

The speech on national televisions in Kosova

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The art of speaking on screen has attracted and continues to attract viewers, especially the young. The qualities of the speakers on the screen, similar to the qualities of an actor or a singer, are two folded: innate quality and acquired quality based on systematic work in theoretical preparation and formation of practical skills.

First and most important quality is the speaker's voice. It should be full, warm and clear (with no hoarseness), a melodic voice so to attract the attention of viewers. Native language plays another special role; it should be perfectly known by the speaker.

All are aware that the language used in the electronic media, especially in television, is a spoken language used by persons with various educational backgrounds thus undergoing changes during its usage, and of course the language is not to be blamed for. But, being conscious of the role that the media plays today, the incorrect usage of words and sentences affects knowledge gaining and citizens' conscious development simply because the word or expression said, is considered to be correct only because it was said on television. There is a great number of examples where the usage of words and different dialects while avoiding standard language is present, and this research will try to reflect such phenomenon. In order to reach this goal of the paper, we need to investigate the news broadcasts on three national television channels.

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