USING PROFESSIONAL LANGUAGE OR SLANG IN MEDIA PRESS

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Abstract: The study of media language has much to offer to the different disciplines on whose territory it touches: linguistics, sociolinguistics, discourse analysis, semiotics, communication studies, sociology and social psychology and in this work we try to analyze its writing style: professional or enriched with slang words.
Keywords: Professional language, slang, quotes, news media.
Аннотация: Изучение языка СМИ может многое предложить различным дисциплинам, территории которых оно касается: лингвистике, социолингвистике, дискурсивному анализу, семиотике, коммуникационным исследованиям, социологии и социальной психологии, и в этой работе мы пытаемся проанализировать его стиль письма: профессиональный или обогащенный жаргонными словами.
Ключевые слова: Профессиональный язык, сленг, цитаты, средства массовой информации.

Davies' study found that using French vocabulary in select English newspaper stories might drive readers to read the articles because of the aesthetic effects generated by using French for an Anglophone audience. The newspaper articles are seen as having a professional touch, according to Davies, when the dominant words are effective and clear[2].

Rampton went on to say that the aesthetic impulse of words is immensely enticing and has a strong impact on the minds of readers. The diversity of instances examined demonstrates the numerous ways in which a foreign language can be present in an English journalistic section. He did a study on the use of English in Mexican, Spanish and Bulgarian magazine articles in the German magazine Der Spiegel[5].

Jackson, R.P in his article Searching for a Voice of Authority in Newspaper Writing reported that, readers repeated familiar laments about quality of writing: “Dull and uninspired … too highbrow, nongraphic, unprofessional, wordy and undisruptive[3]. In other words, professional language is described as possessing some objectivity and meaningful terms.

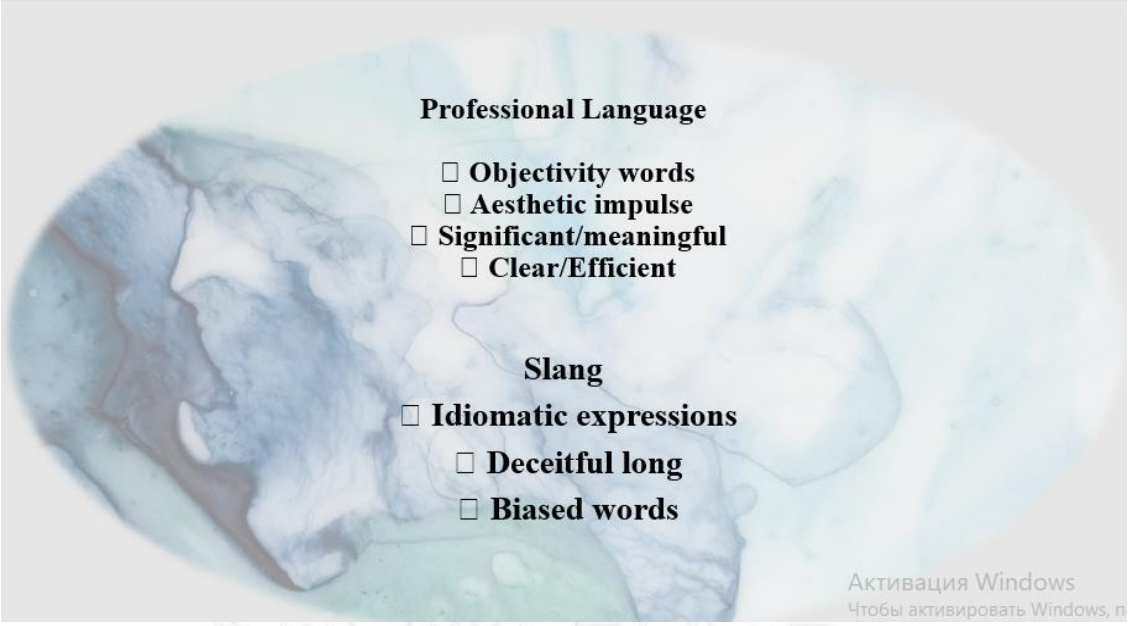
As the newspaper also seeks to influence public opinion on various social, political or moral matters, its language frequently contains vocabulary with evaluative connotation, such as to allege (the person who allegedly committed the crime), to claim (the defendant claims to know nothing about it). These cast some doubts on what is stated further and make it clear to the reader that those are not yet affirmed facts. A reporter's lack of confidence in the accuracy of the facts reported or desire to avoid responsibility can be seen in the choice and manner in which the news is presented, not only in the use of specific vocabulary but also in syntactic constructions.

Taken from http://en.wikipedia.org/wiki/Slang, idioms and slang are similar. Slang in general refers to words that are trendy (in fashion) for a time, so slang changes as time passes. Also, slang may be different from region to region. For example, some slang words in California may be unknown to people in Florida, to say nothing of the difference in slang

between England and the USA and other English speaking communities. Idioms often start as slang but get more ingrained into the language and as a matter of fact, many dictionaries now contain many idiomatic words and phrases, as they become a part or our everyday language.

Johnson and Fox quoted of saying that “slang is the poetry of everyday life”[4]. Other than that, Bullard mentioned that slang was the main reason for the development of prescriptive language in an attempt to slow down the rate of change in both spoken and written language[1]. Latin and French were the only two languages that maintained the use of prescriptive language in the 14th century. It was not until the early 15th century that scholars began pushing for a Standard English language.

In his publication A Study of Slang and Informal Usage in a Newspaper, Kenwood highlighted how the notion of standardization led to the formation of these non-standard usage groups in language (slang). In the seventeenth and eighteenth century’s lexicographers and grammarians, especially men like Dr. Samuel Johnson proposed that the English language should be purified and “fixed"; that, in fact, it should be standardized for all time. But only dead languages remain lifeless; live languages branch infinitely in all directions. Thus, these Renaissance pursuers of standardization in language ironically created, through 78 their efforts, the substandard - the slang, informal and other areas not relegated to the "cleansed" version. lt was hoped that these vulgarities would thereby drop from use and cease to infiltrate the standard level of language.



Professional language is any content that contains complex terms that make it extremely difficult for others to enjoy and understand. Some journalists use slang language in their stories without even realizing it, or they do realize it but choose to use it nevertheless. The unenthused part is when writers use grandiloquent words for the sake of it, because sometimes as writers we have explanations for why we use certain words, but also, in my opinion, the use of professional language in newspapers needs to narrow a bit because not everyone can understand the same meaning as what the writer is trying to say.

Slang develops in social groups, which frequently recalls cliques of youths, minorities, and warriors. However, not all slang is unique to the group in which it originated; certain varieties of slang spread through generations and become recognized standard language because societal conditions make them popular or people have become accustomed to hearing and using them. Slang is commonly used in the speech of teenagers. Across all races and

regions, phrases like "dude, let's bounce, this party is totally bust" can be found rolling off the Special news topic Feature articles 79 tongues of many teenagers, and are often mimicked and made fun of by adults and the media as a sign of immaturity, irresponsibility and unintelligence. We cannot ignore slang, as much as we cannot ignore how we perceive slang. Linguist Michael Adams explains that "When we hear a word or sentence pattern, it undergoes scrutiny, whether we're conscious of it or not: we judge its acceptability according to a certain set of standards; the standards vary according to the vocabulary against which the newer item is measured. “The acceptability being spoken of is of the slang term as an easily accepted word or a comprehensible phrase. We are taught from an early age that slang is an inappropriate use of language, and many teachers and parents feel that it should never be used while teaching youngsters grammar and adult social skills.

According to Rousseau, even if all circles employ some form of slang, we still assess each other based on the slang we use. Some slang has grown more popular and consequently more acceptable in a variety of contexts. The words "cool" and "hot" have increased in popularity and become widely accepted in most social backgrounds; they are no longer considered as improper as newer slang like "that sucks," to express disappointment or "busted," to describe unattractiveness. Until that point where the majority of society has grown accustomed to hearing the word or phrase on a regular basis and has warmed to it, slang will continue to be viewed negatively, as an inferior part of language”[6].

This is an advantageous move, and it should be suggested to instructors and lecturers who want to use newspaper stories as teaching materials. The findings are comparable to Davies , who stated that newspaper stories are deemed to have a professional touch when the dominant terms are professional because it provides a clearer and more efficient end. According to Bullard, the main reason for the formation of prescriptive language was to reduce the rate of change in both spoken and written language[1].

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