TELEVISION NEWSPEDPLE, both anchors and reporters, strive to avoid sounding like they have a regional dialect. They purposely remove regional accents from their speech. Newspeople also rely on a certain vocabulary to make their stories both easier to understand and more inter­ esting to viewers. For example, a murder may be referred to as a *slaying,* an uncommon word

that has more impact than the word *murder.* If the victim of a crime or a tragedy is a small child,

newscasters might refer to the victim as Baby John Doe or Little Jane Doe. Newscasters also rely heavily on adjectives (words that modify nouns) and adverbs (words that modify verbs) to give more impact to a story. For example, a car accident may be referred to as a spectacular three­ car pile-up. A crime might be described as brutal or shocking.

Review the following activities, and then watch a thirty-minute television newscast. Then, fill in the charts below. Use another sheet of paper, if necessary.

1 . In the chart, write the words and phrases from the newscast that you know, but would not expect to hear in ordinary conversation to describe what happened. Put a check mark in the column that tells what makes this language different.

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| Words and Phrases | More Emotional then ordinary | Words that provide a visual image | Easier to understand then usual words | Buzzword |
|  |  |  |  |  |

Now for each word or phrase you've listed, provide another word or phrase that presents the facts without the glitz.

1. *Sample: Victorious/Won*
2. *Sample 2: Nose-dive/Fell or Lost*