IMPORTANCE OF LANGUAGE IN MASS MEDIA

Dr. Bharati Bala Patnaik
Head, Department of Journalism and Mass Communication, SMIT, (Berhampur University), Odisha.

The system of communication based upon words and combine of words in sentences. Communication by means of language may be referred to as linguistic communication, the other way mentioned above-laughing, smiling, shrieking and so on are types of non-linguistic communication. Journalists are the professionals whose daily occupation it is to produce news language. Journalists are not only the people who generate news copy they also originating another of stories is an extreme idealization. In advertisement the use of language is highly creative, the well-made advertisement appeals to sophisticated linguistic skills. Presentation of language of radio is skill to apply just those words and images, which will allow the listener more precisely and quickly, present the essence of the situation, which the host speaks about. In television the news reader involves the objectives of transmission of information. We should expect this objectivity to be reflected in newsreader's language use. In social media blogs help to develop vocabulary, increasing reading speed develop proper use of grammar and enhanced reading comprehension. Reporters and other communicators tend to report an event without reference to a context. A great deal of talk on radio is devoted to exploring people's thoughts ideas and opinions. A special social responsibility on the part of the television within the public sphere for the application of a form of style, respectively of language that is suited for the general public and consequently appropriate for broadcast to the large number of addresses it reaches. Social media provides with the possibility of participating in actual real time, relevant conversations taking place online and participating the target language with o without the help of an experienced person by his or her side.

Human beings can communicate with each other. We are able to exchange knowledge, beliefs, opinions, wishes, threats, commands, thanks, promises, declarations, feelings- only our imagination sets limits. We can laugh to express amusements, happiness or disrespect. We can smile to express amusement, pleasure, approval or bitter feelings, we express anger, excitement, or fear, we can clench our fists to express determination, anger or by a threat, we can raise our eyebrows to express surprise or disapproval, and so on, but our system of communication before anything else is language. It is a system of communication based upon words and combination of words into sentences. Communication by means of language may be referred to as linguistic communication, the other ways mentioned above-laughing, smiling, shrieking and so on- are types of non-linguistic communication.

It concerned with natural languages that function as full fledged mother tongues for larger or smaller groups of people. It is less concerned with the clearly artificial and highly restricted languages of, for instance, mathematics, formal logic or computer programming. At the heart of our concern lies the spoken language. All natural languages are spoken, while to this day many of them have no written form. On the other hand, it will have little to say about forms of language what are based on gestures rather than speech, such as body language or the sign languages of the deaf.

Language consists of ten thousands of signs which are combination of from and meaning. Form is the spoken languages is a sequence of sounds I written languages for example a sequence of letters (depending upon what kind of writing system we are taking about) and in the sign languages of the deaf a certain combination of gestures. The term double articulation refers to the fact that the formal sides of these sign are build from a relatively small repertoire usually between 10 and 100- of meaningless sounds. In English the number of sound is around 50- almost equally divided between consonants and vowels- varying somewhat between dialects and between different ways of analyzing the English phenological system.

The Language of News Media
Allan Bell has been both making and studying media language for many years. He has worked as a journalist and editor in a daily news service, weekly newspaper and monthly magazines. He has researched media language in several countries especially New Zealand and the United Kingdom. He is honorary research fellow at Victoria University of Wellington, New Zealand. He emphasizes the importance of the processes which produce, media language, as stories are moulded and modified by various hands. He stresses it is indeed stories that journalists and editors produce, not articles. These stories have view point, values and structures 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.

The news is seldom a solo performance. News media offer the classic case of language produced by multiple parties. Media audiences are large and multi layered, ranging from the interviewer whom a newsmaker addresses face to face, to the absentee mass audience, which itself consists of different segments. 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

Research Paper
Impact Factor: 3.996
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

news room where staffs are constantly interacting makes it difficult to identify whose hand has produced which language forms.

Journalists are the professionals whose daily occupation it is to produce news language. Journalists are not only the people who generate news copy. Nevertheless, the title 'journalist' labels those whose central job it is to write news. Journalist as sole originating author of stories is an extreme idealization. The way they insert already existing text in to their stories is only one example of basic feature of media communication: embedding. The journalist is therefore as much a compiler as a creator of language. The journalist's occupation to generate news language, the copy editor's profession is cutting and modifying that language.

Journalists favour written sources which are already prefabricated in an appropriate news style and therefore require the minimum of reworking. These rare three kinds: News agency copy, Press releases and Prior stories on the same topic. News media feed voraciously of each other's stories. This means that news language is frequently recycled. Van Dijk (1988) found that selection and deletion were the main strategies used in dealing with input texts, with some summarization. Allan Bell adds the reproduction of source material, the generalization and particularization and the restyling and translating.

Language and Advertisement
The function of advertisements is an initiative one- to persuade, challenge, seize the audience's attention, and tell an anecdote. The language in them is used to simulate distance or intimacy relationship. Advertising is, together with news, the principal genre common to all daily media. Its use of language is highly creative, the well-made advertisement appeals to sophisticated linguistic skills. We may decry the commercial intent of such linguistic play, but the skill and impact are undeniable.

Perhaps most striking employment of linguistic resources in advertising is the use of language, which is not understood by advertisement's target audience. So foreign languages and non-native dialects (depending on the country) are both used in advertising.

Radio Language
The Canadian media philosopher Marshall Mc Luhan says "Radio is a 'hot' medium, while television is a 'cool' medium. Radio heats up the imagination. It stimulates while television relaxes. The presentation of radio broadcast language is a specific way of construction of the text, when so called "picture" is created in the imagination of the listener. Presentation of language of radio is skill to apply just those words and images, which will allow the listener more precisely and quickly, present the essence of the situation, which the host speaks about.

Accuracy of language is depends upon the aspiration, iconic, efficiency, adequacy of the language formals that are submitted in the host's text. Language of radio is universal, as assumes influence on the widest audience, which in turn has embodiment of speech culture.

Non-banality of language of radio- In the dictionary by Ozhogova S., the word 'banal' is treated as "ordinary, trite, hackneyed, and deprived of originality". Thus non-banality – it is stylistic original construction of the text attracting attention and remaining in the memory of the listeners. Despite of some "ingratitude" of work of the radio journalist, which text lives once only, the original text can influence on reason and feelings of an audience. As the extremely negative phenomenon it is possible to consider duplicating of original texts, which then becomes a pitful copy (for example duplicating the texts of aphorisms by N. Fomenko on "Russian radio" in a format "Russian radio Asia").
With reference to radio it is possible to allocate four items of requirements to language.
1. Simplicity and expressiveness
2. Brevity
3. Cleanliness and semantic accuracy of language
4. Musicality and harmony

Concept of harmony also includes concept of diction, tone, intonations of the radio journalists, and observance orthoepic norms of speech. Proceeding from the requirement that showed to language of radio, it is possible try to give definition to radio broadcast language as to the special type of speech intercourse.

Language of radio- set of means of expression in verbal creativity, based on all nation sound, dictionary and grammatical system, set of receptions of use of means of all nation language for expression of those or other ideas, thoughts transmitted over the radio. It is necessary to note that today colloquial, jargons, slang elements started to penetrate into radio broadcast language that complicates process of communications and makes it lop-sided and primitive.

Radio journalist should be exclusive language personality; capable adequately reflects new methods and modes of work in ether. Today, there is sensation, what not the journalist forms an ether, but ether forms the journalist transforming him into "textual scoring".

The language means functioning system of broadcasting should follow the high requirements:
1. Correctness of the language that is conformity of language structure to working literary norms and observance of principle of communicative expediency.
2. Adequacy of perception of the language formulas based on exact logic, lexical, syntactic submission.
3. Use of codified modern lexicon.

The most complete realization of the act of language dialogue in modern broadcasting occurs by means of maximum informative unit of language, which is determined as set of the statements and in which the rather completed process of communications projected on modern development of the society language. The very important meaning for high grade realization of the act of communications has the correct intonation 'ether' voice, competent articulation and reduction. The intentional processing of the text is an attribute of professionalism of the host-journalist.

Television Formats and Their Use of Language
The study of print and broadcast media language the news has received striking attention in scientific investigation with respect to over all structural organization including language use. Wittwen's (1995) excellent account of television news formats and possible ways of structural news presentation via different journalistic text types argues on the basis of seemingly hybrid nature of news as infotainment programmes ranging somewhere between information and entertainment. Burger (2005) presents a more general approach to media language involving print and broadcast media (mainly radio and television).

The news reader involves the objective transmission of information; we should expect this objectivity to be reflected in the news reader's language use. Hence an analysis of the news reader's speech style on the basis of the formerly determined levels of distinguishing format and informal speech styles shall reveal whether and if so how, objectivity is expressed linguistically.

1. Self Monitoring
It is important in this connection to call to mind that the news reader does is in fact reading out pre-produced language, namely in the form of format specific journalistic types of text that are the product of diverse editorial work processes. The activity of 'reading out something' naturally not only limits conversational spontaneity but also consideration the fact that the reading process here centrally involves its broadcast to a large, unknown audience we can postulate a comparatively high amount of self monitoring that underlies the news reader's use of language. A part from language-specific forms of normal word stress, in all editions those words that are considered important because they convey important information are usually stressed for rhetorical reasons (e.g. to emphasize a fact including a time span a number, a year specification etc. Or the fact that something was or was not done, is or is not the case).

Self monitoring is also mirrored in pronunciation. Throughout all investigated editions of the program of the news speaker's pronunciation of words in the reading out of written language is clear, understandable and standard in character. That is, the phenomena of connected speech that otherwise characterize spontaneous spoken language are missing.

2. Structured Complexity
The general absence of hypotax is in news reader's speech- the sentences are predominantly short-all in all results in an overall perceived low grade of structural complexity. A simple syntactic structure is necessary pre condition for the (successful) cognitive processing of the spoken information on the part of the audience who cannot immediately 'retrace' verbally conveyed information as they could while reading a newspaper. Consequently in the televised communicative process non processed information is lost. The more structurally complex and hence the longer the spoken sentences, the higher is the processing effort and higher is therefore the risk of reduced traceability of communicated information. Therefore the transmission of spoken information to the audience in the process mass communication should ideally be done in the form of short, non complex and thus comprehensible sentences so as to allow complete and correct processing of information which may otherwise be lost.

3. The Word Choice
Lexical items typically associated with linguistic formality and informality. The concrete choice of words by the news reader is immediately dependent on two aspects (i) the execution of the ascribed institutional role as 'news speaker that is as objective information transmitter. Objective language use in this connection implies that the identity of the speaker as private person steps in the background and with it consequently his/her subjective view on the world. The reduction in subjectivity in turn involves three aspects: firstly, an absence of colloquial, i.e. informal language that characterizes the speaker's

subjective language use as a private person in informal everyday conversation applied in informal speech situations. Secondly, reduced subjectivity means reduced emotionality i.e. the general absence of affective language that expresses the speaker's feelings (anger, despair, grief etc.). According to Wittwen (1995) one outcome of tabloidization is linguistic emotionsalization, which denotes the different linguistic strategies used by the communicator-the agents of television- to realize a type of language affective in character that emotionally moves the audience and by means of this is entertaining. Thirdly, reduced subjectivity and emotionality also entail the general absence of an expression of personal view points and opinions.

4. Linguistic Modality
The concrete choice of words by the newsreader is further more dependent on the type of topics dealt with in the program. The analysis of featured topic has shown the pre ponderance of 'hard news" namely of political, economic and social topics and this of course is reflected in word choice. Accordingly what we find are words that can be defined as belonging to what may be described as a 'public register' used to address public affairs of political, economic and social nature within the public sphere.

5. Speech Planning
Relatively high or low degree of speech planning has two aspects need to acknowledge. Firstly, the object of investigation- the language use of the news reader in reading process is characteristically monolog oriented. As a consequence, the demands of online production that may influence the concrete degree of speech planning in formal and informal dialogue oriented i.e. In interactive forms of verbal communication are correspondingly absent. This being so, we may potentially assume less pressure towards linguistic spontaneity here. It is in fact legitimate to speak of a complete absence of linguistic spontaneity with regard to the news reader. Secondly, preproduction of language necessarily means a process of language preplanning. The difference to everyday conversation in this connection lies in the fact that planning here does not happen in the course of ongoing interaction but characteristically is a true pre planning process that taken place exclusively within relevant editorial offices and that consequently precedes the actual process of language application by the news reader. In short, the news reader restricts him/her self to reading out language that has been produced in advance and this reading process does not involve any online planning of speech. A careful consideration of how to present media contents linguistically seems all the more necessary. However we consider that television contents are broadcast to a large anonymous and heterogeneous mass of people clearly as the diverse viewers are not known and their communicative needs may differ enormously, recipient design is significant problem in this context.

6. Information Structure
Expected high or low grade of explicit information, two aspects are of significance for the discussion (1) the communicative function of (objective) information that under lies the conception of the news format in general and that is expected to be mirrored correspondingly in language use. In this connection the actual execution of this function can be determined to be ultimately guided by the demands placed on informative media talk, namely to inform in a complete and comprehensive way. Complete and comprehensible information however is complicated by the nature of the mass communicative process that characterizes the way in which the television communicates with its addresses.

Social Media Language
Social media consists of interactive forms of media that allows users to interact with and publish to each other, generally by means of the internet. Web logs or blogs are one of many forms of social media. A blog is an online platform that people can use to express issues related to their lives and different viewpoints they may have. Blogs address a wide range of topics and are used in many different ways for diverse purposes. Blogging architecture becomes more users- friendly the popularity of blogs increased. The ability to comment on other peoples blogs as well as have people post comments on your own is key blogging. The development of a language is not normally the primary goal of the person who is participating in a blog but a blog is a place that can provide a foundation for reflecting on the language that is being written within it. Blog can increase a user's language competence as well "blogs are egalitarian learning and teaching tools par excellence.

Acc to Hui-Ju Wu and Pai-Lu Wu defined blogs help with language learning. Blogs help to develop vocabulary, increasing reading speed develop proper use of grammar and enhanced reading comprehension. Blogs produced better sentences fluency, a higher vocabulary an awareness of looking for grammar mistakes in their writing.

Many MMO (massive multiplier online) games cross national and linguistic boundaries. They often have built in chat functions and enable participants to chat with the players from all over the world speak various languages. This can provide players with the opportunity to learn a new language-at least at a basic level-so they can participant more fully in the game with the other players. The social interaction these players engage in while playing the game helps with their understanding of the grammar constructions and conversational ways of the language they are using. In short gamers may well be using

Research Paper
Impact Factor: 3.996
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

language they are learning much sooner than they otherwise might, given the highly contextualized nature of the talk typically found within game play situations and the text based medium of interaction. Rankin, Morrison, Mc Kenzie, Mc Neal, Gooch and Shute found that English as a second language (ESL) people were able to acquire more language skills through social communication that they had with the native speakers of English.

Gamers playing game that has text and audio language other than their own (e.g. an English speaking player playing or Japanese game) can draw on the context of the game to help them understand what is being said or written within the game. Many video games use repetition in their commands and this enables the player to recognize these words and come to understand what they mean and represent over time. Computer games, researchers argue, supply authentic environments for language learning, complete with ample opportunities for students to develop and test their emerging target language knowledge.

It is important to note that not all people who play these MMOs or video games necessarily start out wanting to learn new language. Individuals playing MMOs typically want to be able to maintain social relationships with people who speak another language.

In wan shun Eva Lam's research; she studies how forms of social networking in electronic media have provided alternative contexts of language development for young immigrants in the US. As a result, the two students experience with English in an internet chat room can be seen as a process of language socialization through which they acquired a particular linguistic variety of English to construct ethnic identifications with other young people of Chinese decent around the world. Lam explains that by studying closely how people navigate across contexts of socialization in the locality of the nation-state and the virtual environments of the internet, we may discover how practices of English in the global sphere articulate with local practices of English in constituting the identities and life trajectories of people.

According to Thorne, Black and Syke's research participating in Internet interest communities has the potential to propel language learners beyond the confines of the institutional identity. Participation in this Semiotically mediated communities may help to strengthen the ecological linkages between forms of language use and identity dispositions.

Conclusion
All languages in the world are claimed to resemble each other in a remarkable way from a structural point of view. We are talking about the grammatical structure of sentences and for example not about words, since there is no particularly striking resemble between the word meaning 'book' in English(book), French (Livre), Arabic (kitab) and Chinese (Shu). Chomsky says that language resembles each other in structural features that are not necessary properties of a language, and that these universal structural properties must be explained on the basis of innate knowledge.

Journalists are the professionals whose daily occupation is to produce news language. In most of the cases Reporters and other communicators tend to report an event without reference to a context. If everyday information is given in bits such spotty reporting of an issue can never give the overall pictures. In addition reports do not usually know the language or the dialect of the people about who they are reporting. When information is transmitted to foreign reporters by the local 'gate keepers', it is always not completed or accurate one. Often reporters are given information that is popular or that will enhance the prestige of a country or culture.

Sometime radio is the said to be a blind medium because it involves only one of the five senses-hearing. The messages of radio consist only of sounds and occasional silences. Things that may be self evident or clearly visible on television have to be described carefully on radio. A great deal of the talk on radio is devoted to exploring people's thoughts ideas and opinions. However, where the activities are the focus, questions are framed in such a way as to encourage guests to describe what they are doing. Many analysts say that radio's special, audience characteristics make it well suited to the uses and gratifications approach to audience research. This is because the radio audience seems to use radio at their convenience and for certain purposes; radio gratifies certain psychological needs such as the need for companionship and a sense of community. Radio provides the information for conversations.

A special social responsibility on the part of the television within the public sphere for the application of a form or style, respectively of language that is suited for the general public and consequently appropriate for broadcast to the large number of addresses it reaches. That is the public character of mass communication as performed by the television places particular demands on the form of language to be ideally applied on television to a mass audience. The description of television language is important in so far as it also centrally involves the refinement and clarification of two concepts, the one used within (socio) linguistics, the other specifically within media linguistic, namely linguistic formality and informality (assessed here in terms of formal versus informal speech styles) of conversationalization. Through it means a convergence by television

to the audience's own discourse practices and an expression of recipient design in mass media that adapt to the communicative needs of addresses that are characterized by the use of (informal) everyday conversation. Convergence leads to the second significant aspect of conversationalization; as the public sphere becomes the location of private talk originally reserved for the private sphere.

Social media provides with the possibility of participating in actual real time, relevant conversations taking place online, and practicing the target language with or without the help of an experienced person by his or her side.
The social media and language are based upon three tenets:-

1. Importance of live and actual communication in the target language through interaction and updated content comprehension and production based on social media channels.
2. People's personal experience and interests play a defining role in learning, enabling relevant usages of language during and between classes with active participation of people and virtual community.
3. Fostering of social media communication skills at the same time as the language is taking place, in terms of editing, strategy, conceptualization, business insight etc.

The objective of all communication must continue to be understand and language can be considered effectively only to the extent to which it facilitates understanding. Language is designed to help communicator create meaning in the mind of the receiver. This creation of meaning can also be called understanding. If the communicator has created the desired and appropriate meaning in the receiver's mind, understanding has been achieved and proper use of language has contributed to the effectiveness of communication.

References
1. Aitchison, J. and Lewis, Diana, M. (Eds) (2003). New Media Language. London and New York.
2. Bell, A. (1991) The Language of News Media, Oxford/ UK and Cambridge /USA: Black Well.
3. Bell, A. (1998) The Discourse structure of news stories. In A. Bell and P. Garrett (eds.) Approaches to media Discourse (Oxford etal: Blackwell).
4. Biber, D. (1988) variation across speech and Writing Cambridge university press, Cambridge.
5. Boardman, M (2005). The language of websites Routledge, London and New York.
6. Conboy, M. (2007). The language of News, Routledge, London and New York.
7. Cook, G. (2001) The Discourse of Advertising (2nded) Routledge, London and New York.
8. Cotter, C. (2010). News talk: Investigating the language Journalism Cambridge University Press, Cambridge.
9. Crystal, D. (2001) Language and the internet, Cambridge University Press, Cambridge.
10. De Haan, Jonathan William (2005). "Acquisition of Japanese as a foreign language through a baseball video game". Foreign language Annals 38(2) 278 – 282. Doi: 10. 111/J. 1944 – 9720. 2005 tb02492 %
11. Diev, Barbara (2004). "Blogs for language learning" Essential Teacher (4): 26-30.
12. Dunbar, R. (1996) Grooming Gossip and the Evolution of Language, Harvard University Press, Cambridge, M.A.
13. Harrub, Brad, Thompson Bert, Miller Dave (2003). The Origin of Language and Communication. The True. Origin archive, exposing the myth of Evolution Reproduced by permission from TJ www. Answers in Genesis Org
14. Jones, S., Martin, R. and Pilbearn, D. (Eds), (1999) Cambridge University Press, New York.
15. Lam, Wan Shun Eva (2004). "Second Language Socialization in a bilingual chat room: Global and Local considerations".
16. Living stone, S. and Lunt, P. (1994) Talk on Television, Audience Participation and Public Debate, Routledge, London and New York.
17. Mc Quail, D. (1987) Mass Communication Theory: An Introduction, Sage, Beverly Hills, CA.
18. Marshall, J. and Werndly, A. (2002) The Language of television, Routledge, London and New York.
19. Munson, W. (1993). All Talk: The Talk show in media culture, Temple University Press, Philadelphia.
20. Rankin, Yolanda : Deidra Morrison : Mckenzie Mcneal, Bruce Gooch ; Marcns W. Shute (2009) " Time will tell : In game social interactions that facilitate Second Language acquisition" proceedings of the 4th international conference on foundation of digital games : 161 – 168 .
21. Thorne, Steven (2008). "Transcultural communication in open internet environments and massively multiplayer online games". Mediating Discourse: 305- 327.
22. Thorne, Steven: Rebecca Black, Julia Sykes (2009). Second Language use, Socialization and Learning in internet interest communities and online gambling, The modern language Journal 93: 802-822
23. Torne, Steven, Robecca Black (2007). "Language and Literacy Development in computer–Mediated contexts and communities "Annual review of Applied Linguistics 27: 1-28 doi: 10. 1017/ SO267190508070074.
24. Velitchenko Sveta (2001–2002) Specific features of Radio Language, Representation of UNESCO in Kazakhsthan.
25. Watson Eric (2010). Teach Yourself: the Art of Conversation, Hind Pocket Books, New Delhi.