

Introduction

What does it mean, talking about the quality of oral language on broadcasting media? Are we in any condition to demand high levels of quality in the oral use of Catalan in the media, comparable to those of other European languages? What connection should be established between language quality and the implementation of an oral standard for the media that is widely accepted by the community of Catalan-speaking regions and by users? What are the responsibilities of the different institutions in terms of improving the quality of the language used on the different media and in the different broadcasting genres? The different experts, researchers and professionals we have gathered together in this single-themed, 28th edition of the *Quaderns del CAC*, dedicated to language quality in the broadcasting media, hope to provide answers to these and other questions of evident linguistic, communicative and cultural interest.

The first block of articles in this edition offer a critical assessment of the experiences in the early stages of the Catalan language sphere. Oriol Camps focuses his analysis on the advice given and results incorporated during almost twenty-five years of work by the CCRTV ("Concerning the language quality of the media of the Catalan Radio and Television Corporation (CCRTV)"). Toni Mollà highlights the shifting evolution of the language model that has affected Canal 9 of RTVV ["The oral linguistic model: the case of Canal 9 or the unbalanced (linguistic) level"]. Joan Melià presents a summary of the slow incorporation of Catalan in the media of the Balearic Islands, until the arrival of IB3 ("The Catalan language in the broadcasting media of the Balearic Islands"). And Isidor Marí evaluates the few opportunities to implement an oral standard and points out the optimum conditions for this to occur ("The consolidation of an oral standard: limits and conditions").

The second block contains the experiences of professionals, explaining the choices made with regard to the quality of oral language. Mònica Terribas argues for the option of spontaneous oral language in *La nit al dia* ("Reclaiming oral discourse on television"). Lluís Comes examines the reasons behind the dubbing quality on TVC ("Dubbing into Catalan"). Joaquim M. Puyal tells of his career in sports radio broadcasts ("From the street to the airwaves: how football in Catalan conquered the radio"). Margarida Bassols, Albert Rico and Anna M. Torrent, from the Language and Media group (UAB), present a study of the language of radio magazine programmes in Catalan ("Expressive strategies and devices in radio magazine programmes"). And Maria Rosa Buxarrais and Amèlia Tey deal with coarse language on television from a public ethics point of view ("Coarse television language as an ethical indicator of how cultured a society is").

Finally, in the "Observatory" section, we include three articles related to research activities: "Evaluating the diversity of television programming", by Eva Pujadas and Mercè Oliva, from the UNICA group (UPF); "Chronology of international radio in the Catalan language in the 20th century", by Cinto Niqui, and "Elements for studying TV reality in secondary education", by Ramon Breu.

Josep Gifreu
Director