COMMUNICATION IN THE JOURNALISTIC STYLE

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Abstract: *The mass media can be seen as an activity which has aimed at becoming an important component in recent years and which has become a gravitational point of the society, which is in a direct report with the political, economic and social system. It does not mean only messages of a semiotics nature, but also the transmission of any material forms containing information of all types of "objects", people, goods, information.*

Communicative systems include all types of mediums of communication: roads, communication, language. Any message must be produced, transmitted and recorded the effect. Mass communication is addressed to a large conglomerate of people interested in different cultural, political, economic, social, products.

Key words: *journalism, communication, principles.*

Communication is defined as seeking to convey a message from one place to another one, the mechanism being composed of an emitter which possesses information and wishes to send the recipient (receiver) a piece of information that is translated in an accessible way to be understood, the process being called encoding.

Such a message is issued and sent through a channel of communication to reach the receptor which through an exercise of decoding understands. For work to be understood, a form of control is needed, correcting any mistakes and malfunctions, called feedback, that feedback circuit from the receiver to transmitter.

Communication is seen as a simple activity, which occurs from the transmitter to the receiver:

1) A transmitter may be a being or a group, an administration
2) A physical channel defined or undefined on which the message circulates
3) A receiver which undergone to these posts will have some behavior
4) A repertoire of signs or common elements of the transmitter which is used to assemble a message after some signs and the receiver will seek to identify elements of the first (decoding).

It can be said that communication involves two levels- directly when two or more persons are involved in the act of transmitting the message, called interpersonal communication.. This communication style has three perspectives regarding the topic.

Communicating a message is transmitted by a person and is received by another person or group of persons making a specific effect.

Indirect communication requires immediate communication through a document - computer, phone, or a specialized institution: newspaper, radio, etc. This type of communication requires: technological communication between small groups and mass communication which occurs in compact, populated social environments.

Mass media messages are created by a group of individuals having specific tasks, so messages are produced by teams of people trained in search and processing of the information, in the design and manufacture of entertainment, working in complex organizational structure: "Mesajele create de industriile mass-media sunt distribuite cu ajutorul unui ansamblu de tehnologii controlate de numeroase instituții specializate,

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aferente acestora. Acest sistem permite ameliorarea calității comunicării, creşterea ariei de difuzare şi a vitezei cu care circulă mesajele respective. O veste transmisă prin viu grai, din om în om, este supusă vicisitudinilor legate de condițiile concrete ale fiecărui act de comunicare; în plus, informația circulă o dată cu suportul ei fizic (omul care o poartă), cu viteza specifică deplasării acestuia... orice media traduc mesajul din forma sa inițială într-o formă marcată de caracteristicile ei tehnice: cuvântul vorbit devine sumă de semne convenționale sau undă electrică; imaginea reală devine sumă de puncte sau undă electronică. Aceste operații de translare modifică structura şi semnificația inițială a mesajului, imprimându-i o seamă de trăsături noi, independente de intențiile originare ale comunicatorilor." (COMAN Mihai, 1999: 23)

Production of media messages is very costly and requires technical and human resource concentration. In these circumstances the message is distributed as a commodity to be processed immediately and must have an attractive, accessible, with a dose of novelty, sometimes exciting content.

This content may include information that can be presented as raw (the results of competitions, statistics) but also processed and combined with other data types and references that concern opinions, interpretations, policy. Sometimes the content is composed of ideas and opinions by which receptors are put in a position to know a phenomenon, an attitude, a fact, a situation. Entertainment, for example, is the subject of the content of a message and is meant to generate good mood, pleasure: movies, music, sports.

There are met various print material referring to the biography of artists, celebrities, horoscope in the written media. There is also some educational content: teleenciclopedia.

Regardless of the type above, it must possess certain readability and multiple ways of understanding and semantic relationships, to have coherence, to connote precision, sobriety, seriousness.

Therefore the mass circulated contents will be characterized by simplicity, clarity, affection, people-consuming features that offer direct access these cultural products, simply, quickly, to understand the message.

Competing with audio-visual, written press presents a certain diversity, with a certain conduct regarding the reception of the information, because it is a tool of public space, considered symbolic intermediary between civil society and state.

News, information generally are specialized forms of communication to an issuer, the issuer is a media agency, a component thereof, a public relations specialist and in order to run it requires a mechanism for drafting by the concepts and requirements journalistic writing.

Information delineates a social need of communication between members of a community or between different groups of society, the term refers to all information resources and tools that provide communication between people.

To make the news any information must comply with conditions imposed by professional ethics and a story that is thoroughly typical. Any news proved a quantum of significance to an undifferentiated public immediately expressing new bearer of a message directly and indirectly.

It is in fact an attempt to convert something into a powerful message to reverberate among recipients effective approach is achieved by strict canons of a journalistic approach.

The fundamental principles of editing news are:

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1. Presentation of the fact that is the subject of the news and which has an information value and importance, with where and when held, taking into account the expected impact.

2. Elements contributing to the drafting of a news topic which refers to it as something topical and novel. It will consider mentioning the correct characters involved, age and the consequences of events produced.

3. As to the writing of texts it will be avoided large, bushy narration and ornament and ambivalent expression. Therefore be avoided figures of speech, use of the adjective abundant, and the excessive subjectivity.

4. Using the verb will take account of objectivity and truth and respect the role of structured news content in question. Avoid: "redundance" (unnecessary abundance of expressions, words in the formulation of ideas), "barbarian words" (words taken from another language for free), "paronims" (complete with similar shape but got different meaning), "zeguma" (connecting constructive grammar -several nouns with a verb or adjective logically reporting to one of the nouns), "pleonasm" (joining words with the same semantic content).

"Journalistic objectivity has always had a double-edged character: in part about a genuine extension of public knowledge and informing public debate; but also partly about the narrowing of debate within acceptable parameters. Few would want to celebrate 'objective journalism' uncritically; but equally, few would wish simply to write off journalism's potential for sustaining the public sphere and informing democratic decision-making." (CURRAN, J. & SEATON, J. 1991: 1)

5. The news should be concise, being the expression efficiency and message concreteness, that is made up of a minimum of words. Conclusion replaces the style and size of the news that will not place the style and size of the news which will not usually exceed 10-20 lines, avoiding irrelevant data, and conventional notes and excessive textualisation.

6. Legibility is the valence of a message, a news reading and is immediately understood by a minimum intellectual effort, facilitated by using a simple style with clear sentences and without burdensome and unnecessary references. Readability of sentences or phrases depends on the fundamental semantic oppositions and organizational arrangements for grammar. There are not accepted conjunctions like "so, therefore", the relative pronouns "who, why" and no abuse of cognitive and communicative nature.

7. The explicity principle is in direct connection with readability to ensure immediate understanding by the receiver - the placement in a relevant context, and to increase reception highlighting the event and presented as authentic interest.

8. The principle of adaptability aims to the news quality to be accepted as many beneficiaries of media products and their capacity to adapt to the needs and expectations of different distributors of information. Thus the news must include a high degree of promotion of that event and other considerations that support the main information.

Perhaps the most significant difference between modern and past societies is the existence of the mass media. The development of printing and the spread of paper manufacture represented the first major advance in the dissemination and preservation of information since the invention of the book form. A consequence of cheaper reading matter, made cheaper and more available still by the industrialisation of the process in the late 18th and 19th centuries, was a rise in literacy, which in turn led to the increasing politicisation of the mass of society and a press reckoned by some to express public

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opinion and make governments accountable. Even before those developments, pamphleteering, made possible through the burgeoning print media, aided the spread of ideas essential to the Reformation. The sheer growth and spread of the media, beginning with the printing revolution, shows that indeed it does matter. (GARDINER, J. & WENBORNE, N., 1995: 618).

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