

# Composing Meanings

## Media Text and Language



*edited by*

**Lee Siew Chin  
Tan Kim Hua**

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# **Composing Meanings**

## **Media Text and Language**

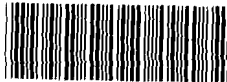
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## Preface

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The colonial history of Malaysia has put it in the position whereby the English Language as the official second language, is one of the mediums used in information dissemination. Since the varied media channels epitomise the means by which information is made available, studies in the discourse of media-related outputs would provide insights to its contents in relation to society. Although much work has been done in language and media studies, those situated within the Malaysian contexts of language use need to be documented. This book aims to provide a documentation of research in the areas of media texts, particularly the language that carries and disseminates the intended message.

This book is a compilation of 11 articles based on current research in media language. Although it does not claim to be an exhaustive coverage within the major areas in media language, the articles selected span three different areas.

Since the focus of the book deals with language use in media, and how meanings are composed into the texts, an overview in terms of the kind of theoretical and conceptual parameters in which this book is framed is presented in Chapter 1. Key concepts and issues related to language use in media are linked to an overall framework of analysis.

Part I contains 6 chapters which deal with language use brought about by the digital age – the New Media. In Chapter 2, the authors provide insights into language use in chat rooms, likening it with face-to-face interactions, looking at the strategies participants engage in to maintain their on-line talk. Chapter 3 postulates on the ontology of SMS, mobile and television chats in terms of the characteristic behaviours of the participants. In Chapter 4 the exploration of Malay SMS language hints at future forms of the Malay language. The next three chapters deals with the language patterns in websites from an interdisciplinary perspective: Chapter 5 links the websites with marketing principles and concepts, while Chapter 6 looks at the micro-linguistic features. An exploration of online advertisements is done in Chapter 7 – one which looks at the semiotic elements that make pop-ups an unique entity in the Internet.