

A Cognitive Linguistic Analysis of Broadcasting Language of Malayalam News

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Abstract

This paper explores the principal features of the broadcasting language in Malayalam News from a cognitive linguistic view. This study integrates cognitive linguistic analysis with media study and argues that the language of broadcasting is a specific genre. Broadcasting news discourse is understood as a strategic deployment of cognitive factors such as metaphors and metonymies to foreground the socio-political reality within limited time. A qualitative analysis of sample from a corpus of different news bulletins from All India Radio stations in Kerala is conducted to illustrate such cognitive linguistic study. In the course of the analysis it is demonstrated how linguistic factors work in cognition of broadcasting language.

Keywords: Malayalam News, Broadcasting language, Cognitive linguistics, Conceptual metaphor, Metonymy

Introduction

Cognitive linguistics is a powerful and novel approach to study language, conceptual system, human cognition, and general meaning construction. It observes that the language is governed by general cognitive principles such as memory, perception, attention and categorization and so on, rather than by a special-purpose language module, as conceived by the generative grammarians.

Cognitive Linguists never regards the ability to learn and use one's mother tongue as a unique innate module but a skill just as other general cognitive abilities. Metaphor and metonymy are two important cognitive processes. A language without metaphor and metonymy is inconceivable. This paper uses these two tools of cognitive linguistics for analyzing the sample data Malayalam news from All India Radio (News from AIR channels AIR Thiruvananthapuram and Kozhikode).

News is information about current events which may include war, government, politics, education, health, the environment, economy, business, as well as athletic events, quirky or unusual events. Broadcasting news is considered as one of the popular news media.

Introduction of new media such as television news channels and online newspapers never affected popularity of radio news. Radio news is the only news medium which uses only audio for presenting news. Pictures or any videos are not being used to explain the matter.

Broadcasting time is limited and fixed. Listeners cannot reread or hear repeat if any news is not clear. In short, the broadcasting language is a complex language which involves the processes of writing, speaking and listening. This paper tries to prove that all these responsibilities in broadcasting language are carried out by enormous presence of this metaphor and metonymy. Cognitive analysis of broadcasting language helps not only to understand this media but the way in which society perceive language.

The present paper is divided into two parts. The first part focuses on the conceptual metaphor theory and the second part analyses the sample data followed by the conclusion.

Conceptual Metaphors

According to the conceptual view of metaphor, “metaphor is a cognitive process that allows one domain of experience, the *target domain*, to be reasoned about in terms of another, the *source domain*” (Lakoff & Johnson 1980), This mapping (between source and target domains) has two sorts of correspondences: ontological and epistemic.

Ontological correspondences

Source: Radio Broadcasting	Target: Non-stop talk
Radio	Human
Broadcasting Time	Talking Time
Continuous Broadcasting	Continuous talk
Agitation of Boredom	Experienced boredom
Limit of listener's listening capacity	limit of person's ability to listen talk
Switching off of Radio	Forceful stopping of talk

Epistemic correspondences

Radio broadcasting is continuous	The talk of this person is spontaneous.
No automatic switch off the radio in radio.	No automatic stopping of talk
Radio broadcasting is one sided.	Talk is monologue.
Effective listening can occur when programmes are broadcasted as listener's choice.	Effective talk can only occur when all have equal participation and interest in talk.

It means, metaphors are conceptual structures, and are not merely linguistically in nature, although, they are normally realized linguistically. For example:

- i. Your argument just added fuel to the fire. (Anger is fire.)

- ii. You're wasting my time (Time is money).

It shows that metaphor is not a particular word or expression. It is the ontological mapping across conceptual domains, from the source domain of ‘broadcasting’ to the target domain of ‘talk.’ In other words, the metaphor is not just a matter of language, but of thought and reason, hence, the language is secondary.

Metonymy

Metonymy is a figure of speech that replaces the name of a thing with the name of something else with which it is closely associated. Metonymy involves speaking about a salient reference point which allows us to access another conceptual entity, the target. In the processing the PART FOR WHOLE metonymy, for example, the people reject CAA suggested by Parliament. We mentally access a whole population via a salient part people. We also find the reverse situation of a WHOLE FOR PART metonymy, in which a whole serves as a reference point for accessing one of its parts. For instance, மாநாடுப்பாடா won the cup. Here, மாநாடுப்பாடா refers to Tamil Nadu IPL team. மாநாடுப்பாடா is a conceptually salient reference point in that it is a color of jersey of Tamil Nadu. Metonymy concepts are obviously systematic which can be identified in the following metonymic models.

- i. The part for the whole.
- ii. Institution for people responsible e.g. Court disclosed the statement again.
- iii. The place for the event e.g. Remember Germany.

Based on this theoretical framework, the following part focuses on the relevance of the Cognitive Linguistic study of Malayalam news broadcasting.

Radio news brings two more elements into framework of spoken – written paradigm. It is not a spoken language either. But a language to read, a language to listen. Dr. K. Parameswaran (2012:53) coined this reading as the “cognitive process of understanding a Linguistic message” Listening to a news script is different from the way in which a person communicates with another and it uses only audio for passing news. So they cannot use pictures or any videos to explain the matter. Broadcasting time is limited and fixed. Listeners cannot reread or hear repeat if any news is not clear. In short, the broadcasting language is a complex language which involves the processes of writing, speaking, listening.

Sample Data: Broadcasting Language of Malayalam News

Conceptual Metaphors

The conceptual metaphors are extensively used in the News discourse. The conceptual metaphors in Malayalam broadcasting language are classified on the basis of source domain.

I. Travel Metaphor

Travel is one of the basic human characters. There is a set of conventionalized expression used to narrate ‘travel’ in the present discourse.

News Broadcasting starts with

1. *ranṭāmat kēraḷa –rajyyānantara vanītā calachitrōlsavam ārambhikkum.*
(Kerala Second International women film festival starts tomorrow)
Here source domain is journey and target domain film festival.
2. *niyamasabhasammelanam nirtiveccu.*
(Legislative assembly adjourned for a short period)
By using the word **nirtiveccu** which means adjourned which reflects some journey which designed for a destination has been stopped due to some reasons. Here source domain is Journey and target domain legislative assembly.
3. *ai līg fūtbōlil gōkulam kēraḷa ef si – manipūr ef si matsaram samanilayil piriñu.*
(Gokulam Kerala FC – Manipur managed to finish draw in its I league football.)
Word meaning of **pirinjo** in English is apart. Journey to some destination by these two football team, that is to the victory in game is referred to adjourned here. Here source domain is journey and target domain is end result of the football match.
4. *Suprīm kōdatiyude vnpatanga bharanaghadana beńc innu vādam ārambhikum.*
(A nine - judge bench will examine essential matters in Supreme Court today).
The process of hearing by nine membered judges is metaphorically stated as journey.
Here source domain is Journey and target domain court procedures.

II. War Metaphors

Metaphors whose source domain is war or fight are referred as War Metaphors.

5. *puruṣavibhāgam fainalil novōk jōvikum dominik themum ēttomutum.*
Novak Djokovic and Dominic Thiem will encounter each other in men’s final. Here by using the word **ēttomutum** gives meaning that they are going to engage in conflict with each other. In this news headline its neither referred that it’s about Australian Open title tennis tournament. Metonymically by referring round and players name, Name and title of the game are included.
6. *Intya srīlankaye ēzu vikatinā takartu.*
(India defeated Sri Lanka by seven wickets)
As example mentioned above both Metaphor and Metonymy is in this news also. The word takartu is coined with War/ Destruction. Here India – Srilanka cricket match is mentioned as a war between two countries.

III. Container Metaphors

A container metaphor is an ontological metaphor in which some concept is represented as: having an inside, outside and peripheral area capable of holding something else. Such kind of metaphors is used in plenty in broadcasting language. Examples:

7. *Niyamasabhayude natatalattilirangi mudrāvākyangal mužaki.*
(Entered the central hall of legislative assembly and shouted slogans)
Says legislative assembly leaders stands inside some specific place to show their disagreement to some laws. The seats they are supposed to sit are considered as outside of some container and where they stand as inside part of container. Container metaphor is used here in which source domain is container and target domain central hall of legislative assembly.

Metonymy

I. Institution for people responsible

8. *onpatanga bharanakhadanabencil pariganikenda kāryajal supri:m kōdati inno tīrumānikum.*
(Supreme Court will examine essential matters to be studied by nine membered judge) .

Here decision of Supreme Court judge is referred as decision of institution. The metonymy institution for people responsible was used. “the Supreme Court judge” is the one who decides. Therefore, the office ‘Supreme Court’ was used to stand for the person ‘the supreme court judge.’ Based on this explanation, it could be seen as an example of metonymy INSTITUTION FOR PEOPLE RESPONSIBLE.

9. *ē māsam 22nu vaqha sikṣa nadappākān Delli kōtati utharavittu.*
(Delhi Court issues death warrants for hanging on 22nd of January)

Order by Delhi High Court judge is referred as order by Delhi Court. Therefore, the office ‘Delhi Court’ was used to stand for the person ‘the Delhi Court judge.’ Based on this explanation, it could be seen as an example of metonymy GOVERNMENT OFFICE FOR PEOPLE RESPONSIBLE.

10. *āru varṣamāyi ažimati rahitavum sutāryavumāya bharaňam kažcavaikān gavernmentinu kažijuatāyi kēndramantri.*
(Home Minister says, government provided transparent and correction free governance for the last six years)

Here metonymy ‘POST FOR PEOPLE RESPONSIBLE’ is illustrated.

11. *rājyate traīd yūniyanukalute samyukta samarasamiti āhvānam ceyta panimutaku tudaui.*

(The National wide strike called by Central trade union begins)

Here strike is announced by some leaders of Central trade union. Therefore, the organization central trade union was used to stand for the group members of the trade union.' Based on this explanation, it could be seen as an example of metonymy Organization for people responsible.

II. The place for the event

12. *Kaviyūr kēsil si bi ai samarpicca riport kōtati talli*

(The report on Kaviyoor case submitted by CBI was dismissed by court)

Here rape attempt of father against his daughter reported at place Kaviyoor is mentioned as Kaviyoor case. Here PLACE is mentioned for the cruel INCIDENT. The metonymy CBI for being Central bureau of investigation was used. In other words, acronym CBI stands for 'the whole investigation office team.' Based on this explanation, this news can be taken as an example of the metonymy PART FOR WHOLE. The other Metonymy in this single sentence is Government office name is used for people responsible. The office 'Court' was used to stand for the person 'the Court judge.' Based on this explanation, it could be seen as an example of metonymy Government office for people responsible.

13. *Delhi kēsil nālu pratikalte vadhaśikṣa ī māsam natappilākkān kōtati uttaaravittu*
(court ordered death punishment for the defendants in Delhi case)

Two types of metonymy are there in this sentence Place for incident and Institute for people responsible.

Group rape crime reported at Delhi is mentioned as Delhi case. **Place is mentioned for the cruel event.** Order by some particular judge is referred as court order.

Institution is mentioned for people responsible.

Conclusion

This paper argues that conceptual metaphors and metonymy are used spontaneously in the language of broadcasting. In conceptual metaphors, journey metaphors are the most used metaphor. In addition to this, war metaphors could also be seen in the news especially for narrating sports as well as politics. It means, All India Radio Malayalam news covertly expresses their ideological positions through the metaphors. News reported on rape cases in Malayalam Broadcasting News, neither victim name nor incident is mentioned. This is the common practice. Humanity and concern for the victims may be the reason for that. All metaphors and metonymy used in Malayalam Broadcasting News are 'human centered'. It

shows that the prime concern here is human since language is not just a way of expressing ideas. Future studies are encouraged to further explore broadcasting language of other programs which are not included in the current study.

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