

Verbal Communication and Some Aspects of the Culture of TV Speech (The Case of Georgia)

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Abstract

This paper addresses a problematic, key issue of the TV speech culture - the tendency to use neologisms, barbarisms and jargon of Georgian television programs. In the study, I tried to present the peculiarities of the specificity of modern television media in a broad context and not in isolated manner, but in the perspective of the context of literary Georgian language and verbal communication. As predicted, findings show the following characteristics were identified: most of the neologisms in the speech of journalists and TV presenters are found in news and documentary programs, while the use of barbarisms and jargon is intensively manifested in entertaining, comic programs. The paper emphasizes that in today's modern technological world, the introduction of new words, expressions and their establishment in the Georgian language cannot be avoided by society, including TV shows that affect the audience and we should try to take more responsibility for this issue.

Keywords: Verbal Communication, Mass Media, TV language, Speech Culture

1. Introduction

1.1 Research Problem, Goals and Actuality

A number of new television companies have been established in Georgia in recent years. They are distinguished by diversity. Viewers of any interest or age can listen / watch the shows of different topics, styles, genres. No one disputes the provision that TV shows shape the viewer's language style, vocabulary. Thus, in this respect, TV space has the ability to have a great impact, moreover, it affects the viewer in terms of verbal communication - in the process of forming speech culture. TV shows in the society, on the one hand, have the function of an informant and on the other hand, they also act as a linguistic indicator. Consequently, the mass media has a great influence on the modern sociolinguistic landscape. More specifically, the channel of mass information transmission, the most important means of communication - television, which is intended for a large audience, freely establishes words and phrases expressing new concepts, terms of various fields in the society. It is true that language is a living organism and it is constantly evolving, however, at the same time, we ought not to forget to follow the norms of literary language. The aim of the research is to show the tendency to use barbarisms, neologisms and jargon in the context of verbal communication and the relationship with the norms of literary language based on the observation of several programs of different TV companies. The scientific novelty of the paper is that the problems of speech culture of Georgian TV programs have not yet been analyzed in a broad, large-scale perspective and at the same time, in the context of verbal communication, although the problem is not new and articles or letters have been published on its certain aspects. This issue is even more relevant in the information age, when the role and importance of communication has grown significantly.

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1.2 Research Method

The subject of research is verbal communication and TV language in TV programs or shows. The object of the research is the TV channels: “First Channel”, “Imedi”, “POSTV”, “Formula”, “Mtavari Channel”, “Ajara”. The period of observation of TV shows covers 2022-2023 years. The research is based on a complex, systemic and descriptive method. At the same time, taking into account the specificity of the scientific paper, I use the methods of observation and comparison-contrast.

2. The Essence of Communication and the Role of Verbal Communication

Language is a tool of human thinking, information exchange and communication. Language and communication are characterized by versatility, diversity of functions. Consequently, their importance and also significance is great. It is never considered one-sided, because communication is the natural purpose of a language and necessary means of language functioning. Communication is derived from Latin “communico” and means to provide information, exchange, contact, conversation, relationship. There are some interesting definitions or opinions about communication. According to the American lexicographer M. Webster, it is “a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior; also: exchange of information; personal rapport; information communicated; information transmitted or conveyed, a verbal or written message” (See web resource in references). In the special scientific literature, it is read: “Communication is the process by which messages are formulated, exchanged and interpreted; Mass communication, on the one hand, is the process when professional communicators create and use media to disseminate messages to a wide audience; And, on the other hand, the process by which these messages are found and consumed by the audience” (Darsavelidze, Vekua & Kacharava, 2017: 106).

According to Manana Tandashvili: “A communication act, i.e. communication has several essential features:

1. A communication act is a one-time process and is given in a specific time and space;
2. The communication act is a dynamic process;
3. The actions of the communicators, i.e. the actors participating in the communication act are characterized by control and volition” (Tandashvili, Functional Grammar, see web resource in references).

An interesting opinion is expressed by Mark Deuze: “A transmission view considers communication as a process of transmitting a fixed quantity of information – the message as determined by the sender or source. This represents the linear sequence of sender > message > receiver which is largely built into standard definitions of the nature of predominant forms of mass communication” (Deuze, 2021: 13). It is generally known that, there are many types of communication, including written, oral, verbal, nonverbal and more. In this paper, based on research topic, we will focus on verbal communication. The latter is a type of oral communication in which the message is conveyed through spoken words. The verbal element of communication includes selected words of the communicator, listening to them and their interpretation. “Speaking effectively is defined as speaking in such a way that your message is clearly heard and, if possible, acted upon. There are two main elements to speaking effectively: what you say, and how you say it. What you say means your choice of words. The words you might use when chatting to a friend, are likely to be quite different from those used in a formal presentation or interview” (see “Effective Speaking”, web resource in references). One of the most important, effective and popular means of verbal communication is television. In turn, the TV audience is a community of message recipients and a social group of various types. As mentioned above, the influence of television in the development process of society is great. This includes different directions. In this case I mean the linguistic peculiarities of the mass media. I think it would not be an exaggeration to say that indeed through the mass media, specifically when watching, listening TV programs, through verbal communication, the culture of speech is freely formed in the audience. Thus, the role of TV show authors, journalists and TV presenters in the process of preserving the purity of the Georgian language is important and significant.

3. Georgian Speech Culture and History of the Study of Television Media Language Issue

According to the widespread opinion, the basis of Georgian speech culture is the literary language, which has a centuries-old rich, diversified history and it is characterized by continuity, stable integrity. Speech culture is a concept of broad educational and cultural content, which includes the regulation of the common linguistic environment of the individual and society, the order of rights and duties towards the state language, and represents sociolinguistic harmony. "Understanding the speech culture is, naturally, substantively related to and inseparable from the common spiritual and everyday culture of the society (people, country) in which it is formed and functions" (Arabuli, 2004: 4). The formation of speech culture, the process of development of literary language is constantly ongoing and is conditioned by several important circumstances, namely, internal linguistic processes of language, free and open sources of information, technical civilizations, globalization, foreign relations, socio-political situation in the country, Georgian translations of foreign books.

Thus, the development of linguistic environment and speech culture is an endless process and the above-mentioned circumstances, in particular, grammatical, lexicographical, stylistic, orthographic, phonetic changes in language often have a negative impact on the development of speech culture. This aspect is evident in both written and oral communication. "The semiotic and linguistic conception of the world always also to certain extents constitutes this world. Culture is dependent on communication and "all communication always relies on culture and is contextualized by culture. A cultural approach to media texts opens up a perspective in which the way and manner of language use, and thereby the linguistic form, becomes especially relevant" (Luginbühl, 2005: 18). The language of modern television media is characterized by peculiarities and changes. Non-standardized speech is evident. We often hear forms and kinds different from literary language, such as foreign, new linguistic units, terms, calqued words, phrases, neologisms, or the tendency to use jargon. At the same time, the use of English syntactic structures and speaking with foreign articulation and stresses become very frequent.

Now let's look at a few articles on the speech culture of journalists. In 2004, linguist Gucha Kvaratskhelia published a letter titled "Language of Mass Media". The author interestingly discusses the matters of the language of mass media, the main specifics and explains: "Mass culture and mass media have been discussed and written about abroad for half a century. There are many typologies and classifications of approach to this problem... The problem of borrowing and adjusting sociological and cultural forms created in another country and at another time, the problem of national specificity of the society that experiences this expansion, has existed since the beginning and still remains relevant today. The mass media and the language of mass media is related to phenomenon of mass culture" (Kvaratskhelia, 2004: 1-2). Manana Kvashvadze (2013) in her scientific article "Standardized Speech and the Language of Georgian-Speaking Media" shares an important opinion on the research issue. She points out that the media is one of the main means of creating the norm of the literary Georgian language and also continues: "The language of the mass media should be equally understandable and interesting for the addressee with different education, temperament and other personal characteristics. Mass media is the field in which every speech nuance is most visible. Both journalism and language are social phenomena. Therefore, the social changes that are taking place in the world and in our country (meaning Georgia, N. Khidisheli) are especially reflected in the language of the mass media" (Kvashvadze, 2013: 61-62).

In the study "International word-terms or barbarisms" Vakhtang Maghradze (2016) writes: "Contemporary authors (whether in media or scientific works, original fiction or translated literature) are obsessed with using foreign words. We are referring to the borrowings, which are more or less established and belong to the so-called international words... Borrowing words is a natural process for all languages. Words and sayings borrowed as needed, as well as forms of a word, are a positive, law-abiding, historical phenomenon for the development of a native language. Needlessly importing-borrowing (or partially replacing an existing word) with a foreign word or phrases is unjustified when a matching word-term exists in the borrower language" (Maghradze, 2016: 103-104). For my part, I would like to add that TV programs have the function of an informant in the society and, secondly, they also act as a linguistic indicator. Consequently, the mass media has a great influence on the modern sociolinguistic landscape.

4. Neologisms, Barbarisms and Jargon in Georgian TV Programs

In this subsection I will discuss chronologically the tendency of using neologisms, barbarisms and jargon in the TV space. The object of this study was several shows of a TV company from one region (Batumi) and five TV companies from Tbilisi. They are informative ("Moambe", "Chronicle", "Daily News", "Guest of the day", "Newscast") documentary/ entertaining ("The Voice", "Projection"), comic ("Men", "The Night Show", "Nika Arabidze's Show") in nature and are designed for audiences of different interests, areas and age groups.

4.1 Neologisms

To begin with, Neologism means a new word or expression in a language. This word / expression may be based on the same language or may come from another language. Linguistic neology is broadly understood and it includes barbarisms, anglicisms, terms, metaphorical expressions. The history of neologisms is long and the processes of globalization in the world, as well as the rapid development of technologies have played a special role in its creation. Etymological analysis of the vocabulary of any language reveals that it consists of native and borrowed words and the Georgian language is no exception. Neologisms related to legal or international relations, as well as ones related to modern, new computer technologies enter and settle in modern literary Georgian language. Most of them are found in scientific and technical language, in the area of culture and art. They are mainly generated using existing word-building elements.

The political and economic progress of any country affects the development of its language. English is one of the leading and the most popular languages in the world, having played a major role in the development of world culture, literature, art, science and technology. If in the past the impact of the Russian language was felt in Georgia in this direction, now the advantage of the English language is obvious. While studying television programs, this view, the provision was further strengthened. I will quote the identified neologisms. Each is accompanied by relevant information: TV channels, and name of a TV program, TV show (Refer to the table 1). Based on the material I have obtained, there is a ground to point out that the vast majority of neologisms belong to the category of nouns and they are less in form of adjectives, even fewer in adverbs. Most neologisms from the category of nouns are anglicisms. As a result of political changes in Georgia over the last few decades, the use of Russian words in the oral speech of Georgians has been reduced, as well as the number of people speaking this language has decreased significantly. The same tendency is in the Georgian TV space. Instead of Russian words, English words, terms and phrases are heard. The vast majority of neologisms identified as a result of observations are related to socio-political changes, globalization, the development of modern technologies, science, and the existence of which is almost not justified by anything, since the native language often has corresponding matching lexical items.

4.2. Barbarisms

Now I will analyze the next issue - barbarisms and their use in TV programs. Barbarism is [in Greek barbarous means foreign] a foreign word used unnecessarily that was not legalized in literary language. "The activation of foreign neologisms in a language is directly related to the problem of barbarisms. Barbarism refers to a word that is unjustified,"barbarically" invaded from a foreign language. Barbarism is a foreign word that is not needed in the language (the word with the corresponding meaning is already found in it), or the use of which has not yet been sanctioned by specialists" (Arabuli, 2004: 235). So thus if we can find the right word our language vocabulary or produce it from existing words, borrowing will be unjustified. Borrowing in such conditions wastes the language. I will quote the barbarisms revealed as a result of the research. Each is accompanied by relevant information: TV channel and name of a show (Refer to the table 2). While observing TV programs, it was revealed that journalists or presenters use barbarisms in their speech, although I also note that their number is not very large. Moreover, comparing to the tendency of using neologisms. The vast majority of the barbarisms identified as a result of the research come from Russia. In the case of neologisms, we have seen that they come from English, a language recognized as an international foreign language nowadays, and they settle in the Georgian literary language or speech. These lexical items are formed as neologisms and therefore are not considered as barbarisms.

4.3 Jargon

Let's consider the next important matter – the tendency to use jargon in TV shows. Jargon [Fran. jargon] is a peculiar speech of any social group, class, the profession. A branch of a common language, in contrast to which has some specific words and expressions. In other words, jargon is an informal, non-standardized form of speech characterized by newly invented words or expressions or the ones used with a new meaning. I will quote the jargon revealed as a result of the research. Also in this case, each is accompanied by appropriate some information: TV channel and name of the program (Refer to the table 3). The simple truth is, the comic-entertaining show is meant to make the viewer laugh. It is the duty of the presenters of this type of show to create a positive, uplifting mood in the viewer and to arouse positive emotions in him/her; however, this should not be at the expense of the excessive use of barbarisms or jargon.

5. Conclusion and Recommendations

As a result of observing TV shows, it was revealed that neologisms, barbarisms, jargon are almost identical in shows with different themes. The following characteristics were identified: Most of the neologisms in the speech of journalists and TV presenters are found in news and documentary programs, while the use of barbarisms and jargon is intensively manifested in entertaining, comic programs. I emphasize once again that the phenomenon of language is the best way to express identity and we should be careful when using foreign words, phrases, different lexical items in both verbal and non-verbal communication. We understand that in today's modern technological world, the introduction of new words, expressions, their establishment in the Georgian language cannot be avoided by society, including TV shows that affect the audience, but, as I mentioned above, we should try to take more responsibility for this issue. Studying the research material, observing the research objects allowed me to make some recommendations. They are as follows:

Journalists should read specialized literature frequently - The books useful for journalists have been published. In particular, in 2002 "Georgian Journalism Stylebook" was published with the financial support of the United States Agency for International Development - USAID, Shukia Apridonidze's book "Our Language Georgian" (2009), two volumes of Orthographic-Stylistic Dictionary of Journalism prepared by the department of Georgian Speech Culture of Arnold Chikobava Institute of Linguistics (2010, 2011) and Spelling Dictionary for Media (2016). Also, a dictionary of English-Georgian-Russian communication terms (pilot version) developed by the Communications Commission was added to the defining and orthographic dictionary on the website of language modeling association (see web resource in references). The material will be useful for journalists and presenters of shows. They will easily be able to get acquainted with the correct new words related to terminology of information-telecommunication technologies and use them afterwards.

Conduction of practical training courses on speech culture issues - It is necessary to plan and conduct practical courses related to the matters of norms of speech culture and literary language for journalists, program presenters and TV employees in general.

Listening to colleagues - It is advisable for TV presenters to watch / listen to the shows of their colleagues. Fortunately, there are TV presenters in TV space whose speech culture is welcome, a fine example.

Finally, in solving the problems of speech culture, in terms of establishing non-standardized forms, we do not consider only Georgian journalists and presenters of the programs. Every member of the community needs to think about this issue and understand his / her personal responsibilities.

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Table 1. Neologisms

Neologism	TV company	TV program
Inspiration	Ajara TV	Projection
Industry	Ajara TV	Projection
Regularly	Imedi	Chronicle
Potential	Imedi	Chronicle
Unprecedented	Imedi	Chronicle
Infrastructure	Imedi	Chronicle
Portal	Imedi	Chronicle
Speaker	Imedi	Chronicle
Destruction	Imedi	Chronicle
Mediator	Imedi	Chronicle
Authorization	POSTV	Daily news
Boom	POSTV	Daily news
Imbalance	POSTV	Daily news
Trendy	POSTV	Daily news
Coordinator	POSTV	Daily news
Audience	Imedi	Chronicle
Progress	Imedi	Chronicle
Amnesty	Imedi	Chronicle
Visit	Imedi	Chronicle
Tender	Imedi	Chronicle
Statistical	First Channel	Moambe
Crew	First Channel	Moambe
Brigade	First Channel	Moambe
Mobilization	First Channel	Moambe
Immunization	First Channel	Moambe
Position	First Channel	Moambe
Veto	First Channel	Moambe
Argument	First Channel	Moambe
Sanction	First Channel	Moambe
Initiation	First Channel	Moambe
Realization	First Channel	Moambe
Cyber attack	First Channel	Moambe
Online mode	Ajara TV	Newscast
Tendency	Ajara TV	Newscast
Alternative	Ajara TV	Newscast
Rehabilitation	Ajara TV	Newscast
Dilettante	Ajara TV	Newscast
Profitable	Ajara TV	Newscast
Virtual	First Channel	The Voice
Internet link	First Channel	The Voice
Remotely	First Channel	The Voice
Favorite	First Channel	The Voice
Dynamics	Ajara TV	Projection
Chance	Ajara TV	Projection
Definition	Ajara TV	Projection
Interaction	Ajara TV	Projection
Discussion	Mtavari Channel	Guest of the day
Performance	Mtavari Channel	Guest of the day
Sanction	Mtavari Channel	Guest of the day
Investment	POSTV	Newscast

Table 2. Barbarism

Barbarism	Television	TV program
Prosta	Formula	Men
Arka	Formula	Men
Kumiri	Formula	The Night Show
Perashki	Formula	The Night Show
Klechati	Formula	Men
Tavari	Formula	Men
Skladka	Formula	Men
Skechi	Formula	The Night Show
Plakati	Formula	Men
Koika	POSTV	The Night Show
Krani	POSTV	The Night Show
Dagoogle	First Channel	Men
Yes	First Channel	Men

Table 3. Jargon

Jargon	Television	TV Program
sucks (arouses unpleasant feeling, spoils the mood, Bregadze, 2005: 125)	Formula	Men
To have a thing for something	First Channel	Men
Picked up her (definition: seduced, Bregadze, 2005: 143)	First Channel	Men
Hits on (definition: tries to obtain consent; seduces, Bregadze, 2005: 9)	Formula	Men
Dope (definition: very good, excellent, Bregadze, 2005: 44)	Formula	The Night Show
Fired questions at someone	Formula	Men
Gave a pot belly (implies she/he showed belly)	First Channel	Men
Google it	First Channel	Men
Bullshit (definition: lie, bluff; story, Bregadze, 2005: 109)	Formula	The Night Show