

Effectiveness of word-formation means signalling expressivity in news reporting (a case study)

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Keywords: news-reporting, word-formation base, word-formation formant, expressivity, information quality

The case study focuses on the notion of creativity in word-formation as a cognitive activity of language users and concentrates on its effectiveness in a specifically defined part of human communication, i.e. news reporting. The study's approach to reporting is procedural. It is based on the assumption that the journalist subordinates its content and linguistic representation to the goal of conveying information to the recipient (Jílek – Bednaříková 2015). The central category on which the research focuses is the expressivity (Zima 1961, Němec 1972, Teliya 1991, and Hradilová 2015).

The aim of the analysis is to identify in the given sample the word-formation expressive means, to provide quantifications and comparisons of their occurrences and to assess their productivity. What is also monitored is the association of expressivity with evaluation and thus the potential distortion of the information quality of the news reporting (Westerstahl 1983).

Video recordings of primetime news broadcasts of four Czech national television stations, one public and three private, were analysed. In total, 28 main news programs were recorded over the course of seven days, within a rolling week.

The revealed taxonomy of expressive means for the word-formation has the following form: 1. The word-formation base is neutral, the main word-formation formant is expressive, the main expressive force being performed by the suffix. Within this category, co-formants may also play a role. 2. The word-base carries the attribute

of expressivity, the main word-formation formant, i.e. the suffix, is neutral. Co-formants do not play any role here.

The results showed that the most relevant and productive means of expressivity proved to be the combination of a neutral word base and a primarily expressive word-formation suffix. The highest number of those means, both in absolute number and in terms of prevalence per one minute, was recorded for the private station NOVA.

References

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