ANALYSING NEW MEDIA: THE LAYOUT STRATEGIES OF GREEK ONLINE PRESS AND THE AUDIENCE’S READING PRACTICES

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ABSTRACT

This paper examines the layout and infographics of a digital article and the possible reading practices of the audience of online press. Our data consist of 114 texts from Greek online newspapers, magazines and pure players from three journalistic genres: news articles, opinion articles and interviews, and five semantic fields: art/fashion, environment/ecology, health/sports, science/technology and politics/finance. Our purpose is to examine the structure of these texts and discuss the strategies of reading online articles often containing hyperlinks that reflect other texts in an explicit or tacit way (Fairclough, 2006). Our method requires a double analysis at the microstructure level with a combination of the frameworks of the “communication on the media” of Charaudeau (2011) and the “media discourse analysis” of Fairclough (1992), and at the macrostructure level with the model of the reading strategies of online press (pro-intensive, pro-inventive and pro-extensive models) of Saemmer (2015). According to our results the format of a digital article is fluid varying from long texts to short texts that hold the reader’s attention, yet all our data include audiovisual support. As for the reading practices, news articles follow the pro-extensive model, opinion articles the pro-inventive model with readers eager to participate, and the interviews the pro-extensive model but still using the format of their printed parent-genre as a base. Finally, only 22 hyperlinks were found, something that shows that inserting hyperlinks is a strategy slightly explored in the Greek online press.

Keywords: Greek online press, media layout, reading practices, hyperlinks.

INTRODUCTION

In recent years since the invention of the first computers and the new era of the World-Wide Net revolution, communication has changed a lot. Personal computers, smartphones, tablets and other everyday connected devices give us the possibility to access, modify and transmit knowledge, news and communication instantly and

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throughout the world. Journalism and sharing new information did not escape of this evolution, and so via the World Wide Web our society is transformed to a digital world and the traditional media into “new media” (Manovich, 2001). New media or digital media have a wide-ranging impact on society. As the internet becomes more and more prevalent, more news agencies begin to distribute news content through Internet as the only means and this strategy comes together with the shrinking of the audience of the traditional printed press.

In this study, we discuss the structure and the infographics, i.e. the audio-visual support of an article in the Greek online press in order to present the new information tempting to capture the future audience’s attention. We will try to argue on the influence of Internet on the layout techniques and give some examples of the most frequent article structures of the Greek online press. We examine, in fact, the discourse strategies that lead to a general format used by each journalistic genre. At a second level, we examine the “reading practices” of digital articles often containing hyperlinks that reflect other texts in an explicit or tacit way and the possible patterns applied by the Greek journalists that may at their turn influence the format of each different journalistic genre and the practices of the reading of the future audience (Fairclough, 2006).

**DATA AND METHODOLOGY**

This study examines the original written data from the Greek press on the Internet. These data consist of 114 texts from Greek online newspapers, magazines and pure players from three journalistic genres: news articles, opinion articles and interviews, and five semantic fields: art/fashion, environment/ecology, health/sports, science/technology and politics/finance. In the following paragraph we present our data and explain the methods used to examine them. The sample of this study is conventional, though a more systematic research of several journalistic genres and semantic fields, as well as more media means of support would possibly lead to broader findings on the layout techniques and patterns of reading practices by the Greek audience.

**DATA AND SOURCES**

We have built a written corpus from the Greek online press with two basic criteria: the genre of the text and the subject analyzed, i.e. the semantic field or category that the text is placed into. We have built an analysis based initially on three different journalistic genres, but further research has shown that the limits and the characteristics of press genres as different types of discourse are often artificial. Therefore, it is necessary to be careful and objective in order to characterize certain kinds as hybrids (Branca-Rosoff, 1999).

Following this reasoning, a journalistic genre is the periodic mass communication class of units which brings together different forms and types of discourse, as well as their respective transmission to media, potentially eligible to achieve a vast audience (Maingueneau, 2014). The journalistic genres consist of taxonomy and structure, that under the pressure of a specific journalistic deontology that must be respected, they can change according to the consumers’ expectations of information and entertainment (Mouriquand, 1997). Finally, there are two basic characteristics that
define a genre: its ability to gather different formats with common characters, yet
different from each other, and their social function (Swales 1990).

Our data consist of 114 texts from Greek 16 online newspapers, 8 online magazines-
newspapers and magazines that have both a paper and an online version-, and 3 pure
players, i.e. online newspapers, magazines or news websites without a printed version.
The texts cover the period from 2011 to 2015; they are collected randomly and listed
manually with the help of Microsoft Office Word and Excel. The three media genres of
our data are: the news articles, the opinion articles and the interviews. The first genre
relates to the informative category of genres, the second in the opinionative genres
and the last one is more of a hybrid type containing mostly informational data, but
quite often commentary traces and longer narrative parts (Bell, 1991).

The data of the first genre include two sub-genres: the brief articles or notices and
the extended articles or news. A notice is a short text usually of a maximum of ten
lines giving concise information and necessarily answering the 5W questions: who,
what, when, where and why (Grosse, 2001). As for extended articles, they are longer
news articles where the journalist can report facts and give the new information with
lots of further additions and comments (Ioannidou et al., 2005). Secondly, the opinion
articles in our data are divided into the analyses and the comments. Analyses are
extended opinion articles, well written in a formal language register with lots of
scientific support of examples and statistics (Ringoot, 2014). Comments are shorter
articles with a strong journalistic involvement and imply a structure that takes an
information already processed, but often juxtaposed with the present comment in a
way of constructing a hyper-structure (Durrer, 2001). Finally, interviews are a
transitory genre, but the most standardized and the closest to the media contract of
communication (Ioannidou et al., 2005). An interview is “the marriage of a dialogical
situation with a relationship of intimacy” and it is based on the schema of question-
answer assuming an interviewer and an interviewee who in the case of the press are
always read by an absent reader (Charaudeau, 2011: 180-181, our translation).

Moreover, our data are retrieved from five semantic fields, also known as columns
in the press. We regrouped them into semantic categories according to the range of
the subjects that are the most frequently encountered in the Greek digital press in
order to present a more illustrating sample of the Greek press’s image today. Thus, the
semantic categories for this study are: art and fashion, environment and ecology,
health and sports, science and technology, and politics and finance. Finally, it is
important to underline the actual sources of our data. More precisely, we extracted
texts from the following daily or weekly Greek newspapers: 1. η Καθημερινή (i
Kathimerini), 2. το Βήμα (to Vima), 3. η Ελευθεροτυπία (i Eleftherotypia), 4. τα Νέα (ta
Nea), 5. η Εφημερίδα (i Efimerida), 6. Lifo, 7. η Ημερησία (i Imepherisia), 8. Athens Voice,
9. το Έθνος (to Ethnos), 10. το Πρώτο Θέμα (to Proto Thema), 11. η Ναυτεμπορική (i
Naftemboriki), 12. ο Ριζοσπάστης (o Rizospastis), 13. Γαύρος (Gavros), 14. η Πράσινη
(i Prasini), 15. τα Χανιώτικα Νέα (ta Chaniotika Nea) and 16. Ταχυδρόμος
(Tachydromos), from weekly and monthly general or specialized magazines: 1. Vita, 2.
Womenonly, and from three pure players: 1. in.gr, 2. fthis.gr and 3. gazetta.gr.
METHODOLOGY

Concerning our method, we opted for a two-step analysis of this corpus, in the microstructure and in the macrostructure level. By microstructure we mean an analysis of the main structure and characteristics of the texts chosen in terms of text structure. We applied for this reason a combination of the “media discourse analysis framework” of Fairclough (1992) and the “contract of communication on the media” of Charaudeau (2011). By using the discourse framework of Fairclough, we try to follow the three-dimension model of analyzing a text by examining: discourse-as-text (the linguistic features and the organization), discourse-as-discursive-practice (the cohesion and the coherence of a text) and discourse-as-social-practice (the ideological effects in which discourse is a feature), yet only the second aspect is examined in this present study to describe the structure of a text.

At the macrostructure level we examine the page layout and the infographics (the audio-visual support), which will lead us to the analysis of the format of these genres and the reading practices that they invoke either proposed/imposed by the journalist or adopted deliberately by the reader. To designate and identify the reading practices of these texts we apply a new theoretical model of the rhetorical structure of a digital text and the patterns (described as figures) of the reading strategies, the triple-model of the reading strategies of electronic press of Saemmer (2015).

BASIC NOTIONS AND THEORETICAL FRAMEWORK

In this section we try to figure out some primary notions of our study and unfold the basic theoretical background to reach out to our results. We divide this section in two parts: the first one defining difficult notions and terms, and the second one with a summary of the theoretical models used to process our data.

Basic Notions
It is essential to define today's digital press. Digital press, also called online press, has arisen from the evolution of the print press and the traditional journalism with the use of digital media and new ways of broadcasting information into the public through the Internet. “Digital press is a powerful medium that is characterized by the relationship between the writer and the reader and it is the conceptualization of these two instances to represent the world” (Charaudeau, 2011: 92-93). In other words, it is an attentive presentation consisting of “hunting”, “browsing” (leafing through a newspaper) and “grazing” (reading to kill time) an information (Kaimaki, 1997).

Furthermore, media discourse is “a regime of cohabitation of discourse based on the imperative of publicity and it functions as an inter-discourse interacting with other social discourses”, something obvious by examples such as the “column construction” or “quoting other sources” within the articles (Ringoot, 2014: 39). However, it takes the form of hypertexts with tags and active hyperlinks. It uses audiovisual methods such as inserting video and audio clips to attract a wide audience and seeks arduous or tricky terms to create direct nods of reflection, unlike the print edition where there is always a beginning and an end (Charon et al., 2011).

Finally, we are interested in the intertextuality of online Greek press found within the paratextuality of each text (Sarfati, 2005). Intertextuality means the shaping of a text's meaning by another text and is usually seeing as the interconnection between
similar or related works that reflect and influence an audience's interpretation of the text (Fairclough, 1992). Yet, these traces of other texts are often manifested by "hyperlinks" scattered throughout the texts showing a different interpretation of a digital text.

Theoretical Framework
The first theoretical framework that must be clarified is the three-dimensional model of analyzing a text by Fairclough (1992). As already mentioned, Fairclough suggests examining data as discourse (seeing discourse-as-text), then discourse as a discursive practice and discourse as a social practice (ibid.). That means first examining the linguistic features and the internal organization of each text with the lexico-grammatical features, whereas the second process implies a closer investigation of the external structure of a text and respectively the cohesion and the coherence of a text (Fowler, 1991). The last process examines the discourse of press texts as a social practice and for that matter seeks the ideological effects of discourse and their impact on the reading and comprehension strategies of the audience (Van Dijk, 1988). Nevertheless, we do not apply these three steps one by one, but to merge the first two to describe the format of each digital genre and combine the social factor with Charaudeau’s framework (2011). Charaudeau’s model of digitalized media is based on the interface of the axis of the treatment of an event of the journalist, meaning how to “report an event, to comment on an event and to provoke an event”, and of the axis of the external construction of a text, engaged or not, to illustrate specific genres (2011: 253-254).

The crossing boundaries of these two frameworks create our proper method to examine the structure of the Greek online press in terms of the “new information” seen as a discourse structure element seen as the mechanism of construction of the meanings in the press followed by the double process of the transformation of a text and of transaction that leads to its interpretation.

For the interpretation of the reading practices and the intertextuality of our data we adopted the typology of analyzing a digital text suggested by Saemmer (2015). Saemmer’s rhetoric of a digital text recommends the reception of a digital text with some specific “reading figures or strategies” or some “figures of anticipation of reading” taking always into consideration the expectations of the reader (ibid.). According to this typology there are three types of model-forms of the front page of a digital text that consecutively prompt certain strategies of reading: the pro-intensive model-forms which hold rather concentrated and slow reading practices with an overall structure of such articles recalling a paper version of press, the pro-interventive model-forms assuming a reader who wishes overtly to leave his traces on the text and demonstrating a text structure promising a virtual debate between the journalist and the audience, and the pro-extensive model-forms dealing with an impatient reader who wants quickly to explore the text and therefore a practical and synthetic structure with an explicit marking of the layout and the possible hyperlinks that complete its interpretation (Saemmer, 2015: 129). In the forthcoming sections we will discuss each model separately with illustrating examples of each type of reading practices.
FINDINGS

According to our results the texts of our data are encountered in terms of the number of lines of each text and add up to a total rate that represents each genre’s rate within our corpus. We examined a primary corpus of 105 texts, 35 texts per genre and 7 texts from each semantic field, nevertheless, our initial corpus is broadened by the analysis of the hyperlinks found within these texts; a total of 9 hyperlinks were added and, respectively, 5 hyperlinks that belong to the genre of news articles and 4 to the opinion articles. In sum, we have a total of 114 texts and a 22.96% rate of news articles, a 31.03% of the opinion articles and the highest result of a 46% of the interviews that are the longest texts of our corpus.

![Figure 1: The percentage rate of each genre in the corpus](image)

THE FORMAT OF A DIGITAL ARTICLE AND THE PAGING TECHNIQUES

By the term “format” of an article we imply the shape of the information transmitted by the media, the information about to get published that fulfills social functions legitimized by historical juncture in each national society (Zouari, 2007). The final shape of each text should always be “in agreement with the regulations that establish structural parameters for each form, which includes textual aspects, procedures and circumstances related to the function of each unit” (Charon et al., 2011). On the other hand, paging or page creation of a digital article is the actual act of creating pages. This process shows the act of the deciding on the format of the press page items that will help design it efficiently, saving the reader’s valuable time and become the most attractive and user-friendly as possible (Richardson, 2007).

Concerning the basic layout of a digital text in our data, we found that an online article needs a label tag to refer to a certain column, a media support or a website. Then it includes the title of the page and of the newspaper or magazine, additional press pages and a navigation bar on top of its principle headline which represents all the columns -with active links easily accessed with a mouse click that open the new pages of each category- of the medium that published the article, media contact, press releases, media coverage photos, active social media links, comment spaces and in the middle of the page the actual text by the journalist (usually in white background and
black font without unnecessary serifs and footing, yet this is not always the case). Here is an example of a usual layout of an online article in Greek press:

Images 1, 2: The layout of an article in Greek online press

To dig further on the proper article’s structure, we claim that it always contains a headline and sometimes an introductory short paragraph, although is often replaced by a sub-headline or a photo with a describing caption (Politis & Kakavoulia, 2006). The headline and the initial content of an article is important not just for the information of the reader, but it can multitask for search visibility of the whole article (Ifantidou, 2009). Thereby, we found that almost all our texts have headlines, apart from five texts that have only a tag label that suggests the category label tag given from the editor of the support they belong to. We came across four texts of the genre of interviews that hold only the column tagging, and one hyperlink-text which is a short news article that also uses the tagging label as a kind of categorization headline. The actual texts without headline are:

1. T81: Συνέντευξη του Υπουργού Οικονομίας στον ΤΑΧΥΔΡΟΜΟ (= The interview of the Minister of Finance on Tachydromos newspaper)
2. T99: Η συνέντευξη της Κέλλης Αραούζου φιλοξενείται στο SOUL #73 (= The interview of Kelly Araouzou hosted by SOUL #73)
3. T104: Συνέντευξη του διαιτητή Γιάννη Κάμπαξ (= The interview of the arbitrator Giannis Kambaxis)
5. H32: Πρώτες Βοήθειες (= First Aid)

Furthermore, the audiovisual support and the infographics of online articles seem important, yet we did find only 5 videos and 1 audio content in our corpus: in the news articles: T26, T30 and T34, in opinion articles: T50 and T63 and in interviews:

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1 The “Τ” in front of each example symbolizes the word text and the number that follows is the actual number in our list of the texts of our corpus. The “( )” after each example contains the translation of the text’s segment from Greek into English.
T83: audio support. Photos or logos of associations that boost the newspapers’ or the magazine’s credibility are a frequent solution to seduce the audience as they attract the reader’s eye and help create a warm and friendly environment so to spend more time in the actual medium and explore it (Reah, 1998). For example, we can see below visual infographics of our data:

Image 3: Visual support in articles online: a news article

Image 4: Visual support in articles online: an interview

Visual support is also essential because it boosts the journalist’s discourse veracity by using figures and statistic tables or scientific images of examples to give a more explicit image of the information. Therefore, the credibility of the text is assured, and the reader is convinced to continue reading. For example, in T47:
Yet, content is not just text, but logos, the publishing support or even the photo of the journalist. We found that all our data include all possible logos and active links of social media so to be further shared on the Internet. However, the visual support of images, sketches and caricatures is more of a major characteristic, observed in 108 texts from a total of 114, which means a rate of 94.7%. Most of the infographics are photos/images of the actual event described in the article or quite often of the main characters that participate, the place of the event, the results or the change of the situation, the factors of the cause or main terms or scientific procedures difficult to understand described in the text. We observed mostly photos and logos in our corpus and not a lot of visualized statistic results. Here is an example of a photo of the article’s journalist and the links of the social media in T44:
To finish with the paging techniques in our data, we need to underline two major elements: the existence of hyperlinks and the comment space in the end of most of the articles. A hyperlink is a digital text that contains tagged words or phrases, and with a click on the tagged segment it offers new information by opening new windows, tabs or even email addresses to communicate (Fogel & Patino, 2005). A hyperlink offers “new promises” to the reader before being activated, and so the character of a digital text becomes “innovative” conforming it to a “manipulating” or even “animated text” (ibid.). However, this innovation is still quite marginalized in Greek online press, as only 22 hyperlinks were found: 9 in the news articles, 8 in opinion articles and 5 in interviews, something that shows that inserting hyperlinks is a strategy still slightly explored in Greek online press. Those 22 hyperlinks contain advertising sites or even online stores to buy the product/service tagged, web pages that refer to dictionaries or to Wikipedia, or websites that are written directly in English. From all these hyperlinks, only 9 are articles in Greek and suitable to meet our research questions, as far as we examine only Greek discourse and not advertisement discourse or websites’ structures in general. We found then 4 hyperlinks in the news articles and 5 in the opinion articles; interviews do not have Greek hyperlink-texts at all. We found, though, other hyperlinks in those 9 hyperlinks too and more precisely: 2 in the news articles and 2 in opinion articles. E.g. T33:
Online texts have also a dedicated space for the reader’s comments so to create a debate between the writer (journalist) and the reader (the possible audience) or even between readers responding to the article. We found comment spaces under the main article in 16 news articles, 11 opinion articles and 12 interviews. E.g.: T20:

To summarize our results, we created a table figuring the % rate and the actual number of the main characteristics of the format or the structure of an article in the
Greek online press. Each column represents a characteristic and its occurrences on the total of 114 texts and the percentage rate.

Table 1: Occurrences of the main characteristics in our corpus

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Texts</th>
<th>Headlines</th>
<th>Audio-visual support</th>
<th>Hyperlinks</th>
<th>Comment space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genres</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>News articles</td>
<td>40</td>
<td>39</td>
<td>98%</td>
<td>34</td>
<td>11</td>
</tr>
<tr>
<td>Opinion articles</td>
<td>39</td>
<td>39</td>
<td>100%</td>
<td>35</td>
<td>10</td>
</tr>
<tr>
<td>Interviews</td>
<td>35</td>
<td>30</td>
<td>86%</td>
<td>34</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>114</td>
<td>108</td>
<td>95%</td>
<td>103</td>
<td>26</td>
</tr>
</tbody>
</table>

THE MODELS OF READING PRACTICES

Concerning the models of the reading practices of online press we apply the framework of Saemmer like described previously (2015). For Saemmer (2015), online articles’ structure is mainly based on the front-page screen or the “screenshot” of each article and “hyperlink-text” and the layout is stereotyped with a fixed structure (ibid.). She proposes an analysis based on the reception of a digital text by analyzing the figurative style found in each text that can influence the reading process of the future audience (2015). This theoretical frame proposes three types of model-forms of figures that assist or anticipate the reading of a digital text: the pro-intensive model-forms of reading characterized by rather concentrated and slow practices of the reading process, the pro-interventive model-forms with a reader who wishes to access in the back-office of the article and create an inter-discourse or a dialogue with the journalist, and the pro-extensive model-forms with an impatient reader who wants to quickly finish reading the text or just capture the main ideas and continue skim reading the medium that supports the article (ibid.: 129).

According to the first model, the pro-intensive, we found 17 texts that could correspond. These texts are very long with a difficult structure of paragraphs, almost without using tabularization, which makes them hard to process quickly and demanding to the reader that must extract the new information and interpret the new events. The font is mostly difficult with weird serifs and footnotes, the space for comments is hardly nowhere, the audiovisual support moderate and the whole language register is often formal. Consequently, these articles resemble to the printed version of the medium that usually publishes them and they are usually of the genre of interviews found in newspapers. In fact, some Greek newspapers that have printed and online versions tend to make their online version the same with their printed one, which unfortunately shows not an actual online press but the digital photocopy (with a copy-paste process) of the paper one. These models, thus, are strenuous to the average reader and they are not preferred as reading models. The reading strategies that they invoke implicitly do not seem to have a strong impact neither on the Greek
online press nor the audience. To illustrate such techniques, we give some examples below, T105 of interviews and T57 of opinion articles:

Difficult font, no adjustment to the side border & no tabularization | no sub-headlines, no comments

Secondly, we find the pro-interventive model-forms that are characterized of the interaction and the relation created between the reader and the producer of the of news information, i.e. the journalist. These articles are easier to process, less long and with clear-cut boundaries, structures and tabularization. They often have sub-headlines and inter-titles to separate different sections and make the text easier to capture by every possible reader. The font is user-friendly, and they almost always contain a dedicated space in the end of the text for the comments of the readers. These forms of texts show great flexibility comparing to the other types of forms and sometimes remind of a general layout of other digital texts in websites that authorize the readers to modify them and to transfer them to other web pages or addresses. These model-forms create a strong bond with their readership and their audience is often subscribed to each different medium that supports such styles and structures. In our data these models are the most common, as far as we found 61 texts following this style and more precisely 18 news articles, 20 opinion articles and 23 interviews. E.g. T56:
The most intriguing fact, though, is that the genre of interviews has the highest rate in this type of model, something weird regarding the whole style and structure of this genre. The interviews are mainly a genre based on the schema of question-answer and their structure is usually loose (Politis & Kakavouli 2006). The length also of the interviews in our corpus is way demanding to the average reader who wants to “kill” his time or to entertain. However, we think that the explanation lies on the reading strategies that the journalists wish to impose on their text. The journalist of an interview tries to make his work friendlier to the reader by using a vivid rhythm of discourse progress and direct speech and lots of audiovisual support to capture the attention (Chatzisavvidis, 2000). The journalist also places comment boxes at the end of the text and all possible ways to communicate with his future audience, like social media links and email contact so that the reader gets the impression that he can come closer not only to the interviewer, but to the interviewee too, who often appears to be his “idol”. In other words, we suggest that the pro-interventive models are the most frequent in the Greek online press because they represent a stability and a reassuring familiarity for the public and that they help to create an interconnection of the journalist and the medium for which he writes with the audience who can influence then in positive or negative ways even the whole society in its turn. Here is an example of a pro-interventive form of an online interview:
To finish with the reading strategies proposed as models, we find the *pro-extensive model-forms* that represent models which encourage a fast way of reading and do not become obstacles or anticipate the reading of a digital text or a hyperlink-text. These models influence the whole structure of a text and turn it to a *hyper-text* which is well structured with a clear headline that summarizes the article’s content and helps to proceed to the comprehension of the whole text (Saemmer, 2015). The pro-extensive models require a text structure easily accessed by the average reader and a high-tabularized format with simple sans-serif font that could highlight only the basic information. These texts include usually active hyperlinks that offer parallel readings with just a simple mouse click. Finally, *pro-extensive models* encourage a vivid and quick navigation to the main and current information and they offer the strategy of *skim reading* all important news and proposed knowledge to grasp from all the different windows and sites in just some seconds. Their method is easy, they prefer keeping information short and broken down into pieces to hold the reader’s attention and, finally, reach their goal to convince their audience of the veracity of their news and to “sell” more views or more real printed versions of the means of support that they defend. We propose an example that indicates this type of reading techniques.
proposed by the journalist and the reading practices that get to be influenced of such structures.

many active hyperlinks  audiovisual support  clear tabularization with bullets

Images 14, 15: News article conforming to the pro-extensive model-form

Finally, we have summarized our results presenting the reading model-forms in the following table that shows the exact number of the occurrences of each model per journalistic genre, as well as the percentage of each reading model per genre and on all our data.

Table 2: The reading models and the occurrences of our data

<table>
<thead>
<tr>
<th>Reading models</th>
<th>Pro-intensive</th>
<th>Pro-interventive</th>
<th>Pro-extensive</th>
</tr>
</thead>
<tbody>
<tr>
<td>40 News articles</td>
<td>6</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>45%</td>
<td>40%</td>
</tr>
<tr>
<td>39 Opinion articles</td>
<td>6</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>66%</td>
<td>17%</td>
</tr>
<tr>
<td>35 Interviews</td>
<td>4</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>51%</td>
<td>38%</td>
</tr>
<tr>
<td>114 Total</td>
<td>16</td>
<td>61</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>54%</td>
<td>32%</td>
</tr>
</tbody>
</table>

CONCLUSIONS

This study examined a corpus of texts from three journalistic genres of the Greek online press using a combined methodology of a discourse and structure-orientated framework with a three-dimensional model of the reading strategies. According to our results, the layout of a digital text suggests keeping information short and broken
down into more pieces to hold the reader's attention. News articles, opinion articles and interviews are examined and prove that they all include audiovisual support, have a precise structure with clear content-summarizing headlines, as well external active hyperlinks and dedicated spaces for the reader's comments. They also acquire all possible active links of social media and other means of contact so that they get to be shared further on the Internet. Concerning the reading practices of such digital texts, we found that news articles follow quite often the pro-extensive model and the opinion articles the pro-interventive model, yet we pointed out that the interviews, which follow the layout of their printed parent-genre, were still identified the pro-interventive model of reading strategies too.

To conclude with this research, we noticed that the Greek online press is still far from fully digitalized, because the number of hyperlinks found is very low and the strategies imposed by the journalists still imply methods and techniques from the traditional printed press.

We sum up with a suggestion to expand this study in a more profound analysis of more genres and texts so to have a better image of the Greek press on the Internet. In brief, we hope that this study will be welcome for the scientific achievement from processing this data and will stimulate further studies in the future.
REFERENCES


