

Božena Bednaříková

Palacký University

Olomouc, Czech Republic

bozena.bednarikova@upol.cz

<https://orcid.org/0000-0002-0190-1375>

The Role of Word-Formation in Signalling Expressivity in News Reporting (A Case Study)*

Abstract. The study examines the effectiveness of word-formation devices in signalling expressivity in television news reporting. The research aims to analyse how expressivity disrupts the objectivity and neutrality of news reporting and what impact it potentially has on recipients. The study is based on Westerståhl's concept of information quality. The research focuses on lexical morphology and examines various types of expressivity, such as the combination of a neutral base with an expressive suffix, diminutives, intensifying prefixation, and conversion of an expressive base. The analysis of television news from 2018 and 2025 revealed that expressivity in television news reporting is generally increasing, but for commercial stations, contextual links to evaluation are decreasing or remaining the same. In contrast, the public television station ČT recorded an increase in both expressivity and contextual links to evaluation. The results suggest that expressive word-formation means are a significant tool that can influence the perception and interpretation of news. The research contributes to a deeper understanding of linguistic mechanisms and their potential for manipulation in media.

Keywords: expressivity; word formation; information quality; neutrality; evaluation; television news; prefixation; suffixation; conversion; diminutives.

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1. Motivation

The motivation for the case study on the effectiveness of word-formation devices in the media field of television news broadcasting stems from a long-term interest in the devices that have the potential to affect the impartiality of news reporting. The basic aim of the previous research examining linguistic devices in television news broadcasting was the effort to uncover how the informational value of news reports can be disrupted. In the field of media communication, emphasis is placed on objectivity and neutrality, and any deviations from these principles can potentially have a manipulative impact on recipients.

Several projects, which this motivation stems from, have studied different aspects of this problem:

The first project (cf. Jílek & Bednaříková, 2015) focuses on violations of the principles of information quality in television news broadcasting. It is based on Jörgen Westerstähl's concept of information quality, which defines criteria for objective news reporting. The project analyzes which linguistic devices are used to violate these principles and identifies the stylistically marked devices of individual linguistic levels. The goal is to create an analytical tool for evaluating news production and to compare the extent of violations of the principles of information quality among different television stations.

The second project (cf. Jílek, Bednaříková & Svobodová, 2016) analyzes the language of Czech television news anchors, focusing on its compliance with the norms of standard Czech and the principles of objective and neutral news reporting. The study employs functional stylistics and normative media theory to create a taxonomy of linguistic and extralinguistic means that could violate these norms. The analysis relies on phonetic transcriptions and quantitative data from the spoken performances of four anchors. The results reveal specific linguistic habits of individual news anchors and their potential influence on the perception of news. The conclusion summarizes findings on compliance (or non-compliance) with norms and their implications for media communication.

The third project (Jílek, Bednaříková, Horáková, Kopečková, Pitnerová & Zimmerová, 2020) deals with expressivity as a significant means of disrupting objectivity. Media often present themselves as objective, but in reality they use expressive devices to evoke emotions and thus to influence recipients. Expressivity, especially when combined with evaluation, violates

the principle of neutrality and can lead to manipulation. The project examines expressivity at various linguistic levels (phonetic, morphological, lexical, syntactic) and analyzes its occurrence in major news programs. The aim is to create a taxonomy of expressive devices and assess the level of tabloidization of individual television stations.

Building on these ideas, the following motivation examples appear illustrative. Syntactic example: The sentence *Vykradli mu obchod* ('They robbed his shop') shows how the dative *mu* makes it possible to include the content of the statement in the sphere of interest of the person to whom the pronoun refers, thus potentially influencing the interpretation of the event. (on the notion of the so-called loose dative cf. Bednaříková, 1997). Word-formation example: *Majitelé škodovek poškozených v aféře Dieseldate dosud nebyli odškodněni* ('The owners of Škodas damaged in the Dieseldate affair have not yet been compensated'). The use of the words *majitelé škodovek* instead of *majitelé vozů Škoda* illustrates a word-formation device that, while leading to a linguistic economy, is on the other hand a substandard and colloquial device, potentially expressing a personal relationship to the given car brand.

Having this in mind, the current research aims to focus on word-formation devices and their potential to disrupt the objectivity and neutrality of news reporting. Examining these devices is important for understanding how the media can influence public opinion and how to protect the informational value of news reporting.

2. Theoretical Base of the Research

2.1. The Role of the News Reporting

News reporting is considered by media organizations to be a product of their own activity. It is regarded as one of the main types of media content, and media organizations aim to achieve the highest possible viewership or readership with their news broadcasts (cf. Jílek & Bednaříková, 2015).

The significance attributed to news broadcasting is evident in the following:

- a) The frequency of television and radio news programs.
- b) The placement of news programs in prime-time slots.
- c) There are specialized news channels (e.g., ČT24, CNN Prima News, etc.).

- d) There are web portals of audio and audiovisual media organizations (e.g., www.ceskatelevize.cz/ct24, www.rozhlas.cz/zpravy/portal, www.tn.nova.cz).

Media organizations present news broadcasting as a reflection of current reality and, in their self-presentation, attribute positive values to it, such as truthfulness, objectivity, and balance. News production is also clearly separated from journalism and narrative production.

2.2. Concept of Information Quality

Jörgen Westerståhl's concept of information quality (cf. Westerståhl, 1983) deals with the objectivity of news reporting and defines it using two basic factors: factuality and impartiality. These factors are further divided into sub-aspects.

Factuality is conditioned by three aspects:

- a) Veracity: The report should be accurate and complete, and there should be no comments, evaluations of the event, or drawing of conclusions by the author. It is important to state facts, not to evaluate them.
- b) Relevance: This aspect is twofold: internal, which relates to working with information within the message, and external, which relates to working with information within the entire medium.
- c) Informativeness: The processing of the message should be such that the recipient can easily grasp, understand, and comprehend it. This refers to the clarity of the news message.

Impartiality is conditioned by two aspects:

- a) Balance: If there are conflicting opinions on a given reality, they should be presented in the form of quotations or paraphrases. These opinions should be presented at the same time, ratio, space, and form.
- b) Neutrality: This means choosing expressionally neutral means without expressivity, emotional evaluation, or appeal signs. Any subjective evaluation of reality or drawing of conclusions is a violation of neutrality.

Westerståhl's concept focuses on the process of creating news messages, assumes the conscious realization of intentions on the part of the originator, and is not primarily concerned with the effects the message will have on the recipient. The principles of information quality concern not only lin-

guistic representation but also the type of information, sources, and their use, the organization in the periodical, and proportionality. The approach aligns with Czech functional stylistics (cf. Čechová, Krčmová & Minářová, 2008; Minářová, 2011), which also emphasizes the conscious choice of linguistic means.

It is important to note that these principles apply to the author's sections of text, not to quotations, and that not all aspects directly relate to language. For example, relevance only touches on language marginally in the area of text composition. A violation of neutrality is understood as the use of linguistic means that contain expressive, stylistic, or appeal connotations. Individual linguistic means may violate multiple aspects of information quality.

The study focuses specifically on the linguistic choices made in news production (word-formation), which is why Westerståhl's model is well-suited for this purpose. His concept of information quality provides a clear and structured framework for defining and analyzing objectivity in news reporting. The division of objectivity into factuality and impartiality, with further sub-aspects such as veracity, balance, and neutrality, provides concrete criteria for identifying deviations from objective reporting. This is crucial for the study, as it is examining how expressivity, a potential violation of neutrality, disrupts this objectivity. The concept focuses on the *process* of creating news messages and the intentions of the originator. This aligns well with the analysis of word-formation devices, as these are choices made by the news producers. Nevertheless, we are aware of certain limitations in Westerståhl's theory. News reporting has evolved significantly since then, with the rise of the internet, social media, and 24-hour news cycles. There is also a limited focus on reception: Westerståhl's concept primarily focuses on the production side and pays less attention to how audiences perceive and interpret news. While this aligns with our focus on word-formation, it may be a limitation to acknowledge. Modern media studies often emphasize the active role of the audience. These limits and the broader perspective are then discussed in more detail in the Discussion section (see 5.) of this article.

3. Objectives and Methods of the Research

The research focuses on expressivity in the main news broadcasts of nationwide television stations and builds on previous research that focused on the analysis of public television news and a comparison with the news broadcasts

of commercial television stations. The aim of previous research was also to identify linguistic means of breaching the news reporting norm and to determine the frequency of these breaches (cf. Jílek & Bednaříková, 2015).

The current research aims to:

- a) theoretically elaborate on the issue of expressivity, both evaluating and non-evaluating;
- b) update the taxonomy of the most relevant word-formation devices;
- c) monitor pragmatic connections in the use of expressive means in TV news and evaluate their potential ability to influence viewers;
- d) investigate the potential effects resulting from the interaction of expressivity and evaluation, either in direct connection or when using expressivity as a supportive means of evaluation in the immediate context;
- e) compare the data already obtained with completely up-to-date data from the beginning of 2025.

3.1. Concept of Expressivity in Lexical Morphology

Expressivity in lexical morphology (word-formation morphology) is defined as the disruption of the systematic correlation between form and meaning within the internal structure of a word (cf. Bednaříková, 2017; Jílek, Bednaříková, Horáková, Kopečková, Pitnerová & Zimmerová, 2020). This disruption is mainly manifested in the relationship between the word-formation base and the word-formation formant. The basic idea is that a neutral combination of a word-formation base and a word-formation formant creates a neutral word, whereas an expressive combination (e.g., an expressive formant with a neutral base or vice versa) creates an expressive word.

Expressivity arises when there is a deviation from the neutral relationship between the base and the formant, leading to the creation of a semantic tension.

This deviation can be caused by:

- a) neutral base + expressive formant: For example, the word *Němčour* ('German' – pejorative), where the neutral base *Němec* ('German') is combined with the expressive formant *-our*.
- b) expressive base + neutral formant: For example, the word *třískot* ('bang'), where the expressive base *třísk* is combined with the neutral formant *-ot*.

- c) expressive base + expressive formant: For example, the word *chlastoun* ('drunkard') where the expressive base *chlast* is combined with the expressive formant *-oun*.
- d) Conversion that can also contribute to expressivity if it involves a transition from an expressive word to another word class. This typically involves nouns and adjectives formed by conversion from expressive verbs, e.g., *nacpané*, *vybydlená* ('stuffed', 'crammed'). Even if the formant itself (i.e., change of inflection) is neutral, it creates a whole with an expressive charge when combined with an expressive base.

3.2. Research Questions

The research focused on the following questions:

I. Which Means of Word-formation Expressivity Appear to be Relevant?

This question is key because it identifies specific mechanisms by which expressivity is created in language at the level of word formation. The previous research shows that expressivity arises not only at the lexical level but also in the processes of word formation (cf. Jílek, Bednaříková, Horáková, Kopečková, Pitnerová & Zimmerová, 2020). The justification emphasizes that expressivity is due to a disruption of the systematic correlation between form and meaning within the internal structure of a word, particularly in the relationship between the word-formation base and the formant. Therefore, it is important to investigate which specific combinations of bases and formants are most relevant for expressing expressivity. Furthermore, it is crucial to determine which word-formation means are most frequently used in contemporary language and what their stylistic and pragmatic functions are. For example, how often do diminutives appear in contemporary news reporting. Answers to this question can contribute to a deeper understanding of the mechanisms by which language expresses itself and how expressivity changes within it.

II. Are Expressive Word-formation Means Combined with Evaluative Ones?

This question explores the interrelationship between expressivity and evaluation in language. Expressive means often carry an evaluative element, either directly or indirectly through context. The combination of expressivity and

evaluation has a strong conative potential, which can influence the attitudes and behaviour of the recipient. Therefore, it is important to examine how these mechanisms are applied in this type of discourse, namely media news reporting: for example, whether expressivity and evaluation are intentionally combined in media texts to achieve persuasive or manipulative goals. Thus, from the perspective of information quality, the connection of expressivity with evaluation in the reporting style is problematic. Answers to this question will help us better understand the influence of language on people's thinking and actions and uncover potential manipulative techniques.

3.3. Research Sample

The research sample for the analysis of expressivity in news reporting consists of video recordings of the main television news from four nationwide television stations: ČT (public service), Nova, Prima, and BARRANDOV (commercial). The first ten-minute segments of the news broadcasts were analyzed. A total of 28 main news broadcasts were recorded, i.e., seven video recordings for each station.

The original 2018 sample of TV news broadcasts was reprocessed and confronted with a new, absolutely up-to-date sample of TV news broadcasts from January 2025. The same principles (number of days, number of minutes, etc.) as in the original sample were used for this newly created and processed sample.

General characteristics of the sample: The news broadcasts in ČT (public TV station) are the longest, with detailed supplementary information, including statistical data and commentaries. In NOVA, the speaking time of anchors and reporters made up to two-thirds of the total length of the broadcast. There were minimal live reports, with more of a focus on visuals with commentary. Also in PRIMA, the speaking time of anchors and reporters reached two-thirds of the total length. In BARRANDOV, the broadcasts were the shortest, and their length varied. There were no live reports, all the reports were prepared.

The selection of the first ten minutes reflects the assumption that media institutions rank topics by importance, from the most important to the least important. As far as the saturation of news reports is concerned, the first ten minutes should contain the most important information and supplementary data. It is assumed that the importance of events correlates with the pre-

ferred method of selecting and framing individual topics, and thus the selection of linguistic means.

This approach was used to supplement the most current data from January 2025 for comparison with a previously analysed period. This ensures the relevance and currency of the research findings.

4. Analysis of the Collected Data

4.1. Selection of Relevant Word-formation Devices

The analytical part of this article focuses on the identification and analysis of expressive linguistic means in the area of lexical morphology (word-formation). For the purposes of this research, a taxonomy was compiled that takes into account the different ways in which expressivity manifests itself in the structure of a word. This taxonomy includes the following categories:

- Neutral word-formation base + expressive suffix;
- Expressive word-formation base + neutral suffix;
- Hybrid derivation / hybrid composition;
- Diminutives;
- Augmentatives;
- Intensifying prefixation;
- Expressive word-formation base + (neutral) change in morphological characteristics (conversion).

Although the taxonomy offers a broad view of the potential sources of expressivity in lexical morphology, for a deeper analysis in this article, I focused on the four most relevant items:

- 1) Neutral word-formation base + expressive suffix: This category is crucial because expressive suffixes are one of the main means of expressing expressivity in word-formation. As the sources state, Czech has an extensive set of expressive suffixes that have the ability to modify the meaning of a word and add an emotional or evaluative charge to it. Examples of such suffixes are *-och*, *-ouch*, *-oš*, *-ouš*, *-áš*, *-ejš*, *-as*, *-ou*, *-out*, *-our*, *-oun*, *-oň*, *-áč*, *-ák*, *-izn(a)*, *-ajzn(a)*, *-isk(o)*, etc. (Zima, 1961; Grepl, 1967; Mališová, 2005; Hradilová, 2015). Analysis of this category allows us to observe how neutral words acquire expressive meaning through the addition of an expressive suffix.

- 2) Diminutives: This category is relevant because diminutives are traditionally considered a means of inherent expressivity. Diminutives often express the speaker's emotional attitude, such as tenderness, kindness, or familiarity. In the context of news reporting, diminutives can be used to mitigate the seriousness of some topics or to create a closer relationship with the audience. It should be noted that in addition to expressing smallness, diminutives can also express the intensity of evaluation (on diminutives in Czech, see Rušínová, 2001).
- 3) Intensifying prefixation: Prefixation is a very common word-formation means, especially with verbal bases. Some of the prefixes can have, in addition to spatial meanings, a modal or evaluative meaning. Thus, the action of the given verb is strongly intensified. In the context of news reporting, intensifying prefixation can thus become a means of highlighting the meaning and impact of certain events.
- 4) Conversion of an expressive word-formation base: Conversion is a word-formation process in which the morphological characteristics of a word change, i.e., the inflection changes and usually also the part of speech (for the concept of conversion, cf. Štekauer & Lieber, 2006; Bednaříková, 2009; Manova, 2011). In this case, the research focuses on cases where the word-formation base is expressive and a new word is created by conversion. Although this is not a fully established word-formation process in Czech linguistics, it is very interesting in the context of expressivity. Thus, the analysis of conversion can reveal new ways in which expressivity appears in language.

The selection of these four items is motivated by their importance for the expression of expressivity in Czech and their frequency of occurrence in news texts. The other categories, while theoretically relevant, appeared less frequently in the analysed material, and therefore the research does not focus primarily on them in this article. The analysis of these four selected categories thus provides a comprehensive and representative view of expressivity in the area of lexical morphology in the context of television news reporting.

4.2. Processing of the Data

The processing of the acquired data focused on the quantification and analysis of the occurrence of expressive means in television news, with an emphasis on total occurrence, average occurrence per minute, and contextual

relation to evaluative means. For clarity, the results were presented in graphs and the final comparative table.

The data processing can be summarized in the following points:

- a) Total occurrence of the means: For each observed expressive means, the total number of occurrences in the analysed sample was recorded, which was 70 minutes for each television station. This data provides a basic overview of the frequency of occurrence of a given means in the entire analysed sample.
- b) Average occurrence of a means per one minute: To compare the frequency of occurrence between different television stations and to account for the different lengths of the analysed segments, the average occurrence of each observed means per one minute was calculated. This data was obtained by dividing the total number of occurrences of a given means by the total length of the analysed sample.
- c) Contextual relation to the evaluative means: For each occurrence of an expressive means, it was monitored whether it was in context with any evaluative linguistic means within the utterance. If so, this occurrence was recorded separately. In this way, it was determined how often expressive means appear near evaluative expressions, which may indicate deliberate influencing and manipulation of the given information. These data were also summarized and recalculated to average occurrence per minute.
- d) For the evaluation of the frequency of occurrence, three bands of average occurrence of units per minute of news broadcast were used:
 - Units with a high frequency of occurrence (average occurrence of 1.00 and higher);
 - Units with a lower frequency of occurrence (average occurrence in the range of 0.11–0.99);
 - Units not used or used exceptionally (average occurrence in the range of 0.00–0.10).

This method of data processing made it possible to compare the frequency of occurrence of expressive means on different television stations, identify the types of expressive means that are most frequent in news, and determine how often expressive means appear in context with evaluative expressions, which may indicate violations of the principles of information quality. In addition, this method allowed to compare two different time periods, namely mid-2018 and early 2025, which provided completely fresh data.

4.3. Results and Findings

The following analysis of the relevant means is captured in the charts and in the subsequent comments, each located below the respective chart. The charts are numbered according to the taxonomy of the most important expressive devices in the lexical-morphological plan (word formation) presented above.

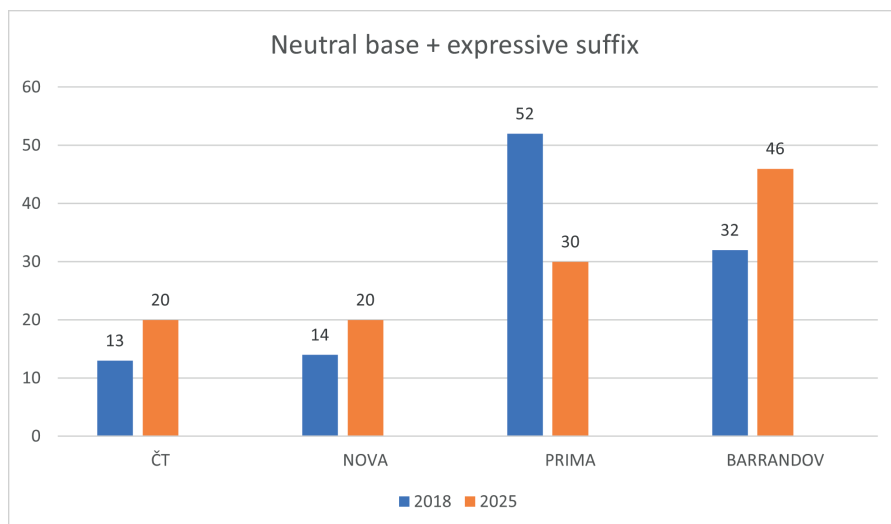


Figure 1. Neutral base + expressive suffix

The first section of the taxonomy focused on the combination of the neutral word base and the main word-formant, which is the expressive suffix. Alternation as one of the word-forming co-formants also plays a role here.

As seen in Figure 1, in 2018 the TV stations ČT and NOVA used far fewer expressives resulting from this word-formation process than PRIMA and BARRANDOV. PRIMA had the highest number of such expressions, both in absolute number and (as seen below) in terms of occurrences per minute of the session. The most frequent expressive suffix was the word-formation suffix *-ák*. This suffix has a dual role: on the one hand, it denotes the agent of the action, such as a *strašák* ('scarecrow'), or *zabiják* ('killer'), on the other hand, it functions as a suffix in univerbizations such as *řidičák* ('driver's license'), *věžák* ('high-rise building'), where a certain degree of expressivity is due to the substandard or colloquial nature of the univerbized expression.

On the other hand, the most recent data showed an increased number of cases of this type of expressivity at all TV stations, except for PRIMA, where the number of uses of possessive suffixes decreased significantly. In addition to the inherently expressive suffix *-ák*, e.g., *parták* ('buddy'), *sedmák* ('seventh-grader'), the univerbization suffix *-k(a)* was often used, e.g., *matikářka* ('female math teacher') or *sociálka* ('social security office').

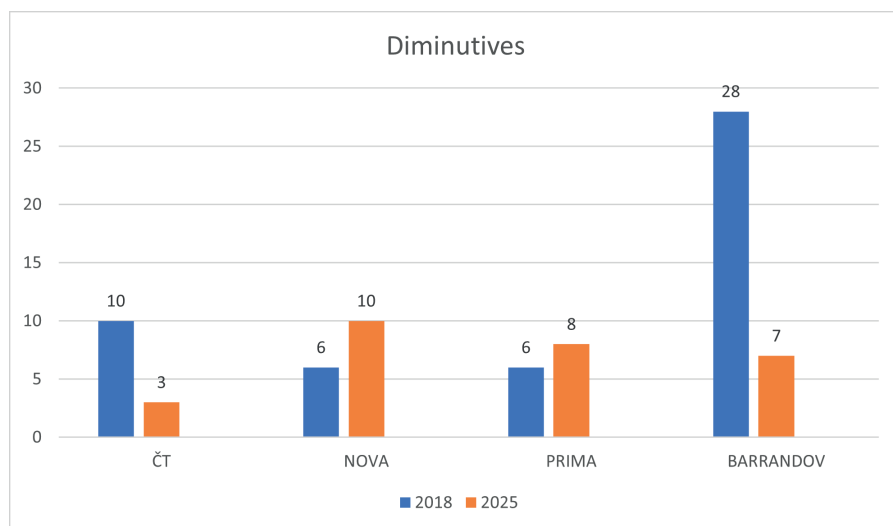


Figure 2. Diminutives

Diminutives, which are usually evaluated in dictionaries as expressive, either by denoting quantity (smaller size) or an emotional relationship to the object, were not particularly used. As seen in Figure 2, a greater number was recorded only at TV BARRANDOV. Mostly there, the participants of an event (*holčička*, *Kamilka*, *dcerka*, 'little girl', diminutive form of *Kamila*, 'little daughter') or things (*kyblík*, *vlaječka*, 'little bucket', 'little flag') were marked with a diminutive. The marking of persons was always about engaging an emotional relationship or simulating one (and thus arousing interest in the event), whereas the things were usually of a really minor dimension.

The most recent data shows a noticeable decline in the use of diminutives, the exception being the PRIMA station.

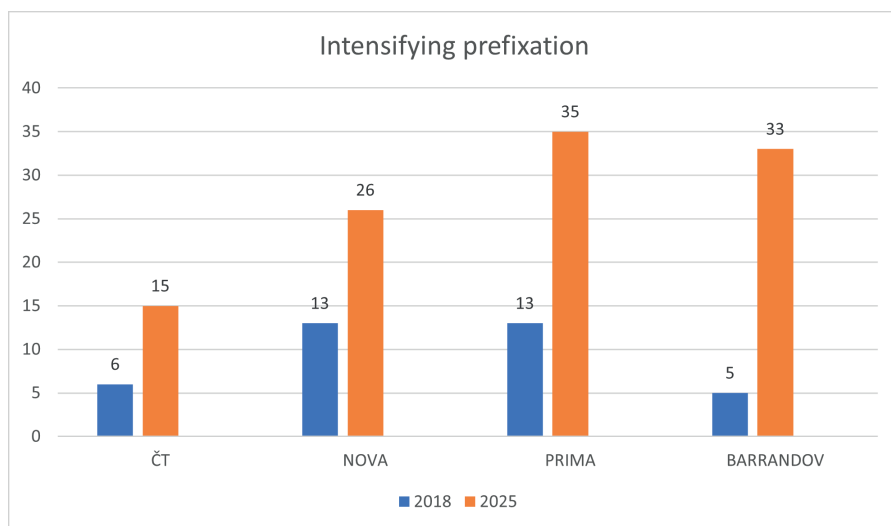


Figure 3. Intensifying prefixation

The strategy in the use of intensifying prefixes has undergone a very interesting development during the period under review. Prefixation is a very frequent word-formation device, especially for verb bases. Some of the prefixes can have a spatial meaning, a manner meaning, or even an evaluative function. Thus, the action of the verb is strongly intensified.

In 2018, there were not many cases, e.g., the modal connotation by *zabydlet se*, *nahánět*, *pochytat* ('to settle down', 'to chase', 'to catch') or evaluative meaning of *zapršet* ('to rain heavily'). Some of these verbs with intensifying prefixes appeared in the context of evaluative adjectives or phraseologisms, thus increasing their evaluative expressiveness in the context.

In contrast, in the current year 2025, the number of cases in which this intensification tool was used increased quite significantly, and this is the case for all television stations, even very clearly for public television (e.g., *oči je zažalují*, 'their eyes will denounce them' – ČT1, *doběhla ho nervozita*, 'nervousness overtook him' – NOVA, *vrhnout se po hlavě a zabojovat*, – 'to throw oneself headlong and fight' – PRIMA, *dopřávat si zaslouženého klidu*, 'to enjoy well-deserved peace' – BARRANDOV).

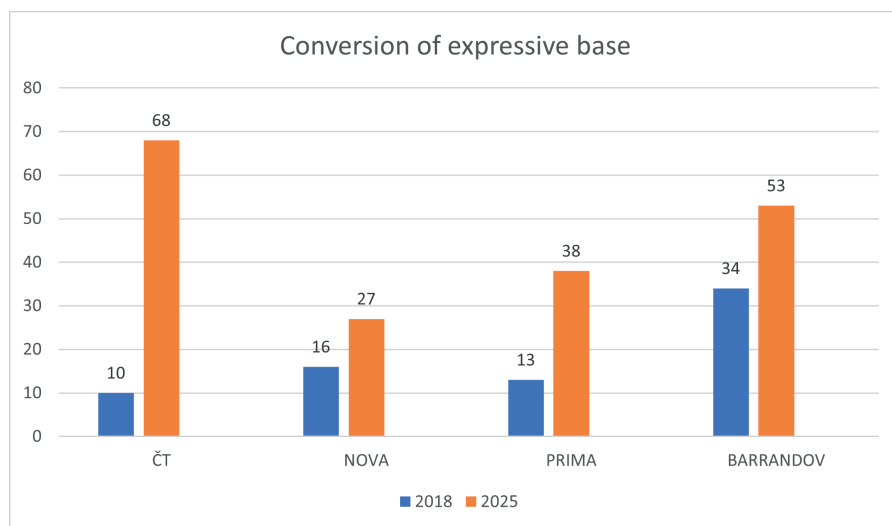


Figure 4. Conversion of expressive base

This type of expressivity is not often mentioned. The point is that the word-formation base is expressive, but the main word-formation formant, which is a change in morphological characteristics, i.e., a change in inflection and usually a change in word class, cannot itself be expressive. Thus, the main word-formant is neutral, the co-formant could be an alternation, but it is not relevant here.

Analysis of the data collected in 2018 shows that television stations generally avoid using explicitly expressive word-formation bases, even in the case of conversion, where the creation of new expressive words would be obvious. Expressivity in words generated by conversion was rather low across all news broadcasts. Cases of conversion combined with expressivity and evaluation appear more frequently only on TV BARRANDOV. Here, converted words with an evaluative aspect are often found near another evaluative means. Examples include words like *nacpané*, *vybydlená*, and *rýpnutí* ('stuffed', 'un-inhabited', 'jab').

However, new data from the year 2025 show a significant increase in the use of expressive word-formation bases for conversion into other parts of speech. This process preserves the original meaning and especially the expressivity. The increase is significant even in public television ČT, where the

number of cases increased from the original 10 to 68. Overall, it seems that even though in the past television tended to avoid expressive word-formation bases in conversion, new data suggests that this trend is changing and conversion with expressive bases is starting to be used more often, even in public broadcasting (e.g., *oči žalující*, ‘eyes accusing’ – ČT1, *hajlování*, ‘hailing’ – NOVA, *pošilhávání*, ‘snooping’ – BARRANDOV).

It is important to realize, however, that conversion as a word-formation process is still debated in Slavic linguistic environments and is not always recognized as a full-fledged word-formation process (cf. Bednaříková, 2009).

TV station blue: 2018 orange: 2025	ČT	NOVA	PRIMA	BARRANDOV
Average occurrence of word-formation expressive means per one minute	0,41 1,51	0,70 1,19	1,20 1,59	1,41 1,99
Average occurrence of word-formation expressive means contextually bound to the evaluative means per one minute	0,16 0,31	0,49 0,53	0,66 0,51	0,83 0,56

Figure 5. Average occurrence of word-formations in TV stations under analysis

Data from 2018 and 2025 in Figure 5 regarding expressive word-formation means in television news show significant differences:

According to the data from 2018 (blue numbers), the average occurrence of word-formation expressive means per minute of news broadcast increased in the following order: ČT, NOVA, PRIMA, and BARRANDOV. The same trend was observed for the average occurrence of all expressive means contextually bound to evaluative means per minute of news broadcast: BARRANDOV showed a relatively high contextual binding to evaluation, while ČT and NOVA had low binding to the immediate environment.

Data from 2025 in Figure 5 (orange numbers) document that all TV stations saw an increase in the average number of expressive word-formation means per minute. This suggests an overall trend towards greater expressivity in television news.

The contextual binding of expressive means to evaluative means per one minute of news broadcast either remained the same or even decreased at

commercial television stations. This means that even though more expressive means are being used, they may not necessarily be linked to explicit evaluation.

A significant difference was noted at the public television station (ČT): the contextual binding to evaluative means (mostly evaluative adjectives and phraseologisms with evaluative potential), on the contrary, increased. This increase may be related to the public television station's effort to gain more viewers in the competitive environment of television stations (see phraseologisms as *jako třešnička na dortu*, *jako na houpačce*, *to je ve hvězdách*, *jede na plné obrátky*, *roztrhl se pytel*, 'like a cherry on top', 'like on a swing', 'it's in the stars', 'it's running at full speed', 'the floodgates opened').

4.4. Summary of Comparative Observations

While in 2018 it was true that with the increase in expressiveness, the contextual binding to evaluation also increased, in 2025 this relationship changed. The increase in expressivity in 2025 is a general trend across all stations, but at commercial television stations, it is not accompanied by a corresponding increase in contextual binding, or this binding even decreased.

The public television station stands out in 2025 because not only did expressivity increase, but also the contextual binding to evaluation, suggesting a possible change in the strategy for presenting the news.

In conclusion, the data from 2025 show a significant shift in the use of expressive word-formation means in television news. While in 2018 it seemed that higher expressivity was associated with more explicit evaluation, in 2025, expressivity is generally increasing, but contextual binding to evaluation at commercial stations, on the other hand, is decreasing or staying the same, while the public television station is also increasing contextual binding, which may be a result of the effort to gain a larger number of viewers and attract their attention.

5. Discussion

Beyond Westerståhl's focus on objective reporting, framing theory (e.g., Entman, 1993) emphasizes how news outlets select and present information, highlighting certain aspects while downplaying others, which can significantly influence audience perception. The use of expressive word-formation

devices can be seen as a framing technique. For instance, the choice to use diminutives like *holčička* ('little girl') might frame a news story to evoke sympathy and highlight a child's vulnerability, shaping how the audience perceives the event.

Critical media studies emphasize the role of ideology in shaping news content. Ideology refers to the underlying beliefs and values that influence how news is produced and interpreted. Expressive language can be a powerful tool for conveying ideological perspectives. The differing trends between public and commercial television stations in our study might reflect different ideological orientations. For example, the greater increase in expressivity and evaluative language at the public station ČT could be interpreted in light of changing public service broadcasting philosophies or the need to compete in the media market.

The current media landscape is often characterized by increased political and social polarization. Expressive language can contribute to this polarization by reinforcing in-group/out-group distinctions and appealing to emotions rather than reason. The use of expressive suffixes to create "us vs. them" language could be analyzed in the context of political debates covered by the news. For instance, the suffix *-ák* used in words referring to opposing political groups can contribute to a polarized discourse.

As far as social media amplification is concerned, news is increasingly consumed and shared through social media platforms. This has led to the amplification of expressive language, as emotional and evaluative content tends to be more engaging and shareable. The expressive word-formation devices can be easily extracted from news reports and shared out of context on social media, potentially distorting the original message and intensifying its emotional impact. For example, a short, expressive phrase containing a pejorative suffix can quickly spread and generate strong reactions.

The rise of citizen journalism and user-generated content has blurred the lines between traditional news and personal expression. Expressive language, common in everyday communication, is increasingly finding its way into news-like content. While our study focuses on professional news broadcasts, it is worth noting that the trends we identify might be even more pronounced in user-generated content. Diminutives and intensifying prefixes, for example, are common in informal communication and might be prevalent in citizen videos or social media posts about news events.

6. Conclusions

The research questions appeared to be relevant for contemporary research because they focused on a dynamic and complex aspect of language that significantly influences communication, interaction, and the construction of meaning. Research on expressivity and evaluation at the level of word-formation contributes to broader linguistic knowledge and develops theories about language mechanisms. Knowledge of these mechanisms has practical applications in the field of media analysis, political communication, advertising, and education.

In short, this research proved to be relevant because it focused on the basic building blocks of expressivity in language, at the level of word-formation and its relationship to context bound evaluation. By examining these processes, we can better understand how language expresses emotional and evaluative attitudes, and how these expressions influence communication and the perception of the world.

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