’s Company Law, 24th edn (1987) page 1658. **Further**, a visible sign or physical indication was not essential.’ (Biber et al. 1999: 876)

Additive linking adverbials may also indicate that the second action, case step etc. may be similar to the previous one:

- ‘Feedback tends to be used to stabilise systems, not to randomise them. **Similarly**, natural systems would probably evolve to avoid chaos.’ (ibid:876)

As stated by Biber et al. (1999: 976) other additive linking adverbials are ‘*also, by the same token, further (more), likewise and moreover*’.

2. Summation

Summation adverbials are used to sum up the information and to conclude as well.

For instance:

- ‘**In sum**, then, to account for a synchronic assimilation from [k] to [t] under this view, the processes for tier promotion and complex segment simplification must apply along with the spreading of the assimilation feature.’ (ibid: 876)
- **To conclude**, we may place the three motions of saliency in an ordered relation as follows: <...>.’ (ibid: 876)

As stated by Biber et al. (1999: 876) additional summative adverbials include ‘all in, in conclusion, overall, to conclude, and to summarize’.

3. Apposition

According to Biber et al. (1999: 876) adverbials of apposition ‘show that the second part of the sentence should be understood ‘as equivalent to or included in’ the other unit. Biber et al. (1999: 876) added as well that appositive linking adverbials may be used ‘to show that the second unit is to be taken as a restatement of the first, reformulating the information it expresses in some way or stating it in more explicit terms’.

Examples:

- ‘I looked into my Being, all that lovely light and rotting nerve, and proceeded to listen. **Which is to say**, I looked out deep into that shimmer of past death and new madness.’ (ibid: 876)
- ‘The current edition <...> shows that road users cover their track costs by a factor of 2.4 to 1. **In other words** users of all types pay almost two and a half time as much as taxes as is spent on all road costs.’ (Biber et al., 1999: 876)

The second part of the sentence is very often an example. In this situation the second part is ‘presented as information’ which is added ‘rather than equivalent’ to the first part (Biber et al., 1999: 876).

Examples:

- ‘If a population becomes highly entrained, [its diversity is greatly reduced]. **For example**, the age structure could become very narrow.’ (Biber et al., 1999: 877)
- ‘It’s also an opportunity to say that [the US supermarket papers are streets ahead when it comes to headline writing]. **For instance**: “Man Explodes on Operating Table” (the Globe, California).’ (Biber et al., 1999: 877)

According to Biber et al. (1999: 877) other linking adverbials which are used for apposition include *namely* and *specifically*.

4. Result/inference

The next category of linking adverbials shows the result and/or inference. According to Biber et al. (1999: 877) these linking adverbials are used to show ‘that the second unit of discourse states the result or consequence – either logical or practical – of the preceding discourse’.

Examples:

- ‘This year’s commitment we will not reach this year. **Therefore**, we’ll be into deficit!’ (Biber et al., 1999: 877)
- ‘I once acquire a set of recordings of a Bach piano concerto. I was very fond of it, but my mother was forever criticizing my poor taste <...> **Consequently**, I now hardly listen to Bach.’ (Biber et al., 1999: 877)

5. Contrast/concession

Biber et al. (1999: 878) defined contrast and concession category as the largest category of other categories. These category’s linkers signalise concessive relationships or ‘mark incompatibility between information’, or can ‘clearly mark contrasts, alternatives, or differences’ in the discourse (ibid: 878).

Examples:

- ‘Administration officials, notably the White House Chief of Staff and Deputy Treasury Secretary, were irked by his independence. **On the other hand**, Taylor reportedly is well-regarded by Treasury officials for his low-key, out-of-the-lime light style.’ (Biber et al., 1999: 878)
- ‘Many statutory water companies are already saddled with high borrowings. **In contrast**, the water authorities are going into the private sector flush with cash.’ (Biber et al., 1999: 878)
- ‘Potassium ions might be more readily translocated from zones of high concentration to zones of low concentration within the root.... **Alternatively**, there might be a threshold concentration of all nutrients.’ (Biber et al., 1999: 878)

Biber et al. (199: 878) pointed out that sometimes these category elements are ‘combined in uses of linking adverbials’.

Example:

- ‘Until recently hypobiosis was not considered to be a feature of his genus. **However**, there is now ample evidence in temperature areas that hypobiosis plays.....’ (Biber et al., 1999: 879)

Biber et al. (1999: 878) stated that contrast and concession linking adverbials have two kinds of groups ‘according to their primary meaning’.

1. ‘Focus on contrast – conversely, instead, on the contrary, in contrast, by comparison. (Biber et al., 1999: 879)
2. Focus on concession – anyhow, besides, nevertheless, still, in any case, at any rate, in spite of that, after all.’ (Biber et al., 1999: 879)

6. Transition

According to Biber et al. (1999: 879) transition linking adverbials denote ‘the insertion of an item that does not follow directly from the previous discourse’. As stated by Biber et al. (1999: 879) the new information in the sentence or text ‘is signalled as only loosely connected, or unconnected’ to given information. Also, as stated by Biber et al. (1999: 879) this information ‘is not incompatible with what it is linked to’. Biber et al. (1999: 879) added that transition linking adverbials note ‘the transition to another, usually tangential, topic’.

Example:

- It seems clear that there is nothing for it but to go back and attack the first difficulties again. **Incidentally**, one way to motivate yourself if things do get sticky is to imagine that you have to explain the subject to the class the next day. (Biber et al. 1999: 879)

According to Biber et al. (1999: 879) other transition linking adverbials are *by the way* and *by the by*.

Liu (2008: 495) collected the information and provided classifications by other grammarians that were based on semantic types of linking adverbials. For example, Quirks et al. (1985:634) classification consists of seven categories with some subcategories: 1) Listing (Enumerative and Additive), 2) Summative; 3) Appositional; 4) Resultative; 5) Inferential; 6) Contrastive (Reformulating, Replative, Antithetic and Concessive); 7) Transition (Discoursal and Temporal). Celce-Murcia and Larsen-Freeman (1999, 53), however, have made four categories and subcategories: 1) Additive (Emphatic, Appositional and Comparative; 2) Adversative (Proper adversative, Contrastive, Correction, and Dismissal; 3) Causal (General causal, Causal conditional; 4) Sequential.

Some of classifications are very similar to each other and differ only in the naming of category. Some, however, are not so similar. It is easier to understand the classification and the linking adverbials if they are divided in these categories. However, each category has its own limitations due to the classification constraints.

Linking adverbials and adverbial classes can overlap. The primary function of linking adverbial is to make the relationship between two units or parts of the text. However, linking adverbials can overlap with circumstance and stance adverbials.

Like in this example:

- ‘When the democratically-elected Columbian senate rejected Mr. Roosevelt’s proposal because the money offered was too low, he sponsored the invasion instead. **Thus** Panama gained its independence from Columbia and the Canal Zone was born.’ (Biber et al., 1999: 879)

Biber et al. (1999: 879) describe that in the second sentence *thus* presents the second sentence ‘as containing the result of the first’ and can also be classified ‘as a circumstance adverbial’, similar to *in this way*. In some cases linking adverbials blend functions of stance adverbials. As mentioned above. Some summative linking adverbials according to Biber et al. (1999: 879) do ‘not only mark summation, but also include the sense of a style stance adverbial’. Biber et al. (1999: 879) explains that this is because a sentence with summative linking adverbial ‘is a brief analysis of a situation’. These adverbials are *in sum* and *so*.

According to Biber et al. (1999: 558), linking adverbs ‘serve to make semantic connections between spans of discourse of varying length, thus contributing to the cohesion of discourse’. Biber et al. (1999: 558-559) characterize adverbs in six semantic categories, the same as linking adverbials. Categorized examples with the appropriate sentence initial linking adverbs in each category will be provided. As the sentence initial linking adverbs are not widely discussed in the empirical part there will not be a long discussion of the examples.

1. Enumeration and addition,

Examples:

- ‘For Braverman, Taylor’s ‘scientific management’ rested on three principles. **First**, management must systematically investigate and acquire knowledge and information <...>. **Secondly**, the knowledge acquire by management is used for <...>. **Thirdly**, <...>.’ (Biber et al., 1999: 558-559)

- ‘**Additionally**, the serum potassium may be useful as a differential point.’ (Biber et al.: 558-559)

2. Summation,

Examples:

- ‘**Altogether**, Rose Milton was as unlike as possible to the stage or novelist’s conception of a lady’s maid.’ (Biber et al., 1999: 558-559)
- ‘**Overall**, there are several major issues confronting us on the media front right now.’ (Biber et al., 1999: 558-559)

3. Apposition,

Examples:

- ‘It must be remembered that evaluation usually takes place while another, more primary, activity is going on – **namely**, that of the service program.’
- ‘A third decision criterion is becoming increasingly popular: the payback period, **i.e.** the length of time it will take for the present value of accumulated net benefits to equal the total capital conversion costs.’ Biber et al., 2013: 558-559)

4. Result/Inference,

Examples:

- ‘But facing me in the nets for two winters, he got to know my bowling inside out and by the end of our stay in Cape Town he was hammering me all around the practice area. **Therefore**, I suppose I should claim some credit for Graham currently being one of the best batsmen against spin in the world. (Biber et al., 2013: 558-559)
- They need to propel themselves upwards and it is that moment of suspension coming between their force upwards and the force of gravity downwards that is so important. **Thus** it is possible to fly onto and off apparatus as separate tasks.’ (Biber et al., 2013: 558-559)

5. Contrast/Concession,

Examples:

- ‘The police would like another chance to talk to Michaels about those responsible, namely his friends from the mountains. **Alternatively** they want us to put certain questions to him.’ (Biber et al., 2013: 558-559)

- ‘And the month before he left, he had made several long distance phone calls to Arizona and Ohio. Police, **however**, would not say where they were concentrating their search.’ (Biber et al., 2013: 558-559)

6. Transition

Examples:

- ‘Someone had the idea that if he walked along prodding the ground with his shovel, he could make the claims squirt ahead of him. Everyone else was doing the same things, everyone but the old times. One old timer told me later that the constant prodding kept the claims laying low until the tide came back in. **Incidentally**, out of some 40 or 50 people on the beach that day, the only ones with claims carried small hand shovels.’ (Biber et al., 1999: 558-559)
- In other words, the width of the band of wavelength thus required will be inversely proportional to x ; as the latter narrows, the former must widen. **Now**, de Broglie, when he hypothesized matter waves, related their wavelength to the particle momentum through the equation $p=h/\lambda$. (Biber et al., 1999: 558-559)

According to Biber et al. (1999: 560) the adverb “kindly” does not fit in any of the categories mentioned above. *Kindly* is the courtesy adverb. It means that this adverb symbolises the politeness. It can be used also for an ironic interpretation and can be impolite as well.

According to Biber et al. (1999: 560) it is most commonly used in fiction.

Examples:

1. ‘In any case, **kindly** ask the authorities to call off their search.
2. In the meantime, will you two **kindly** stop yapping, and try to give me some ideas of what we should do to keep the kids quiet this afternoon,” commented Beth.
3. **Kindly** attend to what I say and not to what Mr Shelly says, sir.’ (Biber et al., 2013: 560)

In the first sentence *kindly* is used as a polite word in a sentence to take account of the speaker and to make sure listeners will hear the speaker. In the second sentence *kindly* has an ironic and impolite interpretation. In the third sentence *kindly* plays a role as an ironic and polite request.

2.3. Sentence initial linking adverbial functions

Leech and Svartik (2013: 187-190) bring together the seven functions of adverbials as linking signals and focus more on stance adverbials. The functions are very close to the categories which are made by Biber et al. (1999: 876-879). The functions are:

a) **making a new start** - well and now,

E.g. ‘**Well**, that finishes that. **Now** what was the other thing I wanted to ask you?’ (Leech and Svartik, 2013: 187-190)

b) **changing the subject** - incidentally and by the way,

E.g. ‘I think I’ve been a bit absent-minded over that letter. **Incidentally,/By the way**, this fax machine doesn’t seem to be working properly.’ (Leech and Svartik, 2013: 187-190)

In this example linking adverbials are used to change the theme what is discussed previously.

c) **listing and adding** - firstly (or first), second (ly), next, and last (ly) (or finally), also, moreover, furthermore, what is more, to begin with, in the second place, and to conclude,

E.g. ‘Several reasons were given for the change in the attitude of many students in the 1960s. **To begin with**, they feared the outbreak of nuclear war. **Secondly**, they were concerned over continuing pollution of the environment. ...’ (Leech and Svartik, 2013: 187-190)

In this example linking adverbials list the reasons. Listing linking adverbials almost always are used in the correct sequence as in this example.

d) **reinforcement** - besides, in any case, in fact and anyway,

E.g. ‘Ray won’t have any proof of my guilt. **Besides**, he doesn’t suspect me of having any connection with the recent robberies.’ (Leech and Svartik, 2013: 187-190)

Reinforcement linking adverbials complement previous information and reinforce it as it is seen in this particular example.

e) **summary and generalization** - in a word, in short, or to sum up, in all, altogether, more generally,

E.g. ‘The Foundation could be custodian of a central fund of charities. It could plan and finance a stock of books, tapes and films. **In a word**, it could do plenty.’ (Leech and Svartik, 2013: 187-190)

These function linking adverbials summarize the thoughts or examples, or the content of the previous sentences, like in the given example.

f) **explanation**,

This function is divided in three subgroups:

1. By expanding and clarifying its meanings: that is that is to say, i.e.
2. By giving a more precise description: namely, viz.
3. By giving an illustration: for example, for instance:

E.g. 'It is important that young children should see things, and not merely read about them. **That is**, the best education is through direct experience and discovery.' (Leech and Svartik, 2013: 190)

This example shows the first meaning of explanation function, which is the expanding and clarifying meaning in the sentence. In the sentence "*that is*" clarify what is meant by - see things.

E.g. 'Role-playing can be done for quite a different purpose: to evaluate procedures, regardless of individuals. **For example**, sales presentation can be evaluated through role-playing.' (Leech and Svartik, 2013: 190)

This example shows the function of giving an illustration. *For example* starts the sentence to show that there will follow examples how role-playing can be done.

g) **reformulation** - other words, rather, better, what I mean is, what I am saying is),
E.g. 'Be natural. **In other words**, be yourself.' (Leech and Svartik, 2013: 187-190)

These functions by Leech and Svartik (2013) help to increase the understanding of the role of the linking adverbial, and what kind of linking adverbial is the most suitable for each situation.

2.3. Conjunction words as linkers

Conjunctions have multiple functions. However, one function of conjunctions is the same as linking adverbials and adverbs. They can act as the linkers in the text, between paragraphs, sentences, phrases and words. According to Quirk et al. (1985) each conjunction has appropriate feature. For example, *and*, *or* and *but* are clearly used as coordinators, *and* and *or* 'are central coordinators', *nor* 'contains a negative feature', *both*, *either* and *neither* 'are used as the first item in a correlative pair with *and*, *or* and *nor* respectively' (Quirk et al.: 1985: 920). *For* uses when speaks about 'result that' (Quirk et al.: 1985: 920). Conjunction *when* is used to illustrate time,

where is used to illustrate place, *how* is used to illustrate manner and *why* is used to illustrate reason (ibid: 442).

Biber et al. (1999: 79) emphasizes two types of conjunctions - coordinating conjunctions, which they also call coordinators, and subordinating conjunctions, which they also call subordinators. Coordinating conjunctions are like *and, or, but, though*, but subordinating conjunctions are like *when, if, because* and others. Conjunctions differ from linking adverbials in that conjunctions have a 'purely syntactic role' (Biber et al., 1987: 85). Quirk et al. (1985) describes other examples of subordinators and coordinators adding a primary objective when it is used (ibid: 645).

Halliday and Hasan (1976: 232) added that conjunctive adverbs are flexible regarding the punctuation system and it is common to occur in written English with a colon or semicolon. According to Liu (2008: 492) linking adverbials 'provide only semantic connections' but conjunctions 'offer both semantic and syntactic links at the same time, i.e. they can join two clauses syntactically with or without a comma'. Liu (2008: 492) describes that 'when a linking adverbial is used to connect the two clauses semantically, a period or a semi-colon is needed'. Liu (2008: 493) added that 'conjunctions are very small in number and their use is not too complex, especially in comparison with linking adverbials'. Coordinating conjunctions are more common at the beginning of the sentence than subordinating conjunctions. According to Halliday and Hasan (1976: 232) a conjunctive adverb 'normally has first position in the sentence, and has its domain the whole of the sentence in which it occurs <...> its meaning extends over the entire sentence, unless it is repudiated'. Due to the fact that this study is related mostly to the sentence initial linking adverbials subordinating conjunctions will not be further discussed.

According to Biber et al. (1999: 79) coordinating conjunctions 'used to build coordinate structures, both phrases and clauses'. The main coordinators are "*and, but, or*" that signal 'addition, contrast, and alternative, respectively (Biber et al., 1999: 79). According to Biber et al. (1999: 89) conjunctions like '*because*', '*neither*', '*nor*', and '*but*' link two discourse units and are different from linking adverbials because they have a 'purely syntactic role'.

Examples of conjunctions used at the beginning of sentence are as follows:

- 'His clothes were lying at his side; he hadn't bothered to seek the shelter of the rushes. *Nor* did he know.' (Biber et al. 1999: 79)
- '*But* they carved out a 5.7 per cent share of the overall vote.' (Biber et al. 1999: 80)

- ‘He didn't signal or wave. *Neither* did I.’ (Biber et al. 1999: 80)
- ‘*And* then what could it have been, six weeks after we started coming in here, eight at the outside, off he goes.’ (Biber et al. 1999: 84)

According to Leech and Svartik (2013) there are six cases how coordinating conjunction can be used, those are time, cause, reason, result, positive condition, negative condition, addition and alternatives. Some of the linkers can be omitted.

According to Leech and Svartik (2013: 191) combination of linking adverbial and coordinating conjunction can make a more forceful and impressive link and sentence. For example, combination of coordination and adverbial link structure like “*but...nevertheless*”.

Conjunctions are a wide topic and in this study will not engage in deeper discussion regarding conjunctions.

2.4. Previous Studies Devoted to Linking Adverbials

There are several previous studies devoted to linking words. For example, above mentioned Biber et al. (1999 and 2003) has made research. The main conclusions are that it is necessary to study how to use linking adverbials in different registers. They analysed academic prose and according to them the most frequently used semantic categories are the result/inference, the apposition and the contrast/concession categories which are used to make arguments and explanations (Biber et. al, 2003: 392-393).

Biber et al. (2006: 14) present the analysis of five individual adverbials in textbooks across five disciplines, “institutional writing”, and in “written course management”. Linking adverbials are used sparsely in ‘written course management’ and ‘institutional writing’.

Peacock (2010) has analyzed research articles. Peacock (2010: 26) concluded that ‘contrast/concession, addition and apposition were much more common’ in research articles than in Biber’s et al. (1999) analysis of academic prose. According to Peacock (2010: 26) result/inference linking adverbials are not very common in research articles. Linking adverbials are also more commonly used in academic prose and conversation than in fiction and news. He added that in research writing it is very important to develop the knowledge about when, where and how to use linking words.

Liu’s (2008: 509) findings show ‘that news makes an extensive use of some sequential and summative linking adverbials indicates that, in teaching journalism English, it will be advisable

to focus on sequential and summative linking adverbials, especially those used most frequently in news, such as *in the meantime*, *meanwhile*, and *in short*'.

Shaw (2011) made analysis on Student and Professional Writing in Literary Studies. The main conclusion is that 'the students were writing a high-density version of the literary-critical register' (Shaw, 2011: 227). Students use *again*, *though* and *therefore*, *however*, but much more sparsely *and* and *but*. In addition, students use linking adverbials more at the beginning of the sentences.

To sum up, English contains linking adverbials, linking adverbs and conjunctions which are used as sentence initial linking words. Linking adverbials, linking adverbs and conjunctions are divided in groups according to the meaning of the words used in the sentences. There are multiple grammarians and linguists who have made classifications of linking adverbials. Linking words are used in written texts as well as in speeches. The main function of linking words is to supplement, explain and switch from one idea or thought to another. Linking adverbials are studied in various kinds of registers. One of the main conclusion that is made is that in different registers different types of linking adverbials are used. In addition, it is very important to study and develop the knowledge about the correct use of linking adverbials and their meaning in the sentence.

3. Analysis of Sentence Initial Linking Adverbials in Online Newspaper Articles

Chapter 3 deals with description and discussion of the empirical part of the bachelor theses. Chapters' first part deals with the research methodology. Then, discuss the procedure of the analysis and examines the selected corpus. The last part presents the graphs and charts, analysis of data and the discussion of the results based on the finding results.

3.1. Research methodology

Discourse analysis was chosen as the most suitable research method for present study. Discourse analysis discusses the questions which are related with the used language in discourse. According to McCarthy (1991: 5) discourse analysis studies 'the relationship between language and the meaning in which it is used. As stated by Stubbs (1983: 1) discourse analysis is the research field, which express concern in three ways:

- "the use of language over the level of a sentence/utterance,
- the interrelationships between language and society,
- the interactive properties of daily communication."

According to Cook (1989) discourse analysis studies 'how stretches of language, considered in their full textual, social, and psychological context, become meaningful and unified for their users' (1989: 3). Halliday and Hasan (1976: 1) wrote that discourse analysis is based on language used in text, either it is spoken or written. This research method includes different kind of spoken, written, and printed texts. According to McCarthy (1991:12) printed texts are 'newspaper articles, letters, stories, recipes, instructions, notices, comics, billboards, leaflets pushed through the door, and so on'.

Qualitative data approach studies and collects data like 'words, images, or objects' and results can be more subjective than objective (Lichtman, 2006: 7-8). However, quantitative data approach collects data as 'numbers and statistics' and results are more objective than qualitative study (Johnson and Christensen, 2008: 34). Qualitative data analysis used in order to interpret the sentence initial linking adverbials by Biber et al. (1999) semantic meanings in the popular press and quality press online newspaper articles. Quantitative data analysis used for searching and counting the sentence initial linking adverbials in the chosen articles. In the present paper also frequency analysis was applied. Frequency analysis is used because the length of each article

between *The Guardian* and *The Sun* varies. In order to obtain more precise data, sentence initial linking words are calculated per 1000 words.

3.2. Procedure

The analysis procedure was carried out in the following steps: firstly, two different types of online newspapers were selected – popular press online newspaper *The Sun* (Online 2) and quality press online newspaper *The Guardian* (Online 1). From each online newspaper were selected twenty four articles. The total number of articles is forty-eight. Thirdly, tables were designed accordance with above-discussed theory by Biber et al. (1999) and Leech and Svartik (2013). Then, in all forty-eight articles every occurrence of all sentence initial linking words, which are mentioned in the Bieber et al. (1999) classification and Leech and Svartik (2013) functions in the theoretical part, was one by one identified by reading each sentence. Conjunctions were also identified, to see the overall use situation in sentence initial position. After that calculations were made to determine the frequency of sentence initial linking adverbials in both online newspapers. Then the results were collected and tables were filled with the data collected, as well as graphs created from the obtained results of the analysis. At the end was the discussion of obtained results.

3.3. Selected corpus

In order to achieve the goal of the present research, in the analysis was used quality press and popular press online newspaper articles. Articles are devoted to such topics as economics, business, finance and politics (see *Table 3.1.*). From both online newspapers, the most are used business related articles, sixteen from *The Guardian* and eleven from *The Sun*. Articles from the newspapers were chosen according to topics which are mentioned above and within the selected time frame. Articles were selected from 11 April 2016 till 30 December 2016 (eight months). The full list of selected articles is in the references. The total number of collected articles are forty-eight and total word quantity is 35 671 (see *Table 3.2.*).

Table 3.1 Topics of the articles from *The Guardian* and *The Sun*

	Quality press	Popular press	
Topics	<i>The Guardian</i>	<i>The Sun</i>	TOTAL
Business	16	11	27
Finances	2	5	7
Economic	1	0	1
Politic	5	8	13
TOTAL	24	24	48

Table 3.2 Newspaper article length

	Online Newspaper	Number of articles	Total word amount
Quality press	<i>The Guardian</i>	24	18 503
Popular press	<i>The Sun</i>	24	17 168
	Total	48	35 671

3.4. Results and discussion

In both online newspapers the total number of sentence initial linking words is 264. The total number of articles is 48, quality press *The Guardian* – 24, popular press *The Sun* – 24. The total number of words is 35 671, *The Guardian* – 18 503, *The Sun* – 17 168 (see Table 3.2). As it appears in the table 3.3, cases per 1000 words are 5.94 in *The Sun* and 5.00 in *The Guardian*. To conclude, in the popular press *The Sun* is used more sentence initial linking words than quality press *The Guardian*. In all 48 articles sentence initial linking word cases per 1000 words are 5.49 (see Table 3.3).

Table 3.3 Initial sentence linking word frequency in the online newspapers

Newspaper title	Number of sentence initial linking words	Cases per 1000 words
<i>The Sun</i>	110	5.94
<i>The Guardian</i>	86	5.00
TOTAL	196	5.49

After sentence identification and the result comparison with the discussed theory, obtained results show that in quality press and popular press online newspaper articles the most used sentence initial linkers are coordinating and subordinating conjunctions in sentence initial position. In the online newspaper *The Sun* articles are 77 cases but in the online newspaper *The*

Guardian articles are 62 cases (see Figure 3.1. and Figure 3.2). Linking adverbials and adverbs are used very rare. In the online newspaper *The Guardian* articles are 24 cases (absolute frequency) but in the online newspaper *The Sun* articles 33 cases (absolute frequency) with linking adverbials. As the conjunctions are another wide topic in this particular study will be not discussed further.

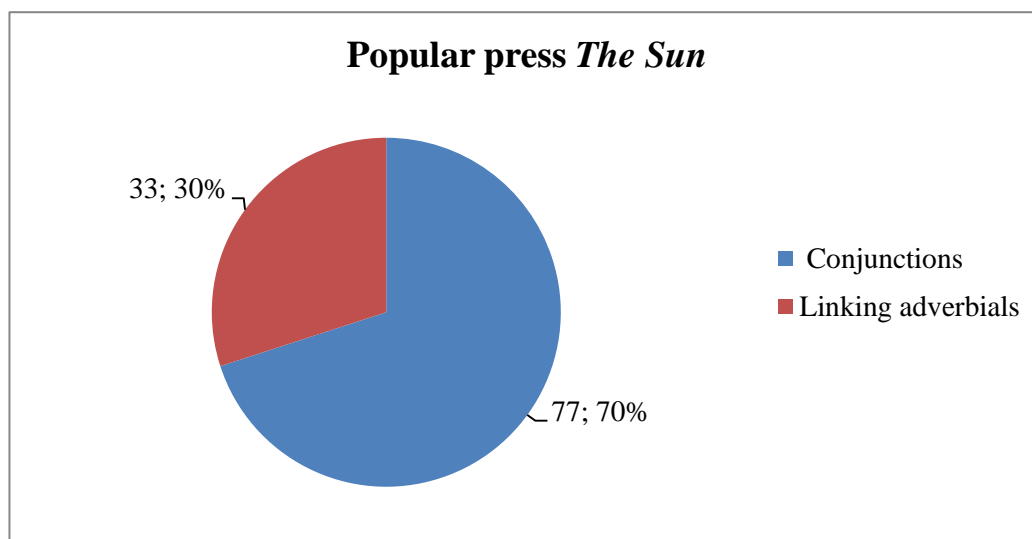


Figure 3.1 Sentence initial linking words in popular press *The Sun*

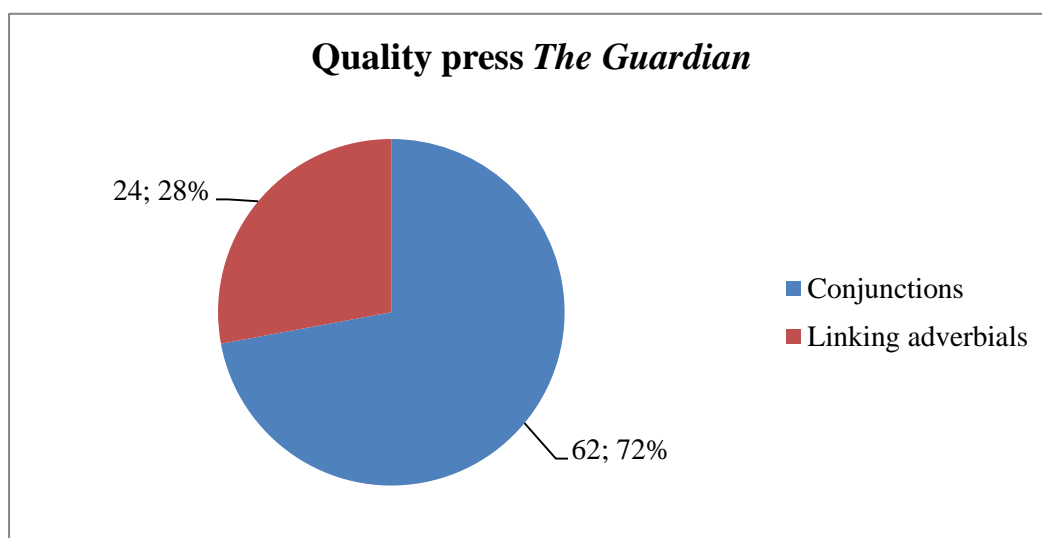


Figure 3.2 Sentence initial linking words in quality press *The Guardian*

3.4.1. Sentence initial linking adverbial semantic meanings in the online newspapers

Table 3.4 shows what kinds of sentence initial linking adverbials are in the selected articles from newspaper *The Guardian*. According to Biber et al. (1999) sentence initial linking adverbial semantic classification, in online newspapers *The Guardian* and *The Sun* articles initial linking adverbials are not much used. In the online newspaper *The Guardian* from all six categories made by Biber et al. (1999) (Enumeration and adding, Summation, Apposition, Result/inference, Contrast/concession and Transition) was found only one enumeration example and eighteen contrast/concession examples, three transition examples, one result/inference example and one summation example. In the quality press online newspaper *The Guardian* articles are obtained sentence initial linking adverbials, like *further*, *alternatively*, *nevertheless* and *however*, *although*, *despite*, *meanwhile*, *now* and *altogether*. Semantic meaning with the following example of sentence initial linking adverbial will be discussed separately.

Table 3.4 Sentence initial linking adverbial semantic meanings in the online newspaper The Guardian

Semantic meaning	How much time used	Kinds of sentence initial linking adverbials
Enumeration and addition	1	Further
Contrast/concession	18	Alternatively, however, nevertheless, although, despite
Transition	3	Meanwhile, now
Result/inference	1	So
Summation	1	Altogether
TOTAL	24	

3.4.1.1 Enumeration and addition category

In the online newspaper *The Guardian* articles, according to Biber et al. (1999) classification, there is one example of sentence initial linking adverbial from the enumeration and addition sentence initial linking adverbials. The linking adverbial *further* is classified as additive linking adverbial.

Example:

1. ‘There was a rise of more than 2p a litre in petrol and diesel, which meant a more rapid increase in the cost of transport. But cheaper furniture and accommodation

helped blunt the hike, the ONS said. Inflation hovered around zero during 2015 as the collapse in oil prices cut the cost of travel and domestic fuel bills. In the first six months of 2016, however, it has been at 0.3% or 0.5%. **Further** increases will lead to a squeeze on living standards unless workers are able to secure more generous pay awards.’ [A7]

Linking adverbial *further* adds information to the given information in previous sentences which talk about the economic situation and inflation in the country. In this particular example it gives more information about the consequences to the previous mentioned facts.

3.4.1.2 Contrast/concession category

The contrast/concession sentence initial linking words are the most used in the online newspaper *The Guardian*. This category sentence initial linking adverbials are used fourteen times. The sentence initial linking word *alternatively* one time, *nevertheless* two times, *however* eleven times, *although* three times and *despite* one time.

Example:

2. ‘... , Steve Guy, said that tariff could be dropped if Britain quit the EU, making Australian wine cheaper. **Alternatively**, a tariff could be introduced for all imported wine, creating a more level playing field for Australian exporters.’ [A10]

In this example *alternatively* play the role as another possibility or option for the traffic regulation for Australian vine exporters. *Alternatively* make a contrast in the preceding sentence remarks.

Examples:

3. ‘...the formal mechanism that starts the two-year negotiating period to leave the EU – in March. **However**, the Conservative MP Dominic Grieve, a former attorney general, told bankers that this timetable was optimistic as a legal challenge to Brexit could make it necessary for parliament to debate the UK’s exit terms.’ [A24]

4. ‘“For the moment, the data suggest that the economy has exhibited greater than anticipated resilience in the face of headwinds such as Brexit worries and rising prices. **However**, it seems likely that growth will slow further in coming months as these headwinds intensify,” ...’ [A1]

5. ‘... the legal advice does show there is real and significant danger for the NHS to be part of the TTIP trade deal. **However**, the legal opinion Unite commissioned also

made it very clear that the UK government has the power and ability to grant a full exemption to the NHS from the entire scope of TTIP.’ [A15]

6. ‘... CFOs have become markedly more positive on the outlook for their businesses and enter 2017 in better spirits than at any time in the last 18 months.

However, rising optimism does not represent a return to business as usual.’ [A18]

7. ‘... the tax increases are a “real kick in the teeth” for the capital, but the Federation of Small Businesses said many firms across the country “will be getting some relief from years of overpayment”. **However**, BT said telephone and broadband prices could increase as a result of a £565m hike in its taxes, while hospitals, universities and landmarks such as the Tower of London could also lose out.’ [A21]

8. ‘... has revealed plans to soften the blow of the tax hikes when they come into force next April by limiting the increase in the first year to 45%. **However**, this will be funded by introducing a cap of as little as 4.1% for businesses preparing for a drop in their rates bill, meaning they will have to wait for the full benefits.’ [A21]

9. ‘In 2015, the US poverty rate dropped by 1.2%. **However**, there are still 43.1 million people living in poverty in the US, up from 38 million in 2007.’ [A14]

10. ‘The MPC held off reducing official borrowing costs from their record low in the immediate aftermath of the Brexit vote on 23 June. **However**, the committee has dropped heavy hints that it will act this week when fresh forecasts for the economy are published.’ [A4]

11. ‘“This option conveys visions of airborne aircraft dropping £20 notes on the streets of the UK. **However**, in practice, a helicopter money policy would most likely take the form of the BoE buying government perpetual bonds, perhaps covering specific infrastructure projects.” ‘ [A4]

12. ‘...analysts said inflation was on course to breach the official 2% target during 2017. **However**, they said they expected the Bank of England to ignore the rising cost of living and agree to fresh measures to stimulate growth at a meeting of the Bank’s monetary policy committee next month.’ [A7]

13. ‘...also argued it would be “extremely difficult” to cut immigration sharply should the UK leave the EU. **However**, in a separate report, a group of leading economists took an opposing view to NIESR on trade, arguing that free trade with the rest of the world would flourish should the UK leave the EU.’ [A13]

However is contrast sentence initial linking word. It gave another example of idea or to show the other side of idea. For example, in the sentence three *however* is like an incompatibility with the viewpoint about the timetable of quitting EU. Or in the sentence four *however* is more as concession. In the sentence *however* can play role in two situations - when creating contrast between sentences and also in concession situations between sentences. Three of eleven examples *however* are used in the reported speech or direct speech (examples 4, 6 and 12).

Examples:

14. 'But at consumer services companies, which include hotels, bars, restaurants, travel firms and leisure businesses, sales volumes grew modestly, with expectations for faster growth in the next three months. **Nevertheless**, the report said: "The share of firms expecting to expand their business over the year ahead were in a clear minority in both subsectors." [A12]

15. 'Calling central bank independence into question, even only implicitly, can confuse markets as well as the public about who is in charge when it comes to monetary policy and supervisory decisions. "**Nevertheless**, we have seen some criticism of central banks and their policies from politicians lately. This concerned, for example, the handling of Brexit, as well as conducting monetary policy and setting interest rates more generally.'" [A24]

According to Biber et al. (1999) classification *nevertheless* focus on concession situations. In these examples, it is shown that *nevertheless* shows the consequences that despite what circumstances have taken place or will take place. In the example fourteen *nevertheless* shows the concession how consumer service companies start their road to the growth. In the example fifteen *nevertheless* make a contrast between viewpoints of involved parties in this topic.

Examples:

16. 'The ONS producer price index provided supporting evidence that deflationary pressures are starting to ease for UK manufacturers. **Although** the price of goods leaving factory gates in June was 0.4% below that of a year earlier, the decrease last month was smaller than the 0.6% annual decline in the 12 months to May.' [A7]

17. 'EU law requires countries to keep budget deficits below 3% of gross domestic product or face fines or the loss of European funds. **Although** these rules were tightened up after the eurozone crisis, several countries have been allowed to miss the targets, without facing any sanction.' [A20]

18. 'Today, along with glossy flyers for a pizza delivery company, a garden centre and a few other bits and pieces that went straight into recycling, my postman delivered the leaflet outlining the case for remaining in the EU. **Although** I hadn't expected hand delivery by a member of the cabinet, I had assumed that the £9m budget covered the cost of stuffing it into an envelope and addressing it to the named electors to increase the likelihood of recipients reading it.' [A15]

Sentence initial adverbial *although* in all three example sentences gives contrast/confession example. For example, in example seventeen, the rules tighten up Eurozone crises but in the same time 'countries have been allowed to miss the targets' [20].

Example:

19. 'Japan, Indonesia and the US were the nations that accounted for the biggest increase. **Despite** Japan's own economic problems, spending by Japanese visitors was up 96% in the UK compared with July 2015, while travellers from Indonesia spent 88% more than last year on tax-free shopping.' [A2]

In the example nineteen sentence initial linking adverbial *despite* gives contrast example, similar like with the sentence initial linking adverbial *although*.

3.4.1.3 Transition category

Transition categories linking adverbials in *The Guardian* articles obtained three times. In *The Guardian* articles are one example with sentence initial linking word *meanwhile* and two examples with linker *now*.

Examples:

20. Although the price of goods leaving factory gates in June was 0.4% below that of a year earlier, the decrease last month was smaller than the 0.6% annual decline in the 12 months to May. **Meanwhile**, the cost of fuel and raw materials bought by industry was down by 0.5% in the year to June, following a 4.4% decline the previous month. [A7]

Sentence initial linking adverbials *meanwhile* plays role as a transition linking adverbial. In this example, it shows two parallel actions.

Examples:

21. ‘He allegedly replicated the system when he took charge of Bankia, a group born in 2011 out of the merger of Caja Madrid with six other savings banks. **Now** 67, Rato was economy minister and deputy prime minister in the PP government of Jose Maria Aznar from 1996 to 2004, and he then went on to head the International Monetary Fund until 2007.’ [A32]

22. ‘Since being made captain, Rooney tried everything to make the Moyes and Louis van Gaal eras work — but with little success. **Now** he really believes, under Mourinho, he could finally lift his first title as captain.’ [A22]

In both sentences initial linking adverbial *now* starts the new topic and speaks about new ideas. For instance, in example twenty two in the first sentence speaks about the captains’ success which is not very successful but in the next sentence speaks that later on the captain believes himself and can tittle him as captain.

3.4.1.4 Result/ inference category

In *The Guardian* articles result/inference category is not very represented. There is one example of this category.

Example:

23. “There will be obviously great efforts to ensure that the consequences of that shock are minimised,” the prime minister said on Thursday. **So** what are the possible pros and cons for Australia if Britain does leave? [A10]

Sentence initial linking adverbial *so* starts a question. The question asks about results or inference about the pros and cons for Australia.

3.4.1.5 Summation

Summation category also is not very represented in the online newspaper *The Guardian* articles. There is one example with sentence initial linking adverbial *altogether*. In this example *altogether* summarizes all the spending’s between given years.

Example:

24. They are accused of having paid for personal expenses with credit cards put at their disposal by both banks, without ever justifying them or declaring them to tax authorities. **Altogether**, they allegedly spent 12 million euros (\$13.5 million) between 2003 and 2012 – sometimes splashing out at the height of Spain’s devastating economic crisis. [A9]

Table 3.5 shows what kinds of sentence initial linking adverbials are obtained in the selected articles from newspaper *The Sun*. According to Biber et al. (1999) linking adverbial semantic categories (Enumeration and adding, Summation, Apposition, Result/inference, Contrast/concession and Transition), in *The Sun* are five enumeration and addition examples, ten result/inference example, eleven contrast/concession examples and seven transition examples. The following examples and the functions of each particular sentence initial linking adverbial will be discussed and provided in each category separately.

Table 3.5 Sentence initial linking adverbial semantic meanings in the online newspaper The Sun

Semantic meaning	How much time used	Kinds of sentence initial linking adverbials
Enumeration and addition	5	Firstly, secondly, also, finally
Result/inference	10	Consequently, so
Contrast/concession	11	However, anyway, yet, despite, although
Transition	7	Incidentally, now, well, meanwhile
TOTAL	33	

3.4.1.6 Enumeration and Addition category

Enumeration linking adverbials from the popular press *The Sun* articles are *firstly* and *secondly* and *finally*. The next examples are addition sentence initial linking adverbial *also*.

Enumeration examples:

25. ‘**Firstly** she vowed she would intensify the air campaign against its fighters, leaders, and infrastructure. She will also step up support for Arab and Kurdish forces

on the ground. **Secondly** she would work to dismantle the global network that supplies ISIS with money, arms, propaganda, and fighters.’ [A38]

Both sentence initial linking adverbials follow each other. In these sentences *firstly* and *secondly* accounted for what she could do in the future firstly and secondly.

26. ‘ “It’s unfair to require that boarding pass for proof you have a ticket when the airline already has the information online.” **Finally**, the name change charge.’ [A27]

In the example twenty six first sentence is not numbered but the next sentence expresses what happened after the described actions in the first sentence.

Addition examples:

27. ‘As tax avoidance is not illegal in the UK, there is no suggestion that he did anything wrong when he, along with footballer Wayne Rooney and golfer Rory McIlroy, invested in the government-backed scheme which offered tax relief for investing in deprived areas. **Also** in 2013 Allardyce, then manager of Sunderland, was caught up in a £275m tax fraud involving a fake film company.’ [A40]

28. ‘Silvio Berlusconi, who enjoyed a close relationship with Tony Blair, was convicted of fraud in 2013. **Also** last year Italy’s highest court confirmed an acquittal for Berlusconi, who enjoyed a close friendship with Tony Blair, ...’ [A45]

In both examples sentence initial linking adverbial *also* add information to the given information and let the reader know what happened afterwards what is mentioned in the previous sentence.

3.4.1.7 Result/inference category

In the online newspaper *The Sun* articles are ten result/inference sentence initial linking adverbial examples with sentence initial linking words *consequently* and *so*.

Example:

29. “**Consequently**, we have made the difficult decision not to pursue the opportunity further and instead focus on our core business and on the opportunities we will have following our proposed acquisition of Home Retail Group.” [A26]

In the example twenty nine sentence is the last one in this particular article and ends it. The sentence initial linking adverbial *consequently* gathers thoughts, finishes the message and shows the result which the writer wants to convey to the reader. However, not always result/inference

sentence initial linking adverbial can be used in the last sentence. It can be used between two paragraphs or show the result at the middle of paragraph.

Examples:

30. 'The Manchester United manager was sat up front with the players and some club officials when he realised his other staff were further back on the plane. **So** Mourinho insisted on moving to sit with them for the 12-hour flight.' [A28]

31. 'The Sunday Times had Remain in front 44 per cent to 43 per cent, The Observer had them dead-heating at 44 per cent each and the Mail on Sunday had Remain in front 45 per cent to 43 per cent. **So** the average don't knows (how you can possibly be a don't know after the avalanche of coverage is quite beyond me) is between 12 per cent and 13 per cent.' [A39]

32. 'I expect at least 1-2 per cent who will have been Brexiteers throughout the campaign to take into account their job, mortgage, family, etc, plus the pressure of the status quo, to switch sides at the very last minute. **So** my final number will be somewhere between 55-54 per cent and 46-45 per cent.' [A39]

33. 'I could of course be smoking something but if I'm right I am taking up tarot reading and will be found shortly in a rented hall down your way offering my services as Mystic Mac at £30 a pop. **So** my advice is to buy your holiday currency today, as sterling has taken a major hammering in the currency markets over Brexit fears and will be more expensive if Leave is the answer.' [A39]

34. 'Manufacturers are cunningly reducing the size of their products. **So** now a chocolate digestive is about the same size as a Hobnob used to be, and a Hobnob about the same size as a ginger snap.' [A37]

35. 'A few weeks ago I mentioned that the more grovelling an apology from a public figure for something he or she has said, the more likely it was that the thing they originally said was absolutely true. The greater the truth, the bigger the apology. **So** when the novelist Ian McEwan annoys the transgender lobby by suggesting that people <...> are usually men (shock! horror!), his apology ran to several pages.' [37]

36. 'CUTS to benefits for the disabled. Tightened belts for the Armed Forces, police and junior doctors. Yet the British blow more than £12 billion a year on foreign aid – an absurd £1 of every £7 given by the developed world! Why exactly? **So** David Cameron can show us how much he cares. **So** George Osborne can preen with Bob

Geldof at the GQ Men of the Year awards. **So** researchers in Colombia can study flatulence in cattle and its impact on climate change. £15million for farting cows!’

[A41]

In the online newspaper *The Sun* articles result/inference categories sentence initial linking adverbial *so* are used nine times. In first eight given examples *so* expresses the result and consequences. The last example number thirty six shows that it can be used one by one. It shows that *so* is used in multiple sentences and expressed multiple consequences.

3.4.1.8 Contrast/concession category

Contrast/concession sentence initial linking adverbials are the most represented in the popular press online newspaper *The Sun* articles. The same like quality press online newspaper *The Guardian*. There are six *however* examples, two *anyway* examples, one *yet*, one *despite* and one *although* example.

Examples:

37. ‘He is set to make his first major intervention in the argument over Britain’s EU future this morning when he will put his weight behind the “In” campaign with the “socialist case for staying in the EU”. **However**, trust in London Mayor Boris Johnson, the flamboyant, popular leading face of the Out campaign, has also fallen eight percentage points to 26 per cent, the survey indicated.’ [A43]

38. ‘So far, none of the “big six” energy firms – E.on, EDF Energy, British Gas, nPower, SSE and Scottish Power – have announced price increases. **However**, a number of smaller suppliers have started to increase costs. Last week, GB Energy Supply announced it is raising the cost of its standard dual fuel variable tariff by 30 per cent.’ [A31]

39. ‘...“Parliament should be a diverse place, welcome to people from all walks of life. **However**, there always needs to be a balance, and putting hundreds of hours per year into another job other than serving constituents could undermine their ability to properly serve the public, if the situation is totally unchecked.”’ [A46]

40. ‘Motorists have been hammered by rising petrol prices over the last few months since the vote to leave the European Union. **However**, last week Sainsbury’s, Tesco,

Asda and Morrisons slashed their prices by up to 3p per litre, bringing light relief for drivers.’ [A30]

41. ‘Fixing your energy bill is a gamble - if prices go up then you’ll get a good deal by guaranteeing the rate you pay. **However**, if prices go down then you might end up paying more and you’ll have to pay a penalty to leave.’ [A31]

42. ‘THE UK was the birthplace of the industrial revolution and the tag ‘Made in Britain’ still means something today. **However**, people campaigning to leave the EU do not seem to care about making things here and the millions of jobs that rely on it.’ [A35]

However make contrast between two sentences. In the example thirty seven *however* shows the viewpoint incompatibility, but in example thirty eight *however* shows the contrast for action in a given situation between bigger energy firms and smaller suppliers. The same as in *The Guardian* examples show that *however* is used as well contrast as concession role.

Examples:

43. ‘So when the novelist Ian McEwan annoys the transgender lobby by suggesting that people <...> are usually men (shock! horror!), his apology ran to several pages. **Anyway**, a very good blogger called Patrick West has dubbed this Liddle’s Law – and the latest to fall foul of it is Stephen Fry.’ [A37]

44. ‘But not the names of those involved. (Do you think they later used the oil to fry some chips? It seems a terrible waste if not). **Anyway**, as my colleague Jane Moore said yesterday, the injunction stopping us from knowing who’s involved is an absurdity.’ [A37]

In both examples *anyway* starts the contrast sentence to the previous sentence.

Example:

45. ‘CUTS to benefits for the disabled. Tightened belts for the Armed Forces, police and junior doctors. **Yet** the British blow more than £12billion a year on foreign aid – an absurd £1 of every £7 given by the developed world!’ [A41]

In the example forty five first two sentences speak about what benefits cuts, but sentence initial linking adverbial *yet* starts the contrast sentence and expresses the overall foreign aid.

Example:

46. ‘ “Our values are hugely important to us so when our partners don’t agree with them it can feel quite concerning. “**Despite** this, some difference in beliefs and values can be a healthy thing as it can help to keep things interesting and help us to see things from a different perspective.” ‘ [A44]

Despite have the same role in the sentence as other contrast/concession sentence initial linking adverbials. In this example, in first sentence speaks that they have common beliefs but in the sentence which starts with *despite* expresses that different beliefs is not bad.

Example:

47. ‘It is thought that out of the 400 jobs at risk from the winding down of the business, 100 jobs will be relocated to Sainsbury’s or Dansk offices, but 300 in-store jobs could be lost. **Although** the store had previously been launched in the UK, before the second attempt in 2014, there had been stores four years previously before the chain was sold to Asda.’ [A26]

Sentence initial linking adverbial *although* expresses what proceeded in the previous years, before the actions which happened now and which are described in the first sentence. The second sentence contrast to the first.

3.4.1.9 Transition category

According to Biber et al. (1999) linking adverbial classification, transition sentence initial linkers are used seven times in the online newspaper *The Sun* articles.

Example:

48. ‘**Incidentally**, isn’t it a shame you can’t buy Gipsy Creams any more? I used to love them. It was the name that did for them, of course. I used to love them. It was the name that did for them, of course. But I wouldn’t mind if they were brought back under a more PC name – such as Traveller Creams, or maybe Oppressed Minority Creams.’ [A37]

In this example *incidentally* is in the rhetoric question. It enters the new topic in the article story.

Examples:

49. ‘ “The more experience I gained the more I wanted to progress within the welfare-to-work industry and when a job came up at Standguide in Bury, I applied and I was

offered the job. **Now** I love supporting people as I know that being in full time employment, regardless of the role, changes your life and your family's life.” ’ [A32]
 50. ‘Since being made captain, Rooney tried everything to make the Moyes and Louis van Gaal eras work — but with little success. **Now** he really believes, under Mourinho, he could finally lift his first title as captain. [A28]
 51. If you can't trust charities, who can you trust? **Now**, how about Age UK pays the money back to the pensioners it misled?’ [A37]

In first two examples (49 and 50) sentence initial linking adverbial *now* starts the new ideas. But in last example (51) it is in the question. And it asks about new topic.

Examples:

52. ‘ “The Chancellor's decision to extend the freeze shows that he understands that motorists are the backbone of the British economy. It is vital that in such uncertain times, the Government can give as much certainty to them as possible.” **Meanwhile**, Road Haulage Association chief executive Richard Burnett said any measure to make the journeys of hauliers more cost-effective will “contribute greatly to the movement of the UK economy. ’ [A30]

53. ‘Add to that near 40-degree temperatures and sweltering humidity and the Special One is set to be a hot one out here. **Meanwhile** England captain Wayne Rooney needed three security guards to get him through a Manchester United-mad mob.’ [A28]

54. ‘An investigation in The Sun revealed that it was trousering six million quid every year advising elderly people to buy their electricity and gas on an E.ON tariff that cost them £245 more each year. **Meanwhile**, E.ON slipped Age UK the dosh for pointing vulnerable people in the right direction.’ [A37]

In all examples sentence initial linking adverbial *meanwhile* starts the parallel actions the same as in *The Guardian* articles.

3.4.2 Frequency of Linking Adverbials According to Types of Newspapers and Article Themes

From the quality press newspaper *The Guardian* articles are devoted to such topics as business, economics, finance, politics (see Table 3.7). In the research are sixteen business

articles, five politics articles, two finance and two economics related articles. In the all articles are twenty four initial linking adverbial examples. The most frequency used sentence initial linking adverbials are in business related articles – 1.38 per 1000 words and economics 1.29 per 1000 words and politics articles 1.28 per 1000 words (see Table 3.7). But the least frequency used per 1000 words is in finance related articles 0.72 (see Table 3.7).

Table 3.7 Linking adverbial frequency in the quality press online newspaper *The Guardian* articles

Quality press <i>The Guardian</i>				
Themes	Number of articles	Linking adverbials	Number of words in articles	Frequency per 1 000 words
Business	16	15	10 859	1.38
Economics	1	1	777	1.29
Finance	2	1	1 397	0.72
Politics	5	7	5 470	1.28
TOTAL	24	24	18 503	1.30

From the popular press online newspaper *The Sun* are devoted articles with such topics as business, finance and politics (see Table 3.8). Eleven business related articles, eight politics related articles and five finance related articles (see Table 3.8). In *The Sun* were found thirty three initial linking adverbial examples. The most frequency used sentence initial linking adverbials are in politics articles 2.28 per 1000 words, business articles 1.85 per 1000 words and finance 1.47 per 1000 words (see Table 3.8).

Table 3.8 Linking adverbial frequency in the popular press online newspaper *The Sun* articles

Popular press <i>The Sun</i>				
Themes	Number of articles	Linking adverbials	Number of words in articles	Frequency per 1 000 words
Business	11	15	8 066	1.85
Finance	5	5	3 412	1.47
Politics	8	13	5 690	2.28
TOTAL	24	33	17 168	1.92

To compare both newspaper types, frequency of the used initial linking adverbials per 1000 words in both newspapers are slightly different. In the quality press online newspaper *The Guardian* sentence initial linking adverbial frequency per 1 000 words are 1.30 but in the popular press newspaper *The Sun* sentence initial linking adverbial frequency per 1 000 words is used more – 1.92 (see Table 3.7 and Table 3.8).

3.4.3 Sentence Initial Adverbials in the Online Newspapers by the Topics of Articles and Semantic categories

In Table 3.9 and Table 3.10 are collected all sentence initial linking adverbials from both online newspaper *The Guardian* and *The Sun* articles. All sentence initial linking adverbials are categorised according to Biber et al. (1999) classification. Empty spaces mean that this sentence initial linking adverbial is not used in this topic articles.

In table 3.9 and table 3.10 are 30 linking adverbial types which were found in business articles. In each online newspaper type sentence initial linking adverbials are obtained fifteen times. In finance related articles are six sentence initial linking adverbials, in politic related articles twenty but in economic related articles one time. In the quality press online newspaper *The Guardian* articles are less kinds of sentence initial linking adverbials than in the popular press online newspaper *The Sun* articles. In business related articles the most used categories are transition, result/inference, and contrast/concession sentence initial linking adverbials. In politics related articles the most used categories are result/inference, enumeration/addition, and contrast/concession sentence initial linking adverbials. In finance related articles are not a lot of sentence initial linking adverbials and Biber et al. (1999) categories are contrast/concession,

enumeration/addition and transition sentence initial linking adverbials. Economic article is only one and in this article is one contrast/concession sentence initial linking adverbial.

In the popular press online newspaper *The Sun* articles are four types of categories according by Biber et al. (1999). Contrast/concession categories' sentence initial linking adverbials are the most used in *The Sun* online newspaper articles. In *The Sun* articles the most used sentence initial linking adverbials are *however* (contrast/concession) and *so* (result/inference) (see Table 3.9). In *The Sun* articles are fifteen different sentence initial linking adverbials – *however, anyway, yet, despite, although, firstly, secondly, also, finally, consequently, so, now, well, incidentally* and *meanwhile* (see Table 3.9). In business related articles the most used category is transition, in politics articles is result inference and in finance articles contrast/concession categories sentence initial linking adverbials.

Table 3.9 Used Sentence Initial Adverbials in the Popular Press Online Newspaper *The Sun* by the Topics of Articles

Category	Sentence Initial Linking Adverbial	Topics of articles		
		Business	Politics	Finance
Contrast/concession	However	1	2	3
Contrast/concession	Anyway	2		
Contrast/concession	Yet		1	
Contrast/concession	Despite		1	
Contrast/concession	Although	1		
Enumeration and addition	Firstly		1	
Enumeration and addition	Secondly		1	
Enumeration and addition	Also	1	1	
Enumeration and addition	Finally			1
Result/inference	Consequently	1		
Result/inference	So	3	6	
Transition	Now	2		
Transition	Well	1		
Transition	Incidentally	1		
Transition	Meanwhile	2		1
TOTAL		15	13	5

In the quality press online newspaper *The Guardian* articles are used four types of categories according to Biber et al. (1999). In the *Guardian* articles the most used category is contrast/concession category. In this online newspaper articles the most used sentence initial linking adverbials are *however* (contrast/concession) and *although* (contrast/concession). In *The Guardian* articles is used less types of sentence initial linking adverbials. In the articles are used *however, nevertheless, alternatively, although, despite, further, so, altogether, now* and *meanwhile*. In a business related articles the most used category is contrast/concession, in politics articles is contrast/concession, in finance articles one example is used from transition categories and in economics articles one example from contrast/concession categories sentence initial linking adverbials.

Table 3.10 Used Sentence Initial Adverbials in the Quality Press Online Newspaper *The Guardian* by the Topics of Articles

Category	Sentence Initial Linking Adverbial	Topics of articles			
		Business	Politics	Finance	Economics
Contrast/concession	However	8	2		1
Contrast/concession	Nevertheless	1	1		
Contrast/concession	Alternatively		1		
Contrast/concession	Although	1	2		
Contrast/concession	Despite	1			
Enumeration and addition	Further	1			
Result/inference	So		1		
Summation	Altogether	1			
Transition	Now	1		1	
Transition	Meanwhile	1			
	TOTAL	15	7	1	1

In conclusion, the results demonstrate the differences and similarities between popular press online newspaper *The Sun* articles and quality press online newspaper *The Guardian* articles by the use of sentence initial linking words. The results show that in online newspapers sentence initial linking words use quite rare, 5.49 sentence initial linking words per 1000. In business articles are the most used sentence initial linking adverbials but in the finance articles the least. Qualitative data collection shows that sentence initial linking adverbial meanings from the online newspapers are corresponding to Biber et al. (1999) classification. Frequency analysis shows that in the popular press online newspaper *The Sun* articles sentence initial linking words are more than in the quality press online newspaper *The Guardian* articles. In both online newspapers is quite wide range of sentence initial linking adverbials. In quality press online newspaper *The Guardian* contrast/concession sentence initial linking words have been used the most the same as in the popular press online newspaper *The Sun* articles. Apposition sentence initial linking adverbials are not observed in any online newspaper article. *However* is the most used sentence initial linking adverbial in the quality press but *so* in the popular press online newspaper.

Conclusions

The goal of the present study is to analyse the use of sentence initial linking words in the articles of the online newspapers and what kind of initial sentence adverbials are used in online newspapers. To achieve the goal the study analysed theoretical framework about the newspaper register, sentence initial adverbials, adverbs and conjunctions. Two different newspapers were chosen as the basis for analysis and discourse analysis was performed.

To conclude, sentence initial linking words make the discourse coherent and cohesive. Linking words connect the sentences, paragraphs, phrases and words. In English there are three types of sentence initial linking words – linking adverbials, linking adverbs and conjunctions. Linking adverbials and linking adverbs very often overlap. According to Biber et al. (1999) there are six categories which describe all the types of linking adverbials – contrast/concession, enumeration and addition, apposition, result/inference, summation and transition.

Online newspaper article features match with those of the printed newspaper articles. In the newspaper articles it is very important to write in a brief, understandable and well-structured sentences and texts. The main goal of the newspaper article is for the readers to catch the idea from reading it once. Quality press online newspaper *The Guardian* and popular press online newspaper *The Sun* are quite different online newspaper types. *The Sun* includes also entertainment and serious content but *The Guardian* is more focused on serious content.

To achieve the goal, several research questions were stated: 1. Which type of sentence initial linking adverbial is the most commonly used in the online newspaper popular and quality press articles? and 2. What are the main differences in use of sentence initial linking words between popular press and quality press articles?. When all the results are compared sentence initial linking words are used 5.49 times per 1000 words. It means that linking words use rare but in necessary situations in the text. Sentence initial linking words are not used very frequently. In both online newspapers sentence initial linking adverbials are used in slightly different frequency. In the popular press *The Sun* frequency of sentence initial linking adverbials is bigger than in the quality press online newspaper *The Guardian* – respectively 1.92 per 1000 words and 1.30 per 1000 words. In both newspapers classification according to Biber et al. (1999) that are used include enumeration and addition, contrast/concession, result/inference and transition sentence initial linking adverbials. Apposition category of sentence initial linking adverbials are not observed in any article. In the quality press online newspaper *The Guardian* the most frequently

used semantic category of sentence initial adverbials is contrast/concession. In *The Guardian* articles the most frequently used sentence initial linking adverbial is “*however*” which is from a contrast/concession category. However in *The Sun* articles “*so*” is the most frequent which comes from a result/inference category of linking adverbials. Business related articles use sentence initial linking adverbials the most while finance related articles the least. *The Guardian*’s articles use sentence initial linking adverbials like *however* (contrast/concession), *nevertheless* (contrast/concession), *alternatively* (contrast/concession), *although* (contrast/concession), *despite* (contrast/concession), *further* (enumeration and addition), *so* (result/inference), *altogether* (summation), *now* (transition) and *meanwhile* (transition). But *The Sun* article’s feature *however* (contrast/concession), *anyway* (contrast/concession), *yet* (contrast/concession), *despite* (contrast/concession), *although* (contrast/concession), *firstly* (enumeration and addition), *secondly* (enumeration and addition), *also* (enumeration and addition), *finally* (enumeration and addition), *consequently* (result/inference), *so* (result/inference), *now* (transition), *well* (transition), *incidentally* (transition) and *meanwhile* (transition). Results show that both online newspapers use quite similar types of sentence initial linking adverbials. The analysis shows that the amount of each sentence initial linking adverbial is different in quality press online newspaper and popular press online newspaper. For example, sentence initial linking word “*so*” in *The Guardian* articles are used once but in *The Sun* articles nine times. In the business articles use more sentence linking adverbials than in others. In the finance articles use the least sentence initial linking adverbials. All cases of sentence initial linking adverbials are corresponding to the given characteristics of the semantic categories by Biber et al. (1999). Sentence initial linking adverbials allow to clearly and concisely expressing the following idea in order the online newspaper articles will be briefer, more specific and precise, suitable for any reader as well as sentences would have reader- friendlier and richer language.

For further investigation of this topic it is recommended to select and compare more online newspapers covering different topics, styles and categories. This would allow to find more differences and similarities in the usage of sentence initial words of online newspapers.

Theses

1. Online newspaper articles have inherited features from the printed newspaper articles.
2. Popular press combines serious and entertaining content, while quality press focuses more on serious sources of information.
3. Content of newspaper articles is informative and evaluative which covers broad range of audiences and while there are two sides - writer and reader, there is no direct interaction between them.
4. Sentences in newspaper articles are long, complex but well-structured to maintain directness and brevity. This is to ensure that they are understood from reading them once.
5. Linking adverbials, linking adverbs, coordinate conjunctions and subordinate conjunctions play a role as the initial linking words of sentences.
6. The semantic categories of sentence linking adverbials are enumeration and addition, summation, apposition, result/inference, contrast/concession and transition categories which describe all linking adverbials.
7. Sentence initial linking adverbials connect two stretches of discourse, those can be phrases, sentences and paragraphs.
8. Contrast/concession semantic category of sentence initial linking adverbials is the most often used category in both types of online newspapers. Seventeen examples were found in quality press in all articles, whereas in popular press eleven examples were found in all articles.
9. Business articles feature the most frequent usage of sentence initial adverbials. They represent more than a half of cases where sentence initial linking adverbials were used in the studied articles.
10. *However* (contrast/concession category) is the most often used sentence initial linking adverbial in the quality press online newspaper *The Guardian*, whereas *so* (result/inference category) is the most often used sentence initial linking adverbial in popular press newspaper *The Sun*.
11. Apposition semantic category of sentence initial linking adverbials is not used in any of the newspaper articles.
12. Sentence initial linking adverbials are not very frequently used in the two online newspapers that were studied. However in all cases they are used in accordance with its meaning and semantic category.

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Appendix 1 [A35]

Article from TheSun.co.uk

By PAUL KAHN, President of Airbus Group UK & JEURGEN MAIER, Siemens' UK CEO
1st June 2016, 8:47 am

EU WARNING Titans of UK business warn Brexit could spell doom for the manufacturing industry

TWO titans of British manufacturing today warn Brexit could spell an end to the famous “Made in Britain” tag.

Writing in The Sun today, the heads of Airbus and Siemens in the UK, Paul Kahn and Jeurgan Maier, say a vote to leave the EU on June 23 would “badly weaken” the key industry that supports 2.6 million jobs here.

Years of doubt as politicians argue over a new deal for the country will have a “drip, drip, drip effect” on lost investment into manufacturing firms like theirs.

The company chiefs – who employ 30,000 British workers between them – say that would leave us having to rely on bankers and financiers for our exports:

THE UK was the birthplace of the industrial revolution and the tag ‘Made in Britain’ still means something today.

However (contrast/confession), people campaigning to leave the EU do not seem to care about making things here and the millions of jobs that rely on it.

There are 2.6 million people working in manufacturing in this country. We have many world class companies, making fantastic products.

Airbus assembles wings for the giant A380 airliner at a factory in Broughton, North Wales, and later this year Siemens will open a new site in Hull to manufacture offshore wind turbine blades.

These are about the same length as the wingspan of those jet planes and will power millions of homes across the UK.

If Britain left the EU, manufacturing would not instantly disappear, but it would be badly weakened.

We don't know what trade deal we would get with the EU afterwards or how long it would take to negotiate, and the longer discussions go on, the more that companies will put off or even cancel British investment plans.

This will not happen in one to two years but the drip, drip, drip effect of lost investment would begin to affect not only today's manufacturing jobs and livelihoods, but also those of our children, and children's children.

What's more, some 'Leave' campaigners seem happy to sacrifice British manufacturing altogether.

Does Michael Gove really want to walk away from the largest free-trade single market in the world, as he appeared to suggest recently? Another suggestion is that after Brexit, we should allow countries to import to the UK without paying tariffs, while our companies would still have to pay to export overseas.

We don't mind fair competition, but Professor Patrick Minford, one of the economists that favour this approach, has admitted in the Sun that it would 'eliminate manufacturing'.

His argument is this would not matter because we could rely on the service sector instead. **But (coordinating conjunction)** do we really want to create a British economy that just relies on bankers and the financial sector?

We're not saying the EU is perfect, but it is important for British manufacturing companies as it allows us to sell our products in Europe, without having to pay tariffs.

This helps keep our goods competitive and makes people in Europe more likely to buy British.

Some people say that it is only big companies that care about Brexit and that it will be good for smaller British businesses.

This isn't true, Brexit will negatively affect all the companies that supply and support big companies like Airbus and Siemens, and this will be bad for local communities.

We want manufacturers to create more jobs and opportunities in this country, not go elsewhere, as Brexit would encourage.

There are exciting things happening in manufacturing technology in areas like robotics and driverless cars.

Airbus and Siemens have recently agreed a long-term deal to develop hybrid electric engines for aircraft of the future.

The UK is well placed to become leaders in all these fields and the EU helps by providing money for research and giving UK companies a say in how industry standards are set.

Ultimately this is about the kind of economy and jobs we want for future generations. Do we want to help develop these new technologies in Britain, or give up and risk missing out on jobs and opportunities?

And (coordinating conjunction) at the same time, anyone who tells you that we have to decide between manufacturing or the service industry is wrong. We need both.

EU membership is good for British manufacturing and it will help to ensure that future generations of Brits continue to make things that the world wants to buy.

Appendix 2 [A7]

Article from TheGuardian.com

Larry Elliott Economics editor

Tuesday 19 July 2016 10.36 BST

Higher travel costs push up UK inflation

Consumer price index rose by 0.5% in the year ending in June, as air fares were pushed up by 11% owing to Euro 2016.

Britain's brief flirtation with deflation has receded further into the past after dearer air fares, the rising cost of driving and more expensive computer games pushed up the cost of living last month.

Office for National Statistics (ONS) figures showed that the consumer price index (CPI) rose by 0.5% in the year ending in June, up from 0.3% in the year to May.

With more price increases in the pipeline as a result of the Brexit vote and the rebound in commodity prices, analysts said inflation was on course to breach the official 2% target during 2017.

However (contras/concession), they said they expected the Bank of England to ignore the rising cost of living and agree to fresh measures to stimulate growth at a meeting of the Bank's monetary policy committee next month.

The ONS said prices had risen by 0.2% between May and June this year, but remained unchanged over the same period in 2015. It collected a sample of the cost of about 700 goods and services before the EU referendum on 23 June.

A breakdown of the CPI showed that air fares rose by 11%, the biggest increase between May and June on record, and the main factor behind the higher-than-expected inflation figure of 0.5%. Economists had been expecting 0.4%.

The ONS statistician Phil Gooding said the cost of flights had possibly been raised by the Euro 2016 football championships in France, where Wales, Northern Ireland and England competed.

There was a rise of more than 2p a litre in petrol and diesel, which meant a more rapid increase in the cost of transport. **But (coordinating conjunction)** cheaper furniture and accommodation helped blunt the hike, the ONS said.

Inflation hovered around zero during 2015 as the collapse in oil prices cut the cost of travel and domestic fuel bills. In the first six months of 2016, however, it has been at 0.3% or

0.5%. **Further (enumeration and addition)** increases will lead to a squeeze on living standards unless workers are able to secure more generous pay awards.

So-called core inflation, which strips out food, energy, alcohol and tobacco, also rose last month, from an annual rate of 1.2% to 1.4%.

The ONS producer price index provided supporting evidence that deflationary pressures are starting to ease for UK manufacturers.

Although (contras/concession) the price of goods leaving factory gates in June was 0.4% below that of a year earlier, the decrease last month was smaller than the 0.6% annual decline in the 12 months to May.

Meanwhile (transition), the cost of fuel and raw materials bought by industry was down by 0.5% in the year to June, following a 4.4% decline the previous month.

Victoria Clarke, an analyst at Investec, said she expected inflation to be at 3% by the middle of 2017, but then fall back as a result of weaker demand caused by the fallout from Brexit.

Chris Williamson, the chief economist at Markit, said: “UK inflation rose in June, buoyed by rising airfares and higher oil prices. Inflation had been stuck at 0.3% for most of the year to date prior to June, but the latest increase was one of the largest seen since late 2014, and likely to be the start of a rising trend in prices as costs march higher in response to the recent slump in sterling.”

Dokumentārā lapa

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