

REDUNDANCY IN MEDIA. PRAGMALINGUISTIC STUDY

Summary

The main aim of this monograph devoted to redundancy in the media is to identify the origins of redundancy, its nature and function, and finally to explain how the media trigger it. The pragmalinguistic tools selected for this analysis enabled a functional approach, which in turn makes obvious the use of the category of the sender, the receiver, the intention, the context etc. On the other hand, completing this analysis with references to rhetoric, theory of culture, semantics, genre studies and text linguistics made it possible to define the notion of redundancy anew.

In this approach, redundancy is defined as a feature of a message which stems from its multilayered structure or/and content. This manifold character covers both repetition and the excursive nature of the text. The redundancy of the message is a feature that can be observed on all its levels. Sets of redundancy features can be identified for each particular communicative situation, which in turn will determine the function of redundancy (in this particular context). The pragmalinguistic approach to studying redundancy in the media is informed by the assumption of the intentional actions of the sender, who acts in a particular communicative context, i.e. targeting a particular receiver.

The first part of the book (Chapter One and Two) presents the relationships between concepts stemming from the theory of information and rhetoric, which are the fields of study that redundancy analysis originates from. The overview of the quantitative approaches to redundancy, which still lie outside the field of communication studies, as well as those relying on the category of message comprehension or the intended communication effect makes it possible to point to the similarities with the pragmalinguistic approach. Chapter Three is devoted to the dialectics of habit and surprise

The conviction that there is a particularly strong link between redundancy and phatic function is the organising principle for Chapter

Four, which provides evidence of this premise on a variety of levels, but most importantly with reference to the sociocultural context, communication mediated by the media. Within this perspective a message fills in the communicative space and becomes a tool for initiating and maintaining contact with the receiver. The phatic function of the media message may be coupled with its self-referential aspect. Chapter Five makes references to what constitutes a story about oneself and how redundancy is engaged in voyeurism and media exhibitionism.

The final three chapters provide an analysis of diverse media broadcasts and aims at providing evidence for the potential of heterogenic nature of redundancy. The first group of broadcasts analysed is news. Pieces of news and news services are analysed with the use of the triad *retake-remake-series*, which was described by Umberto Eco with reference to the serial nature of mass culture products. The second group of material analysed is categorised according to the common feature of the political issues covered and the essential function of redundancy. This chapter proves that redundancy in a media broadcast may be a purposeful type of camouflage or a way of masking that is utilised by broadcasters of different status. The third group of material analysed contains broadcasts with children as participants and it serves to supplement the chapter dealing with the dialects of habit and surprise.

The choice of both the theoretical references and the material analysed was determined by the aim of providing evidence of a strong link between the phenomenon that redundancy is submerged in and the media broadcast, together with the rules that determine it, especially in the macro perspective (crisscrossing points and points of contact shared by various types of media and genres), but also from a micro vantage point (a particular topic, character, the structure of building a relationship with the audience). Redundancy as a feature of broadcasts when observed in a cultural context from the long-term perspective will also serve as a litmus test of the changes that take place within media messages themselves, as well as of transformations that the media discourse undergoes.

Translated by Rob Pagett