

Language and Media

OPEN ACCESS

Volume: 12

Special Issue: 1

Month: December

Year: 2023

P-ISSN: 2320-2645

E-ISSN: 2582-3531

Received: 27.10.2023

Accepted: 05.12.2023

Published: 14.12.2023

Citation:
Mhaisane, Kapila
Vishwasrao. "Language
and Media." *Shanlax
International Journal of
English*, vol. 12, no. S1,
2023, pp. 67–70.

DOI:
[https://doi.org/10.34293/
rtdh.v12iS1-Dec.93](https://doi.org/10.34293/rtdh.v12iS1-Dec.93)

Dr. Kapila Vishwasrao Mhaisane

Assistant Professor, Department of English

Shri Shivaji College of Arts, Commerce & Science, Akola, Maharashtra, India

Abstract

Language is the set of words which has completed meaning to convey our expressions properly. In fact language is the medium of communication effectively. Whereas media is the way of canvassing through language. Media gives excellent coverage in all sense for selection and upgradeness. Language and media are correlated with each other in each and every perspective. Language expresses feelings and thoughts while media gives appropriate version. Media is to upgrade the voice in new method and with the use of technology and scientific inventions and by using proper convincing language media can captivate the world. As man is the human being he has to use language for communication. Media give the panoramic portrait of situation through language; more ever language is only the mediator to understand it. Any language simplifies multiple meaning, as per our interpretation. However media signifies by using language to focus on the issue and the way of communication. Encoding and decoding play vital role in linguistics. Media cover of encoding and audience comprises interpretation of meaning and understanding. No doubt language is of a particular region, depends upon the geographical location, use with proper syntax in ornamental style. Therefore language and media are two side of coin. One is the medium and other represented in different from and structure.

Keywords: Communication, Encoding, Decoding, Interpretation, Medium

Introduction

Language is the common form of expressing our views and opinion, sentiment, thought, ideas, suggestion, advice etc. It is the best medium for communication without language we are helpless. In order to construct the meaning of full sound and sense, we use language for understanding. Media just sort out the highlights to win the hearts of the readers.

Similarly language and media are adjoined together. Language speaks; media highlights the content, matter, Idea through language. Media channelize the concept with different perception by the use of proper language parole. Media become the treasury of political, literary, social, advice, with this, we become conscious and enhance ourself in all aspects. Simultaneously language is good for any author, poet, dramatist to accelerate through media to reach till audience and readers. Media is the rainbow to illuminate the idea with use of language. Language and Media have good coordination. Media germinates words in proper sequence group percolate the valuable thing of life.

In addition to, this media can be delighted to grass the things with language easily and effectiveness. Language is not only the medium but also the lifeline of our human mankind. All the activities are being carried and activated with the use of language only. No sooner we use the set of symbol words than we convert it into language to get appropriate message.

We know man is a social animal; he use verbal and nonverbal language. Media is the way of publicity and convincing it. Apart from this, media estimate the thing positively. So language and media are correlated. Accordingly, media is the advanced technique to simplify the things through language comprehensive and summarizing, it can be done with the help of media only. Particularly speaking about the inner core of the content language play crucial role in each and every circumstance. Media is directing the message by language. In case of understanding, media is supersonic, without media no environment of learning and understanding is possible. Many things are superficial it is just because of language. Language is the tool and media is the arrow point in towards attending perfection in getting ideas coherently.

From physiological point of view language is the supportive backbone of communication and media act as the catalyst to comprehend the things in all possible way. Furthermore media is the wavelength of paraphrasing the subject, analyzing the thing accordingly in order to get rid of language; media makes proper use of words to put worth ideas in revolutionary ways. Media is the powerful weapon to convert things into accuracy.

People also use language variation to communicate situation and purpose in which they are talking as well as the roles they are playing in those situations. Mass media means technology that is intended to reach a mass audience. Indeed is the primary means of communication used to reach the vast majority of the public. The most common platforms for mass media are newspapers, magazines, radio, television and the internet. Culture and civilization plays vital role in implementing values. To maintain cultural values we have to adopt desirable and positive qualities.

Language is the primary asset and medium for conveying our ideas, thoughts and recognizing others' perceptions and opinions. We all know that English is the global language to communicate internationally with different organizations and institutes. That's why English is known as "Lingua Franca" which means a mutual language of communication used by speakers. In Contemporary social system, values reflect how you manipulate the things. Environmental awareness, ecology, social and emotional integration, democratic principles and proper platform should be provided for leading a healthy and successful life. Education and value based moral education covers all aspects of values .Ethical values have consequences both for ourselves and others. Media and language are interwoven in each other. It is like a fabric threads which spreads in all directions .The promotion of Language in the remote and far –fetched areas is being done by media. Ultimately, media is to support and impart awareness .The language continues to uphold good academic standards and media provide quality along with disseminating values in the society.

Language has its own beautification, surrounded with natural beauty, and is the centre of attraction to enchant the physical surrounding world. From literary aspect, Language is concise is more memorable and resonates more deeply than verbiage, which tends to feel messy. Emotional and intellectual quality appeals most. Most readers want to have an experience, and they want to engage with a poem on an emotional or intellectual level. Poetic intelligence facilitates self-inquiry and a clear, sharp view of reality. The poet use words, phrases, images, metaphors, and associations to create movement and connections between the two sides of the human mind. We will call it as "poetic language," that language which is most closely associated with poetry. It is also called "figurative language." It is opposed to so-called "literal" language. The natural and artificial worlds have always been a source of fascination. Subsequently, interest in artifice and nature were underlying subjects in his works.

On the contrary, prose differs from Poetry and reflects the budding importance of the dualistic realities. Through this portrayal of the natural and artificial worlds over the course of poetry, it becomes more and more apparent. The public sphere in the internet age is shaped by changes in traditional information consumption practices. With the rise of social media and other online

platforms, the ways in which people access and consume information have shifted significantly. One major change is the increased role of user participation in shaping the public. Poetry is typically reserved for expressing something special in an artistic way. The language of poetry tends to be more expressive or decorated, with comparisons, rhyme, and rhythm contributing to a different sound and feel.

In the Present scenario Digital Literature is effective in understanding all the literary devices and literary art. Poetry is like the spontaneous overflow of powerful feelings deriving pleasure and aestheticism. Artificial Intelligence in poetry is the flight of imagination .Fancy and imagination work together. Realism is the base on fundamental rationality. The mass media has important role in disaster management. Often big T.V.channels and newspaper institute educate the people. The scope of the language is vast and descriptive. Language and Media blending of thought and expression. If the language does not properly express the thought. it becomes clumsy as it needs specialised skill is media. The media caters to every interest –religious, literary, commercial, scientific, agricultural, and political. The media has a definite value.

The media has got intimately integrated with our daily life. The morning tea, the day's activities and the dinner are often determined by the arrival of the newspaper in the morning or the evening news bulletins. If ever a newspaper observes a holiday or power failure darkens the television screen, we are overcome by a feeling of vacuum and restlessness. And this is not the case with the city-bred modernize only. The remotely placed villager is equally enthusiastic to know about the world.

Of course, the primary function of the media is to convey news, national, international. But along with the news, newspapers as well as TV channels carry panorama also. Whenever information is passed on to someone, it is usual to add a direct or indirect comment. This is nothing but the expression of views. The media performs this function consciously and with well defined purpose. Someone might be interested in recent political developments in India or in a neighboring country; another in the detailed report of some football, chess, cricket or tennis match; still another in the outcome of a strike in a local college. A student of literature may look up to a newspaper for a fair evaluation of the latest arrivals. A man of commerce would like to be well-informed with the current market trends. The farmer is look into the weather report and the latest innovations in the modes of land preparation. A student might be more attracted by the sports column or the Discovery channel, or just the latest movie releases. The media is the most intimate friend of the politician, the most solid guide of an average citizen, the sole recreation of an old man.

The power of the media, like news, television, social media in particular, has recently been demonstrated by the popularization of yoga among the masses by Swami Ramdev's, programmes. Yoga was almost a dead science, but today, thanks to media, it is being practiced in millions of households across the country. There are also programmes on various channels, where you can just phone to get expert opinion on such varied subjects as health, tax matters, shares and mutual funds, diet, interior decoration, astrology, Feng Shui, vastu, the sale and purchase of property and. The common man gets this knowledge extremely useful.

Language interacts with media. delve into the forms of language found in media discourse; how patterns in such language use contribute to recognizable media genres and styles; and broader social themes and outcome that arise from media language. Media includes newspapers covering events such as the Asian tsunami, speeches, blogs, emails, advertisements and interview transcripts from television.

In recent years, the media has played a very constructive role in mobilizing popular support for the victims of both natural calamities and man-made tragedies. The electronic media took the viewers direct to the site of action in Cargill War and perhaps for the first time the viewers became aware of the difficult conditions in which our soldiers defend the borders. Similarly, we

actually saw the devastation caused by the Orissa cyclone, the earthquake and the communal riots in Gujarat, and the havoc caused in coastal areas by the Tsunami and in Mumbai and Tamil Nadu by the unseasonal heavy rains in all their grim reality, and this jolting experience helped to expedite the rehabilitation programme. If people contributed so generously to the various relief funds, it was because the electronic media made them empathize with the victims.

If the media can check corruption in the government, it can itself be a victim of the worst kind of corruption. It may indulge in sensational journalism to win cheap popularity. It may color fact with fiction and disguise fiction as fact and thus mislead the masses. Besides, politicians can easily extend their influence over the media and use it for personal advancement. The media-politician nexus can be a lethal combination, as revealed in the recent Niira Radia tapes, where we see media celebrates fixing cabinet seats for certain individuals in the UPA-II government. Indian newspapers have by and large clear political affiliations and do not offer unbiased reporting. But it is bad for the people. If we depend upon the media to get news, we expect it to furnish us with authentic news only. If we place so much confidence in its reviews, we expect the reviews to be honest. Honest criticism is constructive and should be welcome; dishonest praise is sycophancy and should be totally banished from journalism. Hence language plus media are homogeneous and effective lifeline of communication for human mankind.

References

1. Jones, R. H., Jaworska, S., & Aslan, E. *Language and Media*. Taylor and Francis, 2020.
2. Thomas, L., & Wareing, S. *Language, Society and Power: An Introduction*. Taylor and Francis, 2003.
3. Fasold, R. W. *The Sociolinguistics of Language*. Blackwell, 1990.
4. Johnson, D. M. *Approaches to research in Second Language Learning*. Longman, 1992.