A Comparative Study of Semiotics in Radio & TV News

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Abstract: *Language is one of the most complex semiotic and the most common device to express thoughts and communication of human beings. This research analyzed comparative of semiotics in the Radio & TV news. Researcher selected the data from TV IRIB news, channel 1 at 2pm and Iran IRIB radio news at 2pm.50 TV headlines and 50 radios headlines are selected in same days, and then compassed by descriptive representative way and according to Roland Barthes semiotic approach.*

1. LITERATURE REVIEW

Semiotic is a science whose goal is recognition and analyses of signs and symbols either oral speech or written language and those with non-verbal forms such as physiological and biologic signs, meaning system, value system, indicial, different world views.

Semiotics teaches us what signs are consist of? And what laws are they governed? Since the science doesn't yet exist, we cannot saw what will be, but it can exist and its position is predetermined. (Saussure /1378:45-46)

2. BARTHES

Barthes by reversing Saussure's words, based on semiotics is the part of signs science or Semiology, believes that Semiotics is the part of linguistics. In his opinion theoretical principles and rules used in linguistics can be applied in other Semiotics systems. According Barthes's opinion, Semiotics` terms can be sit in four categories are borrowed from structural linguistics: 1- Langue and parole 2-signifier and signified 3-syntagm and system 4-denotation and connotation

In Semiotics, the connotation and denotation actually are meanings that are dealing with signifier and signified which are distinguished two types of signified: implicit explicit(signified).The meaning is consist of both and certainly

Barthes in this case, uses the concept of history of significations borrowed from Hjelmslev. The first one is denotation: At this stage, the sign is consist of signifies and a signified. Second one is connotation that accepts sign with denotation (signifier & signified) as its signifier and makes a new signified fan it. By this frame, the sign with connotation is the sign which is taken from a signified with denotation (So the denotation leads to hierarchy of referential significance).Because at such mechanism, the sign may seem to imply one thing while has large of concepts.(Sojoodi,1393:78).

According to Barthes model, the myth consists of two Semiotic systems:

1. The first-order system, which can name language and actually semiotic system.
2. The second place which is myth.

Whatever is called myth by Barthes associated to connotation very much? Usually we know the myths related to ancient legends gods and heroes. But Barthes is given a new theoretical concept to myth. In his point of view the prevailing the myths are ideologists of our time.

Barthes believes that the history of significance, connotation and denotation produce ideology in combination of each other (Sojoodi, 1393:80).

Barthes says the myth is a kind of communication system, namely a message. So we find out the myth cannot be an object, a concept or an idea, but it is significance or a form. He claims that distinguishing of mythical things based on its gender and substance is totally imaginary because the myth is a kind of speech. (Sojoodi, 1393:80).

According to Barthes, the myth doesn`t deny anything, versus it plays role to explain things simply, to give them pure and refined expression, to indicate them innocent and to justify natural and eternal, to give the resolution acceptable and predestined which is not clear but only states the fact (Sojoodi, 1393:84).

Roland Barthes's ideas build on the foundations outlined so far, and take us closer to the semiotic analysis of contemporary media. Because we use signs to describe and interpret the world. It often seems that their function is simply to 'denote' something, to label it. The photograph of Buckingham Palace not only denotes a particular building, but also connotes signified of royalty, tradition, wealth and power (Bignell, 2002:16).

When we consider advertising, news, and TV or films texts, it will become clear that linguistic, visual, and other kinds of sign are used not simply to denote something, but also to trigger a range of connotations attached to the sign. Barthes calls this social phenomenon, the bringing-together of signs and their connotations to shape a particular message, the making of "myth". Myth here does not refer to mythology in the usual sense of traditional stories, but to ways of thinking about people, products, places, or ideas which are structured to send particular messages to the reader or viewer of the text. (Bignell, 2002:16).

Media texts often connect one signified idea with another or one signifier with another, in order to attach connotations to people and things and endow them with mythic meanings (Bignell, 2002:17).

As we shall see myth is not an innocent language, but one that picks up existing signs and their connotations, and orders them purposefully to play a particular social role (Bignell, 2002:17).

3. DATA ANALYSIS

In the thesis, we study the Radio & TV news semiology. In this research, the author chose the data from TV IRIB news, channel 1 at 2pm and Iran IRIB radio news at 2pm. The news are selected in same days then compared according to Roland Barthes semiotic approach.

In this section, the news is separated thematically and alphabetically. From 50 TV headlines, channel 1 at 2 pm, we have 12 social, 8 economical, 23 political, 2 scientific, 2 cultural and 3 sport news.

From 50 Iran IRIB radio news at 2 pm, we have 12 social, 8 economical, 23 political, 2 scientific, 2 cultural and 3 sport news. It was seen in IRIB TV and radio, the political news has the highest frequency versus the cultural and scientific news have the lowest one.

Then by drawing table, existence of connotation, denotation, myth, using of natural interactional culture, radio and TV media coding are analyzed.

The following are examples of television and radio news:

TV News:

6, Azar 1394

Credit music

An image of a hadith

Image: marching

Subtitle: on the eve of Arba`in Husseini

Connotation of Arabic monody, lamentation: mourning for Imam Hussein (AS)

- Crowd of Arba`in pilgrims in Mehran- traffic in Shalamcheh & Chazzabeh borders is flouring.

- Officials emphasize that crossing of borders without a visa is impossible.

Connotation: possibility of pilgrims walking without visa in Arba`in days and entrance to Iraq in last years.

**Transnational culture:** pilgrimage of Imam Hussein

Iraq officials' image: having a visa is a condition to enter Iraq.

Iranian officials' image: ladies and gentleman think of the entrance to Iraq without visa in last moment, is not properly thought.

Connotation: the lack of necessary restrictions imposed by the authorities of Iraq and Iran is last years about "necessity of obtaining a visa".

table 3-1 semiotic analysis of TV IRIB news in terms of the subject, by frequency						
	cultural use					
	international	national	myth	connotation	dennotation	number
social news	1	4	0	19	12	12
economic news	0	1	0	13	8	8
political news	4	0	9	42	23	23
scientific news	0	0	0	4	2	2
cultural news	1	2	2	4	2	2
sport news	0	0	0	8	3	3
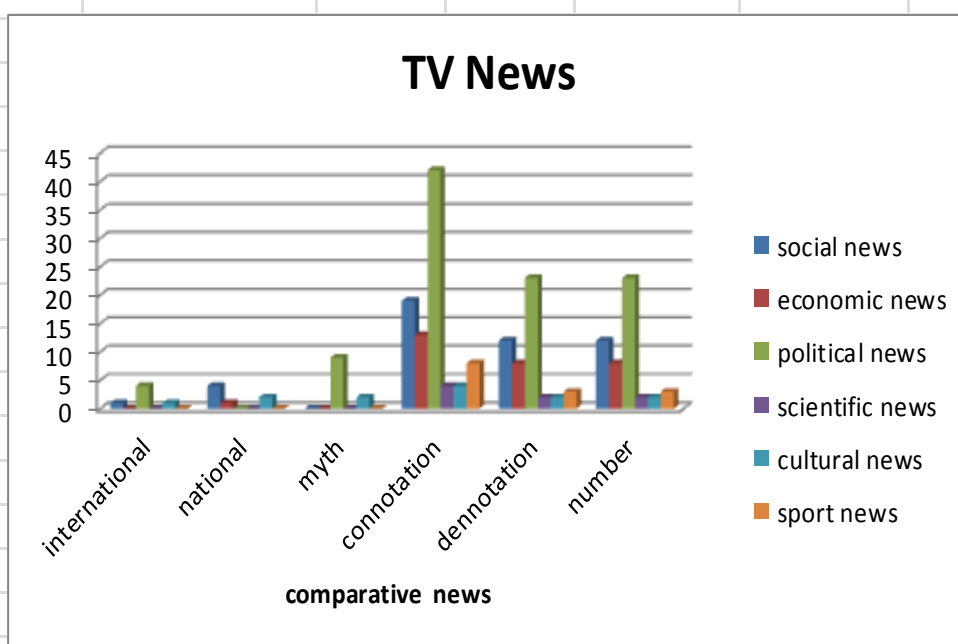
Radio News:

3, Azar 1394

Credit for (chanting and prayer with music)

Music (represents the start of the program)

The announcer (a woman): 14 pm -the Voice of the Islamic Republic of Iran, Tehran - Iranian Radio
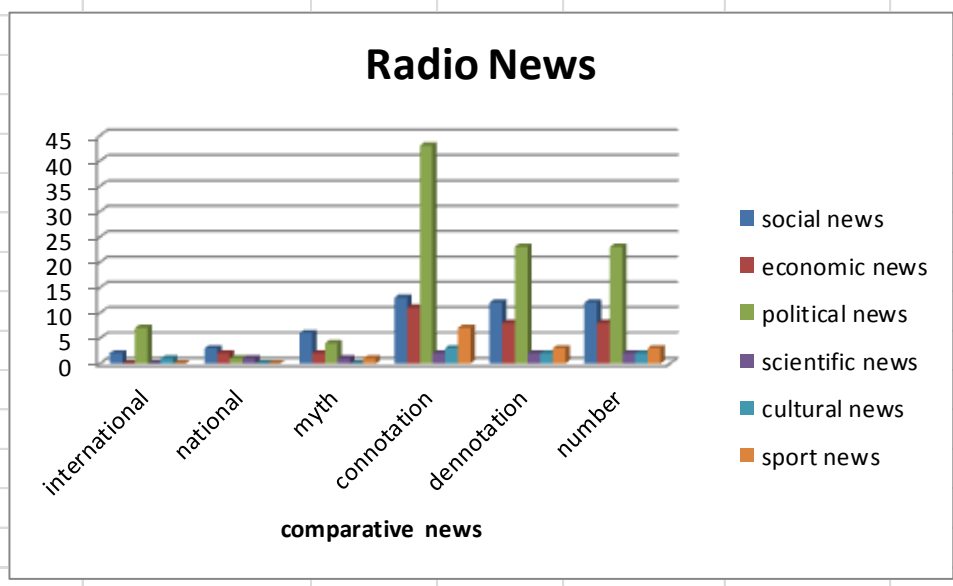
- Holding Zainabiyyan ceremony in Zanjan to remember the sacrifice of Imam Hossein families and survivors of Karbala event.

Myth: Zaynab is the myth of patience and loyalty

Transnational culture: mourning for the survivors of the Karbala convoy originated from the Shiite`s belief.

table 3-1 semiotic analysis of Radio IRIB news in terms of the subject, by frequency						
	cultural use					
	international	national	myth	connotation	dennotation	number
social news	2	3	6	13	12	12
economic news	0	2	2	11	8	8
political news	7	1	4	43	23	23
scientific news	0	1	1	2	2	2
cultural news	1	0	0	3	2	2
sport news	0	0	1	7	3	3

Radio News

45
40
35
30
25
20
15
10
5
0

international national myth connotation dennotation number

comparative news

■ social news
■ economic news
■ political news
■ scientific news
■ cultural news
■ sport news

4. CONCLUSION

In the study the news are divided in alphabetical order as social, economic, political, scientific, cultural and sports then, as you can see in Table 5.3.1 comparing the connotation, denotation, myth, national and international culture between the 50 TV IRIB news, channel 1 at 2pm and 50 Iran IRIB radio news at 2pm and at the end it got a comparative table.

It should be noted in TV IRIB news, images before announcement caused connotation in the viewer`s mind who realize the correctness or incorrectness by hearing the news after all. While in the IRIB Iran radio news after hearing the news caused connotation, although sometimes the music is different from what is used as separator headlines so the vague connotation caused on the mind of the audience. In TV and IRIB radio news, the neutral tone of anchormen is a sign that implies the myth of performer and news `organization that he represents. In the top headlines at first, the political news then economic news is read, thus the hierarchy of announcement of news implies connotation.

TV function as a sign system is the result of the interaction between different sign systems. Television uses two mediums, visual (text, fixed and moving images) and audio media (speech, silence, music and environmental sounds). Thus, TV news codes are concluded of language codes (written and spoken), image codes (fixed and moving), code of silence, music codes and codes of environmental sounds (sound segment), paralanguage spoken and written codes, codes of aspect, vesture codes and codes of hand and facial gestures.

Radio is an audio media, so in order to identify the end of a news and the beginning of the next; the news is read by two speakers, men and women, respectively, which implies the end of a news story and start the next. After the latest headlines, there is short music again. Also the music of starting detailed news is a sign that calls the audience's attention and implies the importance of the program, and also implies the end of headlines and starting of detailed news. The images of TV IRIB news, channel 1 at 2pm include:

- Signs in TV news implies to the pictures of satellite and green, white and red stripes that is shown in news title with a count of 10 numbers in reverse.

- Press images, like clips and reports, shown concept and content of news conclude messages.

- Images which are used under clips also the color of them have harmony to decoration of studio. The only variable thing is captioned news that is fit to announcement.

The results shows the frequency of connotation, myth, international culture in comparative news of both TV and radio are different and just in national culture are the same. It seems the using of connotation in TV news is more than radio. But by comparing the frequency of myths, national and international culture is no significant difference in TV and radio. So our hypothesis is not confirmed. In the next assumption, meta-linguistic factors, title and the press time plays the role of persuasion. IRIB Iran radio channel 1, also has a wide range of listeners across the country. The IRIB title encourages listeners to listen the national news. The press time is also at 14 pm. At this time, top news comes the same day to the attention of listeners. Thus second hypothesis is confirmed.

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