

COMPARATIVE MEDIA ANALYSIS

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Abstract: The first is that creativity and innovation in language use should not be seen as the exclusive preserve of literary writing. Many forms of discourse (advertising, journalism, popular music--even casual conversation) often display a high degree of stylistic dexterity, such that it would be wrong to view dexterity in language use as exclusive to canonical literature. The second caveat is that the techniques of stylistic analysis are as much about deriving insights about linguistic structure and function as they are about understanding literary texts.

Key words: Media analysis, political communication, media institutions, stylistic dexterity.

Having allocated membership scores, the authors then wanted to explore the causal conditions for membership and the different combinations of causal conditions – or causal recipes – which generate membership. One of the strengths of the fuzzy set approach is that it allows the exploration of complex combinations of causal conditions. So, for example, a key causal condition for membership, as identified by others, might be membership of the set of democracies with a presidential system. Directly electing leaders might be a key causal condition but, of course, the nature of presidential systems varies and it may only be significant if countries are also full or partial members of the set of democracies with weak public service media and with a large tabloid media sector. A vigorous, well-developed commercial media system might well be necessary for full membership for a particular democracy. It might also be that having a vigorous commercial media system with a strong tabloid media sector combined with low party

identification among voters will be sufficient for a country to be a full member without necessarily being a presidential democracy.

To emphasize, it is different combinations of conditions working together that is the significant factor here, not the discrete net effects of any one cause. Different combinations might lead to the same outcome and similar recipes to different outcomes. The authors explored a range of causal conditions drawing up a long list of likely conditions before reducing them down to a final list of five. Membership of each causal subset was calibrated drawing on general resource books, edited collections, as well as a range of nationally focused articles and book chapters. The first condition selected was the degree of membership of the set presidential democracies. It is often argued that a more personalized style of politics is evident in democracies where the national leader is directly elected rather than in a parliamentary system where voters choose a party or parties to govern.

These intermediate solutions suggest that there are two different paths to the personalization of political communication and that media institutions play a different role in each causal path. The first causal path is where a democracy has a presidential system plus low party identification. Here it is very likely that political communication will be personalized irrespective of whether there are tabloid media or weak public service, i.e. media institutions do not appear to be a determining factor in the production of personalized political communication. It is much more a question of political systems and culture that drives the personalization of political communication rather than media institutions. This though is not a 'necessary' condition for the personalization of political communication.

Personalization is not, for example, dependent upon there being a presidential system. We can see this if we examine the second causal path. Mediated political communication is also personalized in democracies where party identification is low,

campaigns are professionalized, and there is a strong tabloid media. In this case, the presence or absence of presidential systems is irrelevant. Where we have low party identification together with professionalized campaigns and tabloid media we have personalization in both presidential and parliamentary democracies. In these cases the presence of tabloid media is partly responsible for personalization, but note that it is responsible as part of a recipe, a combination of conditions, rather than on its own as an independent variable.

The example of personalization shows that such an approach can yield simple yet illuminating solutions and analysis. The analysis suggests that there are two causal paths to personalization of political communication: one where the make-up of political institutions is predominant causally (particularly the presence of presidential systems) and the character of media institutions is relatively unimportant; another where a combination of political culture and media conditions explains personalization irrespective of whether the political system is parliamentary or presidential. Such analysis suggests that if we wish to understand the personalization of mediated political communication comprehensively then we should consider the complex causal combinations of political and media conditions and the different paths towards personalization. We should eschew a one-size-fits-all approach as there are different paths to personalization. We should also avoid either a politico-centric or a media-centric approach and examine a variety of political and media conditions and the interaction of these conditions rather than seek to isolate the discrete effects of independent variables.

The style of scientific prose is therefore mainly characterized by an arrangement of language means which will bring proofs to clinch a theory. The main function of scientific prose is proof. The selection of language means must therefore meet this principle requirement. The genre of scientific works is mostly characteristic of the written form of language (scientific articles, monographs or textbooks), but it may also

be found in its oral form (in scientific reports, lectures, discussions at conferences, etc.); in the latter case this style has some features of colloquial speech. The language of science is governed by the aim of the functional style of scientific prose, which is to prove a hypothesis, to create new concepts.

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