

# Unit Three: Studies in Media Language

- Speech Writing and Media
- Different Styles of Media language
- Schema and Genre Theory
- Persuasion and Power
- Telling Stories
- Anchoring Visual Images
- Coarseness and Incivility in Broadcast Talk

- The language of Radio Program
- News Reading
- Live Commentaries

# Speech Writing and Media

# Extending Human Language Capabilities

- Media extend human capabilities in relation to language. In other words, human communication is given greater leverage
- Even in face to face speaking, there is an anatomical technology involved in using language.
- Various speech organs play their roles for the production of language.
- Reception and processing of sounds of speech require an equivalent body of technology

- We take this technological dimension of speech and listening for granted
- Its necessity becomes clear when relevant organs do not function or function incompletely or need to be removed surgically

Media technology has played a great role in extending the capabilities of human communication in the following ways:

- Amplification as a kind of throwing voice made possible by megaphones, microphone and amplifiers
- Writing as fixation of utterances or transposition of sounds of speaking into written signs
- Printing as mechanical reproduction of signs into many copies that can be distributed over large distances and over time

- Audio recording technology as capability to capture and reproduce the speaking voice from one situation to another, including after the speaker's life has come to an end

(See Durant and Lambrou Page 57)

- Broadcasting as transmission of the voice and images over distances and as a result to audiences far greater than can be reached in face to face interaction



# Writing as a technology of intellect

- Historians of writing have examined questions of long term impact of communication technology on human behavior, learning and social structure.
- The field of literacy study is connected with the questions of language and media.
- Oral society- orality
- Literate society-literacy

Orality can exist without literacy. Literacy is not without orality. Literacy contrasts not with orality but with illiteracy.

Stylistically there are marked contrast between speech and writing:

- Less syntactic embedding
- Less use of explicit connectives
- Greater dependence of non verbal contextual clues
- More use of fillers and repetitions

# Literacy

- Creates new relationship for any individual to language
- Prompts new models of thought and social organization
- Can be kept stable for scrutiny on the page
- Can be scanned forward and backward
- Facilitates argument and discussion, logical deviations
- Is associated with changing social attitudes towards language
- Challenges ritualistic beliefs about language characteristic of oral societies

- Maintains accuracy in society's historical records
- Encourages skepticism – doubt and disagreement with established wisdom of a community or culture
- Is an agent of social progress
- Written form of language and literate people have higher social status

# Media and sort of people we are

- Writing is extra linguistic medium as a tool to extend what is possible
- Language and media tool brings about social change and further possibilities for social progress
- The basic view of orality and literacy is called an autonomous view of literacy
- There is ideological view of literacy, in teaching and applications of literacy are considered

- Ideological view of literacy is an inevitable part of an overarching (important) framework of social goals and ideologies
- It is also a framework of distribution of roles and tasks
- Writing (literacy) makes a man bearer of social values regarding how to think and what to believe
- Paulo Freire- literacy is simultaneously a way of reading the word and the world

# Different styles of media language

- Register is the variety of language used for given types of situation.

There are three different aspects of communication:

Field- field/subject matter in which it is used

Mode- medium of communication

Tenor- roles of participants

## RBTL (Reading Between The Lines)

Recent development of a new style is found in text messaging

Much of informality and spontaneity of speech is mimicked in written form.

Use of short hand codes produces compact messages

Small number of character are used

Numbers and icons are used to replace phrases and words



# Font, text design and register

- Lexical choice, accent and grammatical features are the major characters that contribute to the development of a register
- Similarly choice of font and text design contribute. They indicate attitude, attention, priority and highlight. Examples can taken from election campaigns.