

Contents

Chapter 1: Exploring Talk Shows	1
1.1. Introduction	1
1.2.1. The History and Genre of Talk Shows	2
1.2.2. Talk Shows as Games: The Play between Instability and Fixed Boundaries	2
1.2.3. Ethnographic Description of the Talk Service Shows	4
1.3. Research on Talk Shows	10
1.4. Language and Power	12
1.4.1. Linguistic Research on Power and Gender	15
1.4.2. Institutional Discourse as a Reflection of Asymmetrical Power Relationships	15
1.5. Research Hypothesis	16
1.6. Methodology	17
1.6.1. Key to Transcription Conventions	18
1.6.2. Description of the Data	20
1.6.3. Analysis of the Data	23
Chapter 2: The Macrostructure of Talk Shows: Segments and Chunks	24
2.1. Openings of Talk Shows	26
2.1.1. Previews to the Show	27
2.1.2. Openings Proper: Orienting the Viewers	28
2.2. Segmentation through Insertion of Commercials	36
2.2.1. Timing and Placing of Commercials	37
2.2.2. The Structure and Function of “Pre-Commercial” Closings	37
2.2.3. Bridging the Gap between Segments	42
2.3. Closings	45
Chapter 3: Control over Topic Choice and Development of Topic	53
3.1. Definition of “Topic”	53
3.2. Identifying Topics in Discourse	54
3.3. Macro-Topics (=Titles) of Talk Shows	55
3.4. Control of Topic Choice	58
3.4.1. Pre-Planning of Topics and Topic Progression	58
3.4.2. Topic Initiation and Development Controlled by the Host	65
3.4.2.1. Control over Introduction of Topics	65
3.4.2.2. Topic Initiation by the Host	65
3.4.2.3. Topic Initiation Prohibited by the Host	68
3.4.2.4. Topic Introduction and Development through Questions	69

3.4.3. Development of Topic Controlled by the Host	69
3.4.3.1. Introduction of Subtopics through Questions and Comments from the Audience	73
Chapter 4: Turn-Taking and Control	76
4.1. Power Relationships Expressed in the Turn-taking System	76
4.2. The Host Gets More Turns than any other Participant	78
4.3. The Management of Turn-Allocation by the Host	79
4.3.1. Preallocation of Turns by the Host	82
4.3.2. Self-Selection of Audience Members Ratified by the Host	83
4.4. Self-Selection of Guests, Experts and Audience	87
4.4.1. Polite Requests as a Means of Self-Selection	87
4.4.2. Self-Selection without the Ratification of Hosts	90
4.4.3. Self-Selection in Arguments	91
4.5. Interruptions and Control	94
4.5.1. Power-Oriented Interruptions	94
4.5.2. Rapport-Oriented Interruptions	97
4.6. Back-Channel Signals	99
Chapter 5: Questions Used as a Means of Control	102
5.1. Questions in Asymmetrical Discourse	102
5.2. Defining and Identifying Questions	104
5.3. The Control Function of Different Question Forms	112
5.3.1. Yes-No Questions	112
5.3.2. Declarative Questions	120
5.3.3. Tag Questions	124
5.3.4. The Control Function of Wh-Questions	126
5.3.4.1. Wh-Questions Asking for Factual Information	128
5.3.4.2. Postposition "Wh-Questions"/Echo Questions	129
5.3.4.3. Wh-Questions Used as Directives	130
5.3.5. Multiple Questions	132
5.3.6. Questions in Combination with Imperatives and Need Statements	137
Chapter 6: Controlling the Image of Guests: Evaluative Strategies Employed by Talk Show Hosts	141
6.1. Image Presentation or the "Presentation of Self"	141
6.2. The Hosts' Evaluation of Guests Reflected in Referring Terms and Descriptive Terms	144
6.2.1. Analysis of the Use of Descriptive Terms and Referring Terms	145
6.2.2. Negative Presentation of Guests' Image through Referring Terms and Descriptive Terms	147
6.2.3. Negotiation of Referring Terms: Contesting the Host's Evaluation	148

6.3. Personal Stories as a Means of Image Presentation	150
6.4. Aggressive Orientation of Hosts towards Guests	152
6.5. Insisting on Critique/ Recycling Critique	153
6.6. Formulation as a Means of Image Presentation	155
6.7. Visual Characterization of Guests	157
Chapter 7: The Use of Affective Language for Persuasive Purposes in Talk Shows	160
7.1. Using Emotion to Create Audience Involvement	160
7.2. Narratives and Emotion	162
7.3. The Topicalization of Emotions by the Host	165
7.4. Indirect Control	168
7.4.1. Expressing Sympathy with the Guests	169
7.4.2. Opposition and Emotion in Arguments	170
7.4.2.1. Creating Settings Which Invite Conflict	171
Chapter 8: Loss of Control	177
Chapter 9: Conclusion	181
Bibliography	183
Appendix	191