LANGUAGE AS AN ASSESSING ELEMENT IN POSSIBLE SPEECH MANAGEMENT IN TRADITIONAL MEDIA ORGANIZATIONS. NOTES FROM THE JOURNALISTIC PRAXIS

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Abstract:

This paper emphasizes language as an essential instrument in the practices of °media production. We gathered the fundamental theoretical anchors in the initial itinerary of a doctoral piece of research that approaches, from a communicational perspective, language as a product, an activity and an instance of cultural significance, while it is perceived as an element of assessment within possible speech management in traditional journalistic organizations. The main convergences allowing dialogue between communication and language are identified, certain relational coordinates between language and speech are provided, and an opportune theoretical framework is provided to understand the media as speech-producing organizations, in which management within dynamic media production language can serve as a critical aspect of assessment. The keys for this purpose are identified from the practice area from an exploratory approach to what happens in the productive praxis of *Juventud Rebelde* (JR) newspaper, one of the media of most professional tradition in Cuban printed press, for which several methods and techniques were

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used: bibliographical-documentary method, participant observation, semi-structured interviews and focus groups:

Keywords: language – communication – management – speech - printed news journalistic media

LA LENGUA COMO ELEMENTO VALORATIVO DENTRO DE UNA POSIBLE GESTIÓN DEL DISCURSO EN ORGANIZACIONES MEDIÁTICAS TRADICIONALES. APUNTES DESDE LA PRAXIS PERIODÍSTICA

Resumen:

Este trabajo pone énfasis en la lengua como instrumento esencial en las prácticas de la producción discursiva mediática. Se recogen los anclajes teóricos fundamentales en el itinerario inicial de una investigación doctoral que se aproxima, desde una perspectiva comunicológica, a la lengua como producto, actividad e instancia de significación cultural, al tiempo que se percibe como elemento de valoración dentro de una posible gestión del discurso en organizaciones periodísticas tradicionales. Se identifican las principales convergencias que permiten el diálogo entre comunicación y lengua, se brindan determinadas coordenadas relacionales entre la lengua y el discurso, y se provee un marco teórico propicio para la comprensión de los medios como organizaciones productoras de discurso, en cuya gestión dentro de las dinámicas productivas mediáticas la lengua puede desempeñarse como un aspecto de valoración esencial. Se identifican las claves para tal fin desde el área práctica a partir de un acercamiento exploratorio a lo que acontece en la praxis productiva del periódico *Juventud Rebelde (JR)*, uno de los medios de mayor tradición profesional en la prensa impresa cubana, para lo cual se utilizaron varios métodos y técnicas: método bibliográfico–documental, observación participante, entrevistas semiestructuradas y grupos de discusión.

Palabras clave: lengua – comunicación – gestión – discurso - medios periodísticos impresos

1. Introduction

While there academics, editors and journalists have been concerned in recent decades about the predictions of a gradual extinction of the printed media against the increasing emergence of online communications platforms, studies of contemporary Spanish journalism refute the possibility of that death if traditional media are able to temper their formats ritualized to convergence of supports, in order to reap the benefits that combination can bring them in terms of technical facilities, searches and documentary collations, approach to other public and speedier mechanisms of feedforward and feedback, as well as new possibilities of

186

exchange that help identify sources and subject areas, in order to reconsider or enlarge the media agendas.

The media have invaded everything, and the importance of marking the boundaries of each geography, while the scope of content expands beyond the traditional space-time boundaries with new information and communications technologies, finds its greatest value in the way that each of these institutions raises how to communicate with their audiences, which is conditioned by structural and organizational dynamics of the work of media institutions as organizations, as well as other elements of a professional nature that, likewise, are involved in the production-construction-submission of proposals of press organs.

The need for updated rethinking of the practices of discursive production of the media and interest to draw new configurations in the technical-productive processes of traditional journalistic organizations against the centrality of the technological phenomenon in the professional activity of public communication and in social life in general allows us to identify new sources of multidisciplinary investigatory nature, for whose apprehension Integrative looks helping to visualize, understand behaviors and shed light on new objects of study are required.

 The logic of today's media production must be reassessed in light of the gradual impact brought by the information and communications technologies in productive rituals of traditional media, such as the written press, which have opened up to new audiences through communicational sites in cyberspace, many of them have been converted into correlates of what is published in the magazine or newspaper.

Given this change in the ecosystem of traditional media institutions[2], which have increased their discourse scenarios and thus their levels of influence on the audiences, they have inevitably introduced new professional roles in terms of emerging audiences, and there is greater need to reinforce on these institutions, almost with a principle of survival, the integrated character as an organization, now with several supports and different formats, output or update frequencies and levels of scope or distribution; it is necessary to find how to project, through a combination of these media, roads towards more flexible production actions, latest formulations of the implementation of production or routines or new assessing dimensions in the production process involving a contribution to the quality of contents and helping to achieve greater connections between issuers of messages and audiences.

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[2] We understand traditional journalistic institutions or organizations to be the printed press, radio and TV. In an indistinct way, the terms institutions, organizations, entities, centers and media are used, when recognizing the points of contact among meanings of each one beyond the differences that can be established between ones and others.

In order to generate debates and exchanges that seek answers to some of these demands of media communication activity, this paper arises and proposes an academic reflection on the importance of approaching the analysis of certain significant instruments in the production of media discourse, such as language, whose assessment of use depending on the characteristics of the different supports, based on its multiple expressive potentialities, could serve as a bridge between audiences of some and other consumer channels that are integrated at the same institution.

Currently, the circuits of symbolic influence widen progressively in purpose and scope in a world connected and mediated by technology as a cultural and social process, which local and regional identities are increasingly imprisoned and defenseless against the globalizing influences imposed by transnational conglomerates of information and communication. Therefore, it is particularly relevant to guide the research activity, together with the requirements of the study of current technical-productive work, towards tools or areas allowing us to come before the globalizing standards of dominant cultures through decolonizing strategies that have to find their greater buttresses in safeguarding customs, traditions, rituals and history of peoples, among which language plays an essential role as an expression of the cultural context in which people live.

2. Methodology

To reach the notes that are presented as a contribution in this dissertation, we have taken into account theoretical and conceptual foundations that collect the anchors of the dialogue between language and communication, as well as brief reflections on Organizational Communication, Sociology of production of Messages and the new scenarios of multimedia convergence. Once the criteria on these areas have been outlined, we outlined some key assumptions of management as an emerging category of interdisciplinary training, which allows an approach to the phenomenon

From the practice area, we started with a descriptive empirical examination of the most influential media of the Cuban printed press, the news paper *Juventud Rebelde* (JR), with more than 50 years of professional tradition in a communicative production primarily intended to young audiences.

We used different methods, techniques and instruments in empirical and theoretical levels. Among the theoretical methods, the historical and logical methods stands out, which allowed us to get to know the evolution of the contact points between language and communication as disciplinary fields closely linked in the process of

journalistic production; while analysis-synthesis led to the study of theoretical references and contemporary trends related to the topic; the descriptive-causal method made it possible to review the literature identified on the subject and its relationship with the purpose of research and the field of action. For its part, the inductive-deductive method facilitated the induction of new knowledge elements that were detected with the application of analysis and synthesis.

Also, empirical methods were used in order to seek a diagnostic approach to the newspaper analyzed as a case study: bibliographical-documentary research, participant observation at the different stages of the production process of the press organ; also semi-structured interviews were conducted among media managers, and two focus group discussions with editors and journalists of *JR*.

3. DISSCISION

3.1 Language and communication. Necessary anchoring

Language is associated, unquestionably, with communication, that is, to the fitness of living things to use information, as considered by the Spanish professor Manuel Martin Serrano (1982). It is the ability to express oneself through the use of signs, signals and sounds, which are recorded by the sense organs.

This proposal, generally speaking, places part of its theoretical foundations in the multiple possibilities of interrelationships existing between language and communication, many of them identified in an attempt to general systematization as part of one of the work programs of the Group Towards Possible Communication Theory (GUCOM), led by Mexican researcher and academician Jesus Galindo Cáceres. This professor, along with other researchers of GUCOM, recognizes that linguistics is one of the sources of thought in communication, even though the academic field has scarcely formally approached the study of language and language sciences.

It is not until the decade of the 60s of last century that linguistics and communication came into dialogue within the framework of the social sciences, when one begins to understand that, in order to have complete mastery of language, it is not enough just to know its internal structure but also to analyze it in its social context, together with the people who use, produce and shape it. "When the subject using language appears, the original program does not negotiate with sociology and psychology. Then the focal point for a possible dialogue with Communication Theory will appear, because language is just formality, phonetics and syntax, without the conditions that surround it, communication does not appear as necessary or possible (Galindo, et al, 2008).

189

Hence, it is necessary to understand language, from a much more comprehensive conception, as a social activity, as an instance of social and cultural significance in a particular context, as a form of objectification or materialization of language[3], with an integrated conceptualization that entails a critical panning from the philosophy of language; psycholinguistics, with Jean Piaget, Lev Vygotsky and their cultural-historical approach; linguistics and its three main currents in the first half of the twentieth century: structuralism, functionalism and distributionalism, with authors such as Ferdinand de Saussure (considered the father of modern linguistics), Charles Bally, Charles Pierce (with the triadic conception of the sign); structural anthropology, symbolic anthropology, semiotics, semiotics of culture and social semiosis.

Also important are the contributions of the pragmatic theories and sociolinguistics, from the 60s of the twentieth century on. As an interdisciplinary field that is set up with contributions from different disciplines, discourse analysis opened, since the middle of last century, new ways to see society in and through language. Studying communication from the perspective of discourse analysis attracts researchers; especially when conceiving that its unit of study, speech is, as Teun A. van Dijk said, "the actual use of language by actual speakers in actual situations" (Maingueneau, 2003; cited by Sanchez, 2012).

You cannot separate language and society, since there is no doubt that language is a resource that serves to structure social relations and, to some extent, language is a reflection of society (Blackledge, 2009; Blommaert, 2010; O ' Halloran and Smith, 2011; cited in Martinez Lirola, 2012) since research and social analysis must always take language into account, ie, "language is as it is for its role in the social structure" (Halliday 1973a: 65; Lirola cited in Martinez, 2012), since there is always a relationship between the use made of language and the social situations in which it is used, mediated by the values of culture.

The Spanish theoretician José Luis Piñuel Raigada (Piñuel, s.f.:31) states that "language is always a cultural product of communication, the effort to share, from generation to generation, the accumulated experience." Languages disappear when a culture is extinguished, and a culture is extinguished when the communicative interactions it depends on disappear.

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[3] There are conceptual differences between language and langue. Language is the capacity of humans to communicate, it supports thought. For its part, langue is the system of signs that each linguistic community uses to communicate, it is a product of human development so it has a social character and is evolutionary, as it fits the development of the society it represents as part of its culture. (Dominguez et al, s.f.)

Continuing with this line of analysis, it is valid to state that, from its unifying prospecting contending to the national, and symbolic marker of social and cultural identity. Understanding language as a cultural fact means considering it a historical event that should also be appreciated in its character of tradition of the people who use it; It characterizes a people, it defines, identifies that people. With it, the nation defends its principles, its values and traditions.

The Cuban academician Sergio Valdes Bernal (2011) argues that "the Spanish language, in its Cuban variant, always was and will be an important factor in preserving the cultural identity of our people (Valdés, 2011). Language is the idiomatic support of culture, and it transpires the managing process of the nation speaking it.

3.2   Language and speech from media institutions

As part of the broad spectrum of realization of public communication, media scenarios play an essential role in the treatment of language, as language in the media has the double character of linguistic fact, because it is language, and of social fact since it is given in a social institution operating within society; so it can be categorized as a linguistic fact in its social context, the result of the relationship between a social structure and a linguistic structure. (Moreno, 1990; cited by Lopez, S. F.). As an expression of cultural identity, language has a higher purpose because it is considered prestigious, in linguistics, customs and forms that the media use to communicate. "The mass media are one of the main vehicles of linguistic standardization. From the social and linguistic point of view one of the functions of the media is to confer prestige on certain linguistic models imitated by the audience "(Lopez, S. F.).

Using language as one of the essential tools, although it is not the only sign system involved, the media focus their functions basically on a discursive production, so it is necessary to approach a notion of what is considered speech, a term that has the peculiarity of being extremely polysemic if we approach the systematizations that have addressed it. Defined in resemblance to the text, while being a larger unit of sense than the sentence. And, especially, it has been seen as a communicative event, considering not only the conditions characterizing speech to the internal, that is, the features of its linguistic construction, but the damages arising from the social context in which speech takes place are also understood, so that it can be said that cognitive, social and cultural issues in which language is used are taken into account.

The Mexican researcher Tanius Karam Cárdenas (2005, quoted in Vázquez, 2014) systematizes the different definitions of speech from three dimensions:

1. Conventional or intradiscursive: wherein speech is assumed as a superior linguistic unit than the sentence. Greimas and Harris's criteria are taken into consideration.
2. Declarative: it includes the speech (circumstances of place and time) - subject (in charge of the organization of language) – addressee relationship.
3. Materialistic: speech as a social practice.

By affiliating to the latter dimension, we can express that "speaking about speech is, above all, speaking about a social practice, a form of action among people that is articulated from contextualized linguistic use, either oral or written. Speech is part of social life. From the discursive point of view, speaking or writing is nothing but building textual pieces aimed at a purpose and given in interdependence with the context (linguistic, local, cognitive and sociocultural) (Calsamiglia and Tusón, 1999: 16).

A review of various approaches that have been concerned about visualizing the points of convergence between language and discourse gets us close to the contributions of cognitive psychology (Turner, 1996) and psycholinguistics (Traxler and Gernsbacher, 2006), semiotics (Eco 1973, 1991) and conversational analysis (Sacks, Schegloff and Jefferson, 1974). Theoretically, language shares functions as a "means of communication of social sense and storage of knowledge" (Herzog et al., 2006, p. 5), but communication in a broad sense analyzes the events from the point of view of language and from the social point of view, framed in discursive processes.

Speech is an act or communicative event in which various actors with equal number of roles in a specific situation and determined by other contextual features are involved. It is a "verbal, oral or written result of the communicative action, whose unit of use (language) belongs to the abstract theoretical unit (text) within linguistic knowledge" (Londoño-Vasquez and Cold-Cano, 2011: 103).

The considerations of the Spanish researchers Helena Calsamiglia and Amparo Tusón (1999) conform to the theoretical foundations of this proposal, who expressed that, in speech, the linguistic material is at the service of the construction of social life, a varied and complex way, in combination with other factors such as gestures, in oral speech, or the iconographic elements in writing.

For the purposes of the analysis presented herein, we must recognize speech as a communicative event, specifically in its procedural dimension, which allows us to assess the conditions in which it occurs. Also, in the case of speech associated with

192

the journalistic output, it is relevant to visualize it, according to the Spanish researcher Miguel Rodrigo Alsina, as social speech that is generated from the activity of the media.

3.3 The media and their management as speech-producing organizations

Moving through the theoretical foundations that have already been established, we can say that we are in presence of a treatment and use of language based on speech erected as a collective expression, as a result of a process of social production of communication from an institution legitimated for such purposes, so it is necessary to add, to the theoretical and conceptual framework that is presented, certain assumptions associated with the communicative processes generated in organizations, processes about which, both communication theorists and specialists responsible for putting them into practice agree in pointing out that communication and its active management in institutions are critical in the process of development, consolidation and maturity of organizations.

To the Cuban researcher Irene Trelles, organizations can be understood as any kind of group of people united by a common interest, whose goals must be precisely defined and shared in a collective manner, and which may differ in size and purposes as much as demanded by the nature of the objective that unites them, and they are large corporations or institutions, trade associations, or smaller groups, factories, any profit or non-profit institution "(Trelles, 2002: 21); as stated by the Mexican scholar Carlos Fernandez Collado (1997), they are sources of satisfaction (or frustration) of various economic and social needs.

Treatment of communication in organizations, either domestically, in search of the effectiveness of processes, linkages among actors, good use of the channels and correct structuring of flows or to the outside, with a view to promote proper strategic management of general and specific audiences whose relationship guarantees the necessary inputs for the operation of the entity and its inclusion in its environment, requires comprehensive management. Performing communication management with a synergistic approach means, first, to look for the efficiency of communication processes for good organizational performance. As stated by the Brazilian academician Gaudencio Francisco Torcuato, "synergy should be understood as combined performance superior to the sum of the parties involved in the communication process" (Gaudencio Torcuato, 1986: 41).

Communication management is nothing more than the "deliberate, conscious activity with specific objectives in which, based on clear concepts from the theoretical point

193

of view or at least from rich experience, communication actions integrated into plans and strategies are planned and implemented; their implementation is systematically monitored and their results are measured "(Trelles, 2002: 55).

While it is true that the mass media are also institutions and °require organizational management, the specificities and dynamics distinctive of these centers specialized in symbolic production and with social responsibility in the construction and interpretation of reality and shaping public opinion demand management that transgresses the traditional work of institutional communication proper to any kind of organization, to address management from a strategic point of view of the processes and products of communication, which are the essential object of the work of a medium.

In particular, management of media communication should be focused on how to route processes to achieve a media product that meets the objectives for which it is projected, is effective in reaching the target audiences and meets the social and contextual demands (Padrón, 2013).

The Mexican academician Cecilia Cervantes (2001) considers Sociology of Production of Messages[4] to be an area of theoretical reflection and research, with a consolidated and significant trajectory in the study of production processes of the media. The Sociology of News Production has been able to clarify many of the complex relationships established in shaping the information work, so two classical trends they can be identified in its inquiries and proposals: the analysis of newsmakers and routines has to do with information output. That productive activity taking place in the information institutions and focusing on the conception-elaboration and presentation of communicative proposals have operatively been called media management by researchers and scholars of producers of communication.
Precisely, several models have been proposed for the analysis of work management in media organizations, although the most outstanding have been: the one formulated by Paul Hirsch, in 1980, and the one presented by Pamela Shoemaker and Stephen Reese, in 1991; both based on determining a number of levels around which the examination of the communicative production process focuses.

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[4] We are in the presence of an area of study that has been called in many ways by relevant authors within this line of research: Sociology of news production (Schudson, 1989; Hernandez, 1997); Sociology of journalism (Weaver and Gray, 1980; Kunczic, 1988; Wolf, 1987, and Schlesinger, 1990); Media Sociology (Murdock, 1980; Shoemaker and Reese, 1991) and Sociology of the production of messages (Lozano, 1996, Cervantes, 2001). According to the integrity with which it is stated, we subscribe to the latter denomination.

Being shared by many researchers and Latin American scholars, the model by Shoemaker and Reese is based on the initial formulation of Hirsch, to which other two levels were added, so that finally there are five: individual, procedures, organization, extramedia and ideological.

According to these authors, professional and ethical practices of communicators have a direct effect on the contents published by the media, and they are also influenced by their values, attitudes and personal beliefs. Judging by the working procedures understood as "practical answers to the needs of media organizations and workers" (Shoemaker and Reese, 1994: 106), they have a significant impact on the production of symbolic content.

The model Shoemaker and Reese is conferred special relevance for its proven applicability in the study of the influences exerted on all media contents, not just those of the news production. It can be applied to any media, regardless of its ideological stance. It is assumed that both news and entertainment "can be perceived and explained as resulting from an organizational, cultural and economic basis, as well as taking into account the system of values of message producers" (Shoemaker and Reese, 1994: 31).

Here is an essential node of convergence among the theoretical configurations of communication management in organizations, understood as the procedure that gives systematic fashion and control to communication processes, and management that develops in media organizations, depending on the discursive output, which has, among its conditioning elements, the forms in which the organizations, the organizational roles, the lines of authority among departments, the priorities that are set, the objectives that are set and how policies are enforced are structured, among many other raised points that should be considered if you want to study contents and how they occur.

In order to demonstrate the importance of providing greater consistency and identifying links to any interpretation of the logics operating today in the processes of discursive output of traditional media -witnesses of technical-professionals recompositions, gradual in some cases drastic in others, we should demarcate the need to support an analysis of such practices on the basis of recognition of the media as organizations requiring to poach synergistic views in their proceedings, not only towards those taking place in internal activity but also on those that are focused on specialized output of communication as a public order. Both efforts, both organizational management and media management, the latter understood as the productive activity, need to enter into permanent dialogue, interweave harmoniously, serve one another, because a relationship of relative interdependencies, possible

195

structural similarities and hierarchies that cannot be pigeonholed in fixed patterns can be expected among them.

With a view to reaching the definition of the emerging field in question, we would place speech management as categorical matter under construction in an intermediate area of convergences resulting from overlays, mobilities and adjustments among the processes of communication management in the media organization and the dynamics of specialized output socially legitimated in the media, of which various aspects are taken to put in function new dialogues and more comprehensive searches, and from which we can also identify other dimensions of potential contribution to the discursive output .

With the recognition of a link between both kinds of management (organizational management of the media and management of speech of the media), which could be expressed in structural and objectives similarities because they share the intention of finding more synergistic, comprehensive and strategic approaches at work and providing systemized behaviors in their respective processes and areas of action, speech management assumes diagnosis and planning as cores or phases of its methodological framework, while readjusting implementation and evaluation – instances that are expressed from other terminological conceptions more akin to journalism as a field in which it develops— to the needs and particularities of the contours of media production .

The kind of management herein presented does not focus its contribution on a possible operational reorganization of the production dynamics of the organization to the demands of the convergence of supports, but instead, it is projected with a strategic and integral character above the already created or reconfigured structures, but thinking from their actual potential and conditions, with the essential aim of contributing to the need to produce a journalistic discourse as a unitary expression of the media organization and a differential brand of the institution with respect to others of its type, because it is associated with certain stylistic functionality that can be achieved in the written press from the proposed contents and the way in which they are formulated using iconic-verbal codes; a journalistic speech that also expresses greater correspondences, meeting points and reduction of the distances between the medium and its different audiences, all being a result of a multiple articulation that should take place in management, which would permanently contribute to the social mission of the institution.

Therefore, what are at stake are not behaviors or isolated communicative actions, but views and elements of processes that are integrated and systematized for the institution to develop and identify its responsiveness both immediately and at middle

and long term. Management would play a mediating role between the cold bureaucratic planning that is a burden to many publishing decision makers and the essential creative will of professional of the media, which needs to develop diagnostic setups for enrichment.

The Spanish professor Luis Nunez Ladeveze (1993) states that the environment is not just a message distributing system but also a message organizing system, and the organization of pre-existing message becomes, in turn, a new message. When organizing the message, the media reworks it, reformulates it, thus imposing its own category or way of perceiving, interpreting ... Consequently, media is interesting not only as a distributing system but also as a content organizing system: journalistic messages. According to this criterion, the media imposes a certain point of view, a way of perceiving facts and, therefore, of formulating messages.

Speech management in media institutions focuses on facilitating, diagnosing, planning, conducting, structuring and integrating processes for media products that meet the objectives for which they are planned, are effective on arriving in the audiences and meet the social and contextual requirements.

3.4 Approach to the practice of discursive output of *Juventud Rebelde*. Essential keys to possible management

A diagnostic approach to the Cuban newspaper *Juventud Rebelde* as a case study allowed us to establish, from recognition of the socio-professional characteristics and production dynamics of this newspaper, strengths and weaknesses that constrain or enable the possibilities offered by language as an element of analysis within integrated speech management proposed by the institution.

We should state as a reference element that the newspaper *JR* was founded on October 21, 1965, and was the second Cuban media to open to cyberspace, as it entered the world of digital journalistic contents with a website in 1997. Since that date until now, the media has sought its own ways to achieve harmony in the combinations of production flows, as coping with the changes that have been generated has been a progressive maturation process.

It is relevant to refer, as a preamble to the presentation of the analysis, that language is a cross element to media practices in any of the supports, so in any discursive construction we make a particular use of it, which is mediated by multiple factors. Also, language and its resources, understood as key intervening aspects in the production of the communicative proposal, should be considered and combined in an assessment of certain stages of the production process.

The purpose of auscultating how such links behave *from* the practice of a news organization led us to unravel much of the logic of the processes taking place in *JR*.

The construction of the thematic agenda in this media takes place as a spontaneous and contingent process, above a strategic path that seeks balance in terms of preferences and interests within the broad fingerboard of its main audiences (young people). And, in that construction, there is lack of a systematic look at the regional and cultural identities of the different sectors that make up the young audience as an age segment marked by a wide internal diversity look.

The agenda is made, in the first instance, at the level of subject areas (culture, sport, sexuality, computing and new technologies, socioeconomic events, etc.) and then it is articulated in a more comprehensive construction focused on the organization of the daily editions. In this space, proposals are presented and editorial decisions are made collegially, but they have not incorporated a view of discourse analysis that is planned to be built in correspondence with the profile and editorial intent of the media. That is, there is no assessment of how to better connect with the interests of the audiences by adjusting certain sociocultural conditions such as, for example, discursive-pragmatic lexicons or elements of different diatopic, diaphasic and diastratic variants within our Cuban variant of Spanish.

The work is aimed at a young audience who, in linguistic terms, is homogeneous. The differences in register are not considered according to the communicative situations that depend on the topics and attitudes that are shared regarding the reported event.

There are no principles set out in the production process to assess the correspondence between the selection of the source and its characteristics and speeches attributed to it in the construction of the journalistic account. Hence it is not surprising, although it cannot be stated rigorously because it was not an objective of the study, to identify the consequences that entails the lack of an assessment of language in the production process, which on many occasions, goes beyond the principles of linguistic standardization that govern the uses of language in the media, there is homogeneity of nuances between scenarios and divergent voices of our society that resent the social construction of reality, a task that falls on the media.

The concept we have of what is corrective is associated basically with a morphosyntactic and orthotypographical review by philological professionals who especially perform this function, or editors or journalists. Correction is attached more to what standardizing instances of language dictate than to what is right for the

audience according to its communicative value, which is based on the absoluteness of the deduction that the media should favor unity amid diversity.

There is no relative criterion of correctness, depending on for whom one is speaking and when. There is a pretty instrumental assumption of the context, a key and generalizing category including the condition of the sender and the receiver and some attitudes of the speakers such as the type of relationships against the systems of standards, obligations and customs.

The gaps, as such, are closely related to lack of an inclusive and multifaceted view of language in the delimitation of competences, cultures and professional ideologies needed to select, prioritize, include, exclude and develop communication products with intentionality. Language and its resources are not systemically accompanied, as a cultural expression in its various manifestations and strata and as an essential tool in the communication process, with socially shared reflections that take place in the integrative phases of the production process.

While publishing decision makers – who range from the journalist who first applies the selection criteria and framings of reality to the managers who approve the contents and are responsible for what is published – constantly make valuations around language, these valuations are not given as a systematic exercise in professional practice and integrated into the different phases of the process but they are rather reduced to a the individual domain and the skills of each participant in the process, separately.

As there is lack of such activity, in conjunction with others evaluating the approach to an issue on the agenda, depth in the treatment and combination of sources and data according to the characteristics of assumed gender, just to mention some very well identified in the process of journalistic output; the possibility of presenting elegant, creative, sympathetic and inclusive language variants according to the current value of this printed media as a model to rank among its readers not only linguistic usage but also other social behaviors associated to them is wasted.

In the new discourse scenarios that have joined news organizations, there is no visible interest regarding criteria, at least of assessment or compliance with the best uses around language. While newspaper web pages on social networks, wikis and other online communication platforms have prescribed a more standard use according to the scope of contents than that which would designate the linguistic treatment in products to more specific audiences given their space-time boundaries; an exercise of thought and analysis that articulates, among other components, the

publishing intentions of the institution with the claims, appraisals and judgments that the audiences of the Internet interactively and constantly return is imperative.

Lack of an integrated view of language as the main material in the construction of journalistic discourse and a resource of our social and cultural identity (which was proven in the diagnosis); due largely to poor treatment and little hierarchy given to the subject, both in the activities of professional exchange in the media and the programs training in communication, and neglect of this issue in the media activity because it is seen as a matter of mere formality associated only with morphosyntactic components.

After an initial approach to *JR*, it is imperative to share some keys, which may well become possible routes for discourse management in traditional printed journalistic media. First, a much more central assumption of language emerges as a primary need in the aforementioned communication areas because, in the words of the academician Jesus Martin Barbero (1987: 48), "the journalistic discourse as a discourse of the mass media as an operating ritual of production and consumption, articulation of matters and senses, apparatuses for support and staging, codes of assembly, perception and recognition; is articulated between ideology and linguistics."

A more active stance regarding the use of language in a printed media, now in a reconfiguration of its routines at the time of multimedia convergences, should involve a relaunch of some phases of the production process in which they shape intentions of analysis strategically thought to contribute to the development of a communication product closer to the interests of the audiences. The reflection of their cultural identity can be channeled through a lexical choice that particularizes behaviors, distinguishes expressive forms and, at the same time, contributes to general knowledge about not very conventional or little known ways to say that show the richness and diversity of our language.

To achieve this purpose, because not only proofreaders or specialized editors would be responsible for ensuring the extralogical or transpersonal style of the publication, it is necessary to raise language awareness of all actors involved in the production process, for the sake of an evaluative pose of the language and its potentials in the different phases of the process. That does not rely on spontaneity or empiricism, but it manifests itself in conceptual negotiations between authors and reviewers, collective discussions about the best ways to socially represent the characteristic or diverse reality of a particular social group or locality. This would entail adding integrated components of ethnographic, dialectological and sociolinguistic knowledge to the skills, cultures and professional ideologies of journalists and also broadening

the role of the corrective functions in the press, in a constant search for adequacy of linguistic resources in the context.

While the domain and knowledge of morphosyntactic aspects cannot be separated from an analysis of language understood as cultural expression (elements associated with culture at all levels can be identified: phonetic, morphological, lexical, syntactic); its integrated management in the production process of the media locates its basic weight on the need to add regularly certain defined contextual properties conceptualized from the theory of discourse analysis to the already proposed socially assessing analysis, because language demands to be seen as the main subject of the discursive construction, in contrast, dialogue or complement with other codes, such as the graphic one.

Being a cultural means and a support of identity as part of possible discourse management, analyzing language entails, together with care for grammatical formalities the product requires with further accuracies, both in written support and on the web, in times of online editions, continuous closures and audio and video on demand, strict and consistent observance of the context through which meaningful resources alluding to cultural patterns can be mobilized, the identity resources of audiences; so a coherent relationship between the profile and the editorial intent of the medium, external and internal mediations and the best discursive forms to have a product of greater functionality for its communicative effectiveness has to be articulated.

4. Conclusions

The main theoretical referents of the language-communication link with a view to an evaluative analysis of language as an instance of social and cultural significance in the processes of media discursive production rest on components of pragmatics and sociolinguistics, and they are based on reconsideration of structural-organizational factors and productive routines established in the media.

Language is proposed as an element to be considered within discourse management at the institution, not focusing on a contribution to a possible operational reorganization of the production dynamics of the organization in facing the demands of the convergence of supports, but it is projected with a strategic and integral character above the already created or reconfigured organizational structures, but thinking about them from their real possibilities and conditions, with the essential aim of contributing to the need to produce a journalistic speech as a unitary expression of the media organization and, at the same time, a differential brand of the institution with respect to others of its kind, because it is associated with a certain stylistic functionality that can be achieved in the printed press from the

proposed contents and how they are formulated, using iconic-verbal codes; a journalistic discourse that can express greater correspondences, meeting points and reduced distances between the media and its different audiences, all as a result of a multiple articulation that should occur in management, which would permanently contribute to the social tasks of the media

An approach to the treatment provided to language in the production process of *Juventud Rebelde* allowed us to recognize that the conception of what is corrective is associated basically with a morphosyntactic and orthotypographical review and not with what is right for the audience according to its communicative value. There is no projective view of the speech expected to be built, as well as its different contextual properties, in correspondence with the profile and editorial intent of the media.

Then, the analysis of language as a cultural environment and support of identity allows, together with care for grammatical formalities the written product requires with further accuracies, of strict and consistent observance of the context through which meaningful resources alluding to cultural patterns and identity resources of target audiences can be mobilized.

The language-communication relationship seen from the media scenario is an area not worked from the point of view of communicological research, so outlining possible routes from initial approaches to the subject motivates the interest to continue on a path of search and academic constructions from related disciplinary areas and necessary reconsiderations for the current study of public communication.

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