

# LANGUAGE V/S MEDIA LANGUAGE

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# Language

- Language is a system of meaningful symbols. It includes rules regarding the combination of sound into meaningful letters, letters into words, words into sentences and sentences into paragraph, along with the rules for using that language.
- Every medium has its own language or combination of languages.

## Language is a tool to-

- Learn or get knowledge
- Transmit, share or exchange information.
- Express feelings, emotions or ideas.
- Build cultural or social ties.
- Construct social identity.

# Language means:

- "Language shapes thoughts and emotions, determining one's perception of reality."

Benjamin Whorf

- "Language is not only a vehicle for the expression of thoughts, perceptions, sentiments and, values characteristics of a community; it also represents a fundamental expression of social identity".

Edward Sapir



# Media language

- Media language is the way in which the meaning of a media content is conveyed to the audience.
- One of the ways Media Language works is to convey meaning through text, speech, audio, visuals, graphics, animation, signs and symbols.

# Polysemy v/s Monosemy

- **Polysemy:** *polý-*, "many" and, *sêma*, "sign") is the capacity for a word or phrase to have multiple meanings, usually related by contiguity of meaning within a semantic field. Polysemy is thus distinct from homonymy which is an accidental similarity between two words.
- Language scholars use the word monosemy for a word that has only one meaning. When a word has just one meaning, it's completely clear and unambiguous.

- Signs and symbols in media texts are polysemic which means they are open to many interpretations.
- The different possible meanings in media texts depend on two things.
- The first is the way the signs and symbols in the text are 'read'.
- The second is the cultural background of the person 'reading' the text.
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# Denotation

These are two important words concerned with the way an audience understands the meaning of a media text.

- Denotation is the basic, literal meaning of what is in the picture or scene.
- **Denotation** is a translation of a sign to its meaning, precisely to its literal meaning, more or less like dictionaries try to define it.
- **Denotation** is sometimes contrasted to connotation, which includes associated meanings.



# Connotation

- Connotation means different interpretations suggested by the text, often associated with additional meaning, values, or ideology.
- The connotation depends less on the facts as shown in the picture, and more on our interpretation of the scene depending on our cultural knowledge and the signs shown.

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Thank you

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