

Media Discourse: Understanding the Language of News

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Inspiring Excellence

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Media Discourse: Understanding the Language of News

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Abstract

Now- a -Days Media has become the main way of communication to reach the people. Media includes broadcasting medium such as newspapers, magazines, TV, radio and online news etc. News is heart of media, and it develops people's knowledge; understanding and attitude, towards the things that they do not know. People usually depend on media to get current news. Since the development of the Internet, mass people got the access of same news in an instant, instead of waiting for hourly television news. But sometimes people get confused when they watch same news in different language. They have complaint that different media publish and broadcast their work in different ways. In this paper researcher will be looking at how language varies from one media to another. A qualitative research has been conducted for this study. Researcher has selected some news events randomly and collected the Television news and Newspaper's news of those events. Researcher has chosen 10 people to watch those recorded news as well as read those news. Then researcher gave them, a questionnaire to fill up. Then 5 people who have experience in working both print media and electronic media has been interviewed. They had to answer for 10 questions regarding news differences between two media.

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Chapter 1- Introduction

1.0 Introduction

Media is the primary means of communication which is used to reach the mass people. It is known to all that media margins the entire world and presents it to us. It has the power to unite as well as divide the world through the very process of; influencing, making, breaking, as well as shaping our thinking. Media includes broadcasting medium such as newspapers, magazines, TV, radio and online news etc. To know the role of media in society, it is necessary to understand that media facilitate the communication between the sender of the message and the receiver of the message. Using media is the two sided process. News is main element of media, and it expands people's knowledge; understanding and attitude, towards the unknown world. People usually depend on media to get current news such as political, social, entertainment, sports and weather etc. In today's world news has become an important part of life, because by reading news people are updated about current events in the world. There was a time when people were mostly relies on newspaper. Later on after the invention of Radio; it replaces the newspaper. Then the invention of Television has made revolutionary changes on media. For example, In the 1950s, television emerged as the most popular entertainment and news medium for American citizens. By 1956, reader of Newspaper was 68 percent, while television watching rose to 73 percent. Moreover, the percentage of people who only relied on television from about 8 percent in 1952 rose to 18 percent in 1956. At the same time, the percentage of used newspapers decreased quickly from over 35 percent in years later. Thereafter it never rose above 10 percent (Cohen 2014, p. 497). Still people depend on Television news. But now a day they easily get news from the online news. Since the development of the Internet, mass people got the access of same news in an instant, instead of waiting for hourly television news. But sometimes people get confused

by seeing same news in different language. This is because; Media has its own discourse. Different media also has different discourse. Then the question raises what is discourse and what is media discourse. Discourse is any kind of communicated information. Or it can be said that discourse is written or spoken communication. 'Discourse' is a very broad field and it contains in itself a variety of sub-fields and disciplines. Originally, the word 'discourse' is coined from a Latin word '*discursus*' which means conversation. The words, people utter or write, may take various forms of discourse, such as speech, lecture, everyday communication, formal discussions, addresses, religious or political orations and a lot more constituted under the term 'word'. These discourses are divided into two type's i.e. spoken discourse and written discourse (Nawaz et al, 2013, p.328).

Discourse analysis is a more fine-grained tool that allows seeing how ideas emerge differently in different contexts. The term 'discourse' used much more than ideology. Media discourse is communications that take place in media, whether it is print media or broadcast media. It can be said that how media communicate with general people through news, documentary or other things is media discourse. Media Discourse helps to focus both on how ways of thinking overlap and accumulate to form media and other cultural practices. It also helps to focus on how individuals inhabit different sets of ideas or versions of reality at different times (Matheson, 2005, p.2). Different media publish and broadcast their work in different ways. It is mainly because of difference between spoken language and written language. Then it also varies from culture to culture and new to news. Some news stories might consider issues from a political viewpoint or social decisions others might consider no serious issues. These are the things that play important role in language of different media. In this paper researcher will be looking at how language varies from one media to another.

1.2 Research questions:

- Do different news media for example television and Print media give same news in different language?
- What are the issues that plays role in using different language for same news?

1.3 Research Hypothesis:

- Language of Television news and Print media's news is different.
- Issues like spoken and written language, serious news or not so serious news play role for using different language for same news in different media.

1.4 Purpose:

Media is the primary means of communication used to reach the vast majority of people. They rely on the media to get information regarding political issues, social issues, entertainment, sports etc. But language of Television news or language of newspaper or online news is different from each other. The overall purpose of the study is to find out the difference between the language of different news media such as Television News and Print media's news.

1.5 Significant of the Study:

As mass audiences have complaint that they got confused by watching or reading same news in different language, they will get to know the reasons behind it. As in this paper both mass audiences will be answering the questionnaire regarding their problem and media experts will be answering based on that so it might happen that this confusion will be gone. Or, Media people will have chance to clarify this thing.

Chapter 2- Literature Review

To find out the difference between Television news and Newspaper's news, it is necessary to know what makes news newsworthy and the difference between print media and electronic media. News is more likely to be reported if meets one of the following characteristics: It concerns elite personalities; it is negative; it is recent; or it is surprising (Scott, 2009, p.1). According to Mudd (2014), there are some factors decides a story is newsworthy. These are Proximity, prominence, timeliness, oddity, consequence, conflict and human interest. Proximity talks about location. If an event is happening nearby, it will impact readers more than if it were happening somewhere else. Prominence talks about a well-known person, place or event has a stronger news angle than something that the audience isn't familiar with. Timeliness talks about immediate things. Current news has more impact than something that happened yesterday or last week. Oddity talks about unusual, shocking or strange things. These things can make an event newsworthy. Consequence is another important factor. If the impact of an event may directly affect readers, they will want to know about it. Conflict attracts audience or readers. Readers are always interested in disagreements, arguments and rivalries. If an event has a conflict attached to it, many readers will be interested on that basis alone. Human interest is another important factor. If a situation draws any sort of emotional reaction, then it might contain the news element of a human-interest story.

The print media gives information through newspapers and magazine while Electronic media broadcasts news through radio and television. In Electronic media people can see the things happening, can hear but in print media they have to read it. So it is obvious that print media is not for uneducated people. But uneducated people can also understand the news from television. This is the main difference between these Medias. Susan (1984) said, since 1978, over US\$100

million have been spent on developing tele- text and videotext in the United States. The systems, aimed at the mass market, will turn the TV set into a tool for business, recreation, and education. New concerns will arise on the fate of the book. Critics will expect the end of traditional print media in favor of decoders. The print media have shown remarkable spirit in the face of new technologies and innovations. The printed page has such obvious advantages in ease of access and flexibility of use. However, Tele-text and videotext most likely take their places among the other sources of entertainment and information. Change comes about incrementally, and adjustments to innovations progress naturally.

The main difference between print and broadcast media is that the mediums appeal to different senses. In print advertisement, a picture speaks a thousand words in a television clip there will be more opportunity to tell the story with visuals. In a newspaper article, journalists often have the opportunity to provide more in-depth information about a story while a news broadcast has a limited time frame. That is why print media has more opportunity to include detail while a broadcast piece typically is a brief summary (Bolton, n.d. n.p). According to Marshal (2000), News bulletins consist of a series of segments which give factual summaries of daily national and international events. Current-affairs programs often have similar political and social content to news bulletins, but will usually be less segmented and will explore the wider issues in more depth, introducing different opinions and interpretations of events. Typical topics could include farming methods, food safety and risks to public health; controversial government policies; and wars and famines in other countries with their underlying causes. In broadcast journalism, new stories begin with a general, simple sentence signaling the beginning of a story. Sentences in a broadcast news story generally contain just one idea and do not contain multiple clauses and internal clauses. This makes it easier for the anchor to read. Broadcast news stories adopt a conversational style. News segments are often short, so information has to be conveyed quickly

and simply. Finally, broadcast news stories take into account the visual and auditory nature of broadcast news. A broadcast news story has to aid the anchor in reading the story, take into account any imagery used during the story, and provide the listener with concrete details in a short time span (Eugene, 2014, n.p).

On the contrary, the reading of a newspaper matches bottom-up editing. The reader's eye scans the headlines on a page. If the headline indicates a news story of interest, the reader looks at the first paragraph. If that also proves interesting, the reader continues. The newspaper reader can go back over a difficult paragraph until it becomes clear. In Television, for a viewer can no more return to a group of facts. 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 (Fang, 1991, p.3).

Cohen (2014) talked about some changes in news media; they are, first, the news media have become increasingly competitive and decentralized. Second, reporting styles have changed as stories became increasingly negative. Third, the public's consumption of news from traditional aspect has declined. Fourth, public favor toward the news media has fallen. Gruenenfelder (1986) suggests that the media does not have total independence from attempts by the federal government to influence them. At the other end of the dimension, it can be said that attempts by the federal government to affect the content or organization of the media will have little if any impact. Halberstam (1979) believes that the content of the media- are decided by the final mediators. Journalists and reporters works are largely dictated by politicians. The media-subordinate viewpoint runs in part from what can be called conflict theory or power-concentration theories. We can predict that if the print media or electronic media are pressured by powerful political figures to change their editorial practices and policies, they will do so. The

change of newspaper or magazine will vary somewhat, depending on how close the values of the medium's officers are to the values of the political figures applying the pressure (as cited in Gruenfelder, p.g 93). On the contrary, Tuchman's (1978) argued that journalists have more influence on the content of the media.

Chapter 3- Methodology

3.1 Methodology

A qualitative research has been conducted. Researcher has selected some events randomly and collected the Television news and Newspaper's news of those events. Researcher has chosen 10 people to watch those recorded news as well as read those news. Then researcher gave them, a questionnaire. Then 5 people who have experience in working both print media and electronic media has been interviewed. They had to answer for 10 questions regarding news differences between two media.

3.2 Participant

There are 15 participants altogether participated in this study. 10 are general audience who regularly watch television news as well as read Newspapers. They were chosen randomly 5 participants who have experience in working both print media and Electronic media has been interviewed. Now all of them are working at different Television channel as News Editor.

3.3 Material

Recorded News, hard copy of news, questionnaire, and interview question has been used as material in this study.

3.4 Summary of the News

The given story was about 45th US president Election. Donald John Trump was elected the 45th president of the United States on in a stunning culmination of an explosive, populist and polarizing campaign that took relentless aim at the institutions and long-held ideals of American democracy. The Republican Party candidate defeated the Democratic Party nominee, Hillary Clinton. The result is a shock to most political experts and researchers. On Tuesday morning in the U.S, most major polling groups were predicting a win for former Secretary of State Clinton. But in the early hours of November 9, Clinton called Trump to accept the election. The president-elect spoke to a crowd of supporters in New York City a short time later. He congratulated Clinton and praised her campaign effort. And he called for the nation to unite. Trump's win brings to an end eight years of Democratic Party rule of the White House.

At first Researcher chose different news. But the most of the participants for Questionnaire did not find that news interesting. That is why Researcher changed that news and chose the most current news.

3.5 Online Text of News

বিশ্বকে হতবাক করে যুক্তরাষ্ট্রের ভোটাররা তাদের ৪৫তম প্রেসিডেন্ট হিসেবে বেছে নিয়েছে নিউ ইয়র্কের ধনকুবের রিপাবলিকান প্রার্থী ডোনাল্ড ট্রাম্পকে। শেষ হাসি ট্রাম্পেরই। অনেক জরিপের ফল ও বিশ্লেষকদের আভাস উল্টে দিয়ে হোয়াইট হাউসের উত্তরাধিকারী নির্বাচিত হলেন রিপাবলিকান পার্টির প্রার্থী ডোনাল্ড ট্রাম্প। আগামী চার বছর বিশ্বের অন্যতম পরাশক্তি যুক্তরাষ্ট্রের প্রেসিডেন্ট হিসেবে ট্রাম্পকেই বেছে নিল মার্কিন জনগণ। সাবেক ফাস্টলেডি ও যুক্তরাষ্ট্রের সাবেক পররাষ্ট্রমন্ত্রী হিলারি ক্লিনটনকে হারিয়ে এই বিজয় অর্জিলো ট্রাম্পের। সিএনএনের দেওয়া তথ্যমতে, এখন পর্যন্ত পাওয়া ভোটের ফলাফলে ট্রাম্প পেয়েছেন ২৮৮ ইলেকটোরাল কলেজ ভোট। আর হিলারি পেলেন ২১৫টি ইলেকটোরাল কলেজ ভোট। সর্বমোট ৫৩৮টি ইলেকটোরাল কলেজ ভোটের মধ্যে প্রেসিডেন্ট হওয়ার জন্য প্রয়োজন ২৭০ ভোট। মঙ্গলবার প্রেসিডেন্ট পদ ছাড়াও মার্কিন কংগ্রেসের নিম্নকক্ষ প্রতিনিধি পরিষদের ৪৩৫ আসনের সব কটিতে ও উচ্চকক্ষ সিনেটের ১০০ আসনের মধ্যে ৩৪ আসনের নির্বাচনে ভোট দেন মার্কিনরা। ফলাফলে দেখা যায়, আগে থেকে রিপাবলিকানদের নিয়ন্ত্রণে থাকা প্রতিনিধি পরিষদ তাদের হাতেই থাকল। নিউইয়র্ক টাইমসের তথ্যমতে, শেষ খবর পাওয়া পর্যন্ত প্রতিনিধি পরিষদে রিপাবলিকানরা ২৩৫ আসন পেয়েছে। ডেমোক্র্যাটরা পেয়েছে ১৭৬ আসন। আর সিনেটে রিপাবলিকানরা ৫১ আসন পেয়েছে। এখানে ডেমোক্র্যাটরা পেয়েছে ৪৭ আসন। বিভিন্ন সংস্থার জরিপে বলা হয়, যুক্তরাষ্ট্রের ৫৮তম প্রেসিডেন্ট নির্বাচনে প্রায় ৫৪ শতাংশ ভোটার ভোট দিয়েছেন। এএফপি

প্রতিবেদনে বলা হয়, রিপাবলিকান প্রার্থী ট্রাম্প আলাবামায় ৯, আরকানসাসে ৬, ফ্লোরিডায় ২৯, জর্জিয়ায় ১৬, আইডাহোতে ৪, ইন্ডিয়ানায় ১১, আইওয়াতে ৬, কানসাসে ৬, কেনটাকিতে ৮, লুইজিয়ানায় ৮, মিসিসিপিতে ৬, মিজোরিতে ১০, মন্টানায় ৩, নেব্রাস্কায় ৫, নর্থ ক্যারোলাইনায় ১৫, নর্থ ডাকোটার ৩, ওহাইওতে ১৮, ওকলাহোমায় ৭, সাউথ ক্যারোলাইনায় ৯, সাউথ ডাকোটার ৩, টেনেসিতে ১১, টেক্সাসে ৩৮, ইউটাহতে ৬, ওয়েস্ট ভার্জিনিয়ায় ৫ ও ওয়াইওমিংয়ে ৩টি ইলেকটোরাল কলেজ ভোট পেয়েছেন। এএফপি জানায় যায়, হিলারি ক্যালিফোর্নিয়ায় ৫৫, কলোরাডোতে ৯, কানেকটিকাটে ৭, ডেলাওয়ারে ৩, হাওয়াইতে ৪, ইলিনয়ে ২০, মেরিল্যান্ডে ১০, ম্যাসাচুসেটসে ১১, নিউজার্সিতে ১৪, নিউ মেক্সিকো ৫, নিউইয়র্কে ২৯, অরেগনে ৭, রোড আইল্যান্ডে ৪, ভারমন্টে ৩, ভার্জিনিয়ায় ১৩, ওয়াশিংটনে ১২ ও ওয়াশিংটন ডিসিতে ৩টি ইলেকটোরাল কলেজ ভোট পেয়েছেন। ভোটের প্রাথমিক ফল প্রকাশের শুরু থেকেই ট্রাম্প ও হিলারি হাড্ডাহাড্ডি লড়াই চলছিল। তবে পরে অনেকটাই স্পষ্ট হয়ে যায়, হোয়াইট হাউসের উত্তরসূরি হচ্ছেন ডোনাল্ড ট্রাম্প। তাই পূর্ণাঙ্গ ফল প্রকাশের আগেই হিলারির সমর্থকদের মুষড়ে পড়তে দেখা যায়। কাঁদতে দেখা যায় অনেক সমর্থককে। সিএনএন অনলাইনের প্রতিবেদনে জানানো হয়, নিউইয়র্কে হিলারির প্রচারণা সদর দপ্তরের পরিবেশ বদলে গেছে। তাঁর সমর্থকেরা কাঁদছেন। বিষণ্ণ মনে অনেকে বাড়ি ফিরছেন। নির্বাচনী প্রক্রিয়া শুরুর দিকে বেশির ভাগ জরিপেই এগিয়ে ছিলেন হিলারি। তবে নির্বাচনের দিনকয়েক আগে হিলারি-ট্রাম্প হাড্ডাহাড্ডি লড়াইয়ের আভাস মেলে। একপর্যায়ে দুয়েকটি জরিপে এগিয়েও যান ট্রাম্প। তবে বেশির ভাগ বিশ্লেষকের রায় ছিল হিলারির পক্ষেই। কিন্তু সব হিসাব

উল্টে দিয়ে অবিশ্বাস্য চমক দেখিয়ে জয় পেলেন ট্রাম্প। মার্কিন প্রেসিডেন্ট হলেন ডোনাল্ড ট্রাম্প।

(2016, November 9). *The Daily Janakantha*.

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3.6 Text of TV News

সব জল্পনার অবসান ঘটিয়ে যুক্তরাষ্ট্রের ৪৫তম প্রেসিডেন্ট নির্বাচিত হলেন, ধনাঢ্য ব্যবসায়ী ডোনাল্ড ট্রাম্প। জয়ের পর এক প্রতিক্রিয়ায় তিনি যুক্তরাষ্ট্রের সবার প্রেসিডেন্ট হওয়ার প্রত্যয় ব্যক্ত করেন। প্রধান প্রতিদ্বন্দ্বী হিলারি ক্লিনটন পরাজয় মেনে নিয়ে অভিনন্দন জানিয়েছেন নতুন প্রেসিডেন্টকে। ট্রাম্পকে অভিনন্দন জানিয়েছেন, বর্তমান প্রেসিডেন্ট বারাক ওবামাও।

আলোচনা, সমালোচনা, কাদা ছোড়াছুড়ি, প্রার্থীদের অভিযোগ-পাল্টা অভিযোগের পরিপ্রেক্ষিতে যুক্তরাষ্ট্রের এবারের প্রেসিডেন্ট নির্বাচন সবচেয়ে কদর্য বলে আখ্যা পায়। তা সত্ত্বেও ৪৫তম প্রেসিডেন্ট নির্বাচনে যুক্তরাষ্ট্রবাসীর উপস্থিতি ছিল স্বতঃস্ফূর্ত ও উৎসব মূখর। নির্বাচনে রিপাবলিকান ও ডেমোক্রোটদের প্রাপ্ত ভোটের ব্যবধান খুবই সামান্য। ভোটের ব্যবধানই বলছে প্রধান দুই প্রার্থীর মধ্যে লড়াই কতটা প্রতিদ্বন্দ্বিতাপূর্ণ ছিল।

ভোটের আগে নারীদের যৌন হয়রানির অভিযোগ, টানা তিন বিতর্কে হেরে যাওয়া এমনকি বিভিন্ন প্রতিষ্ঠানের আগাম জরিপ সবকিছুই ছিল ট্রাম্পের বিপক্ষে। হিলারিকে এগিয়ে রেখেছিলেন সবাই। কিন্তু ভোট গণনা শুরু হলে পরিস্থিতি সম্পূর্ণ বদলে যায়। উৎসব শুরু হয় ট্রাম্প শিবিরে আর হিলারি শিবিরে দেখা দেয় হতাশা। জয় নিশ্চিত হওয়ার পর সমর্থকদের ধন্যবাদ জানান, ট্রাম্প।

সিংক: ডোনাল্ড ট্রাম্প

যুক্তরাষ্ট্রের নবনির্বাচিত প্রেসিডেন্ট

((এখন সময় হয়েছে সবার একসাথে কাজ করার। রিপাবলিকান, ডেমোক্রট কিংবা স্বতন্ত্র, সবাই মিলে কাজ করতে চাই। এটা সত্যিই ঐতিহাসিক মুহূর্ত। একে আরো ঐতিহাসিক করতে আমাদের অনেক কাজ করতে হবে। এবং আমি কথা দিচ্ছি আমি আপনাদের নিরাশ করবো না।))

পরাজয় মেনে নিয়ে ডোনাল্ড ট্রাম্পকে টেলিফোনে অভিনন্দন জানিয়েছেন, হিলারি ক্লিনটন। ধন্যবাদ ও কৃতজ্ঞতা প্রকাশ করেছেন সমর্থকদের প্রতিও।

তবে ডোনাল্ড ট্রাম্পের জয়ে মিশ্র প্রতিক্রিয়া দেখা গেছে মার্কিন নাগরিকদের মধ্যে।

ভঙ্গিপপ:

((ফলাফলে আমি খুবই অবাক হয়েছি। প্রেসিডেন্ট হবার জন্য ট্রাম্প মোটেও যোগ্য নন)) ((দুই প্রার্থীর কাউকেই আমার ভালো লাগেনাই। ওবামা যদি তৃতীয় মেয়াদে থাকতে পারতেন ভালো হতো)) ((যুক্তরাষ্ট্রের মানুষ সঠিক সিদ্ধান্তই নিয়েছে))

প্রেসিডেন্ট পদ জয়লাভের পাশাপাশি রিপাবলিকানরা দীর্ঘদিন পর কংগ্রেসের উচ্চকক্ষ সিনেট এবং নিম্নকক্ষ প্রতিনিধি

পরিষদে সংখ্যাগরিষ্ঠতা ফিরে পেয়েছে। (Afroz. S, 2016)

3.7 Setting

Researcher has gone to Participant's' home to fill up the questionnaire. But 2 of them were not in their house. So they fill up the questionnaire thorough online. Researcher took appointment from media experts to conduct the interview. To interview them researcher has gone to 4 media expert's office. Researcher told them about the thesis topic. Then the media experts filled up the interview form. 1 of them was not in the office at the time of interview. She had to leave office for an emergency. Later she gave interview over phone.

3.8 Procedure

To fill up the questionnaire researcher has gone to participant's home. Researcher gave them the audio clip as well as the hard copy of the news. They watched the clip as well as read the news. Then they answer for the questionnaire. 2 of them were not in their house. So they fill up the questionnaire thorough online. In case of interview researcher took appointment from the News Editors and then gone to their office. 1 of them was interviewed over phone.

3.9 Ethical Considerations

As the interview was also about organization's policy for using news language, News Editors were not interested to participate in this interview. They were told that their name will not be

used in this study. So here, researcher has not used their name in this study.

Chapter 4- Findings

4.0 Findings for Questionnaire

After conducting the survey, researcher has found that 9 out of 10 participants found differences between electronic media's news language and print media's news language. Only one participant did not find such difference. For question no. 2, most of the participants, mainly 9 participants, told that they have found TV news language to be simpler than print media language. In question no. 3, half of the participants stated that they found the news of print media to be more detailed than electronic media. The rest of them thought that though TV news was short but the presence of detailed information did persist. In case of question no 4, most of them thought that the word 'choice' for TV news was simpler than print media. Only 2 of them thought that difficult words were used in newspaper's news. For question no 5, most of them thought that short sentences were used in TV news while long sentences were used in newspaper's news. Only 3 participants thought that long sentences were more comprehensible while short sentences lacked information.

For question no 6, only 3 of them thought that there was spoken language and written language issue in this language differences. Two of them thought that TV news was for both

educated and uneducated people while newspapers news was only for educated people. And 5 of them thought that both the things played a role behind the differences between language differences between both types of language. For question no 7, only 1 participant thought that there were also political and cultural issues that played role behind the language differences. Five of them thought that every station had their own rules to follow while rest of them thought that TV news tell less as it shows visual. For question no 8, half of them got confused by watching and reading same news in the different language because they could rely on that. They faced sheer confusion in terms of the credibility of the news as there was no repetition in TV news; viewers did not understand the main idea of the news by watching it once. For question no 10, most of them talked about the time duration of both type of news. Some of them talked about the visual. They thought that visual is more communicative than the writing. Then some of them thought that as newspaper provided wide range of news, it was rather easy to understand.

4.1 Findings for Interview

People who have experience on both print media and electronic media were interviewed. They talked about some differences between language of TV news and Newspaper news. For example, they mentioned that TV news was colloquial and easy words and short sentences were used. It also depends on available footages. It had limitations in time duration. It used spoken language. On the contrary, maximum Newspaper used long sentences and usage of complex words were used. It can be said that Newspaper news used official language. So news of TV was more precise than that of Newspaper. In case of editing, News editors were concerned about accuracy and legal aspect. They also thought about reliability and clarity of the collected information along with standard story telling. They also need to keep in mind about the time duration or content size of the news. As there was time limitation on TV while Newspaper wants elaboration of it. In TV news content should be précised while in Newspaper content should be enlarged. They talked about some issues that played role in using different languages in same news. For example, they talked about national, international and sports news. Some of them talked about accuracy and main theme which played role in different languages on same news. 2 of them again talked about visual things and the time duration which played important role in using

different language in same news. On the question of readers or viewer's complaint, most of them thought that if both media ensured the reliability and clarity of the information in their stories, then there would be no confusion. Otherwise, the stories could create confusions among the viewers/ readers. Some of them assumed that Newspapers could present more details of the same news that was on aired in TV. On the other hand, some of them thought that, some organizations tried to tag their own opinion or belief with the main news which made differences and confusion. One of them agreed that sometimes confusion occurred. He suggested that by using common words such confusion can be avoided. In case of using one type of language style in one event but avoiding this style in another event they thought about serial of news. To avoid similarity or monotonousness, different style was used in news. Some of them thought that the difference in style largely depended on the event and collected footages and information. All of them said that there was ethical issue that played a role in choice of words or sentences while editing/ preparing news. For example, Government of Bangladesh used the term 'small ethnic group' instead of 'aboriginal people' while addressing the hill tract dwellers. In this type of case News Editors try to use cautionary words. Also, sentences like 'allegation of corruption' and 'declining the corruption' does not necessary mean the same thing. In this case, language is used differently. One of them said that he never published the victim's name and picture in the news as it is rape incident. On the question, when journalists are under pressure and are not allowed to include every detail in the story because of political issues or other issues, does it have any influence over language usage or not- some of them called it censorship. Journalists try to use words which are applicable for both sides and no one gets offended. They are usually careful in using words. Audiences think that TV news is simpler than Newspaper's news. News Editors think that TV news air once at a time. There is no scope of watching news again and again but a

reader have chance to read news several times. So TV news is simpler. Some of them think that as TV shows visuals so it seems simpler to the audience. One of them said that it is rule of TV news to be as simpler as it possible. All of them thought that there is spoken language and written language issues in both type of news. TV media typically uses the spoken languages. On the other hand, Newspapers tend to use easy to read written languages. On the question no 10, most of them thought that, based on their experience and discussions with other News Editors, they try to choose appropriate words. They always thought about their viewers/readers while making/editing stories. They also use other media and dictionary to use better and standard words.

Chapter 5- Discussion

5.0 Discussion for Questionnaire

After providing the questionnaire researcher has found that 9 out of 10 participants found differences between electronic media's news language and print media's news language. The main difference can be TV news is faster than newspaper news. TV news is presented moments after the news event occurs whereas newspapers have to wait for about 24 hours before they can publish the news to their readers. In question 2, 9 participants told that they have found tv news language is simpler than print media language. It is because there is no repetition in TV news while a reader can read Newspaper several times. In the question no 3, 5 participants told that they find news of print media is more detailed than electronic media. Rests of them think that though TV news is short but every information is there in detail. It is true that Newspaper's news is more detailed than TV news. But after conducting this survey researcher has found that in TV news, journalists try to give every single detail of the event but in short sentences or words. Where Newspaper uses 500 words to cover the story TV news uses only 5 sentences. But there is not any lack of information there. In case of question no 4, most of them think that the word

choice for tv news is simpler than print media. Only 2 of them think that in Newspaper's news there are use of little bit difficult words. As TV news for both educated and uneducated people, they use simpler words than Newspaper. Newspaper uses little bit difficult words as it is only for educated people. For question no 5, most of them think that there are use of short sentences in TV news while newspaper news use long sentences. Only 3 participants think that long sentences are easy to understand while short sentences are lack of information. It is said earlier that, there is no repetition in TV news and it is for both uneducated and educated people. Time duration of TV is not that much, so here, there are uses of short sentences. There are people who think if there are long sentences then they are easy to understand. For question no 6, Only 3 of them think that there is spoken language and written language issue in this language differences. 2 of them think that TV news is for both educated and uneducated people while newspapers news is only for educated people. And 5 of them think that both the things play role in behind the differences between language differences between both types of language. In TV news, viewers hear and watch it. So it is more like spoken language. It seems like someone is talking about any event. For question no 7, only 1 participant think that there are also political and cultural issues plays role behind the language differences. 5 of them think that every station has their own rules to follow while rest of them think that TV news tells less as it shows visual. It is true that there is a political issue or other issue that play role in language usage of news. Every station has its own rules and regulations regarding news. This is another reason for the difference of news language. For question no 8, half of them got confused by watching and reading same news in the different language because they cannot rely on that. They get confused which news to believe or which not to believe. As there is no repetition in TV news, so viewers do not get the point of news by watching them once. It can be happen. For example, recently USA election has been taken place.

Donald Trump became the 45th President of USA. A reputed Newspaper make headline on it like ট্রাম্প এর হিলারি বধ and a TV channels headline was যুক্তরাষ্ট্রে প্রেসিডেন্ট নির্বাচনে ট্রাম্পের জয়. These two sentences are totally different. In the second headline it is clear that Trump won the election where in the first headline, it seems like trump killed Hillary Clinton. This sort of language differences can create confusion among the viewers or readers. For question no 10, most of them talk about the time duration of both type of news. Some of them talk about the visual. Time duration is a fact in both type of news. TV news is instant while Newspaper gets plenty of time.

5.1 Discussion for Interview

Audience's thought are not much different from the News Editor's thought. They also think about the audience's choice. They talk about the usage of colloquial, easy words and short sentences in TV news. It also depends on available footages. While most of the Newspaper use long sentences and complex words. If there is not that much footage for a story News Editor of TV channels cannot give permission to telecast the news because it is so much depended on the visuals. They think about educated and uneducated audience and readers also. So they use simpler words in TV news but use difficult words in Newspapers. They need to think about accuracy and legal aspect as well as need to think about reliability and clarity of the collected information. Though in TV news there is time limitation but they have to think about all the information that has to be provided. Here researcher has found similarity between News Editors with Eugene. According to Eugene, 2014, in broadcast journalism, new stories begin with a general, simple sentence signaling the beginning of a story. Sentences in a broadcast news story generally contain just one idea and do not contain multiple clauses and internal clauses. Finally, broadcast news stories take into account the visual and auditory nature of broadcast news. A broadcast news story has to aid the anchor in reading the story, take into account any imagery

used during the story. They talk about some issue that play role in using different language in same news. For example, language of national news and international news cannot be same. News of getting someone's Nobel Prize and news of someone's death is completely different. In this type of news they need to use different language. Here, Researcher has found dissimilarity between audiences' thought and the News Editing Panel's thought. Where audience have complaint of getting confused by watching and reading same news in different language; News Editors think that media ensures the reliability and clarity of the information in their story, so there is nothing to be confused. They try to make the news as much as clearer from their side but still readers and viewers get confused sometimes because of different policy of different organization. In case of using one type of language style in one event but avoiding this style in another event, they think about serial of news. To avoid similarity or monotonousness, different style is used in news. If all the news followed by in one style it is obvious that readers or audiences will be bored. So it is necessary to follow different style in different news to bring variety and interest. These things are similar with Marshal's thought. According to Marshal (2000), News bulletins consist of a series of segments which give factual summaries of daily national and international events. Current-affairs programs often have similar political and social content to news bulletins, but will usually be less segmented and will explore the wider issues in more depth, introducing different opinions and interpretations of events. Typical topics could include farming methods, food safety and risks to public health; controversial government policies; and wars and famines in other countries with their underlying causes. News Editor from Bangladesh found same thing while working in media. Ethical issue that play role in choice of words or sentences while editing/ preparing news. Because it is every channel or stations policy not to use words or sentences which can make someone or some group feel offended as Media is sensitive

place. They need to be careful in using words. Audiences think that TV news is simpler than Newspaper's news. In this thing News Editors think same as audiences. Because TV news air once at a time but a reader have chance to read news several times. All of them TV media typically uses the spoken languages. On the other hand, Newspapers tend to use easy to read written languages. Here, Researcher has found similarity between News Editors and Fang. According to Fang, the newspaper reader can go back over a difficult paragraph until it becomes clear. In Television, for a viewer can no more return to a group of facts. 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 People watch TV. So when they watch it they feel like presenter is talking to them. So, News editors use this sort of language in TV news. Here, editors thought goes same with Bolton's thought. According to Bolton, n.d. n.p, in print advertisement, a picture speaks a thousand words in a television clip there will be more opportunity to tell the story with visuals. In a newspaper article, journalists often have the opportunity to provide more in-depth information about a story while a news broadcast has a limited time frame. That is why print media has more opportunity to include detail while a broadcast piece typically is a brief summary. In case of Newspaper, scenario is completely changed. News Editors have at least 10 years of experience in both media. It is their experience which helps them to select appropriate words for specific news.

Chapter 6- Conclusion

6.0 Conclusion

After conducting this study, researcher has found that Print Media allows user to read anytime and can be carried anywhere. It is much affordable form of media when compared to electronic media. People specially living in rural areas can easily afford a newspaper as compared to TV's etc. On the contrary, Electronic media is more advanced form of media. It works better for people with hearing and seeing disabilities. It can be reached faster to the people and it can be made live anytime from anywhere. The purpose of any media is to give information to mass people whether it is electronic or print media, the public needs to know the news. Though audience have complaint in many things especially in language but people working at media try their level best to use language which are easy for people. It is also true that Media tries to give exact information to the people in simple way so that everyone can get the news and they can also understand the news. The thing is sometimes, it happen that some medias cannot publish or telecast their news properly. Sometimes, there creates confusion and sometime media people have to abide by some rules and regulations for using specific words or sentences. So sometimes it may happen that they cannot fulfill what the audience or readers want from them. But there are

always organizational, political or cultural issues behind this. After conducting the study it is found that Language of Television news and Print media's news is different. Issues like spoken and written language, serious news or not so serious news play role for using different language for same news in different media.

6.1 Recommendation

As people have complaint that they get confused while watching/reading same news in different language, there should have specific rules and regulations for all station to give the news in same way. Every station should follow those rules so that readers-audience does not get confused. Though News Editors think that they try to follow the rules and regulations of news there is nothing to be confused. It is also true that News of print media and news of Electronic media are not same. Event can be same but the languages are not same as both are for different people. But if News Editors of both media follow same rules for their news then it will be easier for the mass people to understand the news properly.

6.2 Limitation

There are few limitations in this study. These are given below:

1. As the questionnaire was for people who regularly watch TV news as well as read Newspaper so it was little bit difficult to find many people. Researcher could manage 10 people for this questionnaire.

2. As media people are so busy it was difficult to manage them for their time. Only 5 people were interviewed for this study.
3. The video clip and the provided news were in Bangla. It was difficult to manage 10 people who regularly watch English news as well as read English Newspaper.

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Appendix

Questionnaire

1. You have watched video clip as well as read the same news from the newspaper. So did you find any language difference?
 - a. Yes
 - b. No
2. What type of language difference you have found?
 - a. TV news language is simpler than Newspaper news language
 - b. TV news language is harder than Newspaper news language
3. Length of News:
 - a. TV news is short but every information is there
 - b. Newspaper news is detailed
4. What is the use of word choice in both media?

- a. In TV news there are use of simpler words
 - b. Use of little bit difficult words in Newspaper news.
5. What types of differences you have found between the sentences of two types of news?
 - a. Short sentences in TV news and long sentences in Newspaper news.
 - b. Long sentences are easy to understand while short sentences are lack of information.
6. What is the reason behind this language difference?
 - a. TV news is more like spoken language while Newspaper language is written language.
 - b. TV news is for both educated and uneducated people while Newspaper news is for educated people.
 - c. Both
7. Other reasons behind the language differences:
 - a. TV news tells less as it shows visual
 - b. Political and cultural issues plays role
 - c. News stations follows their own rules
8. Did you get confused by watching and reading same news in different language?
 - a. Yes
 - b. No

9. Related to Number 8. Yes/ No whichever the answer explain why and how.

Ans:

10. What are other differences you have found in these 2 forms of news? What could be the reason? What do you think?

Ans:

Interview

- What are the key differences between language of TV news and Newspaper news?

Ans:

- What do you keep in mind when editing news? (both type of news)

Ans:

- What are the key issues that play role in using different language in same news?

Ans:

- Viewers/Readers have complaint that when they get same news in different language in both TV and Newspaper; they get confused. What do you think about it?

Ans:

- Sometimes it might happen that you are using one type of language style in one event but avoiding this style in another event. So what makes you do that?

Ans:

- Is there any ethical issue that play role in choice of words or sentences while editing/preparing news? Give an Example.

Ans:

- In many studies it is found that journalists sometimes are under pressure. They are not

allowed to include every detail in the story because of political issues or any other issues.

Does it have any influence over the language of news? How?

Ans:

- According to audience and readers, TV news is simpler than Newspaper news. Why?

Ans:

- Is there any spoken language and written language issues in both type of news? How?

Ans:

- How do you choose appropriate word or avoid some words for your news? How do you avoid cliché sentences or words while preparing news? What are the things you keep in mind at that time?

Ans: