

Use of Professional Language in Media

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Abstract

Every language in the world has its own basics, goals and characteristics, but all are harmonious in communicative value, this means that every language transmits communication, knowledge, ideas, culture, feeling, purpose and many other things. On the other hand, languages are the names that are specific to the power of speech of certain nations and people around the world, such as: Pashto is the language of the Pashteens tribe, Hindi is the language of the Hindu tribes, and English is the language of the English tribes and so on. It is not important for a person to understand many languages, even if, one speaks only in one's native language, one is able to share one's thoughts, desires and feelings with others.

Since, every language in the world has its own terminology, which includes academic, professional vocabulary and information. This article is written by taking references from different books, experiences and instructions in regard to my profession or journalism about the origin of language, communicative value, characteristics of language, function of language, linguistic problem and language of media. Scholar's views are mentioned and the use of professional language, guidance, and its impact on professional language especially in media is also discussed. And in appropriate places, practical examples are also incorporated from across the country, the region and the world, for better explanation of the subject to readers.

Keywords: *Origin of language, communicative value, media language.*

INTRODUCTION

Language is a divine blessing and it has been given to human beings by God for the sake of privilege and superiority over other living beings and animals.

God has given distinction to the man; on the basis to this eloquence man can express thoughts, ideas, feelings, emotions and requirements with others.

This communicative device is a divine blessing, Who in all the universe has forgiven only man (the noblest of creatures), and it is the blessing of this language that human beings transfer various sciences, professions, arts, experiences and information among themselves, so that they can benefit from the works, experiences and knowledge to make their live easily.

As God created man better, He also gave him a better means of communication, and also his job is better and higher than other creatures. Man should use this means of communication as Allah says:

Translation: And what is better than the words of one who calls to Allah and does good deeds and says, "I am a Muslim."

Languages are of strategic value to human beings around the world, because of; their effects on identity, awareness, social integration and development. It is even clear that languages are better way of understanding and developing a culture, As well as play a vital role for education.

Languages are also important tools for cooperation, empowerment of the whole human consciousness and preservation of cultural heritage.

The language and culture of a society is the mirror of its society and it can find all its developments in cultures and its national languages.

Historical identity is linked to language and culture and each society can find its historical background in its own languages and cultures.

Therefore, due to the mentioned power, influence and value, we have chosen the topic for the use of professional language in the media.

In this scientific article we have worked on the historical background of language, the origin of writing, the communication value of language and the characteristics of professional language.

OBJECTIVES

Correct writing and using (writing, reading) the value of the language in media and then working by media's language characteristics.

It keeps National duty and professional value, if journalists and workers of media pay attention to it.

METHOD

The topic of using of professional language in media is an academic, deep and professional in order that, I took benefit from book method.

In this regard different books, and articles of scholars are used in suitable places.

For thorough explanation I brought my experience into it.

TOPIC VALUE

Language has fundamental role in the life of human. And language is the way of communication that all occupations are being gone on from born to dead.

With the help of language we can convert our thoughts, emotion from one person through

another person and from one society to another society.

It is called the only way of sociology and for better controlling.

It is the best way of thinking, due to the fact; people convey their thoughts by different forms to others.

It is valuable device for connecting one generation to another generation and transmitting of culture to another and keeping of it.

As well as it has fundamental role in gaining and converting of education. The transmission of experiences and the reaction of others are also done in language.

Two things are taking from speakers during the saying, (1)attached information, idea experiences(2)his language and language structure: it means how is structure of language wher is used subject, object , verb as well as where comes adjective, determiner, adv... .

CREATION OF LANGUAGE (HISTORY OF LANGUAGE)

Human's language created with genesis of Adam(H.H)

Scholars did different research in this regard. And I brought authentic academic and religious ideas.

One of them imam Qurtubi'S (MUH) interpretation surah al baqara 31 verse. Translation.

Rigth speak is this: firs of all Adam (H.H) had talked in all languages, take from Adam(H.H) trough boom day that human is taking in.

On this Quran gives eyewitness and tell

Allah(SWT) had shown all languages and names like Arabic, pashto, turkish, , parsson...

CREATION or ORIGION OF LETTER

Firstly, writing simultaneously came with resident of Adam(H.)Hon the earth.

Over 1000 years have been passed on it.

The eye witness of this is the saying of Allah (SWT)

translation: (3) recite, and your lord is the most generous (4) Who taught by the pen – (5) Taught man that which he knew not.

different scholars gave idea about writing, on them whom I leaned and shown me right.

Imam Qurtubi (MUH)wrote about the interpretation of this verse.

Qabul Ahbar said, in this verse letter has been shown with pen and mean from man is Adam(H,H). Because he was the first person having written with pen.

According to famous MANY VOICE (and world) researches,

Communicative languages are more spoken and almost 5000 languages are spoken in the world, But written communication languages do not exceed 500,Teacher Mohammad Khan Niazi, author of the Basics of Communication book, says: some language has first position in of sharing information, gaining and transmitting. But 16 are those languages that over 100 million people speak by them.

Consist in From Chinese, English, Russian, Spanish, Hindi, Portuguese, Bengali, German, Japanese, Arabic, Urdu, French, Farsi, Kashmiri, Molly, Bahasa, Italian, Telugu, Pashto and Tamil.

Nasir Hafiz, Abu Wajid Sheikh (2007) adds that there are many languages in the world.

For example, in the African continent, people speak 1250 languages, and in Europe, 28 official languages are accepted. But Eu English is the formal language of it.

The people of South Asia use almost 23 languages, while in India (1650) languages are used.

Scholars have made various interesting statements about the definition of language: Professor Sayed Waqar Azim says: "Language is not just a collection of letters, it is a means of expressing tradition and culture."

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Professor Habib-ur-Rehman Hale writes: Language is the best way, means of communication between human beings, sharing the secrets of the heart.

Therefore, as a result of the above definitions, Professor Hala Saib's opinion can be confirmed, That language is a vital and essential means of understanding and communicating among human beings, their feelings, emotions and thoughts to each other.

Based on which, there is harmonise, cooperation, goodwill, transfer of cultures and experiences between communities.

According to Teacher Mohammad Khan Niazi, author of the book Basics of Communication: "Language is not the product of a month, a year or a day."

Rather, it takes centuries, centuries, and journeys, to achieve the pride and historical status of the community.

In the end, language is the best way to communicate and express ideas and share feelings.

Language is a system of communication and expression through sounds.

Language is a set of human habits through which one's thoughts, Emotions and speeches are conveyed to others.

Language is a system of autonomous and voluntary sounds through which people communicate with each other.

THE COMMUNICATIVE VALUE OF LANGUAGE

Language is an important way of communication, because man can express his thoughts directly or through social media.

Transmitting ideas, information and beliefs to the other human beings, and that's why language plays an important role in the field of communication.

Language means expressing of thoughts and ideas. Every nation in the world has its own language, called the ethnic language, each ethnic and national language gives special pride to its people. About this Professor Jan Mohammad Zahidi Saib says about the communication value of languages, this is language and knowledge that has made man superior to other animals, and language is not just a collection of letters, but means expressing of the conscience of traditions and customs, It is the scientific and literary capital of the culture of a nation, which makes it the pride of the nation.

The human mind, thoughts, feelings, ideas, information and information are easily transmitted to others through language.

Man is aware of the state of the environment, and it is influenced, man is understood easily and accurately by the way of language, because man can never understand one hundred percent through signs, but it is possible to understand one hundred percent (completely) through language. Therefore, language is the best way of communicating, strengthens bilateral communication and expands communication beyond other means.

THE CHARACTERISTICS OF LANGUAGE

I have gathered information about the characteristics of languages, how many books I

have read, so most of the scholars and scholars who agree on it and have described the most important features as follow.

1: Language and human ability

Language is a human trait and ability. This means that other living things, like humans, cannot systematically convert their actions, desires, and ideas to others.

This means without humans other animals have symbolic sound, and coordinates with her homogenous on the basis of it.

Animals also have a connected language system for communication, That is, it is difficult for animals to change their language skills and it is above them ability.

Humans have a free and independent language system, which is always changeable and simultaneously; change with changing of day and situation.

That is why human beings have the ability to express their views about their past, present and future.

2: Language is a system of systems

Language is the only system of multiple systems, vocal and visual, these systems work together.

This means that the sound system creates a meaningful visual or lexical system, as well as sound and visual manipulative systems combine to form a system.

So in the end these tiny systems create a common final system (language).

Voices of human reproductive organs, lips, teeth, ears, tongue, nose, lungs, etc. and reaches the listener's ears.

Language is one of the best ways of communication that no other device opposes of it.

If human voices reach the listener orally, it is called spoken language, and if it reaches the reader in written form, it is called written language.

3- LANGUAGE'S MARK AND SYMBOLS

Language is a symbolic system. Symbols and mark represent a certain relevant object in society.

Also words and phrases are special signs and symbols that are a definite phenomenon, and

Depict event, thought and feeling.

A word is a collection of many and different sounds that have a definite and independent meaning.

If in a word one letter and sound are used instead of another another letter and sound, so it changes meaning.

Man is a weak creature of God, Occasionally, when stress, grief, or distress occur, they make various nonsensical noises due to weakness, such as banging, squealing, hoo hoo, different sound of small children, heh, heh, heh, etc.

4-LANGUAGE IS THE OPTIONAL SYMBOLES SYSTEM

Symbols are optional marks, Which is used in the form of a word or image to express existing phenomena. This means that different words are used for the same phenomenon and object in many different languages; But the goal of all will be to proclaim only one thing.

For example, door is a Pashto word used for a certain thing, but to express the same thing, Arabic speakers use the words Bob and English speakers use Door words.

So language is a system made up of a series of optional signs and symbols.

5- LANGUAGE IS THE MIRROR OF CULTURE

The language reflects the culture of the community, In a society where speakers are used to manage daily affairs.

This means that every society has its own language and all their actions and culture are passed on to others through their language.

So, language is the easiest and best device of transmitting culture from one generation to another.

Culture reflects the past, present and future of a society, how ancient one nation is and how different it is from another.

6-LANGUAGE AND ITS AMBIGUITY

Sometimes, a word or a sentence in a language has multiple meanings.

Or maybe the purpose of the writer and speaker is one thing, but the reader or listener takes it another meaning.

All things take source from first and second person academic level. It means may both professional studies will be different.

So one will have more information in one part and the other will be leading in the other part.

However, the meaning of words and sentences can be better dig out from the text. Like the word ولوله and ولوله they have the same pronunciation, but the firs one means emotion and second one means read.

7- language and productive characteristics.

As each day passes and new creation appear, speakers of each language are able to adapt new sentences, words, and terms to the time and circumstances and find answers to their requests and questions.

So the production of new words, terms and sentences is one of the characteristics of human language, while other animals are free from it and are not capable of it.

LANGUAGE AND ITS FUNCTION

Scholars have different views on the functions of languages, and I have the most accurate opinion from them and said, generally language is used for three purposes.

1- information function

in this regard, includes communication and the sharing and transmission of information.

2-Expressive function

In this regard, the speaker's ideas, feelings, ethics, knowledge and capacity reach the listener, in contrast, similar feelings are aroused from the listener, viewer or reader, and the second person assumes that he is the first person.

3- As A GUIDE

The function of language in this section is to recommend, instruct, and request whether or not to perform an action.

MEDIA OR JOURNALISTIC LANGUAGE

Journalist or media language is a simple and fluent language, because journalism or media has emerged from society: Illiterate, illiterate and semi-literate.

It is important to maintain a balance between these three groups.

Because, if one floor is not taken into account, and we may have worked for something else than the main purpose of journalism may not be fulfilled.

The only problem in the early days of journalism was language.

It means, more complexly used for only one group, with passage of time; changes were come in the language of journalism, And used in such a way that it became understandable to common people as well.

Currently, the community is looking for new information and new requests. Therefore, in conveying new information to the common people, journalism uses language that is understandable to common.

Journalistic language is different from other languages; Accuracy, correct use of titles and adjectives, short sentences and... are very important in this language.

Every word used in journalistic language must have a special meaning and a special place.

A journalistic sentence is not just a collection of words and letters to engage readers and listeners. If we have a few words for a meaning, we have to choose from the words that are short and clear in meaning that all viewers, readers and listeners should take a meaning from it. Because the media audience ranges from university professors to academy members, doctors, teachers, farmers and housewives. From literary and artistic language one can understand the meaning at the level of one's position and information, or he may same with his level from the idea, but the language of journalism is not like that.

The use of titles and adjectives in journalism requires great care. Because, using wrong can damage the impartiality of a journalist (which is a fundamental principle in journalism).

If the report has two sides, one side should be called full name and the another one should be nickname, if one with an official and governmental position, on the other hand, at the same level, just mentioning the name can reduce people's trust in the journalist, if there is no distinction between a fighter (usually a positive meaning) and a fighter (which is used in a negative sense), a problem can arise for the journalist.

JOURNALISTIC LANGUAGE CHARACTERISTIC

Scholars and scholars have different views on the characteristics of journalistic language and every one of them insists on their own words and ideas, but I think the best idea among them is the author of a (journalistic language book),

In the language of the media, simplicity, conciseness, honesty and sincerity, common sense, impartiality and exaggeration.

1- JOURNALISTIC SHOULD BE SIMPLE

2- As mentioned a community is made up of different levels, Therefore, it is important to use journalistic language in a way that is understandable to all members of the community.

Avoid harsh literary compositions, structures, as well as very harsh scientific terms.

The main goal of journalism is effective communication, so effective communication seems impossible without the fluency of the language.

said Istandul, a well-known French journalist says:

"I know only one law, to write it clearly, if I don't write it clearly, I think the whole world looks absurd".

Simple writing is more important than anything else in journalism. This is because one can read newspapers in any place, such as in a city, in a car, or in other places, so simple writing is essential to get a quick idea .

2-CONCISENESS

Since, time is important in media, thus it's vital to concise journalistic language in information.

If one, two or three hours are spent talking about a subject, then the talk is not two hours, or three hours, Rather, his words are presented in many attractive words, where as in journalism the main purpose is to convey information to the people and to understand its meaning. Therefore, repetitive synonyms and inventions should be avoided.

3- HONESTY AND SINCERITY

Honesty and sincerity are important aspects of journalism, because journalistic language only publishes about those events, Which corresponds to reality; Therefore, the publication of imaginary and speculative information in journalistic language is prohibited, The name, number, type and so on of the incident should indicate the truth.

Time constraints, lack of access to resources and short news writing means of work; These are factors that are directly related to honesty and integrity.

So that his reporter also tries to make sure that his writing is true. So limitations must be considered.

4-CONVERSATIONAL

On the one hand, a section of the society is illiterate, The other is that the news should be made in a way that is understandable to everyone without much thought, that is why more common sense is used in journalistic language. It means, the subject should not be written in a way that makes the reader think, What was the topic about?

And be forced to re-read the news or report to understand it. If the reporter realizes that his writing has such a problem; so write it once again.

Naturally, the beauty of a subject is not in the text or in the word structure, but it is in the news or report.

5- CARELESSNESS

As I mentioned before, journalistic language is a common language, that publishes issues accurately and impartially, in journalistic

language, facts are not ignored for the sake of one's likes and dislikes. They are presented to readers and listeners as they occurs.

It means, in describing an event, only the type or number of events are presented. This is called carelessness, in which one's thoughts, ideas and influences have no place.

Opinions have a place in articles and commentaries, but impartiality does not lose its place. Because, the idea presented in, it is not a personal opinion, but an expression of one's opinion about an event from a social point of view. it means, in it ; the observer sees what the general opinion is about it?

And he offers, It also has the luster of media and it is kept from personal influence and emotions .

6- INTERESTING

In a journalistic article or in journalistic language, something must be presented to the reader or listener that is interesting to them.

What makes readers or listeners tired: There are repetitive phrases, long sentences, use of old words and so on.

In this case, the reader may read new material or published material about the event as if no new event had occurred.

Because phrases and words are in the old format of news and content, A good example of this is the writing of some truism words on the media.

Innovation must be used to make the language of journalism interesting. Another thing that makes journalistic language interesting is upside down, If the statement is reversed, that is, the first result is stated and then the less important and subsequent information is presented; So this writing will be interesting to the listeners and will attract the attention of the readers and listeners for the first time .

7- AVOIDANCE FROM EXAGGERATION

There is no motion and exaggeration in journalistic language, and the events are made to the level of the reader, that is to say, it publishes what has happened , and no place for exaggeration.

Exaggeration in a news, story takes the news away from objectivity and truthfulness; And exaggeration in a news means ,that a journalist expresses a word from its reality in an allegorical meaning and concept, Often, this exaggeration journalist writes randomly and thinks that ; this type of writing will be interesting. These actions dig out truth from subject of the news: Such as: (Surprising) If this event is not so surprising; this event is called exaggeration.

Exaggeration in journalistic language refers to the personal judgment of the journalist, and this work is not permissible in journalism, on the other hand, a journalist has to write a written about the event. And leave judgment to the reader and listener, that ; was it interesting or not?

CONCLUSION

Since our society is very illiterate, and far from civilization and development.

Therefore, the national media should publish information to their community in the national, local, cultural and rural languages of their community, especially the radio that reaches the ears and brains of every Afghan.

As well as, media that is working for other countries; are abusing the name of freedom and independence. The government must strictly curb any kind of illegal and destructive broadcasts. IN addition, all media should work under the Ministry of Information and Culture and in the provinces under its departments. Provincial media, especially radio stations, also should have special programs in the local language; besides, it has to work in media language forever. So it is important for media executives and writers, to apply all the principles of professional language, use in writing and speaking on the media, because media workers are professional journalists, therefore language and writing should be simple,

easy, fluent and easy to understanding. If our media wants to fulfill its mission, Cover their culture, national language and national terminology, we must respect all the people of Afghanistan and the national languages of Afghanistan.

Pay attention to media ethical standards and reflect the voice of the people in their national languages.

Our reporters on the media must be professional, be impartial, be aware of the media law, and be familiar with the official national and unofficial languages of Afghanistan.

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