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## **ПСИХОЛИНГВИСТИЧЕСКИЕ ОСОБЕННОСТИ РЕЧЕВОГО ПОВЕДЕНИЯ АМЕРИКАНСКИХ ТЕЛЕВЕДУЩИХ**

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## **PSYCHOLINGUISTIC PECULIARITIES OF SPEECH BEHAVIOR OF AMERICAN TV ANCHORS**

American television exhibits a variety of speech behaviors that reflect both cultural norms and individual character traits. Key features include:

- Use of informal language: characters often use colloquialisms, slang, and idiomatic phrases that reflect everyday speech. Such informal language can increase relatability and believability.
- Speech errors: studies have shown that even public figures such as Kamala Harris make speech errors in tense situations such as debates. These errors include pauses, filler pauses (e.g., “uh”, “um”), repetitions, and interjections. Such phenomena can be attributed to cognitive overload or social anxiety.
- Nonverbal communication: a combination of non-verbal cues such as gestures and facial expressions play a crucial role in conveying meaning. These elements are necessary to understand the context and emotional background in a dialog.

The relevance of this paper is due to the lack of in-depth studies devoted to the psycholinguistic analysis of the speech behavior of TV presenters, as well as their influence on the audience. With the rapid development of media and changes in television formats, understanding how speech styles and dialog manners affect viewers' perceptions becomes especially important. The study of famous television hosts such as Oprah Winfrey, Larry King, Ellen DeGeneres, and Jimmy Fallon reveals both commonalities and unique features of their speech behavior, which in turn can provide new insights into the fields of psycholinguistics and media communication.

### **A comparative analysis of the speech styles of Oprah Winfrey and Larry King.**

Oprah Winfrey and Larry King represent two iconic figures in American television, and their speech styles reflect different approaches to communication and audience interaction. Winfrey is known for her ability to make an emotional con-

nection with guests and viewers. Her interviewing style focuses on building trust, which allows her to ask deeper and sometimes difficult questions. She actively uses intonation, changing the tone of her voice and pausing to emphasize important points. This creates an atmosphere in which guests feel comfortable and as a result are able to share their personal stories [1].

In contrast, Larry King developed his interviewing style through a structured and concise approach. He emphasizes on facts and opinions rather than emotions, which helps him to create analytical conversations. Using literary techniques such as irony and metaphor, King gives his interviews a unique twist by constructing them as a logical sequence of questions and answers [2]. He strives for clarity and organization, which is especially important in the context of a television format where time is limited.

Winfrey's speech style often involves the use of various strategies to engage the interlocutor. She asks open-ended questions that prompt long and extended answers, creating space for dialog. These techniques make conversations more interactive and emotionally fulfilling, which can also be seen in her program, which highlights the personal stories and unique experiences of the guests [2].

King, on the other hand, uses a more rigorous structure in his programs and phrases his questions in a way that encourages concise and informative answers. This approach allows him to cover more topics in a single interview, effectively managing the audience's time and attention. His style is more suited to analytical and informative programs, making him an outstanding interviewer in the context of news and information television [3].

Research shows that both hosts have significantly influenced the shaping of the talk show genre. Winfrey, with her emphasis on personal experiences, and King, who focuses on factual aspects, demonstrate how different approaches to communication can meet different audience needs. Winfrey creates an emotional connection, whereas King engages the audience with her logic and structure. This difference in approaches allows us to observe how cultural contexts and viewers' expectations shape the speech strategies of TV presenters, influencing their style and perception [4].

Thus, the speech styles of Oprah Winfrey and Larry King demonstrate two unique paths in the field of television communication where emotion and analytics are in constant interaction. The choice between these styles depends on the preferences of the audience and the goals of the TV presenters.

### **Comparative analysis of Ellen DeGeneres and Jimmy Fallon's styles**

Ellen DeGeneres and Jimmy Fallon represent two unique approaches to talk show hosting, which often accounts for their notable popularity and recognizability in the American media landscape. Ellen's style can be described as light and friendly, which is provided not only by her thoughtful content, but also by her personal demeanor. Ellen often combines elements of comedy, dance and interactivity with the audience to create an atmosphere of celebration and empathy [5]. This approach reduces the distance between the host and the audience and makes the show accessible and appealing to a wide audience.

Unlike DeGeneres, Jimmy Fallon adopts a more dynamic, energetic style, which is reflected in the elements of competition and improvisation in his show. Fallon makes heavy use of cultural references, which allows him to introduce pop culture elements into the traditional talk show format. For example, his famous games such as “Lip Sync Battle” become not just engaging content, but also a platform to bring in famous guests, which adds additional interest and originality to the show [6].

The strategy of both hosts, of course, carries its own risks. Ellen faces criticism for creating an ostensible atmosphere of friendship, while Fallon has been accused of lacking depth of content and overemphasizing the entertainment component, which may alienate viewers looking for more serious discussions [7]. At the same time, the combination of humor and personality helps both hosts stay afloat in a challenging television environment.

By observing the styles of presenters, it can be distinguished that Ellen uses personal stories to establish a deeper connection with the audience. This approach allows her to create empathy and trust, which is important in a conversation format. For example, she does not shy away from sharing her own experiences, which makes her closer to the audience and enhances the chemistry in the studio [8].

Fallon, on the other hand, prefers to use humor based on current events, which allows him to stay “on-trend.” His lighthearted approach to covering news and events makes the show a true “page from life” where viewers can laugh at everyday situations through the lens of comedy [9]. This style is more focused on the entertainment aspect and may appeal to audiences seeking relief from stress and worries.

Audience interaction also plays a significant role in shaping each presenter's style. The video segments in which Fallon interacts with viewers often focus on their reactions and connection to common themes, which creates an active dialog and fosters engagement [8]. On Ellen's show, interactivity is also a key element. She actively invites viewers to participate in various contests and games, making their part of the show integral and meaningful.

The study of the speech behavior of TV presenters within the framework of psycholinguistics requires the use of a variety of methods that will allow a more in-depth illumination of the specifics of their activity. Several key approaches can be distinguished in research methods, covering various aspects of speech processes and communication.

Associative experiments occupy an important place in psycholinguistic analysis. They allow researchers to make connections between words and to understand how certain phrases or words can be associated in the minds of the audience. For example, this method can be used to analyze what associations viewers make when listening to the speech fragments of presenters, which can help identify their rhetorical techniques and communication style [10].

The semantic differential method is also of interest for analyzing speech behavior. It allows evaluating the opinions and emotional reactions of the audience to specific words and phrases used by TV presenters. This method can be used to de-

termine what emotional evaluations a particular presenter's speech elicits, as well as what meanings they attach to different words. This can be useful for studying the impact of speech styles on information perception [11].

The introspective methods proposed by W. Wundt provide access to the study of internal mental processes that may occur during communication. In the context of television programs, introspection can help presenters become aware of their own reactions and feelings as they communicate with the audience. This awareness can be reflected in their speech and manner of presenting information, making introspection an important method in psycholinguistic analysis [11].

In addition, modern methods such as neurolinguistics are becoming important for studying how speech processes interact with language and thought. These techniques use the recognizability of neurological bases to analyze speech activity, which provides a more complete understanding of the influence of brain processes on language. The use of such techniques is in keeping with the times and provides new insights into the speech behavior of TV presenters [12].

Psycholinguistic analysis of TV presenters' speech behavior does not consist in the use of a single method, but requires the synthesis of different approaches. This allows a more complete study of both individual features of speech style and the influence of context and audience characteristics on speech perception. Against this background, the relevance of integrating different methods and technologies in research becomes undeniable [13].

Thus, the conducted research emphasizes the importance of psycholinguistic analysis of TV presenters' speech behavior as a means of understanding their influence on public opinion and information perception. The speech styles used by TV anchors not only reflect their individuality, but also serve as a powerful tool in shaping cultural and social norms. In the future, further research in this area may deepen our understanding of the role of language in media and its impact on society as a whole.

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