

Investigating the Semantic Relations of Journalistic and Media Terminology in the Persian Language

Najlāa Ismael Mohammed Kazem¹

Abstract

In this research, analysed and described the journalistic and media terms in terms of semantic fields and then, mentioned the various types of relations existing between them in each field. Because in the last decade, the investigation of semantic relation between various vocabularies has attracted much interest among many linguist. The area of research is still very unexplored and there is high difficulty in analyzing semantic fields and extracting the relation between words. For this reason, this study examined. This research is divided into two parts as follows: In the first topic, analyzed the semantic relations of the journalists' terminology as its semantic field, and the meaning of putting different terms into a semantic field and then getting the relations between the terms (synonymy, antonymy, hyponymy, incompatibility and meronymy). However, in the second topic, selected media terminology and likewise put each set of those terms in their respective semantic domain, and then defined the semantic link between one set and another. Last but not the least, the purpose of this study is to learn new terms for each field as well as to assist the journalists and media translators and Persian language learners to be familiar with these terms.

Keywords: *Semantic Relations, Semantic Field, Journalism, Media, Impact of Journalism and Media on Persian Text Translation.*

Introduction

Semantics is the study of meaning. Semanticists in their study of semantics have arrived at different semantic fields or semantic domains. They then express conceptual relations at the word level within these semantic fields. Since vocabulary is considered the most important part of a language system, the researcher in this study has selected journalistic and media terminology, then placed them in their appropriate semantic field in order to explain the conceptual relations between these vocabularies.

Today we see that journalism is considered both a profession and an art, as journalism employs specialized skills and adheres to specific standards. But regarding the media, today it comes as an expression and informant, and gradually takes its place as a guide and player in political, crisis, social and cultural currents. Moreover, the media can have a great influence on public opinion. We witness their effect in different human societies today. In this study, the researcher has tried to inform researchers in these fields by collecting and examining journalistic and media terminology and exploring these domains.

Research Method

The researcher chose this research and examined it according to the theory of semantic fields. He then stated the different relations between journalistic and media terminology. In writing this research, he relied on the descriptive-analytical method.

Research Objective

The aim of this study is to familiarize with journalistic and media terminology, which today are considered important tools in all human societies. Additionally, to help researchers and translators who are not native Persian speakers to know these terms.

¹ Assistant Lecturer (Asst. Lecturer), University of Baghdad / College of Languages, Department of Persian, Email: najlāa.i@colang.uobaghdad.edu.iq, 07732558955.

Research Background

The researcher has found some studies similar to this study, such as: Investigating the Semantic Fields of Persian Vocabulary and Presenting New Criteria in Determining Semantic Fields by Namvar Fargi, Mojtaba. Pahlavannejad, Dr. Mohammad Reza (2011), and Semantic Fields in the Poetry of Ibn Hani al-Andalusi (362 AH), a thesis by Al-Muhammadawi Hassan Jasib Fateh (2016).

The researcher will explain the terminology regarding this study

Semantics: It is the study that examines meanings or significations in human languages, and it is considered a branch of linguistics. (See Izaat, 2016: 13; Al-Muhammadawi, 2016: 13)

Semantic Field Theory: This theory was presented in the (1920s, 1930s) by German and Swiss linguists such as Ipsen, Porzig, Jolles, and Trier, but the main origin of this theory goes back to the mid-nineteenth century and the works of Humboldt and Herder. This theory views language as a system of signs or words whose meanings are related to each other. Semantic fields usually take multiple forms such as: the color semantic field, the fruit semantic field, the family semantic field, and finally the animal semantic field, and so on. (See Lyons, 1977: 262)

Concept of Semantic Field: Pierre Lerat has defined semantic field as follows: a set of words that are related to each other and always fall under a general term. (See Ben Younes, 2019-2020: 143) Or in other words, a semantic field is also a set of words whose meanings are related to each other, and can be grouped under a general term. (See Muhammad, Salman, 2021: 538) For example, body parts in the Persian language is considered a general term, and under it fall words such as: head, neck, hands, feet, etc. Or the color semantic field includes red, green, orange, yellow, blue and purple. (See Omar, 1985: 79)

Semantic Relations: Semantic relations or conceptual relations mean the set of relations that exist between several words within a semantic field, and these relations are divided into different types, (See Zarah, 2008: 192-193) which are:

- *Hyponymy Relation*
- Synonymy relation
- Antonymy relation
- Incompatibility
- Meronymy relation
- Polysemy relation
- Superordinate relation (See Muhammad, 2020: 128; Pahlavannejad, 2011: 4-5)

The Researcher Will Briefly Explain These Relations

Hyponymy Relation: One of the most important semantic relations in any language system where one concept includes several other concepts. (Kazemi, Ghasemi, 2020: 1)

Synonymy Relation: Synonymy means two or more words having the same meaning. (See Lyons, 2012: 91) But Germain and Leblon have defined synonymy as words that are united in meaning and each of them can be used in the text. (See Germain and Leblon, 1997: 68) Also, Jorjani defined synonymy as two or more words denoting a single meaning, which is called taradof (synonymy). (See Jorjani, 2003: 103)

Antonymy Relation (Contrast): We see that linguists have introduced antonymy in discourse as a complete opposition between two meanings. Antonymy takes two forms in language. One is called opposition (ositionopp) in French, meaning the use of two independent words in discourse, such as: (white and black, alive and dead, tall and short). The other is called antanyme (iemonytan), meaning a single word that has two opposite meanings, such as the Arabic word ðann meaning both doubt and certainty. (See Shandoul, 167)

Incompatibility: Semantic incompatibility means there is no relation between two words, i.e. if (a) does not include (b), then (b) also does not include (a). An example is the relation between dog and cat. (Omar, 1985: 105)

Meronymy Relation: This is one of the most frequent conceptual relations at the word level. For example, consider the concept of the word flower - this word includes other concepts such as (calyx, petal, stamen, pistil, etc.), so these words are part of the word flower. (See Muhammad, Salman, 2021: 540)

Polysemy: Polysemy means a word can have different meanings, or in other words, a lexical unit has multiple meanings, like the word "post" meaning both "mail" and "position." (See Sharifi, 2008: 57)

Superordinate Relation: This relation means that one thing is superior to another, that (a) is at a higher level than (b). (See Namvar, 2007: 32)

Journalism: A profession that deals with preparing and editing news. Or in other words, a system that delivers a unique product to a culture, and this product is the presentation of independent, reliable, comprehensive and accurate information and news that citizens demand freedom for. (Khoshnevis, 2020: 2)

Media: A means of conveying information, ideas and thoughts of individuals or society. (Mohammadpour, 2020: 11)

Definition of Journalistic and Media Terminology

Journalistic and media terminology includes the words and phrases used in the journalism and media industry. These terms include specialized expressions, technical terminology, terms related to media events and phenomena, expressions used in reporting, technical descriptions, titles of articles and reports, social and cultural media vocabulary, and other terms related to the field of journalism and media. Properly defining and using journalistic and media terminology is crucial for understanding and correctly interpreting journalistic and media texts. (See Introduction to Journalism, website)

Examining the Relationship between Journalistic and Media Terminology and Meaning

Examining the relationship between journalistic and media terminology and meaning involves studying the connection and cultural lexicon's association with concepts present in the media and journalism. In this examination, the role and importance of terms used in various newspapers and media outlets in creating and conveying specific concepts and meanings are investigated. The goal of this examination is to study the precise and complete meaning of journalistic and media terminology and how these terms impact text comprehension and the continuity of the Persian language. This examination can aid in better understanding and proper interpretation of the journalistic and media sphere in the Persian language and examine its role in the evolution and transformation of the Persian language and lexical culture.

Impact of Journalistic and Media Terminology on Text Comprehension

This section examines the role of journalistic and media terminology in text comprehension. Using journalistic and media terminology can have significant impacts on understanding texts. By employing these terms, audiences can properly comprehend a text's concepts and ideas. Typically, due to their conciseness and communicative power, journalistic and media terminology can effectively convey information and aid

in quicker and more accurate text comprehension. Moreover, proper use of journalistic and media terminology can make a text more appealing and directly impact attracting readers. (See Ojagh, 2019: 118-119)

Meanings of Journalistic and Media Terminology in Persian

Journalistic and media terminology is used with varying meanings in the Persian language. These terms are often employed to describe and explain events, topics, and relationships between individuals, and to highlight the role and influence of media and journalism in society. In Persian, terms like "journalism revisited," "oil reporter," "media spotlight," and "news explosion" exist with distinct and specific meanings in the realm of journalism and media. These meanings aptly describe communications and have found more applications due to the proliferation of media and newspaper activities in society.

Semantic analysis of journalistic and media terminology in media texts involves examining and interpreting the meanings and concepts these terms convey in media texts. In this analysis, the role and importance of journalistic and media terminology in elucidating the concepts and semantic relations in media texts are investigated. Additionally, using analytical methods and relevant theories, the meanings of each term and the stages of their formation in media texts are analyzed. This analysis serves as a tool for properly understanding and interpreting the concepts and semantic relations in media texts, potentially improving comprehension and interpretation.

Impact of Journalism and Media on Teaching Persian

Journalism and media greatly impact teaching the Persian language. Since modern media is the primary source of information for many people, the language of journalism presents realities and current events to readers. These Persian events and information, in fact, influence Persian language education. Furthermore, using journalistic and media terminology and vocabulary in Persian language instruction can increase learners' vocabulary range, enhance concept comprehension, and strengthen language skills. Therefore, the impact of journalism and media on teaching Persian is highly significant and influential. (See Tahsili Mofrad, 2014: 343)

Impact of Journalism and Media on Translating Persian Texts

Journalism and media significantly impact translating Persian texts. For instance, journalistic and media terminology in Persian texts may have specific meanings and technical vocabulary that require suitable equivalent translation into the target language. Additionally, journalism and media can influence changes in sentence structure and writing style in the translated text. Moreover, some specific, new terms used in the media may not be incorporated into the translated texts because the translator lacks familiarity with them. These impacts can affect the accuracy and acceptability of translating from Persian to English or vice versa.

Examining the Impact of Journalism and Media on Translating Specialized Texts

Examining the impact of journalism and media on translating specialized texts shows that the use of journalistic and media terminology in translating specialized texts can have a significant effect. Due to the specific meanings and concepts that journalistic and media terms embody, professional translators must exercise greater care in selecting and translating these terms. Therefore, examining the impact of journalism and media on translating specialized texts can aid in improving the quality of specialized translations and ensure that the message and meaning of the translated text is accurately and properly conveyed to the audience. (See Specialized Translation of Communication Sciences Texts, website)

Topic 1. Examining the Semantic Relations of Journalistic Terminology According to its Semantic Field

The researcher has placed journalistic terminology in their appropriate semantic fields, and in studying them relied on the descriptive-analytical method to explain the semantic relations between these terms.

Semantic Field of Modern Journalism

<i>Liberal Journalism</i>	<i>Types of Semantic Relations</i>
<i>Critical journalism</i>	<i>Hyponymy, Antonymy, Meronymy</i>

Table 1.

The researcher observes in this table that the term "modern journalism" encompasses the terms "liberal journalism" and "critical journalism", (Khoshnevis, 2020: 1) so there is a hyponymy (inclusion) relation between modern journalism and those terms. And also within this semantic domain, there is an antonymy (oppositeness) relation between liberal journalism and critical journalism. And here we also find that there is a meronymic (part-whole) relation between liberal journalism and critical journalism, because liberal journalism and critical journalism are considered parts of modern journalism. And after studying this area, we realized that it has hyponymy, antonymy, and meronymic relations.

Semantic Domain of Liberal Journalism

Objective Journalism	In-depth Journalism	Types of Semantic Relations
Descriptive Journalism	Investigative Journalism	Hyponymy, Antonymy, Synonymy, Meronymy

Table 2

In the above table, we realized that liberal journalism has several different and multiple forms, and now we examine the relations between these terms related to liberal journalism and find that liberal journalism includes (objective journalism, descriptive journalism, in-depth journalism, investigative journalism). (Kovach, Rosenstiel, 2010: 130) So there is a hyponymy relation between liberal journalism and the terms mentioned in this diagram. However, between objective journalism and descriptive journalism there is an antonymy relation, and between descriptive journalism and in-depth journalism we also see an antonymy relation, but in the case of investigative journalism, this term is considered a part of descriptive journalism and in-depth journalism.

This is because investigative journalism is similar to and complements the latter two forms, so there are meronymic and synonymic relations between them and investigative journalism. Finally, between liberal journalism and the terms that fall under it, there is a part-whole relation.

Semantic Domain of Critical Journalism

Underground or Protest Journalism	Militant or Committed Journalism	Modern Journalism	Types of Semantic Relations
		Defensive Journalism and Participatory Journalism	Hyponymy, Antonymy, Synonymy, Meronymy

Table 3

The researcher in this table, critical journalism has various forms, so he will state the semantic relations between them.

The above diagram includes critical journalism and the words that appear under it, so between critical journalism and them there is a hyponymy relation. But in the case of underground or (protest) journalism, militant or (committed) journalism and modern journalism, we find an antonymy relation between them, because each of them deals with different and specific events. (See Ghazipour, 2010: 1) However, between the term underground journalism and protest journalism there is a synonymy relation, because these two terms refer to the same meaning and we can use either of them in the text. We also see that there is a synonymy relation between militant journalism and committed journalism, because each of them refers to the same meaning.

We also see in this diagram that there is a synonymy (equivalence) relation between militant (committed) journalism, defensive journalism and participatory journalism. (See Goudarzi, 2019: 3) Finally, underground journalism, committed journalism and modern journalism are considered parts of critical journalism, because there is a part-whole relation between critical journalism and them.

Semantic Domain of Journalism

News	Report	Interview	Newspaper Article	Types of Semantic Relations
Headline	Editing	Newspaper Graphics	Page Layout	Hyponymy, Semantic Incompatibility, Meronymy

Table 4

Journalism, like other fields, is also bound by numerous and different terms, such as: (news, report, interview, newspaper article, headline, editing, newspaper graphics and page layout). The researcher places them in their semantic domain and will explain the semantic relations between them.

We find here that journalism encompasses the terms mentioned in the above table, so the researcher has found a hyponymy (inclusion) relation between journalism and them. And we realize that there is a semantic incompatibility relation between news and report, because each refers to different domains. For example, a report deals with various issues, problems and events. (See "What is a Report?", website, 3) And there is also a semantic incompatibility between interview and newspaper article. We also see that there is a semantic incompatibility relation between headline, editing, newspaper graphics and page layout. (See Gholipour, 16-38) And finally, in this table we find a part-whole relation, and this relation exists between journalism and the words that fall under this word. For example, news is considered a part of journalism, so there is a part-whole relation between news and journalism.

The researcher concluded through studying this domain that it has new vocabulary, and can create various relations within this field through them.

Semantic Domain of News

Exclusive News	Missed News	Important News	Breaking News	Urgent News	Types of Semantic Relations
					Hyponymy, Antonymy, Meronymy

Table 5

The researcher will study this table, and state the different relations within it. Like other terms, news is associated with different words, so a hyponymy relation is found between news and exclusive news, important news, missed news, breaking news and urgent news. The researcher has seen in the above table that there is an antonymy relation between exclusive news and missed news, because each has a different connotation. For example, exclusive news means "news that no other journalist or newspaper has". (See Journalistic Terms, website) But in the case of missed news, "when a newspaper does not print an important news story while other newspapers have it, it is considered a missed news". (See same previous source) However, there is also an antonymy relation between important news, breaking news and urgent news, because these terms do not refer to the same meaning. (See Independent Journalism Guide, website, 9) For example, breaking news refers to very important news, but urgent news is the first announcement of a news event occurring. (See same previous source)

The researcher also sees that a part-whole relation can be found between exclusive news, missed news, important news, breaking news, urgent news and news itself, because missed news and the other words in this table are considered parts of news.

Semantic Domain of Reports

Types of Semantic Relations	Memoir Writing	On-Site Report (Monograph)	Investigative Report	News Report (Reportage)
Hyponymy, Antonymy, Synonymy, Meronymy	Photo Report	Travel Report	Personality Profile Report	Scientific/Specialty Report

Table 6

The researcher has seen in the above table that reports have various types, which are: (news report, investigative report, scientific report, personality profile report, on-site report, travel report, memoir writing and finally, photo report), meaning a hyponymy relation is found between reports and them. This table not only contains the hyponymy relation, but also antonymy, synonymy and meronymic relations. There is an antonymy relation between news report and scientific report because a news report covers events, speeches, conferences, assemblies and various ceremonies, but a scientific report is prepared to explain a scientific topic in a specialized field or to reflect the performance, activities, and status of a scientific-research center or institution. (See Gholipour, 21) And there is also an antonymy relation between investigative report and personality profile report, memoir writing, travel report and photo report. The researcher found that news report has another term, namely: (reportage) so there is a synonymy relation between news report and reportage, because both refer to the same meaning, and if one of them is used in a text, it does not change the meaning of the sentence. And there is also a synonymy relation between on-site report and monograph. And finally, there is a part-whole relation between reports and the terms in this table, because news report, investigative report, and personality profile report are considered parts of reports.

Semantic Domain of Interviews

Types of Semantic Relations	Interpretive Interview	News Interview
Hyponymy, Antonymy, Synonymy, Meronymy		
	Interviewer	Interviewee

Table 7

Interviews have different types, one is the news interview and the other is the interpretive interview. And the researcher places them within their semantic domain, then he will examine the semantic relations between them. Here the researcher has seen that the term interview includes news interview, interpretive interview, interviewee and interviewer, so a hyponymy relation is found between interview and its types. And there is an antonymy relation between news interview and interpretive interview, because both refer to different meanings. For example, the purpose of a news interview is to obtain information and news. (See Types of Interviews and How to Conduct Them, website. Gholipour, 26) And there is also an antonymy relation between interviewee and interviewer, because each refers to a different meaning, (and the interviewee is the one who is interviewed, while the interviewer is the one who conducts the interview). (See Interviewee, Interviewer, website) And finally, there is a part-whole relation between news interview, interpretive interview, interviewee, interviewer and interview itself, because news interview and interpretive interview are considered parts of interview. The researcher concluded that this table has three relations such as: (hyponymy, antonymy, meronymy), in addition to finding new terms with different meanings.

Semantic Domain of Newspaper Articles

Types of Semantic Relations	Descriptive, Fictional and Narrative Articles	Scientific, Research, Statistical and Documented Articles	Simple News Articles
Hyponymy, Antonymy, Semantic Incompatibility, Meronymy			

Table 8

The researcher found various types of articles, and he will study them according to their semantic domain.

Initially, newspaper articles include various types such as: (simple news articles, scientific research articles, statistical articles, documented articles, and descriptive, fictional, narrative articles), so a hyponymy relation is found between newspaper articles and the words in the above table. The researcher has found other relations besides hyponymy in this table, such as an antonymy relation between simple news articles and scientific, research, statistical and documented articles, because each deals with different topics. For example, simple news articles are written about urban issues, social problems, events, etc., but scientific, research, statistical and documented articles deal with scientific and specialized topics. (See How to Write a News Article, website)

However, there is a semantic incompatibility relation between simple news articles, scientific, research, statistical, documented articles and descriptive, fictional, and narrative articles, because descriptive, fictional, and narrative articles draw from the writer's imagination and creating atmosphere and excitement are their characteristics. (See Gholipour, 28)

Semantic Domain of Editing

Types of Semantic Relations	Content Editing, Structural Editing	Specialized Editing
Hyponymy, Antonymy, Synonymy, Meronymy	Technical Editing	Language Editing

Table 9

The researcher sees in the above table that editing, like other terms, encompasses various types of words, such as: (specialized editing, content (structural) editing, language editing, technical editing) so there is a hyponymy relation between editing and them. (See Langerudi, 2003: 18) In addition, he has seen other relations in this table, such as a synonymy (equivalence) relation between content editing and structural editing, because both refer to the same meaning. But there is an antonymy relation between specialized editing and content editing, and it is seen that there is also an antonymy relation between language editing and technical editing, because language editing is used to correct grammatical errors and remove ambiguity and complexity. In contrast, technical editing is used in organizing references, explaining tables, maps, spelling, images and preparing a table of contents. (See Tarighedar, 2012: 33) And in this table, he also sees a part-whole relation between editing and its types, because specialized editing, content editing, language editing and technical editing are parts of editing.

Semantic Domain of Awareness

Types of Semantic Relations	Information Giver	Awareness Giver
Hyponymy, Synonymy, Antonymy, Meronymy	Awareness Seeker	

Table 10

In this table we see that awareness includes awareness giver, information giver and awareness seeker. And there is a hyponymy relation between awareness and awareness giver, information giver and awareness seeker. (See Mohammadifar, 1999: 12-13)

But we find an antonymy relation between awareness giver and awareness seeker. And we realize there is a synonymy relation between awareness giver and information giver, because both refer to the same meaning. And finally, there is a part-whole relation between awareness and the words that fall under it. (See Barzin, 1987: 14)

Second Topic: Examining the Semantic Relations of Media Terms According to Their Semantic Domain

In this topic, the researcher has selected terms related to media, and placed them in their appropriate semantic domains, then stated the different relations between the words.

Semantic Domain of Media

Types of Semantic Relations	Mass Media or Group Media	Personal (Individual) Media
Hyponymy, Antonymy, Synonymy, Meronymy	Social Media	

Table 1

In the above table, the researcher sees that media includes personal (individual) media, mass (group or mass) media and social media, (See Aghili, Araghi, 2015: 3) so this domain has a hyponymy relation. It is seen that this domain not only has the hyponymy relation, but the researcher will also explain other relations within this domain, which are antonymy, semantic incompatibility, synonymy, and meronymy. There is an antonymy relation between personal (individual) media and mass media. But between mass media and social media there is a semantic incompatibility relation, because social media includes telephone, social networks, wikis, etc. (See Etabi et al., 2021: 7)

The researcher notices in this table that there is a synonymy relation between personal and individual media, because both refer to the same meaning. And there is also a synonymy (equivalence) relation between mass media and group or mass media. Finally, he has found a part-whole relation between personal, mass and social media, because personal media, etc. are considered parts of media. (Definition of Media, Types of Media, website)

Semantic Domain of Personal Media

Types of Semantic Relations	Telephone	Letter
Hyponymy, Antonymy, Meronymy	Telegraph	Fax

Table2

In this table we see that personal media includes various types such as: letter, telephone and fax, so we find a hyponymy relation between personal media and the words placed under it. And it is seen that there is an antonymy relation between letter and telephone, because a letter is a means of written communication but the telephone is considered a new means of communication. (See Principles of Formal and Informal Letters, website) And conversely, there is an antonymy relation between telephone and fax. The researcher has found a part-whole relation between letter, telephone, fax, telegraph and personal media, because telephone, letter... are parts of personal media. (What is Media and What Are Its Characteristics, website)

Semantic Domain of Mass Media

Types of Semantic Relations	Broadcast Media	Print Media
Hyponymy, Semantic Incompatibility, Meronymy	Outdoor Media	Computer Media
	Publications	

Table 3

The researcher divided mass media into five semantic domains, and will examine them according to their semantic domain. Regarding the table above, we see that mass media includes print media, broadcast media, computer media, outdoor media and finally publications, so there is a hyponymy relation between them and mass media. And there is a semantic incompatibility relation between print media and broadcast media, because print media deals with various means such as magazines, books and newspapers. (same previous website source) But between computer media and outdoor media there is also a semantic incompatibility relation, and between them and publications there is also a semantic incompatibility relation. And finally, we find a part-whole relation between the words mentioned in the table and mass media. (What is Media and What Are Its Characteristics, website)

Semantic Domain of Print Media

Types of Semantic Relations	Newspaper	Magazine	Book
-----------------------------	-----------	----------	------

Hyponymy, Antonymy, Semantic Incompatibility, Meronymy			
	Advertisement	Catalog	Brochure

Table 4

Print media has various types such as: (book, magazine, newspaper, brochure, catalog and advertisement) so there is a hyponymy relation between print media and them, because print media includes the words mentioned above. And there is an antonymy relation between book and magazine.

And there is also an antonymy relation between magazine and newspaper. (See Tajik, 2020: 3) But there is a semantic incompatibility relation between brochure and catalog, because a catalog is a type of advertising and print media. (See What is a Catalog and What is Its Use, website) And there is also a semantic incompatibility relation between them and the word advertisement. And finally, the researcher has found that there is a part-whole relation between the terms in the above table and print media.

Semantic Domain of Broadcast Media

Types of Semantic Relations	Cinema	Audio System	Radio	TV
Hyponymy, Semantic Incompatibility, Antonymy, Meronymy				

Table 5

This table contains broadcast media and its types, and the researcher will explain the semantic relations between them. He sees that broadcast media includes television, radio, audio system, cinema, so he has found a hyponymy relation between broadcast media and them. And there is an antonymy relation (synonymy) between television and radio, because both refer to different meanings. But there is a semantic incompatibility relation between audio system and cinema, because each also refers to a different meaning. For example, an audio system includes speakers for public venues and consists of different components including speakers, microphones, etc. (See What Are the Components of a Public Audio System, website) And finally, he found a part-whole relation between the words in the above table and broadcast media, because these words are considered parts of broadcast media.

Semantic Domain of Media Types

Types of Semantic Relations	Cool Media	Hot Media
Hyponymy, Antonymy (Synonymy), Synonymy, Meronymy	Modern (New) Media	Traditional Media

Table 6

In this table, the researcher has seen that it contains different types of media and here he will examine the relations between them.

Like other domains, media includes multiple types such as hot media, cool media, traditional media and modern media, so there is a hyponymy relation between media and its types. But in the case of hot media and cool media, there is an antonymy relation between them.

Because hot and cool media refer to different meanings. On the other hand, there is also an antonymy relation between traditional media and modern media, because new media refers to the internet while traditional media deals with television, radio, etc. (See Babaei, Fahimifar, 2012: 3) And there is a synonymy relation between modern media and new media, because these two words refer to the same meaning. Finally, the researcher sees that hot, cool, traditional and modern media are parts of media types, so he found a part-whole relation between them and media types. (See Mohammadpour, 2020: 13)

Semantic Domain of New Media

Types of Semantic Relations	Online Media (Internet Media)	Electronic Media
Hyponymy, Antonymy, Synonymy, Semantic Incompatibility, Meronymy	Portable Media	Digital Media
	Cyber (Virtual) Media	

Table 7

The researcher has seen in the above table that new media includes electronic media, online media, digital media, portable media and cyber (virtual) media. This means there is a hyponymy relation between new media and its types. And there is also an antonymy relation between electronic media and online media, because electronic media are media through which electronic information is transmitted such as: (television and radio). (same previous reference 15)

And between digital media and cyber media, an antonymic relationship is found because each of them has different connotations. For example, digital media is transmitted through (SMS, MMS, Bluetooth). (See: What is Digital Media, 2019: Internet site) And between online media and installation media, a semantic incompatibility relationship has also emerged. Finally, the researcher found a meronymic relationship between new media and the words that fall under this term, meaning that they are part of new media.

Online Media

Types of Semantic Relations	Internet platforms	News agencies
Hyponymy, Antonymy, Synonymy, Semantic Incompatibility, Meronymy		

Table 8

The researcher has found in the above table that online media includes news agencies and internet platforms, so there is a hyponymic relationship between them and online media. But between news agencies and internet platforms, there is a semantic incompatibility relationship, and between news agencies, internet platforms and online media, there is a meronymic relationship because they are considered part of online media. (See Abbaszadeh, 2013: 11)

Semantic Field of Installation Media

Types of Semantic Relations	Catalog	Urban and road signs and advertisements	Announcement
Hyponymy, Antonymy, Synonymy, Semantic Incompatibility, Meronymy	Billboard	Logo	Poster

Table 9

Installation media includes announcement, urban and road signs and advertisements, poster, logo, billboard, so there is a hyponymic relationship between them and installation media. And between announcement and urban and road signs and advertisements, there is a semantic incompatibility relationship because an announcement is a formal statement of a law or administrative right after its approval has been finalized, or in other words, something that is announced in writing or verbally. (See Moeen Persian Dictionary, Internet site) And between catalog and poster, there is also a semantic incompatibility relationship, while between logo and billboard, there is a semantic incompatibility relationship between them because a logo is a graphic mark that can be designed as a sign, symbol, lettering, or a combination of these. (What is a Logo and Why Do You Need Logo Design? Internet site) And finally, between installation media and the terms that fall under it, there is a meronymic relationship because they are considered part of installation media.

Semantic Field of Social Media

Types of Semantic Relations	Microblogs	Social networks	Blogs
Hyponymy, Antonymy, Synonymy, Semantic Incompatibility, Meronymy	Forums	Podcasts	Wikis
	Content communities		

Table 10

Regarding social media, the researcher could categorize them into seven groups, then put them in the above table and stated the relationships between them.

For example, there is a hyponymic relationship between social media and the words in the table because social media includes blogs, wikis, social networks or social networks, microblogs, podcasts, content communities, forums. And we see that between blogs and wikis, there is a semantic incompatibility relationship because blogs are "a type of website containing commercial content or personal magazine scattered on the web in textual content with a conversational language, where each post is displayed in chronological order". (Valamaghani, 2023: 1) But wikis are a website or an online software created to build a knowledge base and bank. (What is a Wiki, 2020, Internet site) And between social networks or social networks and microblogs, a semantic incompatibility relationship is found because social networks are a virtual platform for connecting with other individuals and organizations and sharing content, opinions, and media with others, which can be in the form of sending simple messages or sending media (video or image) to each other. (Robert, What is a Social Network? What are its Importance and Types? Internet site) But microblogs are a tool for blogging that allows users to write short content between 140 to 200 characters. (Ghamsari, 2016: 1) And between social networks and social networks, there is a synonymous relationship because both refer to the same meaning. And we see that between the terms within the table and social media, there is a meronymic relationship because they are considered part of social media.

Conclusion

The main goal of this study is to know the different terms and words that can help a translator in the job market.

The goal of this study is also to know the semantic relationships between the words within each table.

The researcher was able to obtain many terms specific to each field.

The researcher was able to learn new words related to the field of journalism and media.

The researcher has seen that the hyponymic relationship prevails over all semantic fields.

The researcher found that the synonymous and semantic incompatibility relationships occur less frequently in the above tables.

In studying this research, the researcher found that those tables contain new terms and they can create various relationships within each table.

The researcher could place some terms within two or more semantic fields, such as the word television, radio, which we can place in the semantic field of electronic media or broadcast media, and also the word poster can appear in the semantic field of installation media or print media.

The researcher has learned many English words in the field of journalism and media, such as: (social network, poster, logo, etc.).

The researcher sees that there is no superiority relationship in this research.

References

- Azza'it, Bin Issa Asou (2016), *Al-Wajiz fi Ilm Al-Dilalah*, 1st Edition, Dar Al-Aman, Rabat.
- Ismail Muhammad, Najla (2020), *A Morphological and Semantic Study of Contemporary Terms between Persian and Arabic*, Master's Thesis, Faculty of Languages, University of Baghdad.
- Bin Younis, Dr. Shahrzad (2019-2020), *Lectures in Semantics*, Faculty of Arts and Languages, Muntouri Brothers University, Constantine.
- Jorjani, Sharif (2003), *Al-Ta'rifat*, Dar Al-Kutub Al-Ilmiyah, Beirut.
- Omar, Ahmed Mukhtar (1985), *Ilm Al-Dilalah*, 1st Edition, Alam Al-Kutub, Cairo.
- Abbas Zadeh, Ruhollah (2013), *Media Studies*.
- Claude Germaine, Raymond Leblon (1997), *Ilm Al-Dilalah*, translated by Noor Al-Huda Loshin, Garyounis University, Benghazi.
- Kovach, Bill. Rosenstiel, Tom (2010), *Principles of Investigative Journalism*, translated by Hamid Reza Zahedi, Ettelaat, Tehran.
- Lyons, John (2012), *An Introduction to Language Meaning*, translated by Kourosh Safavi, Scientific Publishing, Tehran.
- Langerudi, Seyyed Jalil Shahri (2003), *Generalities of Editing and Part of Grammatical Issues in Editing*, Islamic Azad University, Tehran.
- Gholipour, Heshmatollah, *Introductory Principles of Journalism, Cultural and Extracurricular Management*, Publisher of Iran University of Science and Technology.
- Tarighedar, Abolfazl (2012), *Types of Editing*, 1st Edition, Boustan Ketab Publisher, Qom.
- Zarral, Salah Al-Din, (2008), *Al-Zahirah Al-Dilaliyyah Inda Ulama' Al-Arabiyyah Al-Qudama' Hatta Nihayat Al-Qarn Al-Rabi' Al-Hijri*, 1st Edition, Dar Al-Arabiyyah Lil-Ulum Nashiroun, Beirut.
- Mohammadpour, Vahid (2020), *Media Studies*, Adabyan Rouz Publications.
- Namvar Fargi, Mojtaba (2007), *Semantic Circle, A New Approach to the Theory of Semantic Networks*, Master's Thesis, Ferdowsi University of Mashhad.
- Theses:
- Al-Mahmadawi, Hassan Jasib Fateh (2016), *Semantic Fields in the Poetry of Ibn Hani Al-Andalusi (362 AH)*, Thesis, University of Baghdad, College of Literature.
- Dictionaries:
- Barzin, Masoud (1987), *Dictionary of Persian Journalism Terms*, First Edition, Behjet Publications, Tehran.
- Mohammadifar, Mohammad Reza (1999), *Dictionary of Journalism*, Publications and Printing Organization, Ministry of Culture and Islamic Guidance, Tehran.
- Journals:
- Babai, Mahmoud. Fahimifar, Sepideh (2012), *Features of New Media and Communication Patterns*, No. 96, Quarterly Journal of National Library and Information Organization Studies.
- Tajik, Mohammad Ali (2020), *Definition of Traditional Media; Exaggeration and Understatement*, Eighth Year, No. 52, Monthly Scientific, Specialized Media Management.
- Khoshnevis, Nahid (2020), *New Journalism*, Kabri Comprehensive Scientific University of Culture and Art.
- Shandoul, Mohammad, *Rules of Semantic Relations and Their Geometry in Lexical Theory*, Journal of Arabic Language - University of Carthage - Higher Institute of Languages in Tunis, Issue Thirty-nine.
- Kazemi, Dr. Forough. Ghasemi, Mahsa (2020), *A Comparative Study of Semantic Inclusion in the Poems of Sohrab Sepehri and Nima Youshij*, Fourth Year, Issue Twelfth Spring, Language and Literature Critique.
- Goudarzi, Mohsen (2019), *"Advocacy" Conservative Journalism Opposed to "Objectivism"*, New Communication Studies - Pre-Issue One, Fall and Winter.

- Etabi, Nasrin et al. (2021), A Review of the History and Structure of Social Media, Volume 2, Issue 2, Journal of New Research in Entrepreneurship Management and Business Development.
- Aghili, Seyyed Vahid, Araghi, Morteza Ghasemzadeh (2015), Social Media: Nature, Functions and Challenges, Eighth Year, Issue 1, Journal of Iranian Social Development Studies.
- Sharifi, Vardanjani, (2008), The Most Frequent Conceptual Relationships between Vocabularies, Persian Language and Literature Journal, Sixth Year - Spring and Summer, University of Sistan and Baluchestan.
- Mohammad, Najla Ismail, Salman, Nahlah Dawood, (2021), A Study of the Semantic Field of Legal Terms in Persian, Supplement (1), Issue 138 September, Al-Adab Journal, College of Arts, University of Baghdad.
- Namvar Fargi, Mojtaba. Pahlavannejad, Dr. Mohammad Reza (2011), A Study of Semantic Fields of Persian Vocabulary and Presentation of New Criteria in Determining Semantic Fields, Journal of Linguistics and Khorasan Dialects, Consecutive Issue 4 - Spring and Summer, Mashhad (Scientific, Research), Ferdowsi University.
- Ojagh, Seyyede Zahra (2019), Redefining the Role and Position of Science Journalism in Iran, Journal of Cultural Studies - Communications, Twentieth Year, Issue Forty-fifth Spring.
- Tahsili, Tahereh Sadeghi. Mofrad, Fatemeh Omid (2014), Persian Language and Media, First Persian Language Teaching Conference, March.
- Online References:
- Journalism Terms, Internet Site <https://net.tebyyan.article>
- What is Media Definition? Types of Media, Internet Site <https://motmem.org>
- Ghazipour, Majid (2010), Journalism and Its Types, Internet Site www.majidghazipour.com
- Ghamsari, Amir (2016), What is a Microblog, Internet Site <https://newse.ir>
- What is a Catalog and What is its Use, Internet Site <https://rtr.co.ir>
- What is a Report? Internet Site <http://civil.sadjad.ac.ir>
- What is a Logo and Why Do You Need Logo Design? Internet Site <https://fontoanfo.ir>
- Types of Interviews and How to Conduct Them, Internet Site <https://saabj.blogspot.com>
- What is Media and What Features Does it Have, Internet Site <https://tebresort.com>
- What is Digital Media? 2019, Internet Site <https://pge.ir>
- Robert, Support, What is a Social Network? What are its Importance and Types? Internet Site <https://robord.ir>
- Guide to Independent Journalism, from the Publications of the Office of International Media Programs, U.S. Department of State, Internet Site <https://iusinfo.state.gov>
- What are the Components of a Public Address System? Internet Site <https://hodran.com>
- What is an Interview, Internet Site <http://youvoice.fablogs.com>
- Interviewee, Interviewer, Internet Site
- Valamaghani, Dorsa (2023), What is a Blog? 3 Differences between Blog and Website with Comparison Table, Internet Site <https://packpars.com>
- Specialized Translation of Communication Science Texts, Internet Site <https://eshraghtrans.com>
- What is a Wiki, 2020, Internet Site <https://kogarweb.ir>
- How to Write a News Article, Internet Site www.faranegarma.com
- Introduction to Journalism, Online Training, Internet Site <https://elearnpars.org>
- Lyons, J.(1977). Semantics, vols1and2, Cambridge: Cambridge University press