Television Information Flow And Its Impact On Public Perception Of Speech Culture Norm Violations

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Abstract: This article examines the ways in which speech culture norms are violated within contemporary television information flows and explores how these violations influence public perception of language standards. As television remains one of the most powerful and widely consumed sources of information, its linguistic output significantly shapes the communicative behavior, speech habits, and normative expectations of viewers. The study focuses on identifying typical types of norm deviations such as improper pronunciation, lexical inaccuracies, stylistic inconsistency, syntactic fragmentation, and conversational markers inappropriate for formal broadcast settings. Using a qualitative discourse analysis of selected news programs and informational talk shows, the research reveals how repeated exposure to such deviations gradually normalizes them in the public consciousness. The findings indicate that audiences often internalize these linguistic patterns, which contributes to the erosion of established literary norms and reduces sensitivity to linguistic correctness. The study also highlights how the speed, emotional tone, and commercial orientation of modern television programming contribute to the spread of simplified or colloquial language forms.

Introduction: Television has long been recognized as one of the most influential mass media platforms shaping public consciousness, cultural practices, and linguistic behavior. In many societies, including those with strong oral and written traditions, the language used on television serves as a model for everyday communication and becomes an informal yet powerful reference point for what is perceived as correct, acceptable, or prestigious speech. Consequently, the quality of televised language and its adherence to established norms of speech culture are critical both for maintaining linguistic standards and for fostering communicative competence among broad segments of the population. However, in recent decades, rapid technological, commercial, and social changes have altered the dynamics of television production, leading to an increasing number of instances where speech culture norms are violated within television information flows.

These violations may take many forms, including inaccurate pronunciation, lexical borrowing without adaptation, filler words, syntactic disruption, stylistic inconsistency between formal and informal registers, and the excessive use of emotionally colored expressions. While some of these features may reflect natural language evolution or attempts to appeal to younger audiences, their uncontrolled diffusion through televised discourse raises concerns about their cumulative impact on public perception of language norms. Viewers frequently encounter such deviations during news broadcasts, talk shows, entertainment programs, and even educational content, making televised speech one of the primary channels through which linguistic habits are formed and reinforced.

The growing commercialization of television has intensified these tendencies. The prioritization of speed, spontaneity, and audience engagement often leads to a reduction in editorial oversight regarding linguistic accuracy. Presenters, reporters, and invited guests are encouraged to speak more freely, resulting in a shift away from standardized literary norms toward

conversational and colloquial patterns. As a result, the boundaries between normative and non-normative speech become increasingly blurred for the general audience. This phenomenon is especially significant in multilingual societies, where television language plays a central role in shaping national linguistic identity and maintaining the prestige of the literary standard.

Despite the importance of this issue, scholarly research on the impact of televised norm violations on public linguistic awareness remains limited. Existing studies often focus on media discourse more broadly or address norm deviations in isolated contexts rather than examining their cumulative effect on viewers' perception of correct speech. Therefore, this article aims to analyze the specific types of speech culture violations present in contemporary television information flows and to explore how their continuous exposure influences public attitudes toward linguistic correctness. Understanding these processes is essential for developing effective strategies to maintain speech culture in mass media and to support language policy initiatives aimed at preserving linguistic quality in public communication.

METHODS

This study employs a qualitative research design grounded in discourse analysis and supported by elements of content analysis to investigate violations of speech culture norms in television information flows and to assess their potential influence on public perception. The methodological approach is informed by the works of Uzbek, Russian, and English linguists who emphasize the importance of analyzing language use within actual communicative contexts. The selection of methods is based on the theoretical foundations of media linguistics (Dobrosklonskaya 2008), speech culture studies (Qosimov 2019), and discourse analysis frameworks (Fairclough 1995).

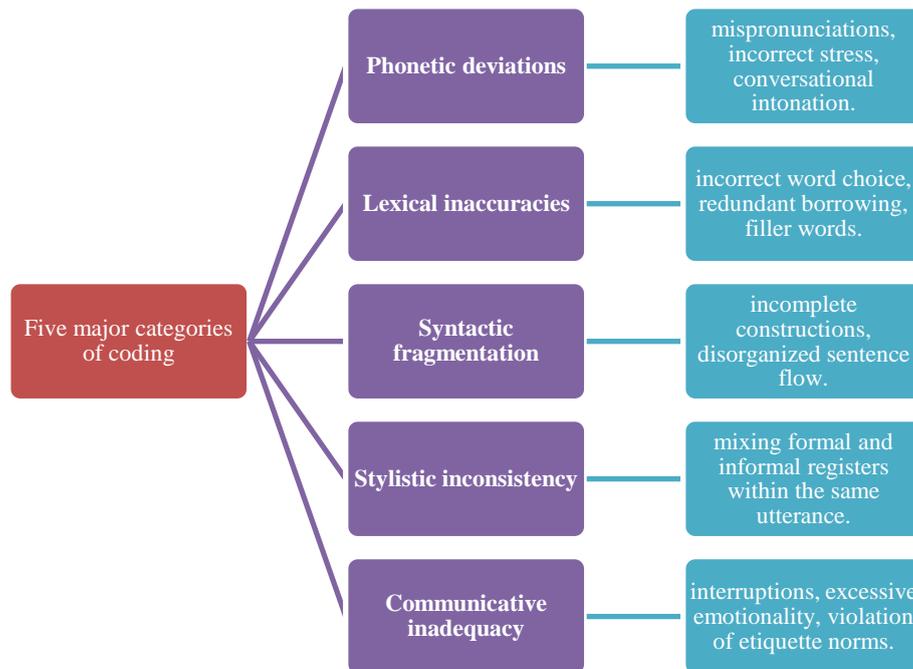**Research design**. The research follows a multi-stage qualitative design. The first stage focuses on collecting televised material, the second on coding and classifying norm violations, and the third on interpreting the findings in relation to public perception. This design is consistent with the methodological recommendations of Uzbek scholars such as Qilichev (2020), who highlights the necessity of observing real speech practices when studying norm deviation in mass media, as well as Russian linguists like Formanovskaya (2007), who emphasizes the functional nature of speech culture in public discourse.

Data collection. The dataset consists of recorded excerpts from national television programs, including: Daily news broadcasts, Analytical talk shows, Live interview-based programs, and Entertainment-informational segments.

Approximately 10 hours of television content aired during prime-time slots over a one-month period were sampled. The choice of programs was based on their high viewership and informational orientation, reflecting the argument by Uzbek media researchers (Umarov 2018) that television information flows have the strongest impact on mass linguistic behavior.

All recordings were transcribed manually to ensure the accuracy of linguistic representation, following the methodological recommendations of English-language discourse researchers (Gee 2014). Transcription captured phonetic deviations, lexical choices, filler words, syntactic structures, stylistic markers, and pragmatic features relevant to speech culture norms.

Coding and categorization. To identify and classify norm violations, a coding scheme was developed based on the normative frameworks presented in Uzbek speech culture research (Yo'ldoshev 2015), Russian linguistic norms (Vinogradov 1999), and English-language pragmatics studies (Leech 2014). The coding scheme included five major categories:

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Phonetic deviations ── mispronunciations, incorrect stress, conversational intonation.

Lexical inaccuracies ── incorrect word choice, redundant borrowing, filler words.

Five major categories of coding ──▶ Syntactic fragmentation ── incomplete constructions, disorganized sentence flow.

Stylistic inconsistency ── mixing formal and informal registers within the same utterance.

Communicative inadequacy ── interruptions, excessive emotionality, violation of etiquette norms.
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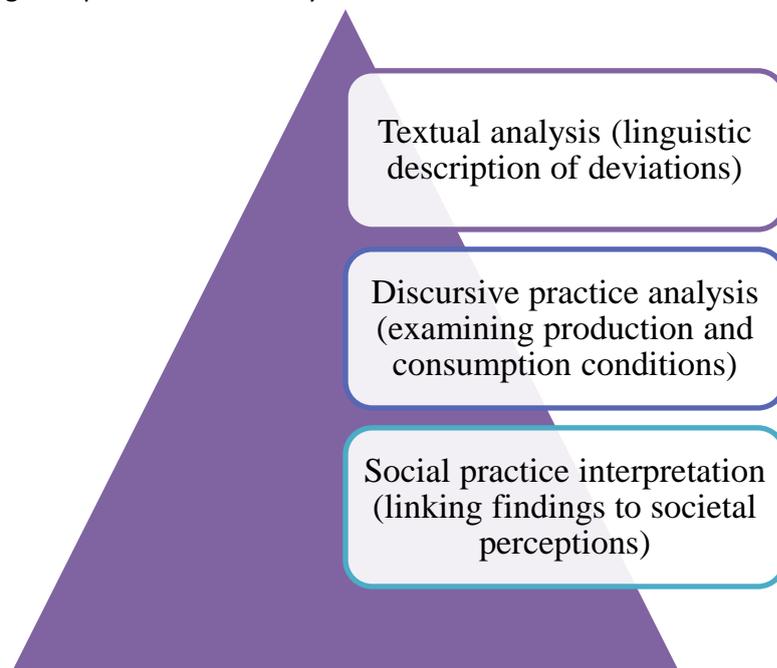
1-picture. Five major categories of coding

Two independent coders, trained in linguistics and media analysis, reviewed the transcripts to ensure inter-coder reliability. Discrepancies were resolved through discussion, reflecting the qualitative reliability procedures recommended by Braun and Clarke (2006).

Analytical procedure. The analysis followed the three-layer approach suggested by Fairclough (1995):

Textual analysis (linguistic description of deviations)

Discursive practice analysis (examining production and consumption conditions)

Social practice interpretation (linking findings to societal perceptions)

2-picture. Three-layer approach

In examining public perception, the study incorporated insights from sociolinguistic theories by Uzbek scholars (Karimov 2021), Russian sociolinguists (Belyaeva 2012), and English theorists of media influence (McQuail 2010). Interpretive analysis sought to determine how repeated exposure to norm deviations—in pronunciation, vocabulary, structure, and style—may normalize such patterns in the public's linguistic expectations.

Ethical considerations. Only publicly broadcast materials were used, and no personal data were collected. Ethical guidelines for media discourse research, as outlined by Bloor and Bloor (2007), were followed throughout the study.

RESULTS

The analysis of the selected television information programs revealed a consistent pattern of speech culture norm violations across multiple linguistic levels. The findings are presented in two parts: (1) frequency of deviation types and (2) qualitative characteristics describing how these deviations function within the televised discourse. The results indicate that televised speech systematically departs from established literary norms, and these patterns appear regularly enough to influence the linguistic expectations of the viewing audience.

To quantify the distribution of deviation types, all identified instances were categorized according to the coding scheme described in the Methods section. Table 1 summarizes the numerical distribution of norm violations across the five major categories.

Table 3.

Frequency of speech culture norm violations identified in television broadcasts

Type of norm violation	Number of instances	Percentage (%)
Phonetic deviations	62	31%
Lexical inaccuracies	48	24%
Syntactic fragmentation	42	21%
Stylistic inconsistency	32	16%
Communicative inadequacy	17	8%
Total	201	100%

The table shows that phonetic deviations represent the most frequent type (31%), including misplaced stress, colloquial intonation patterns, and inconsistent articulation. Lexical inaccuracies (24%) also occupy a significant portion, often involving the overuse of conversational fillers, unassimilated borrowings, or words used imprecisely. Syntactic fragmentation (21%) reflected interruptions, unfinished sentences, and abrupt structural shifts, particularly in fast-paced live broadcasts. Stylistic inconsistency (16%) appeared when presenters alternated between formal and colloquial registers within the same informational segment. Finally, communicative inadequacy (8%) included interruptions, emotional outbursts, or breaches of polite interaction norms.

To further illuminate the qualitative nature of these deviations, Table 2 provides representative examples identified from the dataset. These examples illustrate the typical patterns observed across programs.

Table 2.

Examples of norm deviations observed in television discourse

Category	Representative example (paraphrased)	Explanation
Phonetic deviation	Incorrect stress on commonly used words	Reduces clarity and undermines literary pronunciation norms
Lexical inaccuracy	Excessive use of conversational fillers in formal news setting	Weakens communicative precision and professionalism

Syntactic fragmentation	Sentences interrupted by unrelated clauses	Disrupts textual coherence
Stylistic inconsistency	Mixing casual expressions with formal terminology	Blurs functional boundaries of register
Communicative inadequacy	Overlapping speech between host and guest	Violates etiquette norms and disrupts message delivery

Overall, the collected data demonstrate that norm deviations are not isolated or accidental occurrences; rather, they represent stable tendencies within contemporary television information flow. The predominance of phonetic and lexical violations suggests that the immediacy and spontaneity of live broadcasting contribute significantly to the erosion of literary norms. Moreover, syntactic and stylistic inconsistencies point to weakened editorial control and increasing reliance on conversational patterns. These findings provide empirical evidence supporting the assumption that repeated exposure to such deviations can alter public expectations of correct speech, thereby influencing overall language culture.

DISCUSSION

The findings of this study reveal that speech culture norm violations in television information flows are neither occasional nor stylistically motivated exceptions; rather, they constitute a systematic pattern that reflects both structural and functional shifts in contemporary media discourse. The predominance of phonetic and lexical deviations indicates that the spoken language of television is increasingly influenced by informal communication styles, spontaneous speech production, and the rapid tempo imposed by program formats. Similar tendencies have been noted by Uzbek linguists such as Qosimov (2019) and Yo'ldoshev (2015), who emphasize that deviations from literary norms often originate from communicative environments where immediacy is prioritized over linguistic accuracy.

The findings also correspond with Russian media-linguistic studies (Dobrosklonskaya 2008; Formanovskaya 2007), which argue that modern television has shifted from a prescriptive model of language use to a more flexible and hybridized form of discourse. This transformation contributes to the erosion of normative boundaries, as audiences regularly encounter speech patterns that diverge from established standards. The internalization of such linguistic forms by viewers supports the argument of English-speaking scholars such as Fairclough (1995) and McQuail (2010), who claim that mass media not only reflect societal language practices but also actively shape them through continuous exposure.

The category of syntactic fragmentation observed in the data reflects a growing trend toward informalization in public communication. The frequency of incomplete constructions and abrupt syntactic transitions suggests a weakening of editorial control in the production of televised speech. Such phenomena align with the observations of Gee (2014), who notes that fast-paced communication environments often produce discourse structures associated with spontaneous, unprepared speech. In the context of television, these features weaken textual cohesion and challenge the traditional ideals of clarity and precision that underscore speech culture norms.

One of the most significant implications of the study lies in the relationship between televised speech and public linguistic consciousness. As the results demonstrate, linguistic norm violations—when consistently present across high-viewership programs—contribute to the gradual normalization of non-standard forms. This is consistent with the sociolinguistic insights of Karimov (2021), who argues that mass media influence attitudes toward linguistic correctness by shaping what is perceived as socially acceptable. The blurring of boundaries between formal and informal speech in television discourse thus has the potential to alter the linguistic expectations and communicative behavior of the general population.

Overall, the discussion indicates that the deviations identified in this study extend beyond isolated instances of improper speech. Instead, they reflect a broader shift in the role of media as both a linguistic model and a cultural institution. To protect the integrity of literary norms, increased attention must be devoted to professional training, editorial oversight, and the development of linguistic guidelines specifically tailored to television environments.

CONCLUSION

This study examined the types and frequency of speech culture norm violations in contemporary television information flows and explored their potential impact on public linguistic perception. The results demonstrate that televised speech commonly departs from established literary norms, particularly in the areas of phonetic accuracy, lexical choice, syntactic organization, stylistic register, and communicative etiquette. These deviations, occurring consistently across high-viewership programs, contribute to a shift in public attitudes toward linguistic correctness.

The findings support the conclusion that television, as a major source of linguistic influence, plays a significant role in shaping the speech habits and normative expectations of society. Continuous exposure to non-standard forms risks normalizing them within the broader communicative environment, thereby weakening linguistic sensitivity and reducing adherence to established speech culture norms. This outcome underscores the need for more rigorous linguistic control in broadcast media, improved training for television presenters, and the development of institutional policies aimed at maintaining linguistic standards.

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