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The Language of the News Media

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In this manual is given several significant information about The Language of News Media and Journalism and Journalists' jobs. The manual performed several information about "How to run" works on Newspapers, News, Media, Television, Radio, Telephone, Computer and Journalism. It devoted to wide mass of students' classes. The authors and the publishers are grateful to the following the permission to reproduce copyright materials.

Preface

These information in the following pages we want to recommend for you was written by a linguist Allen Bell who is himself a journalist, this is a uniquely account of the language of media news. Allan Bell emphasizes the importance of the processes which produce media language, as stories are mounded and modified by various hands. He stresses it is indeed stories that journalists and editors produce, not articles. These stories have viewpoint, values and structure that can be analyzed. He is concerned, too, with the role of the audience in influencing media language styles, and in understanding, forgetting or misconceiving the news presented to it. Based in the frameworks of sociolinguistics and discourse analysis, this book draws together a growing research literature and informs it with the author's own immediate observations and experience as both journalist and researcher.

Allan Bell has been both making and studying media language for many years. He has worked as a journalist and editor in a daily new service, weekly newspaper and monthly magazines. He has researched media language in several countries, especially New Zealand and the United Kingdom. He is an Honorary Research Fellow at Victoria University of Wellington, New Zealand, combining his research there with work as a freelance journalist and media consultant.

Part one

Unit 1

MEDIA AND LANGUAGE

I) Why study media language?

1. Accessibility of media as a source of data for some language feature we want to study.
2. Interest in the way the media use some language feature, also found in ordinary speech.
3. Interest in media's role in affecting language in wider society.
4. Interest in what media language reveals as a mirror of the wider society and culture.
5. Interest in how media language affects attitudes and opinions in society through the way it presents people and issues.
6. Availability, media language is easier to collect than conversation. It is 'there' in large quantities.
7. There's no such thing as the famous...Labov's "Observer's Paradox", since media language is already intended for mass public consumption.

Media language can tell us things both about media and about language.

II) Media language research and the disciplines

The study of media language has much to offer to the different disciplines on whose territory it touches: linguistics, sociolinguistics, discourse analysis, semiotics, communication studies, sociology and social psychology.

The basic issues of communications research were encapsulated by Harold Lasswell in 1948: “Who says what in which channel to whom with what effect?” This is compared with a prescription for the sociolinguistic enterprise: “Who speaks what language to whom and when?” [J.Fishman 1965]

III) Themes of the book

The book does not aim to introduce linguists to media research. We can draw out three themes that run through the volume:

1. The importance of the processes which produce media language
2. The notion of the news story
3. The role of the media audience

RESEARCHING MEDIA LANGUAGE

I) Universe and Sample

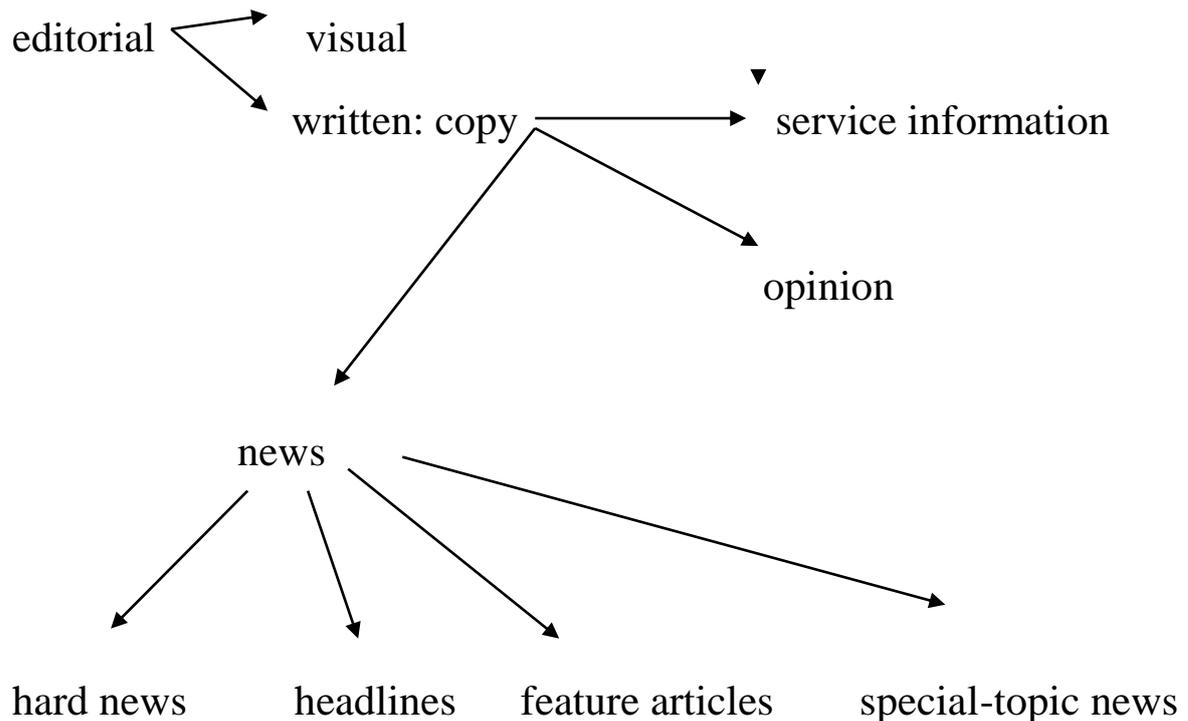
The kind of samples that they used to gather the data ranges from recordings of many months of broadcast news, or stories from a hundred different countries, to just a single news clip or radio programme.

Decisions on gathering a corpus of media language are requires in three main areas:

1. The genres are the particular kind of media content in which you are interested- news, classified advertising, game shows, weather forecasts and so forth.
2. The media outlets are the publications, television channels or radio stations which carry the content
3. “Outputs” are what the media outlets produce- specific newscasts, advertisements or programmes- and the time period to be covered.

II) What's news: defining genres

In a newspaper, everything other than advertising is called “editorial”.



Details:

- **service information:** lists rather than continuous copy / e.g. sports or business pages.

- **opinion:** “editorials” or “leaders”, a statement of the newspaper’s own views on an issue, usually on an inside page / e.g. columns, letters to the editor and reviews.

- **special-topic news** : e.g. sports, racing, arts, computers.

- **headlines,** crossheads or subheadings, bylines, photo captions.

Newsworker’s basic distinction is between hard news and features.

Hard news is their staple product: reports of accidents, crimes, announcements and other events which have occurred or come to light since the previous issue of their paper or programme and it is the place where a distinctive news style will be found. Features' are the most obvious case of soft news: longer articles covering immediate events. They provide background, sometimes "editorialize" and are usually bylined with the writer's name. In features, journalists are allowed more liberty of style and many features are written by non-journalists. For both newswriters and researchers, the boundaries between hard and soft news are unclear.

Special-topic news: appears in sections of the paper explicitly flagged for their subject matter. They are generally produced by separate groups of specialist journalists under the control of the editor.

Different media have different ratios of advertising to editorial copy: In some newspapers news makes up a majority of the content, but more often advertising predominates. News can occupy a surprisingly small proportion of some newspapers (e.g. Blockbuster Sunday editions of American Papers). With broadcast media the news always occupies a small proportion of airtime.

Unit two

Where news copy comes from:

Most news outlets carry far more news originated by other organizations than by their own journalists. Almost all *international news* derives from the “Big Four” news agencies: Reuters, Associated Press, United Press International and Agence France Presse.

Domestic news from beyond an outlet’s immediate geographical area comes mainly from internal news agencies. A large proportion of news which appears to be produced by local reporters is primarily the work of press offices working for companies, government departments or other organizations.

Most countries have their conventional subdivisions of the press:

New Zealand, daily press I) metropolitans II) provincials

United Kingdom, I) national II) regional

A further subdivision -particularly strong in Britain but acknowledged in many other countries- is between the “quality” and “popular” press (Guardian, New York Times, Le Monde and the Frankfurter Allgemeine versus the rest). Most nations lack a true national daily press because of the difficulties of nationwide distribution.

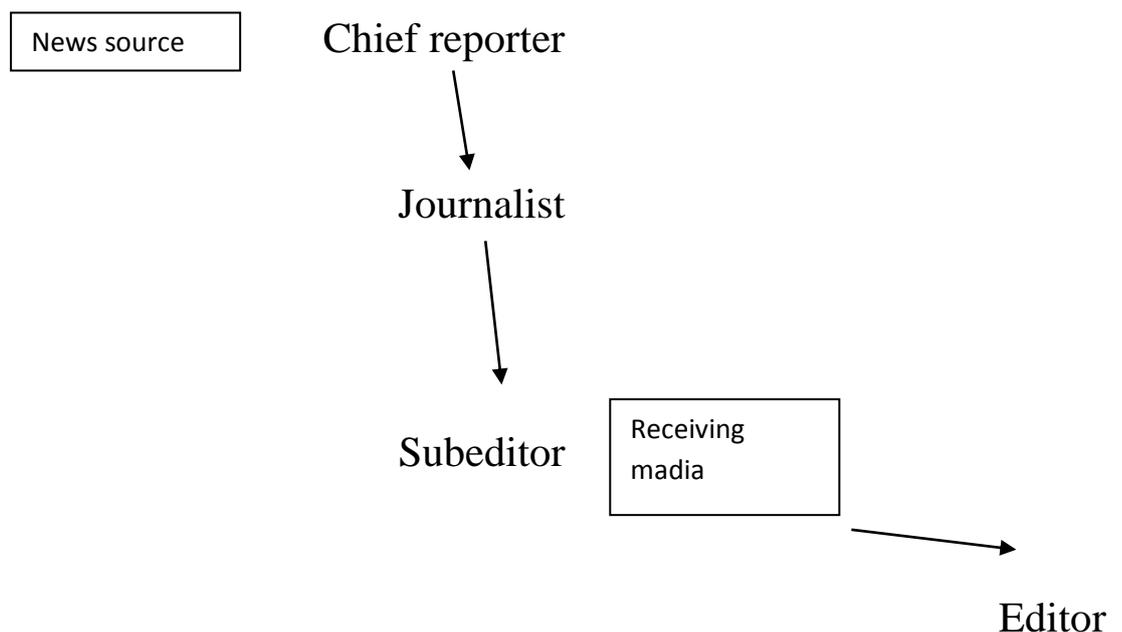
Unit three

The media react to research

There is one feature of researching the media which still manages to surprise even experienced practitioners: the porcupine reaction of media personnel. If there is any one institutional disease to which the media of mass communication seem particularly subject, it is a nervous reaction to criticism, a reaction that puzzles us, for it is the media themselves which so vigorously defend principles guaranteeing the right to criticize. Sometimes the reaction can be extreme enough to jeopardize the conduct of publication of research. The likelihood of reaction should not drive media language researchers away, but rather forewarn us on how to approach media organizations and present our research to them with care.

The Production of News Language

The news is seldom a solo performance. News media offer the classic case of language produced by multiple parties. Media audiences are large and multilayered, ranging from the interviewer whom a newsmaker addresses face to face, to the absentee mass audience, which itself consists of different segments. The path of a news story within a small newsroom (Media link newsroom):



The number of people who have handed the copy –and therefore been in a position to modify the language- is by no means unusual. The cyclical nature of the process in a small newsroom where staff are constantly interacting makes it difficult to identify whose hand has produced which language forms. In larger newsrooms the flow is correspondingly more complex.

Roles in producing language

Hymes	Goffman	Bell
Sender	Principal	Principal
	Author	Author
Adressor	Animator	Editor Animator

Applied to the media, these roles are intended to identify the language function of news workers (with the overall term “news workers” we describe all those who are regularly involved in overseeing, writing or editing news). News is not “just the facts” but the product of organizational structures and professional practices. In principle all the roles can be united in one person, in news production as in other situations. In large organizations the roles are in fact divided and subdivided, with titles multiplied to match.

Unit four

News Source

Receiving media

Roles in producing news language:

Roles

Subroles

Newsroom position

Language function Commercial: Business institution Proprietor No direct, overt Managers language input Principal

Professional: news institution Editorial executives General language Prescription, rare Specific prescription

Author Author Journalist Generates news language, responsible for original syntactic and discourse form

Overseer Chief reporter (press) General & specific Chief subeditor (press) language News editor (broadcast) prescription

Copy editor Subeditor Modifies language, Copy editor responsible for it News editor (press)intermediate and Editor final form

Interpreter News editor (press) Responsible for Subeditor prominence and Duty editor (broadcast) presentation – Newsreader/order, headlines, Newscaster graphological form

Transmitter Newsreader Responsible for Typesetter accurate Proofreader phonological/Compositor graphological

Animator transmission Technician Printer No language input Sound technician Keeps channel open Camera operator and noise-free

Authors: Journalists are the professionals whose daily occupation it is to produce news language.

Journalists are authors, but they are not as original as may appear. Firstly, they are not the only people who generate news copy. Nevertheless, the title “journalist” labels those whose central job it is to write news. My description of the journalist as sole originating author of stories is an extreme idealization. The way in which journalists insert already existing text into their stories is only one example of a basic feature of media communication: embedding. The journalist is therefore as much a compiler as a creator of language. (A newspaper byline is no guarantee of authorship in our sense). In the following chapter we try to give you more information about Journalism.

Editors: Just as it is the journalist’s occupation to generate news language, the copy editor’s profession is cutting and modifying that language. The processing of news involves the complex and rapid movement of copy among individuals within a newsroom.

- News processing in a local paper (The Dominion, Wellington’s morning daily):

sources

Chief

reporter

journalist

News

editor

Editor

Chief subeditor Page

subs

Copy subs

Check sub

Typesetters

Proofreader

Compositor

Stone sub

Printers

Reading public

The news production system reveals its real complexities with international news. The average international news item published anywhere in the world has probably been through at least four separate newsrooms:

Agency regional bureau

Agency central bureau

National agency (in the receiving country)

Local news outlet

- At each stage there are copy editors with the right to change the language.

- The flow of international news is massive as well as intricate.

If we view the process (of production of news language) as layered in the vertical dimension rather than segmented horizontally, we regard all earlier versions of a story as embedded within the final text. Each

successive handling of the copy produces a potentially different text, which is input to the next stage of the process:

- It is obvious that it is the whole speech event which is embedded within the story, not just the producer of news language but its audience and setting.

Receiving media

Subeditor	Version 5
Editor	Version 4
Subeditor	
Subeditor	Version 3
Editor	
Chief reporter	Version 2
Subeditor	
Journalist	Version 1
Chief reporter	

Content

Preface -----	3
Part one	
Unit one. Media and Language -----	4
Unit two. Where News copy comes from...? -----	7
Unit three. The Media React to Research -----	9
Unit four. News Source. Receiving media -----	10
Unit five. Authoring Editing the News Text -----	13
Unit six. The Audience for Media Language -----	15
Unit seven. The Audience Roles -----	17
Unit eight. Style and Audience in the British Press -----	20
Unit nine. Talking strange: Referee Design in Media Language -----	22
Part two	
Unit one. The Journalist -----	26
Unit two. The Journalist and his Job -----	28
Unit three. What is Journalism? -----	29
Unit four. How News Gets Around? -----	32
Unit five. Interviewing for a News Stories.	
What to do Before the Interview? What to do After the Interview? -----	34
Unit six. Journalism as a career? -----	37
Unit seven. News Photographer -----	39
Unit eight. The Foreign Correspondent -----	41

Unit nine. Training for Journalism-----42

Part three

Unit one. A Formal Interview-----43

Unit two. The presidential-----44

Unit three. The World Famous Newspapers -----46

Unit four. This is your chance to Get Known by the Editor-----48

Unit five. A Janitor Promoted to Reporter on his First Day on the Job-----49

Several notions on Journalism-----50

Tests on the Language of Media News-----52