

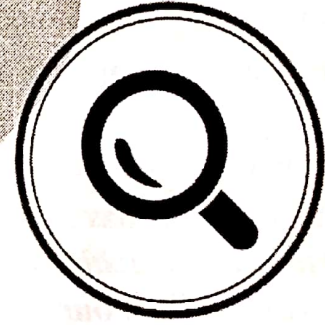
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Discourse Analysis

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HELLO EVERYONE!

“Language and Media”

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- What is meant by media?

The media is like TV, radio, podcasting, newspaper, etc. In addition to social platforms, such as Facebook, Instagram, etc.

- Why do we use media?

For mass communication, advertising, expressing our views, informing, etc.

- Do you think media has control over our lives?

Yes, it does have control and influence over our lives.

How does achieve this control or influence? Or it does not have a control at all on our lives?

It has control over people who lack a critical thinking, but if they have the knowledge, they will be able to distinguish which sources are good and which are not, which are biased and which are not.

Introduction:

The aim of this chapter is to examine how our knowledge about the world is mediated through press and broadcasting institutions, and to suggest ways in which the analysis of language can provide insights into how that mediation can affect the representation of people, places and events.

The mass media have become one of the principal means through which we gain access to a large part of our information about the world, as well as to much of our entertainment. Because of this, they are a powerful site for the production and circulation of social meanings, i.e. to a great extent the media decide the significance of things that happen in the world for any given culture, society or social group.

Media is not used only for entertainment, but actually to access knowledge and information.

الإعلام له دور كبير في إنتاج واستمرارية المعاني الاجتماعية، وهو يقرر أهمية هذه الأشياء التي حدثت في العالم لأي ثقافة أو مجموعة اجتماعية كانت.

The language used by the media to represent particular social and political groups, and to describe newsworthy events, tends to provide the dominant ways available for the rest of us to talk about those groups and events.

Media has become an essential part of our lives because it influences everything, and affect the representation our perception of the world and ourselves as well.

The function of the media

We use the media for many different purposes; for information, for entertainment and for education, through a range of programs for schools as well as university broadcasts. We listen to the news on radio and television for information about local, national and international events; many people spend hours every week being entertained by a variety of programs from regular soap operas to weekly quizzes and chat shows.

- (Soap opera) is a radio or television serial dealing especially with domestic situations and frequently characterized by melodrama, ensemble casts, and sentimentality. Examples: The Archers, Coronation Street, and Emmerdale in United Kingdom.

Sometimes, the boundaries become blurred between information and entertainment, and a new term has been coined to refer to programs which serve both functions: 'infotainment'.

(Blurred) means (تتلاشى/ تزول).

Infotainment: they are informative and entertainment.

أحياناً تزول الحدود بين المعلومات والترفيه، ونسمي هذه البرامج (Infotainment).

The mass media provide the means of access to much information and represent a potentially powerful force in our society. This is partly due to the fact that the media can select what counts as news, who gets into the papers and on to television and radio and, most importantly for linguists, the way that stories about people and events get told and the frameworks in which people get to appear and talk.

This paragraph about the power of media.

لا يوجد شيء عفوي في الإعلام، حيث أن كل شيء محدد ومرسوم مسبقاً.

However, we must be careful when talking about the media as powerful. Any newspaper story goes through several stages before it appears on the page, and many different people can be involved at each stage.

It is a very complicated process before we get a piece of information delivered for us on TV or in the newspaper.

قبل أن نتسرع بوصفنا الإعلام بأنه قوي، يجب معرفة أن أي قصة أو حدث يُذكر في الصحف

أو في الإعلام يمر بمراحل طويلة كي يتبلور ليصبح خبر أو سبق صحفي. كل ذلك قبل وصولها إلى القارئ.

Rather than seeing the media as being a group of individuals who control and in some way manipulate what we read or watch, we need to think of each medium as a complex institution.

لتبسيط الأمور، نستطيع القول إن الإعلام هو عبارة عن مجموعة من الأفراد الذين يسيطرون ويتحكمون ويتلاعبون بما يتم قراءته ورؤيته، ولكن الموضوع ليس بهذه البساطة لأننا في الإعلام نتعامل مع مؤسسات معقدة.

This institution is characterized by a set of processes, practices and conventions that the people within it have developed within a particular social and cultural context. These practices have an effect both on what we perceive as news and on the forms in which we expect to hear or read about it.

So, it has an effect on our perception of the world, what we perceive as news and on the forms in which we expected to hear or read about it.

هذه المؤسسات تعرّفها مجموعة من العمليات. وكما قلنا ليس كل شيء عفوي وإنما مرسوم ومعدّ مسبقاً، كما تحكمه عوامل وصيغ معينة.

We should not be too quick to see the media as all-powerful, and the public as mere puppets of media control. The relationship is not a straightforward one. The reading, listening and viewing public can also choose not to buy, listen or watch; they can switch off, change allegiances and in some cases challenge versions of events.

The relationship between the media and those who are listening or reading the media is not a straightforward one. The reading, listening and viewing public can also choose not to buy, listen or watch television or radio, for example; they can switch off them. So, if you have a critical knowledge, you will be able to challenge the news you are listening to.

لا يجب علينا التسرع بالحكم على الإعلام بأنه قوي ومسيطر وسائد، ونحن في الحقيقة مجرد دمي في هذه المعادلة.

For example, as a result of the events surrounding the Princess of Wales's death in August 1997, a new set of laws may be passed in Britain restricting the rights of 'paparazzi' journalists to take intrusive photographs, and this is due in some part at least to the public reaction to her death. On the other hand, the same public were always ready to buy the papers and watch the programs that featured reports of her both when she was alive and after her death, and in that sense, the media were providing, and continue to provide, what sells their product.

- (Paparazzi) means the photographers who are very intrusive and follow the celebrities.

Princess of Wales had so much pressure because she had not privacy as

a princess, and that played a role in her death. It is interesting that because of public reactions to what happened to her, to her tragic death. So, we do have an influence over media, over photographers, and over journalists.

Media, language and power

Is there any relationship between them?

One of the most important and interesting aspects of the potential power of the media from a linguistic point of view is the way that people and events get reported.

ما يهمننا كلغويين كيفية انتقال الخبر لنا.

Since the early 1970s, linguists have been interested in the relationship between how a story gets told, and what that might indicate about the point of view that it gets told from (Lee 1992; Simpson 1993; Montgomery 1996). This level of language use is called linguistic representation, and we will now look at some linguistic structures that can determine how events are represented, and thus lead to different versions, or views, of the same event.

Sometimes, you read about an event in two different newspapers, and you get different information, because these two different newspapers have different ideologies, so each one reports the event differently according to their interests. This is what we called **Linguistic representation**.

On Tuesday 7 January 2003, the news broke that the previous Sunday police had raided a flat in north London, where they found a small quantity of a poison called ricin, and that seven people had been arrested, one of whom was later released. (Ricin had previously been used in the 1978 assassination of a Bulgarian dissident, Georgi Markov, on the London Underground. The poison had been smeared on the tip of an umbrella.)

هذا الحدث سنقرأه ضمن صحيفتين. حدث في العام ٢٠٠٣، حيث كان هناك اقتحام لشقة في شمال لندن، وألقت الشرطة القبض على مجموعة من الأشخاص وبحوزتهم مادة كيميائية تدعى (ريسين).

If we analyze the language used in the articles in The Daily Mail and The Daily Mirror, we find contrasts in how the story was told in each newspaper, and what the implications of this event might be. Looking at the linguistic choices made in the two texts means asking:

سنقارن نفس الخبر ضمن صحيفتين نقلناه بطريقة مختلفة، علماً أنهما في نفس البلد.

What kinds of words or phrases are being used to refer to people, places, or events?

This is the first question we should ask ourselves if we are watching the news on TV, or if we are reading a newspaper.

What kinds of actions are involved?

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And who is responsible for them?

These choices are part of the process of **representation** in discourse. By examining the way events are represented, we can begin to see more clearly how different points of view, or **ideologies**, are constructed linguistically.

هذه الخيارات هي جزء من عملية التمثيل في تحليل النصوص. سنحاول الإجابة عن هذه الأسئلة لسبب، وهو دراسة وجهات النظر المختلفة ونحاول الوصول إلى أي أيديولوجية خفية وراء هذا السرد المختلف في حال وجودها.

The following are the headlines carried on Wednesday 8 January:

Daily Mail
POISON GANG ON THE LOOSE
Huge hunt for terrorists armed
with deadly ricin

Daily Mirror
IT'S HERE
Deadly terror poison found in
Britain

The question is: *What is the difference between these two headlines? Are they different, how?*

They are both not identical and not delivering the same information. The first is detailed while the second is not.

In the first headline, the group is identified as terrorists, while in the second one we do not know anything about their identities, they could be terrorists, or any other group. The opening sentence is different. In the second, when we say "IT'S HERE", you do not know what are we talking about unless you read the rest of the headline. "Deadly terror poison found in Britain", we do not know what kind of poison it is, we do not know where it is found exactly, the headline is a little bit mysterious, and probably they are trying to capture our interest. While the first one has more details about the gang itself, it is a poison gang, and they are identified as terrorists, and police are trying to arrest them because they are armed with deadly ricin. So, there is much information given in the *Daily Mail* than in the *Daily Mirror*.

Discussion questions

- What is the focus of each headline?
- What differences do you find between the two reports?
- Who is involved?
- What about the sentence structure in both reports?
- How is the kitchen described according to the Mirror?
- What is the effect of these different choices in representation?
- Is there a difference in the two papers' interpretation of what this event means?
- Do these two stories reveal two different ideological stances taken by the two papers?

Whenever you read reports in newspapers or you listening, these are

some critical tools to help us analyse the information we are given.
Now, we are going to read the two reports.

The Mail	vs.	The Mirror
Britain was on red alert for a bio-terror attack last night as a hunt was launched for a gang of suspected Al Qaeda activists armed WITH A DEADLY POISON.		Police who raided an Al Qaeda poison factory in London fear most of THE DEADLY RICIN is missing and in the hands of terrorists.

What differences do you find in these two paragraphs?

What is the information we know about the attack in the Mail?

The time of the attack is last night, while in The Mirror we do not know.

Who are the suspects in both reports? How are they described?

In the *Mail*, it is suspected to be **Al Qaeda activists**. While in the *Mirror*, they are know that it is **Al Qaeda terrorists**.

In the *Mail*, they refer to **Britain**. While in the *Mirror*, they refer to **London**.

In the *Mail*, they talk about a **bio-terror attack** (Chemical attack). While in the *Mirror*, they focus on the **police attacking, or trying to arrest the gang**.

But there is an interesting detail in the *Mirror* that they say it is a "poison factory" where they make chemicals, so almost the same.

Both narrate the event differently.

There is also a difference in the passive and active voice. In the *Mirror*, they say "police raided" and "Al Qaeda poison" but in the *Mail*, they say "a hunt was launched". So, the focus in the *Mail* is not on the police much as in the *Mirror*.

Here is the continuation of the story as it appeared in the next five paragraphs in each paper:

Anti terrorist police arrested seven North Africans after the discovery of traces of ricin, which can send a person into a coma and kill within hours.

One of those held is believed to have worked as a science teacher. Security sources said at least three members of the alleged terror cell were still at large and may be in possession of the chemical.

The amount seized is too small to launch any 'mass casualty' attacks but the real fear is an assassination attack on a major public figure, such as the prime minister, by spraying the toxin in his face or injecting it.

Britain was on alert last night for an attack, possibly by aerosol spray or by smearing the substance on door handles at busy public buildings or shopping centres.

Confined spaces such as a commuter train carriage, a Tube station or a lunchtime restaurant were thought to be possible targets of the original plot.

Six men and one woman were arrested on Sunday in swoops on the ricin 'plant' - a flat in Wood Green, North London - and other addresses in the north and east of the capital.

It could also be ingested through the skin after being smeared on door knobs or handrails. 'People who come in contact with it will die,' said a government source.

Westminster sources revealed that level of security surrounding Tony Blair have been 'significantly upgraded' over the past few days.

The Males - in their late teens, 20s and 30s - are all said to be Algerians linked to Osama bin Laden's network. The woman has been freed.

Up to 30 more confederates are feared to be operating in Britain, most of them living in London.

The first is in the *Mail* and the second is in the *Mirror*. Go back to the discussion questions we read before, and try to answer them. *What are the differences between these two paragraphs?*

What is the information we have here?

They did not mention the suspects, their nationalities, or ethnics. They just mention where the possible place of the terror attack (public buildings, shopping centers, commuter train carriage, tube station, or lunchtime restaurant). The target of this attack is the people, according to the *Mirror*.

According the *Mail*, one of the terrorists is a science teacher, and there is no certainty of this piece of information.

The *Daily Mail* represents the threat from the poison gang as attacking public figures, like the Prime Minister Tony Blair. While the *Mirror* sees the main threat as being to ordinary members of the British community or British public, so they fear for the society rather than for high profile politicians.

The sources of information in the *Mirror* are not directly attributed, for example: "the males - in their late teens 20s and 30s - are all said to be Algerians linked to Osama bin Laden" but we do not know who said so, we do not know who the agent of the sentence. So, there is less emphasis in the *Mirror* on the sources of information or government sources in contrast to the *Mail*. The agent of the action is missing.

Who are the people arrested in each report? Are they the same? How are the suspects defined?

In the *Daily Mail*, seven North Africans. While in the *Mirror*, six men and one woman, so they are defined as North Africans, and also the males in their late teens 20s and 30s are not defined to be Algerians, they are said to be.

So, there is a difference in the level of certainty about the identity of the suspects, in the first report we are sure they are North Africans, but in the

second they are said to be Algerians.

The *Mail* uses the number of mitigating strategies; we talked about (**Mitigating Strategies**) last time. When woman uses mitigating strategies, the language is less serious, and avoids conflicts or confrontation. So, here the males use a number of mitigating strategies, which function to distance them from strong claims about the identity of the gang. They said, for example, “**suspected Al Qaeda activists**”.

Examples of mitigating strategies in the *Mail*: “a hunt was launched for a gang of suspected Al Qaeda activists”, “one of those held is believed to have worked as a science teacher”. They are no certain, they make claims but these claim are not strong. Also we have “members of the alleged terror cell” they function to distance them from strong claims about the identity of the gang.

But the *Daily Mirror* uses the **unmitigated** phrase “**terrorists**”, they have specified the identity of the men arrested, they are terrorists. So, this is unmitigated. The only one mitigated identity description is “the males are all said to be Algerians”, they are uncertain about their identities.

So, the difference when we study these languages, and the use of language in both reports, is that the males in the first reports seem to be more cautious than in second one about the identity of the gang. They do not want to make strong claims about the identity of the gang, they are not certain.

The following paragraphs appear a little further down in each article.

Scotland Yard swooped at 10am on Sunday in a flat above a pharmacy in Wood Green, North London, after receiving a tip-off over the New Year.

Up to 20 officers wearing white protective suits found equipment covered in chemical traces and began removing items in protective black bags.

Armed special Branch officers in white chemical warfare suits smashed their way into the rented Wood Green property in the early hours.

A small quantity of ricin – used in the 1978 umbrella murder in London of Bulgarian dissident Georgi Markov – was found amid a kitchen laboratory for making more of it.

The *Mirror* has a stranger ending; they refer to the dissident Georgi Markov. They refer to an event in the past about the assassination of a politician called Georgi Markov. *Why this is important?* It is an example from the past.

Why did they mention this example here? What effect it just adds to the story? To become more alarming, and it reminds us of previous event, they are warning us. They are trying to add suspense to the story, and this what

they did in the headline by saying "IT'S HERE", we do not know what it is.

So, it is like drama element, or a thriller about secret agent or something.

- *Who is involved in each paragraph?* In the *Mail*, anti-terrorist police, seven North African terrorists, Westminster sources, government source, Scotland Yard, 20 officers.

Now, when it comes to describing the **government officials** and **spokespersons** in the first report, we have Tony Blair, Westminster sources, and government source.

In the *Mirror*, the involved are six men and one woman, the Algerian males in their late teens 20s and 30s, Osama bin Laden, armed special Branch officers in white chemical warfare suits.

But the second report gives no information about the **government officials** and **spokespersons**.

- *Where was the poison found in each report?*

In the *Daily Mail*, the poison was found in a flat above a pharmacy in London. While in the *Daily Mirror*, it was in a kitchen laboratory for making more of it.

So, in the *Mirror*, uses different phrases to describe the kitchen in the North London, they say in the report that "Al Qaeda poison factory", later they said "the ricin plant", which is also a factory, and the "kitchen laboratory". But in the *Mail*, they use only one phrase, "a flat above a pharmacy in London in Wood Green, North London".

- *What is the effect of these different choices in representation? Why does the Mirror use three different phrases for the place, whereas the Mail uses one phrase about the place? Does it have an effect? Does it add something different?* Showing the level of dangerous still going in a factory or laboratory, according to the *Mirror*, whereas in the *Mail* it is in a flat, so the dangerous is limited, and it is not as big as it was represented in the *Mirror*.

The danger in the *Mirror* is way bigger than it was represented in the *Mail*.

- *What about the officers in both reports? Who are they described by the two reports?* In the *Daily Mail*, the officers "Up to 20 officers wearing white protective suits found equipment..." while in the *Mirror*, they were "Armed special Branch officers in white chemical warfare suits smashed their way into the property". They are almost similar but the description in the *Mirror* is more dramatic because it describes it as "white chemical warfare suits" not just a "protective suit".

- *If you think about the ideological point of view in both reports. How different are they? Is there a difference in the two papers in the interpretation of what does the event mean, especially when it comes to the*

danger of the gang? Where does the threat lie from the perspective of the Mail and the perspective of the Mirror?

The *Daily Mail* represents the threat from the poison gang as attacking public figures, like the Prime Minister Tony Blair. While the *Mirror* sees the main threat as being to ordinary members of the British community or British public, so they fear for the society rather than for high profile politicians.

In the *Mirror*, they list six places where the poison could be found, they said that it could be used on door handles, shopping centers, public spaces, commuter train, Tube station, and lunchtime restaurant. So, they concern is for the public of British community rather than for politicians.

In these two reports, I wanted to show you how the same even is narrated differently in the *Mail* and in the *Mirror*. So, there are differences in the style, as well as, in meaning.

For the *Mail*, the danger is in the establishment for the senior public figures, which are underlies the origin hunt for the rest of them. While for the *Mirror*, is the dangerous to the British public, which is for granted.

I cannot find ideological differences between the two reports, I would not say that one is rightwing and the other is leftwing, but the main difference is about that one newspaper was concerned with the establishment and maintaining some order to increasing the security for the danger launched by the gang, which is in the *Mail*. While in the *Mirror*, the concern was on the British society, how to locate the poison, the danger of the poison in the public places, etc.

Sources of news

The attribution of a source is important to the level of 'factuality' that can be claimed for a story. In the following extract from a story about Princess Diana and British rugby player Will Carling, the 'facts' of the case are far from clear. Although sources are given, the original source of the information on which the newspaper bases its report is masked by the way this paragraph is written. A complex series of reporting phrases appears to indicate the source, but effectively succeeds in making it quite difficult to retrieve. These phrases are italicized in the text below:

من المهم أن ننسب الخبر لمصدر معين لتأكيد مصداقية القصة.
سنجد أن مصادر الخبر هي "قيل عن قال" و (The newspaper claimed)، وحتى لم
نعرف من هي الصحيفة. والمصدر الذي بنت عليه الصحيفة خبرها مخفي بطريقة كتابة
الموضوع.
لقد تم استخدام عدة أشباه جمل لتتم عملية نقل الخبر، ولتتم الدلالة على المصدر. ولكن التعابير
التي تم استخدامها لم تقدم شيء ولم تؤكد صحة الخبر.

The newspaper claimed Mr. Carling arranged to take former England foot-

baller Gary Lineker to lunch with the princess at Kensington Palace earlier this year. A friend of Mr. Carling's is reported as saying: 'He [Mr. Carling] told me later Gary had bottled out saying, "that woman's trouble".'

(The Guardian, 7 August 1995)

How this event was narrated or reported? Why are the facts of the case far from clear? Are there any samples in this report that show lack of certainty?

"The newspaper claimed" means that they are not certain. "Mr. Carling's is reported as saying".

What is the source of information do we have in this report? Do we have a government source of information?

We have one official source of information, which is "The newspaper claimed". We have other sources like *the footballer Gary Lineker, and Mr. Carling.*

So, the report range from the direct said and told to the more mitigated. It is reporting as said and claimed, suggesting that the paper is anxious not claim outright that discard or hand information as absolute fact.

In this section we have shown how the linguistic choices made in a text can construct different accounts, or linguistic representations, of events in the world.

نستنتج أن الخيارات اللغوية تلعب دوراً في بناء سرد مختلف لنفس الخبر وزوايا لنقل هذا الخبر، أو تمثيلات مختلفة لأحداث موجودة في العالم.

Activity 1

Look at two newspapers on the same day and compare two versions of the same story. What differences can you detect in the way language is used? Do these differences influence or affect your interpretation of the event?

It is very important that we, as linguists and translators, always compare and never trust what we are reported in the newspaper or on TV.

Commonsense discourses

The tendency to represent people, situations and events in regular and predictably similar ways results in the linguistic choices that are used in these representations becoming established in our culture as the most usual, prevailing ways of talking or writing about types of people and events.

ينتج عن هذا الاختيار اللغوي ضمن الصحف لعرض أو تمثيل الأشخاص والمواقف والأحداث، أننا نصبح نتبنى هذه المفردات والبنى اللغوية، وتصبح هي الشيء السائد والبديهي.

Once something has been represented in a particular way, it becomes more difficult to talk 'around', or outside that representation, to find an alternative way of describing a social group X, or a political event Y. We call these prevailing choices in representation **commonsense** or **dominant discourses**.

Here is the definition of *Commonsense*, which is the kind of discourses or representations that we hear and use a lot in the news or in the media, and in a way that they become cliché, we cannot overcome or go beyond them or even question them. They become a kind of fixed representations.

An illustration of how one event can become the frame for representing subsequent events is the tendency to refer to any story of American presidential cover-up scandal as some kind of 'gate'.

كيف ممكن لحدث واحد أن يصبح إطار لتمثيل أحداث أخرى متتالية، مثلاً فضيحة التغطية على الرئاسة الأمريكية واستخدام كلمة (gate).

Example:

Since Nixon and the Watergate scandal, there has been Reagan and 'Irangate', Clinton and 'Whitewatergate', followed by 'Zippergate', and 'Fornigate'. While the history and circumstances of each individual situation may be distinct, the use of the term 'gate' categorizes them according to the notion of an American president deliberately setting out to deceive the American public.

So, the word (gate) here is what we called a commonsense or dominant discourse, and it used to refer to an American president tries to deceive the American public.

تم استخدام كلمة (gate) لأول مرة خلال فضيحة التغطية على الرئاسة الأمريكية، للتعبير عن محاولة الرئيس الأمريكي لخداع الجمهور الأمريكي. ومنذ ذلك الوقت أصبحت هذه الكلمة تستخدم مع أي فضيحة بمعنى (فضيحة التستر)، على الرغم من عدم ارتباط هذه الأحداث ببعضها البعض.

The category has also been taken up by the British press and has been used in the context of the British royal family. 'Camillagate' was the story of the long-standing relationship between Prince Charles and Camilla Parker-Bowles, which hit the headlines some years after his marriage to Diana Spencer, when her problems with him and other members of the royal family had entered the public domain.

Here the (Camillagate) refer to the scandal in the royal family.

قامت الصحف البريطانية أيضاً بتبني كلمة (gate) وأصبحت تستخدمها مع العائلة الملكية. تسربت فضيحة (Camillagate) إلى العلن بعد أن بدأت مشاكل الأمير تشارلز والأميرة ديانا والأسرة الحاكمة.

The power to change?

If the media are powerful as a site for producing and maintaining dominant discourses, as we have claimed in the previous section, they can also be a possible site for change. One of the most publicly discussed changes in recent years has been the move to use non-sexist language, and to encourage symmetry in the representation of men and women. Sometimes the press can

be seen to be trying to adopt grammatical forms which are neutral, such as the **third person pronoun 'they' or 'them'** as a non-specified-gender **pronoun**.

إن للإعلام موقع قوي جداً لإنتاج الخطابات المسيطرة والمحافظة على استمراريته، ولكن هذا لا يعني أن دورنا مهمّش وسلبى ضمن هذه المعادلة، بل لدينا القدرة على التغيير. مثال على عدم سلبية دورنا وعلاقتنا مع الإعلام بشكلٍ مطلق، ولكن باستطاعتنا أن نقوم بتغيير ما. والتغيير الذي أدخل على المعادلة هو استخدام لغة غير منحازة جنسياً، بالتشجيع على التناظر في تمثيل الرجال والنساء في اللغة. يتم تشجيع الصحافة على استخدام بنى أو هياكل قواعدية حيادية، كاستخدام ضمائر غير متعلقة بجنس أو نوع اجتماعي معين.

Instead of saying *he* for all people, we use *they*.

The following extract is from a story about Texan farmers suing the talk show host Oprah Winfrey for damaging their business when she invited people on to her show to talk about the risks involved in eating American beef:

قامت (أوبر) بتخصيص حلقتها ضمن برنامجها التلفزيوني المشهور للحديث عن مخاطر أكل اللحم البقر، فتمت مقاضاتها من قبل المزارعين بادعائهم أنها دمرت عملهم جراء ذلك.

And this year the average American will chew their way through 631 b of Texan beef, compared to only 51 lb of chicken and 46.71 b of pork. It's an ill-advised man who stands between an *American* and *his* burgers.

(*The Guardian*, 10 February 1998)

تمت الإشارة إلى الكمية التي يتناولها المواطن الأمريكي من اللحم أنها أكثر من كمية الدجاج أو لحم الخنزير.

In this section we have introduced the concept of **dominant discourses** within the context of the media, and have suggested that these discourses are produced by recurring similarities in the way information is represented.

تم التعرف على مفهوم الخطاب السائد ضمن سياق الإعلام. ويتم إنتاج هذه الخطابات السائدة من خلال تشابهات تتكرر في المعلومات التي يتم تمثيلها.

We have looked at some examples of linguistic choice in reporting newsworthy events, and how different newspapers can represent the same event in different ways.

ناقشنا أمثلة تتعلق بالاختيار اللغوي بسرد الخبر الصحفي، وكيف أن صحف مختلفة يمكنها تمثيل نفس الخبر بطرق مختلفة.

In the next section we turn to the question of 'voice' in the media, looking at whose voices are represented, and who gets to say what.

أهمية الصوت في الإعلام، ومن مسموح له بالكلام وكيف يتم تمثيل هذا الصوت.

Media voices: accent and register

What is the difference between accent and register?

What is the difference between accent and dialect? We talked about it.

Accent means how someone pronounces the words, the style of

pronunciation, example: we all live in Damascus but we have different accents. Whereas **Dialect** is not just pronunciation but it also refers to the vocabulary we use and grammar, for example: comparing the dialect of Damascus with the dialect of Hama.

Register means the variation of a language that is determined by use in a specific situation or context.

Activity 2

When you listen to the news on your local radio station, what **accent** does the newsreader have? Is this the same as those on the national, or more prestigious, radio station? Listen to the television news at different times of the day; do you notice any difference in the accents of the newsreaders at these times?

There is no specific accent used because they use the standard language. It is not unified in all radio stations and TVs. For example, for English language, we have the British, American and Australian English accent, so they may use one of them.

In the early days of news broadcasting in Britain, the accent used almost exclusively by presenters was one called advanced **Received Pronunciation** (advanced **RP**). This was the accent of the educated and the wealthy, which gave no indication of what part of the country the speaker came from.

It is standard and neutral.

في بدايات عملية نقل الأخبار في بريطانيا، كان يوجد لكنة مستخدمة بشكلٍ حصري من قبل المذيعين وتدعى (advanced Received Pronunciation). وكانت لكنة الخاصة بالأثرياء والمتعلمين فقط، ولم يكن بالإمكان تمييز لكنة المتحدث كونه يتحدث باللكنة الرسمية.

This accent gave rise to the expression **BBC English**, so strong was the link between this accent and the British Broadcasting Corporation. This has now given way to what is known as 'mainstream RP', an accent which sounds less formal than advanced RP and is the one that most people in Britain generally hear when they listen to newsreaders on national television.

So, on national television, all newsreaders must follow this accent. It is neutral objective, it does not show which region the newsreader comes from, and it is quite prestigious. They are well-educated.

أدت هذه اللغة الرسمية البريطانية لوجود عدة أنواع للـ (RP) (advanced) و (mainstream).

This established use of mainstream RP is linked to the continuing perceived status of RP as an accent of authority.

ونتيجة لاستخدام هذه اللغة الرسمية من قبل المتعلمين والأثرياء، أصبحت لغة السلطة والقوة.

In radio and television discourse, the occurrence of marked regional variation in accent in the national news tends to be organized according to a hierarchy within programs: the main newsreaders in the television studio read in standard

English, with a mainstream RP accent, while the accents of specialist reporters outside the studio 'at the scene' are much less constrained and may sometimes be regionally marked.

Voice-overs in documentaries are also likely to be mainstream RP, while the accents of sports commentators, weather presenters, political commentators and other media 'voices' tend to be more regionally varied.

- (Voice-over) is a piece of narration in a movie, podcast, or documentary, not a compared by an image of the speaker.

So, in sport, weather, sometimes in politics, and other media genres, such as talk shows and entertainment shows, the presenters have the freedom to use their own accent, unlike documentaries.

ومن هنا نستنتج وجود تراثية للمذيعين وناقلي الأخبار، وذلك وفقاً للكنة واللغة التي يتحدثون بها.

Thank you

احذر المحاضرات المسروقة!

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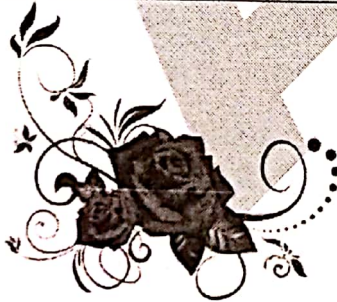


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