Parvina Omonova

candidate for a master's degree

The Uzbek State World Languages University

COMPARATIVE CONTENT ANALYSIS OF LINGUO-STYLISTIC PECULIARITIES OF BROADCAST NEWS

(based on Euronews and Uzbek National TV news programs)

Abstract

Comparative analyzing linguo-stylistic peculiarities of TV news programs, based on Euronews and Uzbekistan's English-language TV news programs, the author, attempts to assimilate specific features of the content, investigates on creating impartial and unbiased news stories, expanding media production capacity to effectively reach out to the audiences.

Аннотация

На основе сравнительного анализа лингвостилистических особенностей теленовостей, основанных на программах Евроньюс и англоязычных теленовостей Узбекистана, Автор пытается ассимилировать специфические черты контента, исследует вопросы создания беспристрастных и непредвзятых новостных сюжетов, расширения возможностей медиа-производства для эффективного охвата аудитории.

Аннотация

Ушбу мақолада муаллиф телевизион янгилик дастурларининг лингво-стилистик хусусиятларини Евроньюс ва Ўзбекистондаги инглиззабон телевизион янгилик дастурлари асосида қиёсий таҳлил қилар экан, контентнинг ўзига хосликларини ўрганишга, объектив журналистика тамойилларига жавоб берувчи сифатли медиа маҳсулот яратиш, янгиликларнинг аудитория томонидан қабул қилиниш даражасини яхшилаш усулларини тадқиқ қилишга урунади.

Morphology and syntax of the sentences used in news stories are interrelated to the lexicology of the story itself. Eventually, all these three grammatical contexts that we will be analyzing news stories below will result into a common platform for the media impact and maintains the audience perception features. When the style of a news product sounds in the way that is easy, familiar to perceive and pleasant to the ear, acknowledgements should go to those who create this style and regulate the linguistics of sentences in the story and stories in the program. Let us look through, the first, morphology, then the syntax and finally the

lexicology of news stories on Euronews and Uzbek national TV news programs in English with the instrumentality of a content analysis.

Morphology of a news story can identify whether it is dynamic or static and biased or unbiased. According to text linguists, the more verbs in the text, the more dynamic the storytelling is; and the more adjectives there are, the less unbiased the coverage is. The analysis on the Euronews three random stories have shown the following results:

News stories can contain nouns of average 26% of whole story's text. The percentage of verbs used equals to average 11%, while only 3,5% of one story's text can contain adjectives or participles.

To keep the stories unbiased and to be impartial in covering the news, news journalists tend to be careful with the adjectives they are using. Our analysis showed that all adjectives used in scrutinized stories were neutral ones.

The interview we have taken from broadcast journalism specialists in the United States has shown that some stories have promotional character, thus they are delivered as reportages. The proportion of adjectives, adverbs and participles exceed to some extent, comparing to news coverage on Euronews.

In terms of syntax of a news text, the point about the strict word order followed in news stories should be mentioned. As mentioned in previous chapter, there is S-V-O (Subject-Verb-Object) or S-P-O (Subject-Predicate-Object) rule in English language. Sentences come with this order and it helps audience comprehend the information successfully.

While Euronews, with both native and non-native English-language news writers in its newsroom, strictly follows the rule, Potyakht News fails to keep track of the language standards, which may cause worse audience perception and media impact. For instance,

"Speakers at the opening ceremony noted that in our country is carried out an extensive work…" "An extensive work", which is subject, is coming at the end of the clause before the predicate and the adverbial phrase. Moreover, the sentence is too long for TV broadcast.

When it comes to speaking about what news reporting lexicon should include, one can address a thoroughly developed news-writing manual by Brian Richardson. In the manual, he says:

"Good broadcast writers use words that can capture an audience and create understanding the first time. A broadcast audience does not have the option of re-reading a sentence that was hard to follow. Good broadcast writers know someone has to read what they wrote aloud, on the air. They avoid most multiple-syllable words, words that are tough to pronounce, and long, convoluted sentences."[1]

There is another angle, where we can have a look at word choice from. This is the assurance of bias and accuracy in news writing.

"Word choice is a key tool reporters use to subtly convey bias. Media consumers must be aware of this in order to protect themselves from bias quietly injected in the news", Allie Duzett writes in her article on aim.org, Accuracy in Media website.

The bias in word choice here is relatively obvious: note the use of the word "heart-wrenching," for example, and "hardship." The reporter could have written that Prescott "pored" over files containing "information on the lifestyles of Medicaid dependents." Which version sounds less biased to you?

A. "Heart-wrenching tales of hardship faced by people whose care is dependent on Medicaid"

B. "Information on the lifestyles of Medicaid dependents"

Which style of writing seems more appropriate for a news outlet that purports to publish unbiased news?[2]

Besides, easy-to-voice-over wording and neutral and unbiased word choice strategies, there is a big topic of idiomatical expressions to boost the impact of news stories on the minds of viewers.

[1]Richardson, Brian. The Process of Writing News. https://processofwritingnews.wordpress.com/
[2]Duzzet, Allie. Media Bias in Strategic Word Choice. http://www.aim.org/on-target-blog/media-bias-in-strategic-word-choice/

Analyzing Euronews and Uzbek national TV new programs stories from abovementioned three aspects: TV-friendly text creation, neutral word choice and the use of idiomatic expressions, the followings can be concluded:

Euronews translates official statements, laws and other formal documents to the language of people, simplifying till the edge:

Original name of the law, document, etc.	Euronews translation in news stories
Executive Order Protecting The Nation From Foreign Terrorist Entry Into The United States	US Travel Ban
Bill on amendments to higher education law (Hungary)	'Anti-Soros' Education Law
Law on the transparency of organizations funded from abroad (Hungary)	Hungarian Foreign NGO Restriction Law; Bill Targeted to NGOs
Law on transferring the first case of family fights from criminal category to adminstrative category (Закон о переводе первого случая семейных побоев из разряда уголовных преступлений в разряд административных) (Russia)	Softens the Law on Domestic Violence
The Act on Protection of Competition (Turkey)	Competition Law

The word choice issue is very challenging in the newsrooms, where non-native speakers of English write English texts for news. The possibility of translating the word directly from the mother tongue to English can cause some problems, regarding better comprehension and perception. Furthermore, names of laws, documents, events and others are given in a "press-release style" with the context of strict political or administrative discourse.

For example, news report from August 26, includes five names of law in their original form read in the voice over. In addition, when a particular law or law draft was being mentioned, the senators and deputies sitting in the plenary session of the Parliament appeared on the screen, while there could be shown more relevant shots.

Regarding interpretations to the audience, simplicity and comprehensibility of news reporting, one should keep in mind that both Euronews and *Poytakht News* have a specific audience with needs for better formulated speech. Euronews is cast all over the world, so it should keep in mind that news products must be understandable and relevant to the viewers. Detailed description of an event in France can be, unlike it is for French citizens, irrelevant, unnecessary or boring. "To adapt voice-overs in each of the six languages, the new journalists learn on-the-job to avoid drawing upon explicitly national references or overly idiomatic expressions which would not necessarily be understood outside the country of origin", suggests Producing "European" News Case of the Pan-European News Channel Euronews.[3]

Therefore, Euronews does not use plenty of idiomatic expressions, unless they are for attention-grabbing headlines or for the stories, which are rather analytical and Uzbekistan 24 TVchannel's *News*24 addresses the idiomatical phraseology seldom, with some exceptions in reports about weather.

The use of names, quotation and attribution can be scrutinized from the viewpoint of assuring accuracy and trustworthiness of broadcast news. Using exact names and attribute the sayings, statement and quotations to an exact person or group of people, organization or a company not only increases the trust of viewership to the TV channel and the news program, but it also grants the newsroom: news reporter, editor and the producer with a great deal of responsibility and accountability to what they are casting on the air.

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[3]Baisne, Olivier. Marchetti, Dominique. Producing "European" News Case of the Pan-European News Channel Euronews. – University of Dehli, 2010.

We can give news storytelling techniques of Euronews and other western media that tries to show its position, to further engage the audience with ideological context of reporting: "How experts predict", "According to specialists", "Unconfirmed sources say", etc. Euronews stories sometimes do not clarify who are those experts who are predicting or why they felt necessity of quoting unconfirmed sources in the report. Because there are always unconfirmed sources, but inserting that information to the news story is already showing the bias and position of the TV channel and the news program.

Inappropriate attribution is also seen on *Poytakht News* reporting. For example:

Speakers at the opening ceremony noted that in our country is carried out an extensive work, not only on the development of light industry and textile, deeper study and fuller satisfaction of consumer demand for high quality clothes, but also on the improvement of aesthetic taste and dress-up skills of population, as well.

The news story does not clarify who were the speakers at the opening ceremony, whether they were the ones who were responsible for carrying out an extensive work or impartial participants, stakeholders or beneficiaries of the extensive work that was carried out, whether those speakers were foreign experts who came to observe the development of the field.

On the other hand, attribution cases are not accidental faults of Euronews or Uzbekistan 24 channel newsroom, but on-purpose manipulation methods. They give the information and attribute the statement in a way that lets them get out the game with victory and without accountability.

Overall, local news programs in English language focuses on anchoring as a good tool of attention grabbing and introducing the topic of broadcast news, while Euronews prefers headlining over anchoring, not using anchoring in daily news programs (unless they are analytical or infotainment). Anchors on Euronews plays a role of bridging the studio with the ground or commenting on deep issues, whereas *News24* anchorpersons are believed to lead the audience for the report.

Though each has specific approaches and features that make them unique, both Euronews and *News24* built their news reporting on the same central elements. Regarding many parts and components of news stories, Euronews strives for delivering compact, precise and sorted information and Uzbekistan 24's *News24* tries to keep the stories as detailed as possible. Analyzing the content of Euronews, one can decide that it acquired the public discourse, which is friendly to a simple viewer, who may not politician or have deep knowledge on administrative affairs. Having a look at the local English-language news programs, it is obvious that news-release language as well as direct translation from Uzbek and Russian are followed.

Proposals as part of conclusions regarding comparison of linguistic and stylistic features of foreign and local media include:

a) Improving the graphic support and titling on News24 program. (Writing headlines in the teasers, not limiting the program to write the word "headlines". Writing the news sentence or summary as a headline in each story, rather than writing the topic or type of news report) Improving the quality and purity of news with the instrumentality of modern writing and anchoring technologies, as they help viewers digest the information delivered in a better context and environment.

b) Aligning news reporting to international standards in respect of news structure and length.

c) Avoiding deep explanation and redundant detailing of news and when the news report including variety of topics, keeping track of accordance of shots to the voice over.

d) Improving editing and news writing, avoiding word-for-word translations, calques and applying English language texts to English syntax.

The solutions for some challenging issues, naturally, lets us accent on personnel development for English-language news writing and broadcasting, that addresses the training and retraining of journalists, editors and linguists in

Uzbekistan. Hiring editors who are native speakers can be one of the steps for improvement.

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