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**SPEECH IMPLEMENTATION OF THE LOCAL STRATEGY OF
ESTABLISHING AND MAINTAINING CONTACT: TACTIC OF
FASCINATION (BASED ON LARRY KING'S TALK SHOW)**

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Introduction: *The article analyses speech implementation of the local strategy of establishing and maintaining contact, mainly tactic of fascination used in Larry King's talk show. The specifics of Larry King's talk show and its communicative and pragmatic focus on conducting a cooperative, conflict-free and tolerant dialogue within this genre determine the use of a wide range of positive politeness strategies and tactics. And as the tactic of fascination is a dominant one within this very talk show, the choice of its study became evident. The author also outlines the linguistic and lexico-grammatical means of implementing the fascination tactic on the lexical and syntactic levels.*

The purpose of this article is to outline the peculiarities of speech realization of the fascination tactic in Larry King's talk show from the point of view of politeness.

To achieve the purpose of the article, the following linguistic research **methods** were used: descriptive, scientific, and deductive.

Results: *The study reflects the linguistic realization of the fascination tactic in a talk show, which within its framework is an act of individual speech creativity of the host and his interlocutor, striving for sophistication, originality and expression of a positive evaluative statement.*

Originality: *The article provides a comprehensive analysis of the fascination tactic in the English-language television discourse of talk shows based on Larry King's program, taking into account its functional load, namely the expression of the addresser's friendly attitude toward the addressee.*

Conclusion: *The fascination tactic is widely used in Larry King's talk show. Its main function is to express the addresser's friendly attitude towards the addressee and to help bring the interlocutors closer in communication. It tactic is implemented by different linguistic and lexico-grammatical means at the lexical and syntactic levels.*

Keywords: politeness, positive politeness, strategy, tactic, fascination, talk show, adverbial intensifier.

МОВЛЕННЄВА РЕАЛІЗАЦІЯ ЛОКАЛЬНОЇ СТРАТЕГІЇ ВСТАНОВЛЕННЯ І ПІДТРИМУВАННЯ КОНТАКТУ: ТАКТИКА ФАСЦИНАЦІЇ (НА МАТЕРІАЛІ ПРОГРАМИ ЛАРРІ КІНГА)

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Вступ: У статті проаналізовано мовленнєву реалізацію локальної стратегії встановлення та підтримування контакту, а саме тактики фасцинації, що використовується в ток-шоу Ларрі Кінга (Larry King's talk show). Специфіка ток-шоу Ларрі Кінга та його комунікативно-прагматична спрямованість на ведення кооперативного, безконфліктного і толерантного діалогу в межах цього жанру зумовлює використання широкого спектру стратегій і тактик позитивної ввічливості. А оскільки тактика фасцинації є домінантною в межах саме цього ток-шоу, вибір її дослідження став очевидним. Автор також окреслює мовні та лексико-граматичні засоби реалізації тактики фасцинації на лексичному та синтаксичному рівнях.

Мета: Основна мета статті - окреслити особливості мовленнєвої реалізації тактики фасцинації в ток-шоу Ларрі Кінга в аспекті ввічливості.

Методи: Для досягнення мети статті використані такі лінгвістичні методи дослідження як описовий, науковий, дедуктивний.

Результати: У дослідженні відображено мовленнєву реалізацію тактики фасцинації у ток-шоу, яка в його межах є актом індивідуальної мовленнєвої творчості ведучого та його співрозмовника, що прагнуть до вишуканості, оригінальності та експресивного вираження позитивного оцінного висловлювання.

Новизна: У статті здійснено комплексний аналіз тактики фасцинації в англomовному телевізійному дискурсі ток-шоу на прикладі програми Ларрі Кінга, враховуючи її функційне навантаження, а саме висловлення дружнього ставлення адресанта до адресата

Висновок: Тактика фасцинації поширена в ток-шоу Ларрі Кінга і використовується для вираження дружнього ставлення адресанта до адресата. Наголос мовця на своєму позитивному ставленні до слухача слугує засобом зближення співрозмовників у спілкуванні, при цьому використовується тактика емоційно забарвленого компліменту, яка передає бажання адресанта підкреслити певні риси адресата з метою встановлення контакту та підтримання неформальної, дружньої атмосфери.

Мовними засобами реалізації тактики фасцинації на лексичному рівні є іменники, дієслова, прислівники-інтенсифікатори, прикметники з додатковим експресивним нашаруванням, а також структурована конструкція з порівняльним показником *like*. Лексико-граматичними засобами є клішовані емотивні конструкції *What a + N*, *such a + N*, а на синтаксичному рівні домінуюча роль належить повтору.

Ключові слова: ввічливість, позитивна ввічливість, стратегія, тактика, фасцинація, ток-шоу, прислівниковий інтенсифікатор.

Introduction. Positive politeness as a global strategy in the communicative-interactive aspect is represented in talk shows by local strategies aimed at getting closer to the addressee. The key role belongs to the local strategies of establishing and maintaining contact. In its turn, the local strategy of establishing and maintaining contact in Larry King's talk show is reflected in a respectful attitude towards certain aspects of the addressee's individuality and is implemented with the help of complimentary interaction tactic, fascination tactic and the one showing concern of the addressee's needs [1, p.79].

The fascination tactic is dominant in talk shows, because the tendency to exaggerate, reflected in the addresser's admiration of certain features, qualities, and appearance of the addressee, is one of the most common features of English-speaking culture. That is why it is so important to study the implementation of this very tactic within Larry King's talk show in order to come closer to the understanding of the ultimate goals the addresser sets in the range of that or another talk show [1, p.87-88].

Analysis of recent research and publications. The theoretical and methodological basis of the study is based on scientific works that analyze various aspects of politeness (H. Arndt, P. Brown, E. Hoffman, K. Ehlich, R. Lakoff, S. Levinson, R. Watts, B. Fraser, etc.), communication strategies and tactics (T. van

Dijk, O. Issers, etc.), the corpus of interview genres, genre modifications, in particular talk shows (J. Calsamiglia, F. B. Cesar, K. Eli, etc.)

The main **purpose** of the article is to outline the peculiarities of speech implementation of the fascination tactic in talk show of Larry King in the aspect of politeness, which predetermines the following **methods**: descriptive, scientific, and deductive.

Results: Tactic of complimentary interaction is one of the most common in Larry King's talk show. Another tactic used within the local strategy of friendly attitude to the addressee is the tactic of fascination. In contrast to the tactic of etiquette complimentary interaction, which states the approval of certain qualities of the addressee [4], the illocutionary purpose of speech acts representing the fascination tactic is the speaker's desire to convey to the listener the idea of his/her admiration for the addressee's qualities and is reflected in the intensity of the addressee's feelings.

It should be noted that the tendency to exaggerate is one of the most common features of English-speaking culture. The thematic groups of compliments representing the tactic of etiquette complimentary interaction and fascination are almost identical, but the material illustrating the latter shows a significant degree of intensification of positive evaluation of certain characteristics of the addressee, his/her appearance, age, etc. Let's compare:

(1) *LARRY KING: **You look pretty.** (Interview with Erik and Tammi Menendez; Aired January 12, 2006);*

(2) - *LARRY KING: **I must say you look absolutely terrific.***

- *JUNE ALLYSON: Thank you, Larry (June Allyson Discusses Her Career; Aired July 4, 2001);*

(3) - *LARRY KING: Well, do you date? Are you – **you're a single, gorgeous and such a talented woman.***

- *MINNELLI: Yes, but I – thank you (Interview with Liza Minnelli; Aired October 5, 2010).*

A significant part of the compliments within the fascination tactic are positive evaluations of the natural talents of the program's protagonists. For example, in the interview with Barbra Streisand, Larry King expresses his admiration for her singing and writing talent:

(4) **LARRY KING: *You have a fantastic voice!***

(5) **LARRY KING: *What a gift! You're the top selling female performer in U.S. history. With all that you've done, do you ever say, I'm a little Jewish girl from Williamsburg, wow?***(*One-on-One with Barbara Streisand; Aired December 15, 2010*).

The professional skills of the interlocutor as well as the talk show host become the object of increased interest and approval. For example:

(6) **LARRY KING: *You are absolutely an awesome boxer*** (*Interview with Mike Tyson; Aired December 2, 2010*));

(7) **BRAND: *Larry, you are a gorgeous man, you are an icon of current affairs*** (*Interview with Russell Brand Aired November 19, 2010*).

In contrast to the tactic of etiquette complimentary interaction, which is formed by the combination of explicit compliments, the tactic of fascination is also represented by implicit complimentary statements:

(8) - **LARRY KING: *And you will succeed, because you're a good guy.***

- **SEINFELD: *Thank you, Larry. And you're a good man too*** (*Interview with Comedian Jerry Seinfeld; Aired September 25, 2010*));

(9) **BRAND: *You just stand astride world news. How can you be pursued or followed?*** (*Interview with Russell Brand; Aired November 19*).

As we can see, example (9) illustrates the veiled evaluative nature of the compliment of Larry King's professional qualities. A quantitative analysis of the ratio of implicit and explicit compliments in the implementation of fascination tactic is as follows: explicit compliments form 63,9%, while implicit compliments form 26,1%.

In addition to implicitness, compliments that embody the fascination tactic are humorous. According to Larry King, it is a good sense of humor that determines the success of a talk show [2, p. 15], such as:

(10) - MINNELLI: *Larry, I've learned that I'm never getting married again. There's no good reason for it. So I intend to have a 17-year-old whose name I don't know, right? I intend to have a 35-year-old who's an intellectual and marvelous to talk to. And I intend also to have guys about 93, with one foot in the grave and one foot on a banana peel. What else can I say?*

- LARRY KING: ***You are simply an angel***_(Interview with Liza Minnelli; Aired October 5, 2010).

It should be noted that in the speech behavior of communicators, the fascination tactic is implemented with the help of various linguistic means, where the leading role belongs to the prosodic design [3, p. 108]. However, prosody is not the object of our study.

Such adjectives as *brilliant, terrific, great, gorgeous, marvelous, extraordinary, incredible*, which intensify a certain feature with additional expressive layering, are productive in the implementation of the fascination tactic. For example:

(11) BRAND: ***You are a gorgeous man*** (Interview with Russell Brand; Aired November 19, 2010);

(12) LARRY KING: *I must say **you look marvelous*** (Interview with Former President George H.W. Bush; Aired January 23, 2006).

The intensification of a certain feature also occurs through the use of the adjective *good* in the superlative degree:

(13) LARRY KING: *And recently Barbra Streisand became **a best-selling author** with her debut book, «My Passion for Design» (One-on-One with Barbra Streisand; Aired December 15, 2010).*

Adjectives can be accompanied by adverbial intensifiers *simply, awfully, extraordinarily, absolutely, hugely, just, only, yet, quite, even, still, exactly, right, precisely, absolutely, certainly, completely, entirely, extremely, fully, highly, incredibly, indisputably, particularly, perfectly, really, respectively, significantly, solely, specifically, surely, totally, thoroughly, truly, unbelievably, undisputedly, undoubtedly, unquestionably*, etc.:

(14) *LARRY KING: Honestly, Dana, you're simply beautiful, and young, and vivacious, and bright, will you date again? (Interview with Christopher Reeve's Widow, Dana; Aired February 22, 2005);*

(15) *LARRY KING: You are young. You are absolutely attractive (Lisa Beamer Discusses Her New Book; Aired August 23, 2002).*

Another means that reflects the essence of the fascination tactic and emphasizes the positive attitude of the interlocutors in the talk show is the use of adjectives with an emotional component in the function of a predicative, while their semantics, which identifies the relationship between the host and the program participants, is graded and used to indicate the degree of intensity of a positive emotional state:

(16) *LARRY KING: We're just pleased to have welcomed him as a colleague for seven years (Tea Party Politics; Aired March 29, 2010);*

(17) *COLSON: Thank you, Larry. I'm simply delighted to be here (Judge John Roberts Nominated To Supreme Court; Panel Discusses Natalee oalloway Case; Aired July 20, 2005);*

(18) *STEWART: I'm so proud to be here and honored to be here (Encore: Interview with Jon Stewart; Aired December 28, 2010);*

(19) *LARRY KING: For the readers we are so thrilled to have you (Larry King Interviews Dominick Dunne; Aired January 25, 2006).*

The following lexical means of expressing the intensification of positive evaluation are also used:

- nouns *angel, beauty, icon, genius*, for example:

(20) *BRAND: You are an icon of current affairs (Interview with Russell Brand; Aired November 19);*

- verbs that reflect an emotionally positive attitude: *to like, enjoy, to love, to admire, appreciate*:

(21) *LARRY KING: I admire you and salute you, doctor, for carrying through with this (Could Autism be Caused by Child Vaccinations?; Aired March 6, 2008);*

- superlative and comparative degrees of the adverb *well*:

(22) *TRUMP: The group here, I will tell you, we have a great group of people in New York and we all love you and you're a special guy and nobody ever did it **better** (All Star Guests See Larry King Off in Style; Aired December 16, 2010);*

(23) *LARRY KING: Because I've known you a long time and I think you're looking **best** I've ever seen you (One-on-One with Barbra Streisand; Aired December 15, 2010);*

- numeral one:

(24) *TRUMP: You are **one of a kind** (All Star Guests See Larry King Off in Style; Aired December 16, 2010).*

We can also come across the cases of implementation of this tactic with the help of structured constructions with a comparative indicator *like*:

(25) *GOODMAN: You look **like** 110 buck, baby (Interview with Cast of «Roseanne»; Aired October 7, 2005).*

As we can see, this complimentary act is the subject of the individual language creation of the interlocutor and the host, who strive for sophistication, originality and adequate verbalization of the positive evaluative statement.

The clichéd structure *What (a/an) Adjective + Noun* used in the exclamatory sentence plays a significant role in emphasizing interest to the interlocutors in talk shows. For example, the object of the host's exaggerated positive attitude toward the guest is the remarkable abilities of the thirty-ninth president of the United States, Jimmy Carter, as a storyteller:

(26) *LARRY KING: **What a great story!** Did you just write it in pen? (Interview with Jimmy Carter; Aired September 20, 2010).*

Equally intense is the approval of Prince Albert of Monaco's narrative technique:

(27) *LARRY KING: Boy, **what an interesting story!** I bet that's a source of great pride (Encore Presentation: Interview with Prince Albert of Monaco; Aired September 15, 2002).*

The cases of emphasizing the creative narrative manner and professional talent of the talk show host himself, Larry King, are also traditional:

(28) **TRUMP:** *Well, I tell you what, it's really my honor. **What an amazing journalist you are, Larry!** (All Star Guests See Larry King Off in Style: Aired December 16, 2010).*

This speech cliché is also used in the talk show to indicate the positive emotional state of the host and his interlocutors. In particular, L. King underscores the incredible pleasure of hosting a prominent country musician Willie Nelson in the studio:

(29) **LARRY KING:** ***What a treat we have in store for you tonight!** We welcome back Willie Nelson to «Larry King Live» (Encore: Interview with Willie Nelson; Aired October 15, 2010).*

It should be noted that lexico-grammatical structure *such a* is undoubtedly widespread. For example, in fragment (30), Larry King focuses on the endless number of questions to the famous American singer, actress, writer, who, in his opinion, is an outstanding personality of our time:

(30) **LARRY KING:** ***Such a variety of things to talk about with Barbara Streisand. And this historic day personally for me** (One-on-One with Barbara Streisand; Aired December 15, 2010).*

Syntactic means that implements the fascination tactic and contributes to the semantic dynamic unfolding of a complimentary statement is repetition. It doesn't only draw special attention to the interlocutor, but also creates a background necessary to create a favorable and friendly interview atmosphere:

(31) - **LARRY KING:** ***You know something? You're a genius. Yes, you're a genius.***

- **CHANNING:** *Oh, come on.*

- **LARRY KING:** ***You playing all this dumb things. You're a genius** (Interview with Carol Channing; Aired November 27, 2002);*

(32) **LARRY KING:** ***You're incredible. You are an incredible, incredible lady. It's an honor – honor knowing you** (One-on-One with Celine Dion; Interview With Kathy Ireland Aired December 22, 2010).*

Conclusion: Thus, the fascination tactic is widespread in Larry King's talk show and is used to express the addresser's friendly attitude towards the addressee. The speaker's emphasis on his/her positive attitude towards the listener serves as a means of bringing the interlocutors closer in communication, while using the tactic of emotionally colored complimenting, which conveys the addresser's desire to emphasize certain features of the addressee in order to establish contact and maintain an informal, friendly atmosphere. In contrast to the tactic of complimentary interaction, where a complimentary speech act is used as part of a ritual practice, a compliment within the fascination tactic is an act of individual speech creation by the host and his interlocutor, who strive for sophistication, originality and expressive adequate verbalization of a positive evaluative statement.

The linguistic means of implementing the fascination tactic on the lexical level are nouns, verbs, adverbs-intensifiers, adjectives with additional expressive layering, and a structured construction\ with the comparative indicator *like*. The lexicogrammatical means are clichéd emotive structures *What a + N*, *such a + N*, and on the syntactic level, a dominant role belongs to the repetition.

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