



## **Creativity in Media Language and Social Communication Mechanisms**

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### **Abstract**

This paper introduces the special issue of creativity in media language and social communication mechanisms. Current interest in language creativity is located within a wider interest in creativity in everyday life, evident across the humanities and social sciences. The paper argues that such vernacular creativity is particularly relevant to the concerns of sociolinguistics language, especially media language, is one of these things where every individual (the sender - the receiver) find themselves forced into acquiescing to it, and if anyone dared to go out of range even inadvertently they shall see great resistance from public opinion, a resistance strong enough to set things into their right path once again, and to punish those in the wrong. and all of that because media language is considered a part of the Prevalent general linguistic system, and if this language was to stray from the general linguistic system, then it's doomed to be rejected by the listener.

*Keywords: Language, semantic, media*

### **Language, semantics and media communication:**

Semantics experts proved that words affect the human nervous system, and sorting out which words are appropriate to say helps control how people act and behave, and since media experts wish to correct Behaviors and form opinions that gain people's support and to mobilize their emotions via Awareness and enlightenment, and so it would lead to healthy social behaviors, the results that the semantics field comes up with is one of great benefits to these experts. Based on that, it can be said that linguistics has achieved, with its methods that are based on analyzing the structures and semantics, a high degree of accuracy, and many people who work in mass communication science are applying the Methodological foundations of linguistic analysis or the analysis of linguistic structure in researching communication methods with a variety of masses, and so we start to recognize the difference between the Descriptive and evolutionary studies of such structure.

Language is the most reliable hold that that make communication a social process, which determines the social structure of media communication and whether it agitates or not when facing the standard that society sets in terms of appearance and behavior, and so on the media researching method in language aims to look into "what makes up language" for it's a way of communication that people who work in media use, the whole method is based on researching media language as a whole, on both a scientific and social level, because language is regarded as its own private entity that's unique in its Features and traits, for it's by itself independent from the original language with its two levels that consists of an aesthetically artistically tasteful level and a scientific abstract one, meaning that media language isn't concerned with appealing to the reader's sense of beauty but on the contrary, it ensures a successful connection based on clarity and ease.

### **Media language and harmony between communication elements**

Language holds a primary position in the process of media communication that runs through all of society, on many different levels in which language and symbols are used, considering that media message is one of the most important elements in process of media communication, with its psychological, social and cultural dimensions, which is why the traditional phrases (who, what did he say, to whom, and how, and in which effect) define the communication process, the most fundamental element of connection is seen in "language" or "media message" in which one individual is in contact with another individual or in contact with a different party, and by by the virtue of its nature language is necessary in maintaining the cohesion of society. a single individual of society (sender or receiver) has to abide to other individuals point of view, observing and researching matters does not only concern the person's individuality alone, it's a joint process between the the person and the others for they are considered partners in such process, or contracting parties, because it is a joint project, the means of communication between the sender and the receiver becomes collaborative, and then if the language is lucky enough such collaboration becomes general and objective, so, sound linguistic understanding done through message is the one that achieves a successful communication process.

The mechanism of communication and reception is subjected to the receiver and sender. The more the basic foundations they share, such as expertise, social, economic, psychological, political, cultural, geographic, historical and emotional conditions, helps the communication process become clearer, faster and demolishes confusion.the amount of confusion in the reception process is subjected to the "message mold", as the sender must frame his message in a specific way or form of words and symbols, because if the sender has weak writing or has Self confidence problems or isn't informed enough about the subject, this shall negatively affect

communication, likewise, the medium in which messages are being transferred played a vital role in the communication process, as it must be strong, durable and flexible so the signals reach the future in the appropriate times and place, regardless of any interference or competition by other means, also the future plays its own role - as we saw before - the more likely it is to decode the sender's message in the required manner, the more likely the communication process is prone to be successful.

### **Media language and levels of linguistic expression**

There are three levels of linguistic expression: first of all artistic and aesthetically tasteful level and it's used in literature and art, the second one is the abstract theoretical scientific level which is used in science, the third one is the ordinary social scientific level that is used in the press and media in general. these three levels exist in every human society, the difference between a healthy integrated society and a diseased dissolved society, is the proximity of linguistic levels as a start, and the divergence between them at last, the proximity between the levels of linguistic expression is evidence of the homogeneity of society and the harmony of the social strata, and the vitality of its culture, hence its integrity and sanity. It is well established that the ages where harmony prevails among the scientific, literary and practical levels, are often the most glorious and the most prestigious of ages. but if each linguistic level is astray from one another, then it is evidence of schizophrenia in such societies, which leads to deterioration, degeneracy, aging, and decay.

### **The media language and meanings plurality**

Possession of language is one of the professional conditions required for being journalist, the lack of knowledge regarding language and being inexperienced in using such abilities to achieve the required goals can non the less make a journalist's work less convincing and rather helpless, the meaning of some words and expressions relies not just on the word itself, but on what is surrounding it too, for there are many arguments regarding the usage of words that cannot be expressed in a clear manner but only be presumed, Since almost all words do not have one meaning, but several meanings, Since almost all words aren't limited one meaning, but several meanings, the same things could either be named differently or could have a group of different names, one of the main difficulties that occur to speakers is achieving equal understanding despite the fact that words generally have many meanings. The Modern Literary Arabic Dictionary indicates that there are 17 different meanings for the ordinary chapter, for example, the word "stood up" might mean standing on one's feet - strike a position - motionless - jobless - temporarily positioned - occupying a combat position - living - present. The meaning of plurality in a single word is something that must be understood, a journalist must use words in their appropriate position, a position in which

the word can only present the intended meaning that must be conveyed to the recipients.

### **Media language between classicism and colloquialism**

If the Arabic language is really the poet or the poetic language as described by Professor Al-Akkad, a language built upon poetry patterns in its artistic and musical origins, in its entirety it's a coordinated art, the sounds are inseparable from poetry when words are composed, because the Arabic language is also a media language, hence it's a language built on the modern concept of media art layout, it presents simplified materials that the masses find easy to comprehend, and it goes abreast with the Society's values, customs and traditions, the arabic words indicate how Arabs think and view things. and the Arabic language is an indicative language, that aims to simulate and simplify through a method of assigning new meanings for words, hence to choose a characteristic, part, aspect, or what might define the function and usage of a word that is to be named.

The researcher "Feryal Muhanna" attributes the media language delinquency language and the usage of slang to several reasons, hence the mass media companies has created an audience with illiterate or semi-illiterate segments, both alphabetically and culturally, which has shaped classical language an insurmountable idiomatic, communicative and influential barrier unless one seeks slangs.

(1)some media outlets that support the usage of slang in most of their materials believe that it's the ideal way of attracting an audience, driven by the belief that keeping up with the time, technology and abreastness of other nations requires avoiding classical language and resorting to colloquially.

(2)the degeneracy present in some materials (shows) especially the ones concerned with entertainment, necessitates the usage of slangs, because by virtue of its nature, classical language doesn't go abreast with this type of entertainment.

(3)some cultures and academic circles adhere to the literacy of the traditional Arabic language to the point of prejudice, which pushes many media executives towards the gradual abandonment of classical language.

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