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Standard Informative and Expressive Language Tools in Publicistic and Journalistic Texts of Newspapers in the Chinese and Thai Languages

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ABSTRACT The present study deals with standard informative and expressive language tools in publicistic and journalistic texts of newspaper in the Chinese and Thai languages. The study aims to explore syntactic and grammatical features of Chinese and Thai publicistic and journalistic texts in detail in order to conduct a deep comparative analysis of the translation of such texts in both languages. A characteristic feature of journalism is also in the fact that it can affect not one person but masses; namely, society as a whole and its individual social groups. The overall goal of a publicistic and journalistic style is thus to influence public opinions, convince readers or listeners whose interpretations given by authors or speakers are the only correct ones, and force them to accept points of view expressed in speech, essays, or articles not only through logical reasoning but also via emotional appeal.