Abstract

TV news program is the backbone of national, regional and local TV channels. This type of programs has been changing over the time. The essence of the information is being modified and adopting a new format. Based on this principle, this research analyses the language evolution used on the Spanish TV news programs from its origins until today. The current research has been carried out in three different phases: late 80’s, 90’s and nowadays. The use of both quantitative and qualitative methodology has allowed us to get deeper into our research. The achieved results show that TV news programs have been acquiring a changing narrative style along its course: they began with an "objective" type of information, followed by a dramatic type of information using shocking visual content, to reach a dramatic type of information where the audience can identify and make aware themselves with the affected people in the news. The information used as a show is the new identity mark of the current TV news programs to achieve greater levels of audience.

Keywords

TV, news, information processing; language development, narrative spectacle of information, manipulation