



when aligned with educational criteria and involving student participation, offers benefits in authenticity and future learning applicability.

In conclusion, peer assessment serves as a valuable assessment technology for enhancing speaking skills within the communicative approach. By providing opportunities for authentic communication, collaboration, and self-reflection, peer assessment empowers students to become proficient communicators in real-world contexts.

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VERBALIZATION OF TEXTS IN THE MEDIA

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Abstract

This in-depth analysis explores the concept of verbalization in media. Verbalization refers to translating non-verbal elements like charts, graphs, and visuals into clear, concise words. The



article highlights the importance of verbalization for comprehension, especially with complex data. It explores different media formats and how verbalization techniques are adapted for each (news articles, social media, TV).

Key words: verbalization, media, social media posts, charts, headlines, infographics.

Every day, the media deluges us with a dizzying amount of information, much of it shown in intricate ways like graphs, charts, and visualizations. Even though these components can be effective tools for communicating information, if their full significance is not properly understood, it may remain obscure. This is the point at which verbalization becomes relevant. Verbalization is the process of putting these nonverbal cues into understandable, succinct language. This seemingly straightforward procedure enables viewers to understand media at a deeper level and gives them the tools to become more discerning media consumers.

Discussions over the value of succinct and clear communication in the media have persisted for decades. The necessity of bridging the gap between the information source and the recipient is emphasized by academics such as Shannon. Verbalization serves as a bridge in the context of media, translating difficult pictures into messages that are clear and concise.

Furthermore, research by Mayer, children's comprehension of instructional television messages communication research highlights the limitations of visual communication alone. Their study demonstrates that children struggled to grasp the full meaning of instructional videos without accompanying verbal explanations. This finding underscores the need for verbalization, particularly when targeting audiences with varying levels of background knowledge.

Recent studies delve deeper into the specific techniques of effective verbalization. According to Grabe & Lang, media audiences enacting meaning in language discuss the concept of "elaboration," where verbal explanations build upon the visual content, enriching the message and fostering deeper understanding.

But there are some complications with the problem. Tufte asserts that visual aids, such as pictures and quantities, serve as effective warnings against verbalization



oversimplification. He contends that explanations that are unduly basic can cause complicated data visualizations to lose their subtlety.

Methodology

This analysis adopts a qualitative approach, examining the role of verbalization in various media formats. Examples will be drawn from news articles, television broadcasts, social media posts, and infographics to illustrate the diverse applications of verbalization.

The analysis will focus on the following key aspects:

- **The Impact of Verbalization on Comprehension:** How does verbalization enhance understanding of complex visuals and data?
- **Techniques of Effective Verbalization:** What strategies do media outlets employ to ensure clear and concise communication?
- **The Nuances of Different Media Formats:** How do verbalization techniques differ across various media platforms?

Results

The Impact of Verbalization on Comprehension:

Studies have shown that verbalization significantly improves audience comprehension of complex information. Consider a news report presenting a chart on economic growth. While the chart might show an upward trend, verbalization can explain the specific percentage increase and its potential impact. This allows viewers to grasp the story behind the data, not just the data itself.

The benefits extend beyond mere numbers. Verbalization of infographics, political cartoons, and even photographs can provide crucial context, unveil potential biases, and ultimately lead to a more informed and engaged citizenry.

Techniques of Effective Verbalization:

Effective verbalization requires a delicate balance. Here are some key strategies:



- **Clarity and Concision:** Complex terminology and jargon might make it difficult to grasp. Use language that is clear and succinct and appropriate for the intended audience.
- **Highlighting Key Messages:** Infographics frequently compress a large amount of data into one picture. The most important information can be highlighted verbally, preventing the listener from being overwhelmed.
- **Metaphors and Analogies:** Complex concepts can be made more relatable by comparing them to familiar experiences. For instance, explaining inflation by comparing it to blowing up a balloon can help non-experts grasp the concept.
- **Storytelling:** A captivating story may captivate the audience and encourage them to interact with the material by using data and statistics.

The Nuances of Different Media Formats:

The specific strategies for effective verbalization vary depending on the media format:

- **News Articles:** Headlines are a prime example of concise verbalization, summarizing the story in a clear and attention-grabbing way. Infographics within articles benefit from captions that explain the data and highlight key trends.
- **Television & Video:** News broadcasts rely heavily on voice-over narration and on-screen text to verbalize visuals. Documentaries often weave narration, interviews, and even dramatizations to explain complex topics.
- **Social Media:** The limited character count on platforms like Twitter demands extreme concision.

By understanding the specific needs and limitations of each media format, journalists and content creators can leverage verbalization to its fullest potential. This ensures that audiences receive clear, concise, and well-explained information, empowering them to become active participants in the media landscape.



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