EXPRESSIVENESS IN TELEVISION: THE DYNAMICS OF VISUAL AND VERBAL LANGUAGE IN MESSAGE CONSTRUCTION

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Abstract: Expressiveness in television is built through the interaction between visual and verbal language, both playing an essential role in conveying a coherent and impactful message. New technologies have amplified this impact by enabling the integration of dynamic and interactive visual elements, such as digital graphics and augmented reality. In the context of television, modern technologies allow for greater control over how information is presented, enhancing the audience's experience. The synergy between visual and verbal language, influenced by technology, creates a message that is more accessible and engaging for viewers, stimulating both their reason and emotions.

Keywords: expressiveness, visual language, verbal language, technology; communication.

1. Introduction

Television is a medium where words are not just words, and images are not just images. These two components, verbal and visual language intertwine in a synergistic way, playing a central role in building and conveying the message. Let us imagine a scene from an important interview. A camera focused on a person's face as a key word is spoken. Everything from the facial expression to the way the words are pronounced helps construct a message much deeper than it may appear at first glance. This is just one example of the complexity behind visual and verbal language in television.

Verbal language is undoubtedly one of the most powerful tools of communication. Words structure the message, providing direction and clarity to the information. Through tone of voice, speech rhythm, and word choice, we can convey not only information, but also emotions, intentions, and values. Visual language adds a fundamental dimension. Images, colors, camera movements, and facial expressions convey messages that cannot always be expressed through words alone. Television benefits from the power of the image, which can amplify or even contrast with the verbal message.

The dynamic between verbal and visual language is, in fact, essential for creating a coherent and effective message. They should not exclude each other but rather complement one another.

2. Project Description

It is often said that a picture is worth a thousand words. An image can convey a multitude of information in a fraction of a second, and its power is undeniable. However, the effectiveness of an image does not lie solely in its ability to communicate a message in isolation, but in the way it is supported, complemented, and contextualized by words.

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Equally important is how verbal language explains, reinforces, and deepens the meanings suggested by the image.

To better understand this point, let us consider a classic television scene: a person recounting a tragic event. If we only see the person's face marked by pain, that image can evoke a deep emotion. But when words are added describing the story, the details, the emotions, and the context of that pain the impact becomes much stronger and clearer. Therefore, words provide the necessary context for the image to be fully understood and appreciated in all its complexity. An image can say a lot, but it is the words that bring clarity. When visual and verbal language are consciously and harmoniously combined, the televised message gains a much deeper dimension and has a far greater impact on the audience.

This symbiosis between the visual and the verbal is essential for creating an effective and persuasive message in television a complete and coherent message. In this regard, there are several principles underlying effective discourse. Over time, the world's great thinkers from Aristotle and Cicero to modern orators have studied and refined the principles that form the foundation of effective speech. A well-constructed discourse brings together clarity of ideas, logical argumentation, and the ability to emotionally engage the audience. According to certain theories in the fields of communication and media studies, every discourse involves a sender and a receiver, along with an intention behind the discursive act, which serves as the organizational foundation of the entire process. The relationship between sender and receiver is seen as a mutually influencing interaction. Discourse thus becomes a combination of verbal and nonverbal messages, where each element contributes to building a shared understanding between the sender and the receiver.

In contemporary society, televised discourse has become a constant presence, thanks to technological progress. Television has evolved significantly, transforming into a complex system that incorporates multiple methods and techniques of information transmission through various communication channels. In this context, understanding televised discourse is no longer just a theoretical concern, but a practical necessity essential for the critical and appropriate interpretation of messages circulated in the media space. In a diversified media landscape, where online platforms and social networks are gaining increasing importance, television maintains its relevance through its ability to reach a broad audience, unify diverse social groups, and facilitate dialogue between different segments of society. A remarkable aspect of television is its power to create a shared frame of reference, providing the public with information, entertainment, and education in an accessible and often concentrated, easy-to-understand format.

In the past, television was largely a one-way medium, where content producers transmitted information to a passive audience that simply received messages without the ability to directly intervene in the communicative process. However, in the digital era and with the development of interactive television, the audience has gained a much more active and influential role. The receiver can now respond, comment, participate, or even influence the content being broadcast through various channels ranging from social networks and streaming platforms to internet-based television or dedicated apps. Therefore, we can now speak of a two-way communication process, not just a flow of information from sender to receiver, but also a reverse flow in which the audience can react to and influence the transmitted messages. This reflects a democratization of media content, where the public becomes not just a passive consumer but an active participant in the creation and distribution of information.

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In the digital age, events whether political, cultural, sports-related, or social are no longer transmitted unidirectionally to the audience through television. They can also become interactive experiences that allow for active audience participation. Live events or broadcasts can now be accessed via online platforms and social networks, enabling viewers to intervene in real time, interact with other viewers or moderators, and even influence the direction of an event (for example, through online voting, live messages, or instant feedback). This represents a form of active public participation, which is a defining feature of television in the digital era.

Any televised program can be viewed as a type of strategic discourse, with the goal of communicating information, generating debate, or promoting events. Images, symbols, and the interactions between participants are essential components of the televisual structure, shaped as the result of a communication strategy. Essentially, televised discourse is built upon a logic of audience seduction, aiming to maintain viewer attention. The notion of a discourse strategy stems from the premise that those who produce televised content carefully organize and direct messages in a way that is designed to achieve specific effects on the audience: persuasion or seduction. This approach is not focused solely on transmitting information, but also on influencing and convincing the audience. Televised discourse becomes a form of persuasive art, where the power to seduce and captivate is just as important as the delivery of the information itself.

In television, video advertisements are a compelling example of how visual and verbal expressiveness combine to create persuasive messages. These ads not only inform but also emotionally engage the viewer, leveraging the narrative potential of storytelling. The visual story, supported by sound and textual elements, allows for the creation of an emotional connection with the audience. Thus, the dynamic between verbal language (texts, slogans, voice-over) and visual language (images, symbols, colors, editing) determines the impact strength of the message. Storytelling lies at the heart of the interplay between visual and verbal expressiveness, acting as a bridge between aesthetic content and communicative intent. Storytelling understood as a concept that shapes brand identity and operates simultaneously on both strategic and communicative levels[i] becomes a central element in crafting an expressive televised message. Through storytelling, the message gains narrative coherence, emotional depth, and symbolic relevance, supported by the interaction between verbal and visual language.

Today, television is no longer merely a means of transmitting information; it has evolved into a complex platform that combines technology, narrative, and creativity to offer viewers a captivating visual experience. From Herbert Marcuse’s theory, which highlighted the pleasure generated by technology in advanced industrial societies, to the present day, the relationship between technology and television has developed in a dynamic and interdependent way. The technical tools used in television productions such as special effects, advanced graphics, or virtual reality not only enhance the quality of audiovisual content but also expand the spectrum of the visual experience, contributing to the redefinition of how television is perceived and consumed in the digital age.

As early as 1966, Herbert Marcuse stated that "pleasure becomes a new principle of reality, provided by the technology of advanced industrial societies."[ii] This statement about "pleasure" as a principle of reality in the context of technology in advanced industrial societies reflects Marcuse's idea that technology and production have transformed not only the way we live, but also our values and desires. Today, technology

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is advancing and completely changing the way we perceive television. Televised discourse is no longer limited to spoken or written text; it utilizes visual rhetoric to convey more expressive messages. From symbols and images to the composition of shots and editing, each visual element enriches the meaning of the text and adds new layers of interpretation. Since ancient times, Aristotle emphasized that "the role of rhetoric is to see, for each issue, the means available to us capable of persuading."[iii]

Television, as a communication system, is an open system that interacts with other media (social media). It operates based on feedback from viewers (ratings, comments, online reactions). It integrates multiple communication codes (verbal, nonverbal, visual, auditory). The expressiveness of televised discourse is influenced by a variety of factors related to transmission methods, technologies used, and communication strategies. The expressiveness of televised discourse no longer depends solely on the aesthetics of the image and the narrative structure, but also on its integration into a modern communication system. In the context of transformations driven by digital technology, it is imperative to examine how transmission methods influence the expressiveness of televised discourse. The continuous evolution of transmission technologies is a fundamental factor in redefining how messages are communicated through television.

3. Interpretation of Results

Televised discourse lies at the intersection of technology and communication, with transmission methods ensuring the efficiency and clarity of the message broadcasted. From the first television transmissions, which used analog signals to transmit images and sounds via radio waves, to the complex digital transmission systems used today, the evolution of these methods has significantly influenced how televised messages reach the audience. The advancement of technology has led to a significant transformation in the way televised discourse is perceived, adding a new dimension to its expressiveness and impact in television production. From the adoption of advanced production techniques to the integration of complex visual elements, contemporary television is constantly redefining itself, adapting to the demands of an increasingly discerning audience. Transmission methods are essential elements in the process of televised communication, influencing both the quality of the message and its impact on the audience.

Streaming services and online television have facilitated a personalized consumption of media content, offering users the ability to select and access programs based on individual preferences. Television shows are increasingly integrated into various digital platforms, such as YouTube, Instagram, or TikTok, contributing to the expansion of the audience and adapting content to new forms of media consumption. At the same time, artificial intelligence and recommendation algorithms play a crucial role in the filtering and selection of information, helping shape users' preferences and, consequently, the way they perceive and receive media messages. This technological mechanism not only optimizes access to content but actively influences informational exposure, emphasizing certain consumption patterns and potentially reducing the diversity of viewpoints. However, as Eli Pariser warns, this excessive personalization can lead to the creation of so-called "filter bubble," where users are isolated in a limited informational universe and exposed only to perspectives that confirm their own beliefs. We are overwhelmed by a torrent of information, and "the mass media becomes the perfect reflection of our interests and desires."[iv]

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Emerging technologies, such as augmented reality (AR) and virtual reality (VR), are transforming the interaction between viewers, offering immersive experiences. Some sports broadcasts use AR to add real-time additional information. For example, in football, interactive graphics that illustrate player statistics or ball trajectories are integrated into the live video feed of the match, providing a higher level of detail in game analysis. AR significantly enriches the visual narrative, facilitating the communication of complex information through interactive visual elements. Another important aspect is the video assistance for referees that utilizes artificial intelligence. For the first time in football history, the VAR (Video Assistant Referee) system uses artificial intelligence to assist in making correct decisions during matches. VAR referees analyze the game from a control center, receiving data from 29 sensors mounted on each player's body, correlated with sensors in the ball. This system allowed the cancellation of a goal in the spectacular match between Turkey and Georgia (2024), which ended with a 3-1 score, through an extremely precise analysis of the player's position.



Figure 1. Video Assistant Referee in football

The integration of artificial intelligence in the VAR (Video Assistant Referee) system represents a significant step in modernizing football, ensuring precise and accurate real-time decisions. Advanced technology, based on sensors and cameras, allows for a detailed analysis of each play, guaranteeing greater accuracy in making decisions such as the cancellation or validation of a goal. Thus, VAR not only improves the quality of the game but also enhances transparency and public trust in the decision-making process of referees.

In the example presented, visual language (the images and data provided by sensors and cameras) plays a major role in constructing a clear and precise message. When a goal is canceled or validated, visual technology helps present concrete evidence of the decision, which can then be communicated to the audience through replays and graphics. Verbal language intervenes when commentators or officials explain the decisions and their context, ensuring clarity and transparency in the decision-making process. Therefore, the dynamic between visual and verbal language in this case helps build a coherent and easily understandable message for the audience, increasing trust and acceptance of the decisions.

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3D maps and animated graphics, often appearing in the background of presenters, are used to explain discussed topics clearly and concisely. These are excellent examples of how visual language is used in television to enhance expressiveness and facilitate the understanding of complex topics. The dynamic between images and words not only supports comprehension but also amplifies the expressive impact of the message, providing a more complete framework for the information being presented.



Figure 2. 3D maps and animated graphics

A fundamental aspect of the evolution of television in the digital age is the increased expressiveness of audiovisual discourse, facilitated by the diversification of transmission means. Several media institutions have integrated 360-degree filming technology into their productions, offering viewers an immersive perspective of the events and news presented. In November 2023, Digi24 launched a 360-degree news studio, equipped with 22 high-resolution videowalls. This innovative studio provides viewers with a panoramic perspective on presentations and live broadcasts.



Figure 3. 360-degree news studio

The progress in visual and auditory rendering, along with the use of advanced special effects, contributes to greater narrative and aesthetic complexity. The integration

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of augmented reality (AR) and virtual reality (VR) elements, along with the use of artificial intelligence (AI) in generating and personalizing content, enhances the expressiveness of television messages. Additionally, the transition to high-definition formats (HD, 4K, 8K) and the use of immersive sound (Dolby Atmos) have reinforced television's ability to convey emotion and increase audience engagement. Visual and auditory expressiveness is no longer limited by the technological constraints of the analog era but is constantly redefined through digital innovations, dynamically adapting to the new expectations of consumers. Therefore, contemporary television is no longer just a medium for transmitting information; it has become an artistic and interactive environment where expressiveness gains new dimensions through the combination of technology and the creativity of content producers.

Fragmentation and adaptation of television discourse for rapid consumption on digital platforms such as YouTube, TikTok, or Instagram require a condensed expressiveness and immediate impact. This trend is supported by technological advancements that redefine the boundaries of expressiveness in television through the integration of artificial intelligence (AI), virtual reality (VR), and advanced data analytics. The use of AI-based editing tools contributes to reducing production time while also developing new forms of expressiveness. Automatic script generation, the application of complex visual effects, and content adaptation based on sentiment analysis are just a few of the ways technology is transforming television discourse. For example, AI-assisted voice assistant systems allow journalists to create a more fluent and expressive discourse, adjusting the tone of the voice and the structure of sentences based on the emotional analysis of the subject being discussed.

Artificial intelligence can identify the emotional nature of news and suggest appropriate modifications to tone and rhythm in journalistic discourse. In the case of a tragic event, natural language processing algorithms may recommend a more somber tone and slower pacing, thus facilitating a more empathetic transmission of information. Additionally, AI can suggest phrases that express compassion, adapting the content to the sensitivities of the audience. In parallel, modern editing programs allow the integration of complex visual and sound effects, adding an extra layer of expressiveness to televised discourse. Techniques such as dynamic lighting, the use of symbolic color schemes, or ambient sound effects contribute to creating a powerful emotional impact, and thus, through emerging technologies, contemporary television is redefining its communication methods, offering an increasingly captivating visual and auditory experience tailored to the demands of the modern audience. Artificial intelligence (AI) plays an increasingly important role in this field due to advanced speech recognition technologies, natural language processing, and automatic content generation. It is also used to optimize media presentations, adjusting the tone of voice and selecting the most suitable expressions to convey a particular emotion. AI not only analyzes televised discourse but can also correct or generate texts that mimic the style of a real speaker.

ElevenLabs is a company dedicated to research and development in the field of audio technologies based on artificial intelligence, with the mission to make content accessible anywhere in the world, in any language, and with any voice. The research team focuses on developing AI-based audio models capable of generating realistic, versatile speech and sound effects, tailored to specific contexts, in 32 languages. Additionally, the product team adapts these models to meet the needs of users, professionals, and businesses, ensuring efficient applicability across various contexts.

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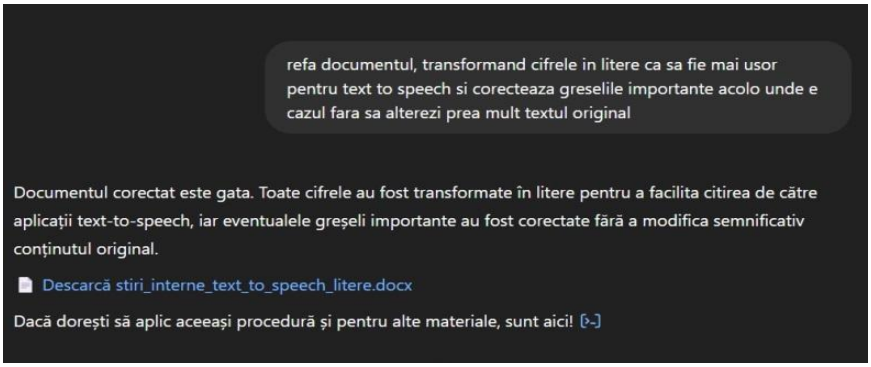


Figure 4. Automatic script and audio generation

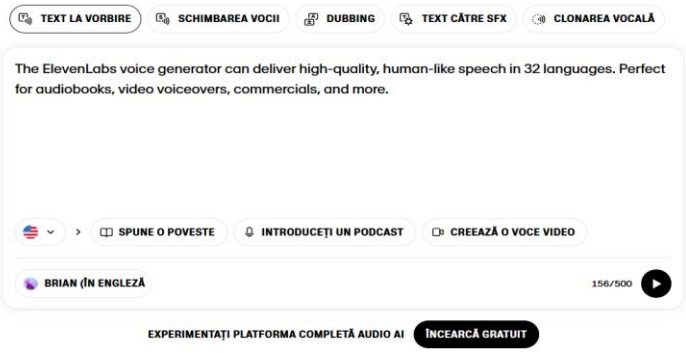


Figure 5. AI-based audio models

The ElevenLabs technology is used for the distribution of audiobooks and news articles, for animating characters in video games, in film pre-production, in localizing media content in the entertainment industry, for creating dynamic audio content for social media platforms and advertising, as well as for training professionals in the medical field. Additionally, it has provided voices to those who have lost them and supported individuals with accessibility needs in their daily lives.

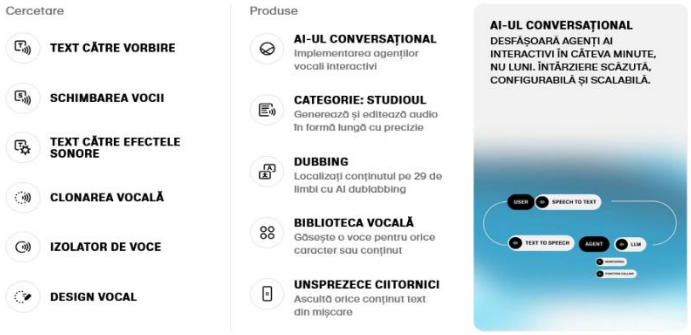


Figure 6. The ElevenLabs technology

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4. Conclusion

In conclusion, expressiveness in television results from the interaction between visual and verbal language, which together contribute to the creation of a complex, accessible, and emotionally impactful message. In the current context of media convergence, this expressiveness takes on new dimensions as the boundaries between television, the internet, and social networks become increasingly blurred. The televised message is no longer passively consumed; instead, it is reinterpreted, redistributed, and even remixed across various digital platforms, requiring constant adaptation of visual and verbal communication strategies.

Artificial intelligence (AI) introduces a new dimension to the construction of media messages. Content analysis algorithms, facial recognition, text generation, and synthetic voice technologies allow for message personalization and media production automation. While this can enhance communication efficiency, it also raises challenges related to authenticity, manipulation, and ethics. Expressiveness in television must be understood not only in terms of traditional aesthetics and rhetoric but also in relation to new technologies and forms of media consumption. Adaptability, intelligent integration of new technological tools, and the maintenance of ethical communication are essential conditions for the continued relevance of televised messages in the digital age.

Expressiveness in television represents a fundamental pillar in the effective shaping of messages delivered to the public. The dynamic interplay between visual and verbal messages not only amplifies the communicative power of the content but also creates a synergistic framework in which meanings are mutually enhanced. Modern television increasingly harnesses the expressive potential of imagery through composition, color, editing, and rhythm alongside the discursive dimension tone, vocabulary, and speech tempo to shape viewers' perceptions and emotions. Together, these two components generate a profound communicative impact that goes beyond mere information delivery, contributing to the formation of opinions, attitudes, and behaviors.

To gain a deeper understanding of expressiveness in television and its impact on contemporary society, the following research directions are both relevant and valuable. The dynamic interplay between visual and verbal messages remains a central topic, as it directly influences how viewers decode and interpret information. This relationship is not static; rather, it continuously adapts to technological advancements, stylistic shifts in media discourse, and changes in audience reception.

Technological progress such as the introduction of HD television, augmented reality, artificial intelligence, and real-time generated graphics profoundly shapes how visual messages are constructed and integrated into verbal flow. Simultaneously, digital platforms and social media drive an accelerated pace of communication, a compression of content, and an intensification of emotional impact, all of which necessitate a rethinking of traditional notions of expressiveness. Therefore, the proposed research aligns perfectly with the current challenges in the field of digital culture and translinguistic communication, with the potential to open new directions for exploration in the domain of audiovisual communication and translation.

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