

# The diverse (texts) in a not-so-much diverse media setting

Bisera Kostadinovska-Stojchevska, PhD

# What is journalism?

- ▶ *a* : the collection and editing of news for presentation through the media
- ▶ *b* : the public press
- ▶ *c* : an academic study concerned with the collection and editing of news or the management of a news medium
- ▶ *a* : writing designed for publication in a newspaper or magazine
- ▶ *b* : writing characterized by a direct presentation of facts or description of events without an attempt at interpretation
- ▶ *c* : writing designed to appeal to current popular taste or public interest

*<https://www.merriam-webster.com/dictionary/journalism>*

# Newspaper style

- ▶ News in newspapers is written so that it may be edited from the bottom up. As old editors liked to say, a page form is not made of rubber. It won't stretch. What doesn't fit is thrown away. Historians trace the inverted pyramid, which is not the traditional style of British or other foreign newspapers, to the American Civil War, when correspondents, fearing that the telegraph would break down before they could finish transmitting their dispatches, put the most important information into the first paragraph and continued the story with facts in descending order of news value

# Radio style

- ▶ The radio newscast must be consumed sequentially; that is, the listener does not hear the second story in the newscast without hearing the first story. The eighth story waits on the first seven, which means in practice that all seven are chosen to be interesting to a significant number of listeners and are presented at a length, which maintains that interest.
- ▶ Because listeners lack opportunity to go back to reconsider a bit of information, there should be no need to do so. This limitation affects the structure of phrases of attribution and the use of pronouns, because pronouns have antecedents.

# Television style

- ▶ Television news style is much like radio news style, for a viewer can no more return to a group of facts than a listener can. The viewer, like the listener, does not always focus on what the newscaster says. Television news adds further complexities when pictures join the words; that is, anchors or reporters deliver what is called a "voice over."
- ▶ nearly all of the fresh information is found in the words, but it is the pictures that carry the impact for the viewers.

# Characteristics of journalistic writing

- ▶ Journalistic writing is formal, structured and demanding. The presentation of accurate information is the main goal of writing, rather than the presentation and development of an individual writer's style.

All media writing attempts to present information accurately, precisely, clearly and efficiently. Meeting those goals are the main things involved in learning to write for the media.

- ▶ Five central elements of news writing style: leads, story structure, word choice, and the use of names, quotations and attributions.

*Writing Style Differences in Newspaper, Radio, and Television News*  
Irving Fang, University of Minnesota, 1991

# Story Structure

The inverted pyramid begins with the most important information. Succeeding paragraphs contain details that are less and less important. Editing can be done by cutting from the bottom of the story, but if time permits a story should be edited line by line

Most newscast items are so short that there is time only for a few of the most important details of a report. Where more time is available, a choice can be made among the inverted pyramid style, the sequential telling of an event, or a combination of the two, starting with the important details.

Newspaper

Radio

# Story structure

## Television

After an on-camera lead by the anchor or the reporter, a visual story may begin with the most dramatic footage if there is any, then show video that matches the written copy scene for scene. As already noted, if the words and pictures do not support each other they compete with each other for the viewer's attention. In that case the contest is unequal, for the pictures have more impact.

# Sentence Structure

- ▶ Straightforward declarative sentences
- ▶ dependent clauses at the start of a sentence are perfectly acceptable.
- ▶ Dependent clauses should be avoided, especially at the start of a sentence. It is usually better to make a separate sentence of a dependent clause
- ▶ *Television*: same as radio

Newspaper

Radio

# Word Choice

- ▶ Proper grammatical usage is essential.
- ▶ an educational standard for the community.
- ▶ Sloppy regard for language should be treated as intolerantly as sloppy regard for facts.
- ▶ Accurate spelling.
- ▶ adjectives and adverbs add to understanding and the richness of language.
- ▶ Humor, irony, and even parody have their place in feature writing, although not in hard news. The context and writing style must leave the reader with no doubt that humor is intended and the words are not to be taken literally.
- ▶ While correct English matters, communication matters even more. Consequently, while most grammatical errors will not be tolerated, verbless sentences, contractions and other forms of loose writing fit the medium. Incorrect spelling is often overlooked (although it should not be), but mispronunciation is considered a sin. Names likely to be mispronounced are printed both orthographically and phonetically; The final item in a newscast is often a “brite,” a short, humorous story included to bring a smile after the usual collection of tragedies. Irony and parody are avoided for fear of being taken literally

Newspaper

Radio

# Word choice

- ▶ The best choice is often the simplest word or phrase that comes to mind, but the news writer should possess a large vocabulary derived from wide reading. The choice of the right word means the difference between accuracy and almost-accuracy. The writer's ability to pick and choose from a large working vocabulary assists in developing a desirable writing style.
- ▶ A large vocabulary gives anyone an advantage, but broadcast news writing is normally limited to a vocabulary of simple, widely understood words. The writer should be able to call upon an extensive vocabulary in order to translate complexities into simplicities
- ▶ ***Television:*** same as radio

Newspaper

Radio

# Avoiding plagiarism...

- ▶ From the previous SS
- ▶ *Plagiarism*
- ▶ *Referencing*
- ▶ *Summarizing*

# Media texts in Macedonian media

- ▶ Texts concerning the political crises in Macedonia
- ▶ Different approaches- different language
- ▶ Journalistic styles
- ▶ Consider the source?
- ▶ “Influenced” media?
- ▶ Influences on the language

# *Theme: President Ivanov has to meet with a majority party leader*

## ► Title:

*President Ivanov on a global leader summit in Turkey*

<http://kurir.mk/makedonija/vesti/ivanov-na-globalen-liderski-forum-vo-turtsija/>

## ► Title:

*President Ivanov has private, parental obligations in Turkey, the guaranties for unity will wait*

Similar news:

<http://vesti.mk/read/news/12974472/4478125/ivanov-zamina-na-roditelska-sredba-vo-turcija>

<http://vesti.mk/read/news/12974472/4477821/zaev-kje-pocheika-za-sredba-ivanov-pak-nema-vreme-sega-kje-odel-na-roditelska-vo-turcija>

<http://pozitiv.mk/ivanov-ima-roditelski-obvrski-vo-turtsija-garantiite-za-unitarnosta-ke-pochekaat/>

# Comparison of language, style, manner of writing

- ▶ Very little proper information
- ▶ No reliable sources
- ▶ No academic elements of proper writing
- ▶ It sounds like the writer is releasing true information, but it does not cite the sources
- ▶ Retrieved from an online media close to one political party
- ▶ Ironical title
- ▶ Very short ironical sentences
- ▶ The whole article is based on a statement given by a leader of a political party and his party claims
- ▶ There are some elements of academic writing (transition signals, introduction paragraph, concluding paragraph)
- ▶ Very strong, negative language, negative sentences
- ▶ Retrieved from an online media close to one political party

# Theme: EU representative to meet the newly elected assembly president

- ▶ Title: *Mogerini being harsh to Dzaferi: The high European representative warned him to leave aside the ethnical politics*
- ▶ Title: *Mogerini call upon Dzaferi to rise above the ethnical politics*

<http://vesti.mk/read/news/12974472/4477992/mogerini-ostra-kon-djaferi-visokata-evropska-prestavnichka-go-opomenala-dagi-ostavi-etnichkite-politiki>

<http://faktor.mk/mogerini-go-povika-dzaferi-da-se-izdigne-nad-etnichkite-politiki>

# Comparison of language, style, manner of writing

- ▶ The title contains the word "warn" so that sets the tone of the whole writing
- ▶ The language is strong
- ▶ Words of disapproval
- ▶ Adversative clauses
- ▶ Very reprimandive expression
- ▶ Unknown or unreliable source
- ▶ Wrong, opinioned and individual interpretation
- ▶ Retrieved from an online media close to one political party
- ▶ Very neutral language
- ▶ Contains the source of the information
- ▶ Leaves little room for speculations
- ▶ Very affirmative language, on-point sentences, structured approach

# Theme: an official meeting called by the assembly president

- ▶ Title: *Tomorrow, everyone to coordination with Dzaferi!*
- ▶ Similar news:  
[http://kanal5.com.mk/vesti\\_detail.asp?ID=123863](http://kanal5.com.mk/vesti_detail.asp?ID=123863)
- ▶ Title: *Dzaferi called upon a coordination fro Monday , the MPs met today at the assembly*
- ▶ Similar news:  
<http://telegraf.mk/aktuelno/makedonija/ns-newsarticle-posledna-sansa-za-gradonacalnicite-vo-ponedelnik-im-istekuva-mandatot-daferi-brza-da-gi-sobere-partiite.nspx>

<http://lokalno.mk/utre-site-kaj-dhaferi-na-koordinatsija/>

<http://24vesti.mk/talat-dzaferi-zakazha-koordinacija-za-v-ponedelnik-pratnicite-ushte-deneska-se-sretnaa-vo-sobraniet>

# Comparison of language, style, manner of writing

- ▶ The title itself is in imperative so that sets the tone of the piece of writing
- ▶ Unreliable source
- ▶ The words, sentences and the whole structure set the tone to ironical, submissive, negative and even wrongful interpretation
- ▶ It contains the word *informal*
- ▶ For relevance, the writer calls upon the political parties' PR
- ▶ Neutral language
- ▶ All people mentioned are being contacted and their statements are being reported
- ▶ Use of reported speech
- ▶ Use of appropriate tense agreement

Spin ☺

<http://vistinomer.mk/>

<http://www.libertas.mk/kontraspin-gruevski-vladeeshe-diktatorski-za-drugite-ke-vidime/>