

VERBAL AND NON-VERBAL LANGUAGE IN TELEVISION

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Defined as sources of information, education and entertainment, mass-media may become with ignorance and indifference, ways of transmission of the symbolic violence. The whole communication means, especially television, have improved in such a degree the techniques of persuasion and manipulation that words and gestures of the characters that appear on the small screen in the subconscious mental transmit hidden messages to the viewers, difficult to grasp and decode. Messages moderators television, expressed verbally or just by attitude, but also the guests of the plateau, although not contain violent elements, generates a very efficient tool for symbolic violence. On completion to the handling intention contributes a series of elements that are found in the procedure of achievement the television broadcasts: sms or phone messages that say the opinion viewer, planning plateau where transmission is made, choosing colours, public presence, assistants TV, splitting the screen. However all these want the so-called barrier between the public and eliminate the small screen, for the loyal viewer obtains profit financial and political capital.

Qualitative analysis is directly connected to events. In this case, after watching TV and collecting necessary information all observations were put together to be finally conceived a coherent picture of the phenomenon studied. It is worth mentioning that the published results from qualitative research are analyzed only in particular contexts.

THE "SURFACE" ELEMENTS ANALYSIS OF THE TV BROADCASTINGS

Surface elements analyzed are moderators, audience plateau, moderators assistants, graphics and decoration elements, playback images.

The moderators role

Not infrequently, moderators have a detached attitude and are creators of a positive relationship, using the so-called seduction situation. Such an approach is justified by the fact that this aims to establish a relationship of proximity. Smile symbolizes acceptance of the other, which makes them feel pleasant. According to popular social rules people are "designed" to other individuals whom we appreciate and that do not have reason to doubt. This can be considered a form of symbolic violence because it is induced to the viewer a positive image compared to the guest in the plateau.

In David Randall's conception, one of the most important roles of the world journalists should:

- discover and publish information to replace the rumors and speculation;
- provide a voice for those who normally can not be heard in public;
- offer to viewers consistently a mirror of society, reflecting its virtues and vices undeceiving taboos;
- ensure that you did badly or that justice will be done and that investigations will be undertaken where there is no such intention;
- promote the free circulation of ideas, mainly providing a platform for those who have opinions different from those prevailing in society.

However, in case of the moderators of shows such as *Direct Access*, *Right on target*, *CanCan*, *Happy Hour* we talk about practising a type of "expressive journalism", known as "New journalism". Among its features, set by Tom Wolfe we mention:

- emphasis on playing atmosphere, emotion, in terms of anecdote and unspoken elements of a play seen daily as a journalist;

- approached tone is “colourful” living evocative. This tone “colour” can be wrong sometimes and can turn into an obscene language, vulgar, slang expressions that abounds;
- journalist even enroll himself in the situation you describe, trying to understand through empathy where people live. Thus, the journalist may be charged as a privileged witness of a situation about the events he relates;
- uses of techniques of literary fiction and drama, focusing on recreating an atmosphere of how people live like characters happenings and events;
- frequent use of first person singular emotion strengthens participation and journalist;
- type story appears again, imbued with emotions, confessions, people, characters, strong feelings.

Critics were quick to punish the journalists, called by some a “para-journalism”. Main complaints concern excess of imagination, emotional treatment, loss of journalistic distance between fact and experience, observation and dramatization of events.

Gilles Gauthier, one of the most famous Canadian researchers of communication states that “journalistic objectivity is impossible because journalists always address the reality according to their subjectivity”. It is, after Gauthier, inability journalists:

- ▶ to detach from their emotions and subjectivity;
- ▶ from their opinions;
- ▶ the inability to render purely factual the reality and to meet “adequate raw facts”.

One of the techniques of exaggeration and sensationalism is the truncated induction, that is the selection of information that helps to build some ways, more or less correct, but that does not fully cover the subject. Selection is not random, because the hidden would minimize the importance the journalist wants to assign to subject.

The audience of the plateau

In the programs, the public is being paid to attend this applauding, laughing and making noise in command. There are also rules regarding dress code, not allowed to talk to each other and is given by a leading tone that indicates you should or should not laugh. It is noted that the analysis shows, the audience is composed of people of all ages and the number of women is higher than men.

The benefits they obtain so-called “aplaudaci” is that they take an amount of money, they have the opportunity to be near famous personalities and appear on television. Many manufacturers prefer such public shows otherwise being boring. In addition, the guest has the opportunity to address apparently a mass of people.

Viewers are suggested by public reactions in stars, states that have or should live (amusement, sadness, disapproval and so on). It should be noted that before 1989 such activities were conducted only in conferences or public meetings, they party entering burden. Lately turned into a real business, the company casting which comprise lists of potential extras that can be selected for the program, according to its profile and the public whom it is addressed.

From a psychological viewpoint, crowds, where the audience applaud our custom are homogeneous and have the same direction of thoughts and feelings. Personality conscious individual members diminishes or disappears in favor of unconscious personality. Critical instances in which individuals adjust their behavior usually does not exist, making it imposed certain reactions. In this context, viewers accept passive, uncritical and quasi-unconscious ideas, feelings, attitudes, reactions and behavior patterns induced by the broadcast audience.

T.V. Assistants

The creators of these types of programs have been introduced in recent years TV assistants. With their appearance and controversies they have arisen about their role. To reach the position of assistant TV, girls must pass the casting, to comply with a series of clear selection criteria and await a response from the producers of shows. There are other specialized companies in this field, it truly developing portfolios of

producers are able to choose the right candidate. Among the qualities that a young aspirant should possess, are, under such recruiters:

- pleasant appearance,
- ambitious with a desire to affirm and build an image/career;
- sociable, charismatic, talkative, smiling and with a positive attitude;
- punctuality and reliability are needed in this field.

It is noted that we are dealing with a type of discrimination that relates to the image of the person (pleasant appearance). To note is that in half of the analyzed programs (*CanCan TV* – B1, *Access Direct* – Antena 1 and *Right on target* – Kanal D) there is such assistance. However, if the issue *Danutz Ltd*, broadcast by public television, TVR 1, there is a troupe of dancers, which deals with the presentation of prizes to be won throughout the program.

As entertainment, the presence female sex symbols are actually present in many forms. They expose the parts of their body, and the main aim is to attract the audience. And this is a clear form of symbolic violence as nurses and dancers are practically required for both audiences plateau and the one behind small screens standards as expressions of eroticism.

The screen split and the repeated render of the images



In most cases, the TV uses a split screen two (split), one side being rendered images in the studio, and the other presenting photographs,

pictures, movies, most often personal, the protagonists subject. It is a way to attract the attention of viewers, the transpose of the role of viewers witnessed the events and, in some cases, the effect of dramatization, to arouse collective emotion. Rapid dynamism, succession issues and fosters impulsive emotions defined by Jan E. Stets and Jonathan E. Turner. Among the characteristics of these types of emotions cultivated analyzed programs, we find:

- we have a short duration and high intensity;
- consistency is required between feelings and expression;
- emotional work involves emotions deliberative and reduce inhibitions;
- expression is the most competent spontaneous revelations of privacy;
- there are inauthentice you comply with social pressure, inhibition;
- perception of their emotions is natural;
- prototypical vocabulary of emotions including anger, irritation, disgust, surprise, fear and excitement.

As Professor Elias Badescu surprised in his culture of nihilism, viewer exposure to high frequency (approximately one second image) that are succeeding images/photos on the screen can have significant effects on neuropsychological level. Such neurological abnormalities occur mainly in the left hemisphere of the brain, whose activity appears to be heavily suppressed throughout the eyes on television. Developing this neurological abnormalities during watching TV namely inhibition of the left hemisphere of the brain, which greatly reduce their activity induces a radical reduction of critical skills, creativity, and thus the reactivity cortex response to stimuli received by televised.

Right hemisphere recorded images on TV, but, since cross-links between the hemispheres were partially interrupted, these images can hardly be acknowledged. Hence the difficulty for most people to remember many of the things you have previously viewed.

The left side of the brain is logical, linear, practice. She is responsible for reasoning, analysis and calculation. Side is mathematics, verbal, sequential, pragmatic and skeptical of the brain. It deals with language and processing facts and concrete and direct. Is the analytical or

“engineering” the brain. Right brain is very different. She thinks using images and stories.’s Holistic simultaneously dealing with all aspects of an idea or situation. Right hemisphere is intuitive, musical and creative.’s Side artistic, abstract and imaginative brain. left side of the brain seems to be driven by strong presentation, logical and linear. Parties right brain seems to process information better when it is in a state of relaxation.

And this exploitation mainly of right brain results in a clear form of symbolic violence because it is practically inhibited viewer, as I pointed out earlier, the rational and logical side of the brain. Arguably media as it provides rich descriptions and detailed pictures of an event, the greater ease with which viewers could represent this event. Ease brain will interpret this representation as a significant probability that the event will occur.

Excessive use of specific resources that provide transmission channel: sound and/or image is made in order to clearly excited.

The colours impact on TV spectators

In view of the emerging symbolic forms of violence present in the programs analyzed, we considered useful to undertake a brief analysis of the meaning which it acquires the use of color in graphic design scenery, on the assumption that their choice by producers was not accidental.

TOWARDS A THEORY OF COLOUR

In our daily existence in common parlance we use colors to play our feelings and emotions. Expressions such as “green with envy”, “black anger”, “sees red in front of the eyes”, “white as a sheet” are already established and express different moods. Between colours and emotions are closely interrelated and are using these terms as descriptions of experiences that can not be explained in words. Television does not appeal to some random colors with which to design graphic pack of programs. Existence condition sine qua non of TV channels, especially commercial, is attracting an audience that is implicitly consistent money from advertising.

Our attention will focus on understanding the complexity of the relationship between colour

and emotion and psychological impact colours have on the viewer. They are not only aesthetic but also have subliminal effects on the psyche of the viewer, and can influence the feelings, ideas and emotions.

John Dragan devoted a chapter in the paper color communication – paradigms and theories. He believes that the symbols assume a game of colors and each color has its own symbolism thus, not used at random. Dragan quotes Manilo Brusatin with his *Histoire des couleurs* work to make a brief review of the history of color symbolism in different eras and cultures. Regarding sensory-symbolic dimension of color, Brusatin states: “colors are not reality bodies, they are not life or just a law of nature, they are a reflection of abstractions of nature, artificial in nature, that figures.”

Symbolically, the colors were and are associated with very different meanings and modes of signification. P. Brielmaier and E. Wolf point out: “colours have a definite psychological action. If you are too strong, the effect would be negative. The same is true for a poor color target group. To use color there is no general recipe. Taste changes cyclically society.”

ANALYSIS OF COLOURS SYMBOLOGY PRESENT IN TV BROADCASTINGS

ACCES DIRECT



In the *Direct Access* program, elements of decor are numerous, and the predominant colour is light blue.

In terms of graphics, it is noted that the topic title is debated on a yellow background, and the question for viewers to be found on a blue background.

The decor is circular, the spectators sitting in stairs and open space. Thus, one can say that guests are exposed and may show signs of vulnerability to the moderator and the audience.

CANCAN TV



Unlike the *Direct Access* program, setting production CanCan TV station B1TV is a more familiar and creates viewer the impression of intimacy. Also, note and drawing windows behind the couch. Guests can look much more open in expressing their opinions.

Regarding colors, the main title is written on the gray and red background subject is heading.

RIGHT ON TARGET



Right on target setting program aired by Kanal D is very similar to that arrangement and number of elements present at the output Direct Access. In this case, the predominant color is dark.

The title and subtitle are subject show a gray background, while SMS viewers are given a purple color band.

HAPPY HOUR



In the show *Happy Hour* PRO TV, the decor is in some way similar to that of broadcast TV CanCan in that the presence stands out sofa and windows that gives a feeling of intimacy, closeness to guests.

DANUTZ LTD



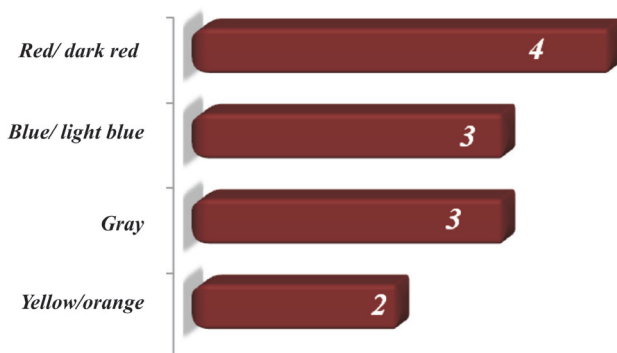
The decor show *Danutz Ltd* inspires dynamism and predominant hues are red and yellow to orange.

CONFESSIONS



Confessions show decor, transmitted TVR 2 includes shades of red and blue. The logo is discrete, consisting of a gray.

The frequency of colours in TV broadcastings:



Colours are a marketing tool, hold and informative function. Basically, colour is built through more or less consciously, a perception in the mind of the viewer, which can be a form of symbolic violence.

The current color is red, which symbolizes action, power, dynamism, and sexuality. In the second position is blue, which symbolizes honesty, trust, truth, is also associated with tranquility and calmness. Also, the shades, the present is neutral gray that inspires tranquility, security and stability. Another current color is yellow, which is the lightest color of the pure. Yellow causes satisfaction, joy, calm, enhances concentration and attention predispose to communicability.

In general, it was noted that in terms of clear colors, bright colors that are best sellers. However, as the color is sober, the viewer can associate with one elitist issue (e.g. Confessions – TVR 2).

In conclusion, we find that the producers have used entertainment programs especially in primary colors, red, yellow and blue, they joined them the neutral gray. Colors have a psychological impact on viewers, with the potential to influence their emotions, feelings, and how to receive certain information.

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