



ВІВЧАЙ ТА РОЗРІЗНЯЙ:
інфо-медійна грамотність



МІНІСТЕРСТВО
ОСВІТИ І НАУКИ
УКРАЇНИ



EMBASSY OF THE UNITED STATES
KYIV, UKRAINE



Посольство
Великої Британії
в Україні



from the British people

Lecture 3

Functional and Linguistic Aspects of a Media Text

30.09.2024

Outline

1. Media text: definition and types.
2. Types of media content.
3. Fact, opinion, reasoned judgment.
4. Quantitative and qualitative analysis of media text.
5. Framework for media text analysis.



Text

- from Lat. “*textus*” = woven fabric (Quintilian's “*Institutio Oratoria*”)
- A coherent set of signs that transmits some informative message.
- Any human-readable sequence of characters that can form intelligible words (Rouse, 2015).
- Any object that can be “read” (a painting, an emoji, a city, a person’s appearance, etc.) – semiotics of culture.



Types of texts?

non-fiction

fiction

PERSUASIVE

A **persuasive text** is a form of non-fiction writing and it is written to persuade the reader on certain things.

The purpose of a **persuasive text** is to convince the reader of a certain point of view.

We can find examples of **persuasive texts** in: *speeches, reviews, book reports, debates and adverts.*

Some **characteristics** are:

- It uses emotional language.
- Its goal is to make the readers change their point of view.

INFORMATIVE

An **informative text** is a nonfiction writing used to provide information about a particular topic.

The purpose of an **informative text** is to inform the reader about a specific topic or event.

We can find examples of **informative texts** in: *magazines, newspapers, encyclopedias or biographies.*

Some **characteristics** are:

- It offers **data** and **descriptions** of phenomena or details about a fact.
- It uses an **objective and clear language.**

IMAGINATIVE

An **imaginative text** is a creative writing that represent ideas, feelings and mental images in words.

The purpose of an **imaginative text** is to entertain the reader.

We can find examples of **imaginative texts** in: *picture books, stories, novels, poetry, plays or tales.*

Some **characteristics** are:

- It is a **fictional writing text.**
- It may **have one or more characters.**
- It has a **beginning, a middle and an ending.**

Media text

- Any work, object, or event that communicates meaning to an audience.
- Spoken, printed, graphic or electronic forms of communication with a vast audience.
- A product of social communication containing information narratives and emotional markers intended to influence public opinion, created by an author through various media (radio, television, press, and the Internet).
- Multimedia – integration of multiple forms of media



Genres of media texts





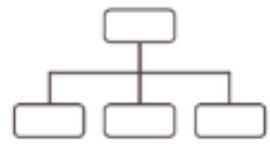



Non-Fiction

Article
Opinion
Critique
Interview
Essay
Biography
Memoir, Journal, Diary
Primary Source Doc.
Legal Document
True Crime
Recounts

Informational Text
Expository Nonfiction
Academic Article
Personal Narrative
Allegory
Speech
Eulogy
Letter
Business
Literary Theory

Types of text structure

Text Structure	Explanation	Example	Visual
Chronological	Events in time order.	History: The American Revolution (1775-1783). Science: Butterfly life cycle stages.	
Cause and Effect	Reasons and results.	Environment: Pollution causes health issues. Education: Lack of sleep affects grades.	
Compare and Contrast	Similarities and differences.	Animals: Cats vs. dogs. Technology: iPhone vs. Android.	
Problem and Solution	Problem and how it can be solved.	Health: Managing obesity with diet and exercise. Community: Reducing traffic with public transport.	
Description	Detailed information about a topic.	Nature: Amazon Rainforest's biodiversity. History: Eiffel Tower's structure.	
Sequence/Process	Steps in a process or order of events.	Cooking: Making a cake. Science: Water cycle stages.	

Media texts

- **Print** – printed or handwritten texts with unmoving visual images (newspaper & magazine articles, books, scripts, leaflets...).
- **Oral** – content communicated entirely by sound (speeches, radio reports).
- **Multimodal** – include written text and/or printed images, sound, moving images (websites, videos, TV programs, films).



Differences between Print and Digital Text

Isabelle Punchard

Print Text	Digital Text
<ul style="list-style-type: none">○ Single linear path (page after page)○ Clear reading purpose○ Clear author(s)○ Author expertise○ Text and visuals (pictures, illustrations)○ Content limited to the pages of the book/article○ No direct interaction with author○ Glossary or external dictionary○	<ul style="list-style-type: none">○ Reader-chosen path (via choice of links)○ Reading purpose may change as the reader choose different paths○ May have unclear author(s)○ Need to evaluate the validity of the content○ Text, visuals (pictures, illustrations, movies) and audio (music, voice)○ Content limitless via hyperlinks○ Direct interaction with author and other readers via comments, email, etc.○ Hyperlinked word definitions, online dictionary○

Framework for media text analysis

Read the Text and Note down the following Features

1. Headline

2. Introduction or Stand-first

3. Genre of journalistic writing

3. Elaboration (*What, When, Where, Who, Why*)

4. Quotes, pictorial, graphic or statistical support

5. Bias (*political, personal, organizational, racial, ethical, religious*)

5. Summarise the main points of the text in your own words

6. Identify the tone of the text.

7. State the purpose of the article
Explain your choice of purpose by quoting words, phrases from the text to support your choice.

- To entertain
- To inform
- To persuade
- To examine/explore an issue
- To describe/report
- To instruct

8. Linguistic Analysis of the Text

Media content

M. Weber: “Media content serves as the means of monitoring the ‘cultural temperature’ of society”

Characteristics ← type of media, production techniques, implied or explicit messages, quoted sources, context.





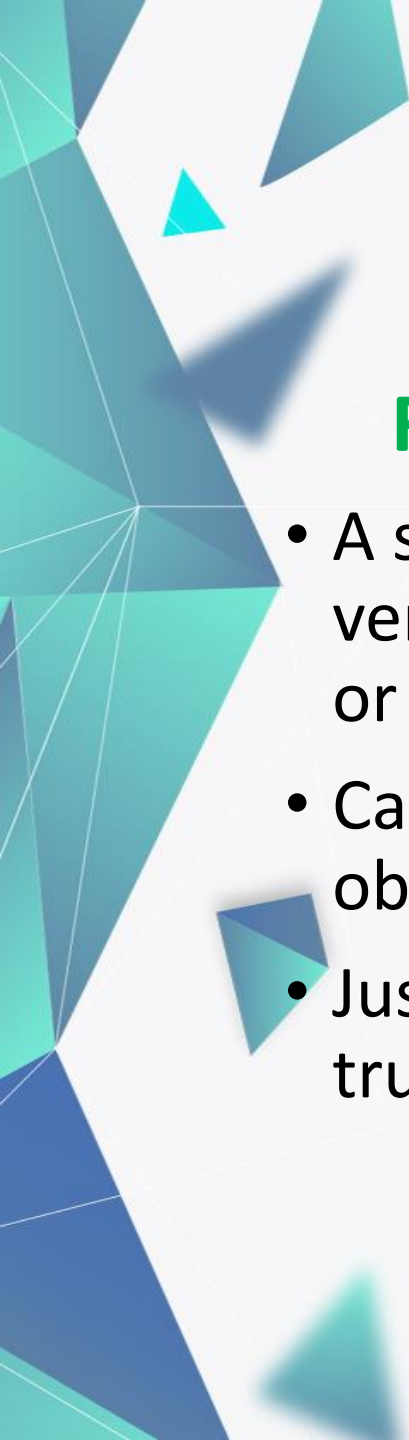
Media content

Informative

- objective
- states the facts
- provokes thought
- specific purposes:
 - report
 - briefing

Persuasive

- subjective
- imposes opinions
- leads to a decision
- provokes action:
 - advertisement
 - pre-election leaflet




Fact vs. opinion

FACT

- A statement that can be verified by relevant evidence or tested by experimentation.
- Can be measured against an objective standard.
- Justifiable, can be proven as true or false.

OPINION

- Is based on a person's belief, attitude, feeling or viewpoint about smth.
- Is grounded on personal outlook, biases, interpretations, evaluations.
- Cannot be proven by evidence.



Fact vs. opinion

Fact

Figures, dates, events, statistics, evidence, achievements, etc.

Objective - takes place itself

Can be proven

Can be verified

Is unchangeable after it has happened

Can be the basis for judgment

Verbs often used to communicate it: to be (was, will), to show, to demonstrate, to discover, to prove

In the media are usually presented in the sections: "News", "Events", "Investigation"

There are:

- 1) Proved facts
- 2) Facts to be verified
- 3) Untruth presented as a fact (fake)

Opinion

Someone's thoughts, reflections, assumptions, reasoning or feelings, expectations, hope for something

Subjective - conveys the point of view of a person

Cannot be proven

Cannot be verified

It can alter depending on the mood, purpose or a range of new facts it was based on

May or may not be based on facts

Verbs often used to communicate it: to think, to consider, to assume, to feel, to hope, to express (views), etc.

In the media are usually presented in the sections: "Opinion", "Editorial column"

There are:

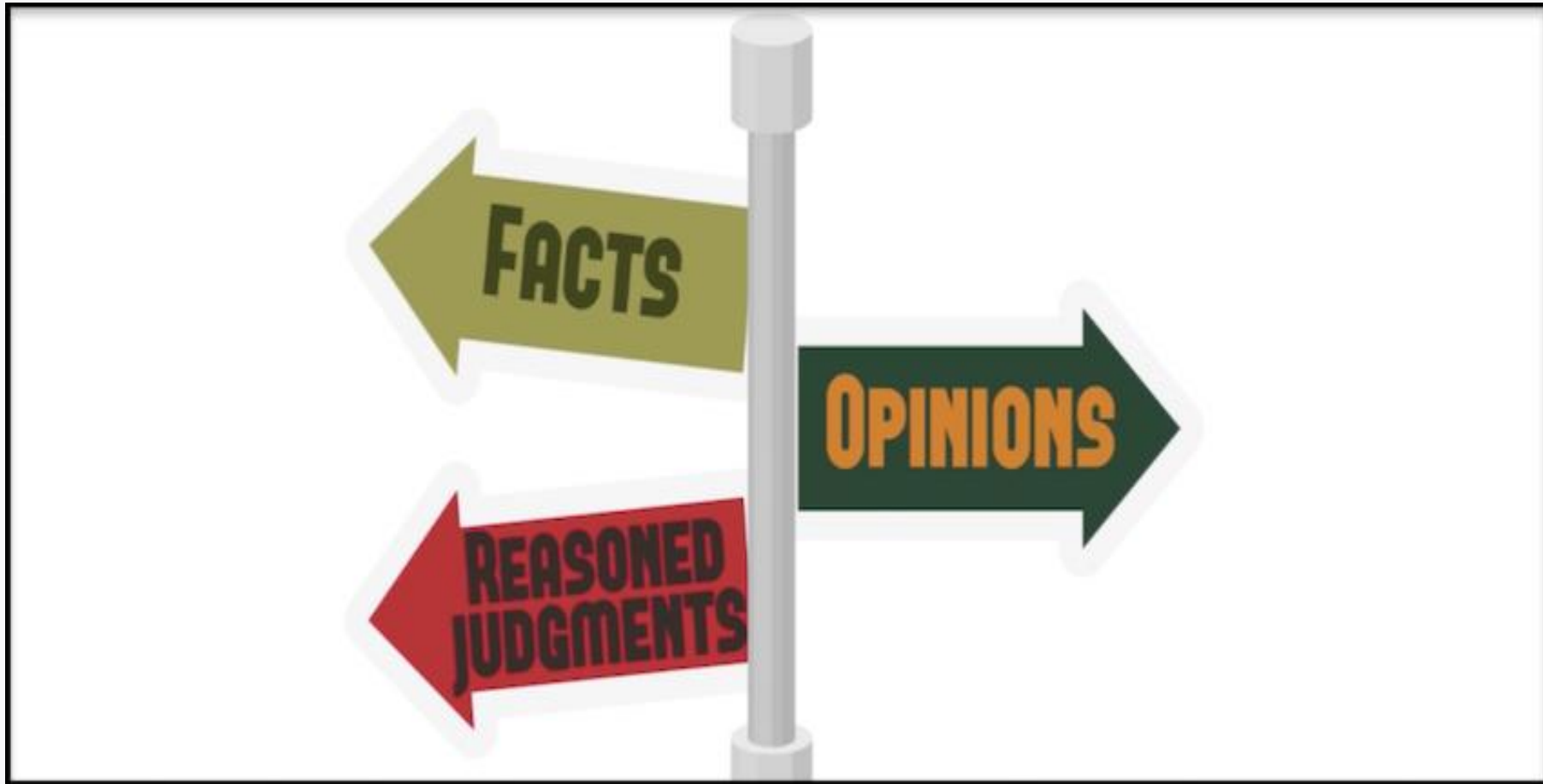
- 1) Reasoned judgment – based on facts
- 2) View, or belief - a judgment based on faith, morals or values
- 3) Prejudice - an opinion based on insufficient or not fully investigated evidence

Reasoned judgment

- statement of the author's point of view that is supported by reason and evidence.
- is based on sensible and logical arguments, rather than on an appeal to people's emotions or attitudes.
- Stewart Duff : *“When you demonstrate effective reasoned judgment, you are simply making rational, realistic and informed decisions, based on consideration of all of the facts and alternative options.”*

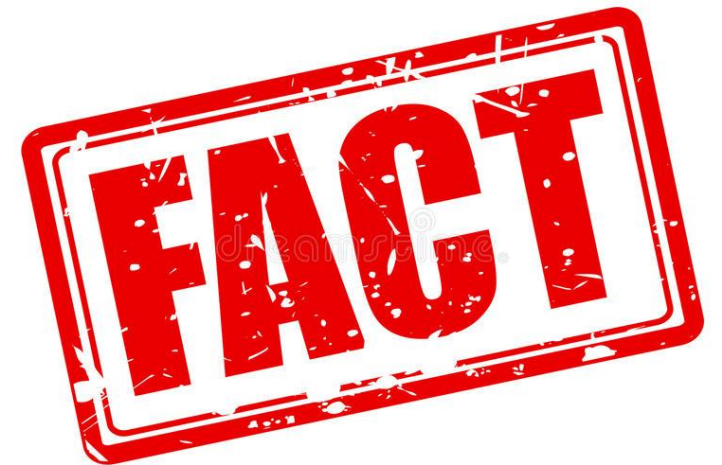


Objective and subjective components of communication



Fact-based statements

- Asia is the largest continent in the world.
- The Earth goes round the Sun.
- The summer follows the spring.
- The 2010 world cup took place in South Africa.
- Smoking causes lung cancer.
- My birthday is in December.
- Lahore is situated in Pakistan.



Opinion-based statements

- The parrot is wiser than the crow.
- Lahore is the most versatile city in Pakistan.
- Wild animals should not be kept in zoos.
- This book is an enjoyable story of life in a small town.
- Everybody likes daffodils.
- Mothers love children more than fathers.
- Your phone is really good.



Types of content

- 1) reporting
- 2) opinion
- 3) propaganda
- 4) PR
- 5) commercial advertising
- 6) social advertising





Match the types of content with their purposes

1) reporting

2) opinion

3) propaganda

4) PR

5) commercial
advertising

6) social advertising

a) to influence what you believe

b) to influence what you buy

c) to influence how you think about a
company

d) to influence or compel your political views,
choices, etc.

e) to inform

f) to influence how you behave, for the good
of yourself or society



Types of content and their purposes

- 1) **Reporting** - to inform
- 2) **Opinion** - to influence what you believe
- 3) **Propaganda** - to influence or compel your political views, choices, etc.
- 4) **PR** - to influence how you think about a company or a person
- 5) **Commercial advertising** - to influence what you buy
- 6) **Social advertising** - to influence how you behave, for the good of yourself or society

Content types can be analyzed according to criteria

1.	What type of content is it?
2.	Who is the text aimed at? (target audience)
3.	Is it based on facts or opinions?
4.	What is its purpose?
5.	What emotions, impressions, affects does it elicit?
6.	How does it work? (through what mechanisms?)
7.	What is its attitude towards the subject?

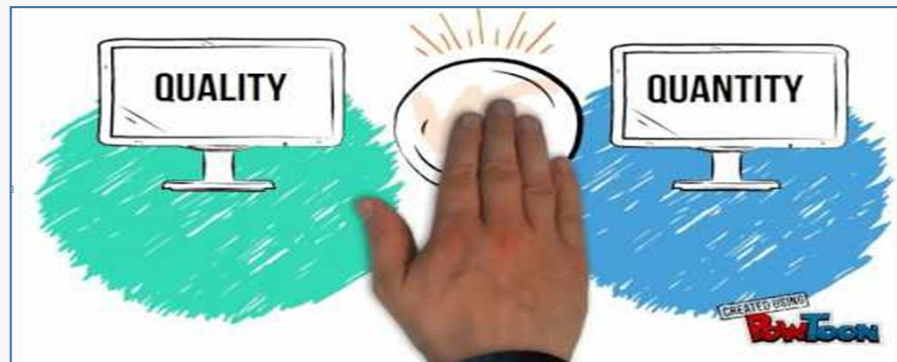
CONTENT TYPE	NEWS	OPINION / COMMENT	ADVERTISEMENT	SOCIAL ADVERTISEMENT	PR	PROPAGANDA
Is fact or judgment used here?	Usually facts. Judgments, expressed by other speakers, is not the opinion of the author	Author (he / she) expresses their own judgment. Thoughts can be confirmed by facts	Judgments about what you should purchase (a product or service)	Judgments about how you should behave	Judgment about this company	Judgment (usually on political topics)
What is the aim?	To inform	To influence (your beliefs)	To influence (your product choice)	To influence (how you should behave, due to self-interest or to society interests)	To influence (your opinion about company)	To influence a change or a judgment (your political views, political choice, etc.)
What emotions, impressions, consequences does it lead to?	Curiosity, interest, new knowledge	Fear, anger / pride, concern / comfort	Desire, joy, concern	Altruism, fear, concern	Positive emotions about a company	Pride, feeling of being part of it / anger, hatred, awe, horror, a desire to act
How does it work (what mechanism are employed)?	Description, reflection, comparison	Argument, description, comparison, playing with emotions	Appeal to wishes, attractive / impressive image or music	Appeal to morality, sympathy, sense of responsibility, desire of self-perfection. Techniques of commercial advertising can be used.	Playing with positive emotions, associations	Abuse, insinuation, exaggeration, distraction of attention, authoritative views, personalities, fraud facts, manipulation with notations and stereotypes, constant repetition
What is their attitude to the subject?	Neutral	Positive or negative	Positive	Positive (as a prevention, action to solve the problem) and / or negative (related to problems)	Positive	Strong positive or negative
This type of content is a form of:	<i>Information</i>	<i>Influence</i>	<i>Influence</i>	<i>Influence</i>	<i>Influence</i>	<i>Influence</i>

Media text analysis



Quantitative analysis

- media content (number of topics or issues covered)
- volume of mentions/quotations
- circulation of the media
- frequency of words/terms/sentence types, etc.



Qualitative analysis

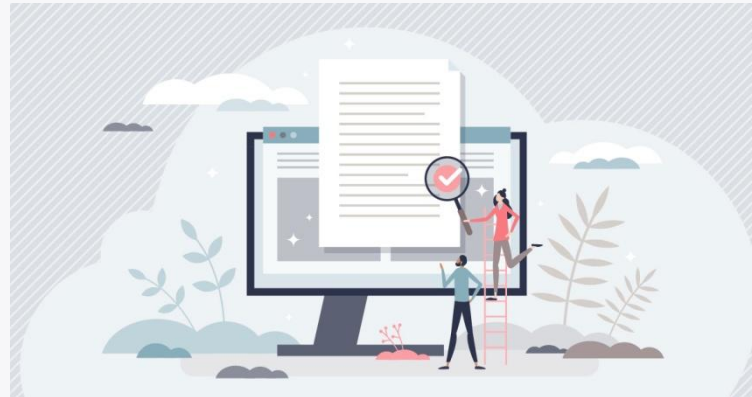
- perceptions of media;
- credibility of its context ;
- the correspondence between the message and the means to express it;
- language of the text;
- target audience characteristics (age, gender, race, socio-economic position).



automated data mining survey
responses com ter transcripts
qualatativ root cause
classification insights
text analysis
ad-hoc and is product
reviews ser it vor of the
customer dashboards consumer
trends ad-hoc analysis early warning

Interpreting media texts

- How are images, sound, and text used? Do they match the text content?
- What does the media text offer as the primary object of interest?
- Whose point of view dominates?
- What is the 'moral' of the text? How is it presented?
- What kind of information is missing?





**KEEP
CALM**

AND

LOVE

MEDIA STUDIES