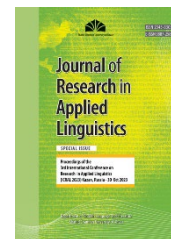




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Statistical Investigation of Morphological-Stylistic and Lexical-Stylistic Errors of the English Language in the Speech of TV Presenters

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Abstract

Given that we live in the information age of the twenty-first century, it is difficult for anyone to imagine their life without the media. One of the most widely used media forms has been and continues to be television since it largely shapes public opinion. To put it simply, a TV presenter has a powerful tool at their disposal to sway public opinion. As a result, it is crucial to research how TV presenters speak these days. The research topic in this article is the speech patterns used by TV hosts from various networks. The novelty of this scientific work is determined through a comparative analysis of well-known TV presenters' British channels. Throughout the project, a statistical analysis of lexical- and morphological-stylistic errors in the speech of several TV hosts was done. Consequently, it was discovered that TV presenters' speech patterns are also influenced by the state of the TV channel. First of all, TV presenters' vocabulary levels are a direct reflection of a TV channel's reputation. The fundamentals of communicative competence are disclosed, the presenters' current classifications are analyzed, common errors made on radio and television are highlighted, and the factors affecting speech behavior are enumerated. The aims and objectives of this scientific endeavor, along with the particulars of the subject matter under investigation, guided the selection of research methodologies. Traditional research methods, such as comparative, analytical, and cultural-historical approaches, were mostly employed.

Keywords: TV Presenter; Speech; English Language.

1. Introduction

Adherence to specific speech behavior norms is crucial for journalists working in radio and television. According to Bredermeier (2005), there are several characteristics of people's speech behaviors in socially focused communication. The servile nature of speech activity is evident in social interactions, where speech is always subservient to an extraverbal objective, such as planning group activities. This characteristic foretells noticeably harsher speech behavior regulation. Initial conditions that permit communication participants to act cooperatively are identified by Volodina (2003) as follows: The expectation that the interaction will last until both parties decide to end it; The presence of interaction participants with at least a short-term, immediate common goal.

These requirements, which the author refers to as the "principle of cooperation," call for participants to behave in a way that is consistent with the agreed-upon goal and direction of the discussion. Berezin highlights the fundamental guidelines for speech behavior because of this idea: The utterance must be as truthful as possible; the statement must relate to the topic of the conversation; it must be clear; and it must contain precisely the amount of information necessary to achieve the current communication goals.

Real speech, however, is tainted by insults or transgressions of specific communication norms: individuals are talkative, don't always express what they mean to say, and speak incoherently or fragmentarily. The speech patterns and techniques employed by interlocutors are particularly significant in social interactions. Recognize the process of developing communication under the verbal communication strategy with the goal of attaining long-term outcomes. The strategy comprises both the planning and execution of verbal interaction, contingent upon the particular communication conditions and communicators' personalities. Disregarding the other person and concentrating on oneself is the primary characteristic of those who exhibit centered speech behavior. Active egocentrics make a lot of noise and only pay attention

to what they hear. People who are more melancholic and centered may exhibit complete closure: they may react inappropriately, abruptly change the topic, or show little interest in their partner. Supporters of the cooperative speech behavior type, which is the third kind of speech behavior, exhibit communication skills. Here, a partner's communication mood is evident, but it can also reflect a variety of emotions, including understanding the other person and putting yourself in his shoes, fear of conflict, and so on. Every individual has the ability to display a variety of speech behaviors. But cooperative skills are more often helpful in achieving communication success. Large-scale appeals, public speaking, and broadcast communication are examples of socially focused communication on a different level, each with unique traits and patterns. One of the most widely used media in the modern world is television, which has a huge impact. This scientific study aims to investigate how different channels' broadcasters speak and how that affects the viewership.

2. Literature Review

Global media linguistics has developed as a result of the increased interest in different media genres in recent studies. Scientific research on political manipulation of the media is found in the works of Gazizov and Nagovitsyna (2017), Voronina and Ismagilova (2016), and Abdullina and Brisart (2019) Michael. Globalization of western culture through various mass cultural products and their impact on Russian culture. The foundation of this educational path is the study of the complex structure of media texts as a whole, including the effects of production and distribution methods on the linguistic features of the texts, classification issues for functional genres, phonological, syntagmatic, and stylistic qualities, properties of interpretation, culturally specific features, ideological modality, and pragmatic linguistic values.

Talk shows are currently among the most well-known events in information and media communication that can significantly influence how many people form their worldviews. In the 1960s of the 20th century, talk shows on American television started to appear at random. The name of renowned television journalist F. Donahue, who hosts the program "The Phil Donahue Show," is linked to its existence. The show laid the groundwork for the renowned "daytime" or "tabloid" talk shows of today. The Oprah Winfrey Show, which debuted in 1986 and catered primarily to female viewers, is largely responsible for this format's entrenchment on American television. Progressively, American talk shows like "The Oprah Winfrey Show," "The Ricki Lake Show," and "The Montel Williams Show" were exported to the UK, a few European nations, and the majority of South American nations. The "tele-debate" format gave way to the "talk show" format in Europe in 1980 as a result of the decentralization of the media. Since its debut in 1967, this television genre has grown to become the most widely used and rapidly evolving form of contemporary media and information communication across all languages and national boundaries.

The rate at which television networks around the globe have been adapting program formats has increased dramatically in recent years. Popular TV formats are being adapted more frequently from one location to another under the new market conditions of the multi-channel cluster, which are being brought about by innovative technologies and increased service privatization. The words "talk" (meaning conversation) and "show" (meaning presentation or display) were combined to create the term "talk show." Thus, to relate to the first part of its name, "talk," this television format is constructed around one or more informal, colloquial genres (discussion, interview, press conference, etc.), and the broadcast dramaturgy is closely related to the genre's question-and-answer structure. According to Rustamovna Sabirova et al. (2020), the second and equally significant aspect of the "show" alludes to the audience in front of which it is presented—that is, viewers in the studio as well as viewers on television or the internet.

3. Methodology

The goals and objectives of the work, along with the particulars of the material studied, influence the choice of research methods. Traditional methods such as analytical, comparative, cultural-historical, and comparative were mostly employed in the study. The analytical method entails gathering information and organizing it so that you can see various kinds, both general and particular. The application of comparative-comparative and cultural-historical methodologies enables us to discern the characteristics of the interplay between diverse languages and cultures.

4. Results

We will analyze the communication acts of Stephen Fry, the host of the BBC television program "Quite Interesting (QI)," and Graham Norton, the host of "The Graham Norton Show," a talk show broadcast by BBC One, in order to pinpoint the peculiarities of the speech behavior of British television presenters. The TV hosts' speech is mostly

improvised, even though the show's materials are somewhat prepared. Presenter Kim Cattrall posed an original question during G. Norton's impromptu segment, "Couldn't you... relate to her fame or was fame different in the 50s?" The sarcastic, witty, and generally humorous remarks made by S. Fry are also examples of deft improvisation, demonstrating the presenter's high degree of professionalism and education as well as his erudition (Zamaletdinov, 2004, Rodchenko, 2006, Vartanov, 2003, Galiullina et al., 2020).

The presenters use a range of exclamations, laughter, and non-verbal cues to quite literally convey their feelings. Norton uses animated hand gestures to go along with his speech, such as "Oh my God!" to demonstrate his genuine interest in the topic of discussion and to show that he is fully engaged in the dialogue. A paradox that "serves as a means of expressing expressiveness, which ensures the ability of a text to convey the subjective attitude of the speaker to the content or addressee of speech" is another device used by the author. The host employs extralinguistic cues like laughter, pauses, irregular or smooth speech, and, in rare instances, deliberate pauses to keep viewers' and program participants' attention as well as elicit certain emotions in them. Given his propensity for taking unexpected actions, Rodchenko's (2006) speech behavior can be classified as belonging to the type of "thinkers" in the classification of speech behavior types. Regarding Fry, he fits into the hybrid category of "poets" and "thinkers." The kind of "poets" that Fry identifies with are evident in his extensive vocabulary and sophisticated command of the English language.

The primary Norton is distinguished by a casual, so-called conversational speech pattern. He uses a lot of common words in his speech, a lot of acronyms, and some words that are defined in dictionaries as "swearing." Take the terms "moron" and "God damn it!" You'll notice that certain terms are used, like "perv" (a contraction of "pervert"). In spite of the program's scientific focus, S. Fry also employs a conversational tone to foster a laid-back vibe. There are some allegedly offensive terms in his speech, like "shagging," which dictionaries classify as "offensive." Additionally, the presenter employs euphemisms, which are less offensive terms that are used in place of offensive ones. For example, he might use the term "testicles" in place of his offensive synonym. The English language has four different functional styles: colloquial, official-business, scientific, and newspaper-journalistic. Although it is thought that a journalist should speak in both the official-business and newspaper-journalistic styles, news stories have been using a lexical set of colloquial styles more and more recently. For instance, phrases like "fun," "crying," "remaking," "gasp," etc. A significant factor is the TV channel's direction.

Speaking on the radio is a suitable tactic for verbal behavior, the sharing of spiritual states, which suggests both the willingness to listen and the willingness to express oneself. Muratov (2003) highlighted that the English language of everyday speech on television, the manner in which characters behave in the context of popular shows, and the appearance of individuals who personify our ideas of intelligence all have an impact on viewers. Whether done consciously or not, this shapes the culture of the community. Currently, speech is being dialogized and a colloquial vocabulary is being used more and more in television shows. The now-famous talk show genre (from English talk show - conversational gala show) uses spontaneous speech and free presentation of ideas during a conversation. After examining these mistakes, we can say that there is a lot of obstruction in the media's speech. The following may be the cause of this: a weakening of censorship; less emphasis on the culture of speech from prominent figures on television; a reduction in the quality of proofreading work; authors of political statements, laws, and journalistic articles having vague and confused ideas, which results in the ambiguity of their English language works; and a reduction in editorial demands on journalists with regard to English language standards. Since TV presenters represent the network, they should always look their best. Trust is essential to communication on television. The host needs to connect with each personality on the show.

5. Discussion

By analyzing the TV presenters' communicative acts, it was possible to identify common speech behavior errors. Two stand out examples are interrupting the other person in mid-sentence and failing to follow formal communication etiquette when speaking in public. As a result, the leading television program's professional competence is defined as having all the information and communication skills required for the most productive tasks. The communication system is the link between two or more partners through which a message is transmitted from one partner to another, potentially changing the actions of the partner who received the message. This is where the interaction between the correspondent and the viewer takes place. Even after decades of television work, some presenters have not gained popularity or demand. Because you have to be able to transform in addition to emphasizing natural data when creating an image. You shouldn't use the successful image you once found all the time.

6. Conclusion

Therefore, the topic of the speech patterns of TV hosts from different television networks was examined in this article. Following a review of the pertinent literature, the concept of speech behavior was introduced, and its key components—such as the cooperative and politeness principles—as well as the guidelines they recommend were explained. The authors of the sources under study state that certain characteristics of speech behavior—such as "system specialists," "thinkers," "poets," and "leaders"—allow for the distinction of different speech behavior types in mass communication. Naturally, individuals rarely exhibit these types in their purest form; instead, they typically blend indications from several types in their speech patterns. TV hosts are able to highlight the formality or informality of the circumstance as well as the social hierarchy through speech behavior. A TV presenter's job also entails public speaking, addressing a sizable audience, and communicating live, all of which are aspects of socially conscious communication that have their own unique qualities. The status of the channel has a noticeable impact on TV hosts, as evidenced by the lexical level (the use of stylistically labeled words) and the way information is presented on air (interviews, talk shows, music videos, and humorous miniatures), according to an analysis of the speech behavior of the First Channel TV host Shakirova et al. (2020).

Acknowledgements

This paper is performed as part of the implementation of the Kazan Federal University Strategic Academic Leadership Program.

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