Contents

List	of Extracts	ix
List	of Figures and Tables	>
Abb	reviations: Transcription conventions used in this book	x
Ack	nowledgements	xi
1	Introduction	1
	1.1 The broadcast discourse of television	1
	1.2 Who is talking to whom and when on television?1.3 Scope and structure of the book	5
Par	t I Storytelling	
2	Storytelling or the Entertaining Construction of Reality	15
3	Once Upon a Time in a Documentary	22
	3.1 How to make dullness gripping	22
	3.2 Attractive personalities and documentary storytelling	29
	3.3 Conclusion	38
4	Once Upon a Time in a Talk Show	40
	4.1 Personal experience stories and 'authentic talk'	40
	4.2 Co-performing narratives	48
	4.3 Conclusion	53
Par	t II Closeness	
5	Closeness or How Television Gets Up Close and Personal	57
6	Live News and Closeness	65
	6.1 Liveness and television	65
	6.2 Live images and closeness	69
	6.3 Live speech and closeness	72
	6.4 Conclusion	78
7	'Close' Talk and Moral Worthiness	80
	7.1 Close chat	80
	7.2 Close talk, 'alone'	87
	7.3 Conclusion	93

viii contents

Index

Pari	t III Conflict	
8	Conflict or the Rise of Spectacular Incivility	97
9	Emotional Conflict Talk and Reality Television 9.1 Ordinary folk out of control? 9.2 Experts out of control? 9.3 Conclusion	105 105 112 118
10	 Conflict Talk and Politics 10.1 Conflict talk in political debates: 'Politic' arguments and self-display 10.2 Conflict talk in political interviews: An argumentative feast for all 10.3 Conclusion 	121 121 128 136
Pari	t IV Persuasion	
11	Persuasion or the Art of Occultatio	141
12	Persuasion, Politics and Television 12.1 Of politicians and their television performances 12.2 Of television and its metalanguage on politicians 12.3 Conclusion	149 150 157 162
13	Persuasion and Lifestyle Television 13.1 Lifestyle television: Celebrating superficiality and democratising taste 13.2 From DIY lessons to melodrama 13.3 Conclusion	164 165 172 180
14	Conclusion Television Discourse 14.1 Television discourse and emotion 14.2 Television discourse and morality 14.3 Television discourse and reality 14.4 Final words	182 184 187 189 191
Note.	s	192
Glossary		199
Guide to Further Reading		205
Bibliography		211

227

Extracts

2 1	Ains and (BBC, 2000)	2.4
3.1	Airport (BBC, 2000)	24
3.2	Airport (BBC, 2000)	27
3.3	Airport (BBC, 2000)	28
3.4	Airport (BBC, 2000)	29
3.5	Planet Earth (BBC, 2006)	32
3.6	Michael Palin around the World (BBC, 1989)	34
4.1	Kilroy (BBC, 1999)	44
4.2	Kilroy (BBC, 1999)	46
4.3	Ricki Lake (Sony Pictures Television, 2003)	48
4.4	Ricki Lake (Sony Pictures Television, 2003)	52
6.1	ITV News, live update (ITV, 2004)	73
7.1	Rove Live (New Zealand, TV3, 2004)	82
7.2	You Are What You Eat (Channel 4, 2007)	88
9.1	Trisha (ITV, Granada, 2004)	106
9.2	Kilroy (BBC, 1999)	111
9.3	Judge Mathis (AND Syndicated Productions (Warner Bros),	
	2006)	114
9.4	The People's Court (Ralph Edwards/Stu Billet Productions,	
	2006)	117
0.1	PMQs (BBC, 2005)	123
0.2	Newsnight (BBC, 2001)	124
0.3	Question Time (BBC, 2005)	130
0.4	Channel 4 News (Channel 4, 2003)	132
12.1	Closing Statements by Kerry and Bush (CBS, 2004)	152
2.2	ITV News (ITV, 2004)	158
2.3	BBC News (BBC, 2004)	161
3.1	Selling Houses (Channel 4, 2003)	166
3.2	Selling Houses (Channel 4, 2003)	168
3.3	The House Doctor (Five, 2003)	170
3.4	Selling Houses (Channel 4, 2003)	171
3.5	Selling Houses (Channel 4, 2003)	173
3.6	Martha Stewart (Martha Stewart TV Productions, 2004)	175
3.7	Location, Location, Location (Channel 4, 2003)	177

Figures and Tables

_				
r	IØ	ш	re	s
-			_	_

6.1	CNN 5 to 6 (2004)	70
9.1-4	Camera angles and the performance of raw conflict talk by	
	ordinary people in 'tabloid' talk shows	108
13.1	The importance of aesthetics (1)	174
13.2	The importance of aesthetics (2)	174
Tables		
iabics		
9.1	Types of foregrounded disagreements in Crossfire	107
9.2	The evolution of lay and expert knowledge from pre-modern	
	to modern societies	110
12.1	Hand gestures and co-occurring verbal expressions in Closing	
	Statements by Kerry and Bush (2004)	154