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## О РЕЧЕВОМ ПОВЕДЕНИИ АМЕРИКАНСКИХ ВЕДУЩИХ ТЕЛЕШОУ (КЕЛЛИ РИПА И РАЙАН СИКРЕСТ «КЕЛЛИ И РАЙАН В ПРЯМОМ ЭФИРЕ»)

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**Аннотация.** Речь любого человека прежде всего отражает его индивидуальность. Все люди отличаются друг от друга, и все используют язык и речевые средства в своей собственной, уникальной манере. Основная цель предлагаемой статьи – проанализировать речевые особенности двух отдельно взятых людей: американских телеведущих Келли Рипа и Райана Сикрест. Совместно они ведут утреннее телешоу развлекательного формата. В данной статье исследованы их различия в общении и выявлена связь между выбором стилистических средств и гендером человека. Представлены примеры их речевого поведения в зависимости от ситуации: телешоу является тематическим, все темы варьируются от эпизода к эпизоду. Обсуждения весьма разнообразны, в дискуссиях упоминаются как повседневные письма читателей, так и актуальные на сегодняшний день мировые новости. В наши дни очень большое значение уделяется теме гендеров, это также подтверждается исследованиями лингвистов. Они утверждают, что гендер человека возможно определить по его речи. Что примечательно, речь идет именно о социокультурном гендере, а не физиологическом поле человека. Представители разных научных направлений исследовали данный вопрос и также отметили разницу в речевом поведении двух разнополюсных людей, даже в случае того, что объекты исследования имеют абсолютно одинаковые исходные данные.

**Ключевые слова:** речевое поведение, медиа дискурс, гендер, гендерные стереотипы, стилистически окрашенные языковые единицы.

## ON SPEECH BEHAVIOR OF AMERICAN SHOW HOSTS (KELLY RIPA AND RYAN SEACREST «LIVE KELLY AND RYAN»)

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**Abstract.** The speech of any person primarily reflects his personality. All the people are different, and all of them use a language and speech patterns in their own, unique manner. The main purpose of this article is to analyze the speech characteristics of two separate people: American TV presenters Kelly Ripa and Ryan Seacrest. Together they host a morning TV show of an entertainment format. This article examines their differences in communication and reveals the relationship between the choice of stylistic devices and the gender of a person. Examples of their speech behavior are presented depending on the situation: the TV show is thematic, all topics vary from episode to episode. The discussions are very diverse, with both everyday letters from readers and current world news being mentioned in the discussions. Nowadays, the topic of gender is very important, and this is also confirmed by the research of linguists. They claim that a person's gender can be determined by their speech. It is noteworthy that we are talking about the socio-cultural gender, and not the physiological sex of a person. Representatives of different scientific fields investigated this issue and also noted the difference in the speech behavior of two different-sex people, even if the objects of the study have exactly the same initial data.

**Keywords:** speech behavior, media discourse, gender, gender stereotypes, stylistically marked language means.

### INTRODUCTION

Men and women are different due to their gender belonging not only in biological aspect, but also from the language use peculiarities. Nowadays a lot of attention is paid to the very topic of gender, especially gender determined speech behavior, since people have already established certain roles for both of genders. We can notice certain trends in speech in this sphere. Linguists say that a person's gender can be reflected in his speech. At the same time, scientists use the term "gender", denoting the sociocultural (not biological, as many think) sex of a person [1, p. 1-2]. That is why we need to differentiate gender from sex, since as Kirilina A.V. correctly stated, term "gender" was intended to emphasize not the natural, but socio-cultural cause of gender differences [2, p. 18]. That is why we can claim that gender is a product of both social and culture.

The significant change can be seen in speech behavior or so-called gender discourse. That means that we all can distinguish men's narration form that one of a woman due to certain patterns, clichés and stereotypes' representation. All of this is highly represented in media, which surrounds us everywhere. As Mark Deuze noted his book *Media Life* "You live in media. Who you are, what you do, and what all of this means to you does not exist outside of media?" [3, p. 137-148].

### METHODOLOGY

That is why we must take into consideration media discourse, when analyzing such unique phenomenon as a TV show. According to M. Foucault, discourse itself is both the process and a product at the same time (in the form of es-

tablished ways, rules and logic of discussing something). Besides that, discourse stands for specific method of seeing and ordering reality, implemented in a variety of discursive practices [4, p. 30]. Discourse is a rather complex phenomenon that combines both texts and everything that goes beyond, according to which we perceive members of communication and their traits of character.

As for media discourse, in the most general form it is a set of processes and products of speech acts in the sphere of mass communication in all its richness and complexity [5, p. 20]. We should focus not only on text that is of a great importance but take into consideration all possible extralinguistic factors, because this combination conveys certain message to the audience. The significant proof of this idea to be true is a saying of a famous researcher of mass media Marshall McLuhan: «the media is the message».

Another theoretical aspect to be taken into consideration is the notion of speech behavior. The host often represents the "face" of the talk show and inevitably carries out a speech influence directed both at the direct interlocutors in the studio and at the mass addressee. That is why we need to give a proper definition to this term. According to the dictionary [6, p. 37], speech behavior is a system of stable communication formulas prescribed for the interaction of speech contact, maintaining in a situationally adequate tonality and style. According to AA Knyazev, adherence to the established forms of speech communication is important for the work of radio and information journalism, especially in dialogical and polylogical genres [6, p. 54].

While talking about speech behavior we have to take

into consideration different extra linguistic factors, which affect the way people deliver information and communicate. According to A.F. Priyatkina, the nature of speech depends on the conditions and circumstances in which communication takes place. The first of these circumstances is the social status of the interlocutors: speech can be addressed to the son by the father or to the teacher by the student, the boss to the subordinates, means that interlocutors are in certain relationship for one and other [7, p. 115]. That is why it is interesting to analyze the speech patterns of co-hosts of a Talk Show in order to see how the behavior changes, taking into consideration all extra linguistic factors.

#### RESULTS

We endeavored to analyze the show «Live Kelly and Ryan» [8] in terms of its being a vivid example of speech behavior patterns of the hosts, the patterns that make it possible to trace the speech strategies and a plethora of multilevel stylistically marked language means. It is a morning American talk show hosted by Kelly Ripa and Ryan Seacrest. They have live audience sitting in front of them, with which they communicate during the show in a polite and friendly manner. Besides that, there is their executive producer Michael Gelman with whom hosts also talk but most of the time he is off camera. The whole show has a comic slant, hosts are usually mocking each other in a friendly way, Gelman is the one who suffers from that the most. Hosts try to remain close with their audience that is why they have certain sections during the show to keep in touch. For instance, during the winter period they had «Cheers to the New Year's trivia», where they choose the best dancing video. Later on, with the creator of the very video, they play a game with nice presents, in which he has to answer certain questions about the show. It is noticeable that during the call they were asking the questions for better communication and at the end were wishing to «remain safe». Moreover, they have inbox, where people send them pictures with descriptions, feedback and compliments so to fully minimize the gap between audience and hosts. Sometimes people tend to ask rather personal questions or reflect on previous episodes. It looks like people are involved in the show, since they can comment on such details that are hard to notice without knowing the essence.

Every morning they announce the guests of the day, whom they are going to interview. Ryan is the one to start the talk and finish it, even though they take the turn in interviewing the guests. They keep the same order within another section of their program – “News Review” – introduced at the very beginning of the show. Even within the framework of their separate part where they are talking with the specialists from different spheres and asking them for advice and tips, they are switching one and other. There is a tendency to show their equality with these methods. We can concentrate on this and see that in this sense the topics are universal, they are not labelled as purely male or female ones, there are open with each other and the audience.

What concerns Ryan's speech peculiarities we should point out that even though it looks like there is no gender gap between the hosts certain differences still can be seen from the point of view of a language use. If we take into consideration Ryan's speech, we can say that he is always supportive with everyone, especially with Kelly. Once Kelly was nervous about her apparel not fitting her well and Ryan started giving her compliments and encouraging her.

*Ryan: We like your outfit, it is beautiful.*

*Ryan: If you wanna do it – do it.*

*Ryan: Right. That is true. Like you look totally natural and great*

Even though Kelly also compliments Ryan on his outfits it is clear from his replies that the main purpose of him putting on certain outfit is practical use rather than fashion trends.

*Ryan: I had a chill on this morning, so I put turtleneck.*

What is more important, Ryan has tendency to be polite with people around, even when they are calling their guests no matter how famous and popular, they are. For instance,

while interviewing Jerad Leto he used a word «brother» in order to show his warm feelings towards the celebrity. And Jared replied in a same way.

*JARED LETO: Nice to see your brother.*

After finishing each call Ryan makes sure to say few words connected with health of the people, interweaved. Though they might sound as standard clichés that underwent the semantic desemantization of some degree having little connection with the same ‘health’ and being in fact a product of phraseologization, the constructions of such type do positively characterize the speech of Ryan as polite and cordial.

*Ryan: Take care of yourself /stay warm / stay safe.*

There are a lot of examples of his interactions with the crew members, who are mostly off camera. We have to note that he knows this people very well, they are even friends and he is aware of their hobbies and interests. That is why if topic touches a certain theme that is somehow connected with his friend, he refers to him and starts small conversation.

*Ryan: I wanna come in and shake Frank's hand /I wanna say: «Frank Good morning»/ Let's talk about pasta /that's what we do every single morning.*

That very example shows us that the stuff has already become Ryan's family and he shares same interest as they do. Even during the pandemic among the vital things that he missed the most, he confessed morning talks with Frank. That is quite understandable if we take into consideration that they have been cooperating for a long time and seeing each other every morning. However, Ryan refers to them often and shows his appreciation.

At the same time Ryan is very emphatic, he has strong friendly connection with Kelly, that is why she shares her stories with him knowing he will be not only supportive but also sincere with her.

*Ryan: That is your greatest fear. But the skier ended up safe and ok?*

*Ryan: I felt guilty... I felt terrible.*

More than that he is the one to take the responsibility, he admits if he was wrong or feels like that. In the given example he felt «guilty» for not being the one to stay in a dire circumstances while making the program. He takes all the hard work himself, never trespassing Kelly's private or professional space.

*Ryan: I am doing everything you asked me to do this morning (irritated) what else I can do for you.*

Ryan is always polite and talks with people friendly in manner, he constantly asks for permission in order to be respectful and not to offend people. It can be noted that he is in a good relations not only with Kelly but also with all her family relishing some private aspects of communication with some members of it. For instance, he makes sure that his airing the details of Kelly's son card to him won't be a trouble, the ‘embarrassing’ experience for the boy.

*Ryan: I don't want to embarrass your son. Would you be embarrassed if I talk about him?*

We can notice that Ryan has some prejudices against love and marriage in general and these concepts are represented in speech. The reasons of it might be either rooted in his marital status – he is single, or in the non-desire to encroach on other people's personal space with enforcing his views on this topic. Even though Kelly uses such expression as «always on a hunt if you will», while talking about him he still finds it scary.

*Ryan: I find it all terrifying, to be honest with you. Woes anywhere, even at a pop-up shop*

At the same time Ryan tries to be neutral all the time, especially if the topic is vague or may raise certain doubts. Thus, while talking about gender and proving it to be «terrifying» after discussion Ryan showed that it really depends on people.

*Ryan: There is half of the people of the world that it does than there is the other half that it doesn't go so well.*

Overall, Ryan is a very humble and polite person with a great respect to everyone surrounding him. He is attentive, especially if it is connected with Kelly, he is always

there to support her with word and not only. Ryan can sense when the program is going not the way it is supposed to and then he starts to change the topic or neutralize the situation. If the pauses are too long or due to technical issues, they can't work properly he is the one to take incentive and start talking. He is very creative, that is why during the program he can come up with interesting sometimes-crazy ideas and start doing spontaneous things.

As for Kelly's speech, it is rich in epithets; her way of talking is rather expressive. As a host, she constantly compliments the guests and Ryan himself adding many stylistically marked expressions that are accompanied non-verbally by gestures.

*Kelly: You look great by the way.*

Kelly is an inquisitive person, she is the one to ask a guest several questions not only about their main topic of conversation *Kelly: You have joint the Marvell universe. Can you tell us about your character?* but rather about their look and personal life.

*Kelly: Why do you look so different?*

Her questions always start with such introductions as «Can you tell us», «Let me ask you», «What does it mean».

*K: What does beautiful (weather) mean to a Canadian?*

While listening to the guest reply she usually shares her own experience or a particular story from her life. Here we can see patterns of her starting her own story: «Listen...» in order to grab people's attention to what she is going to say, most of the time she even takes a pause until public is completely silent and only then precedes. Another possible sentence that she starts with is «Let me tell you something» with which she introduces her idea most frequently.

She constantly talks about her family, saying how they are doing or sharing personal stories connected with the topic of discussion, in this case she uses construction starting with «Can I just say something about...»

*Kelly: Can I just say something about Mark (husband) and his family.*

*Kelly: I have missed Mark (husband) or all sorts of reason. I adore him, he is my partner. I enjoy our conversations. I enjoy our cuddly time.*

The very concept of «joy» can be seen in Kelly's speech that is represented through the language means of different levels.

*Kelly: What a joyful moment it was!*

When aimed at representing the disapproval or a totally different idea Kelly resorts to the indirect question functioning as a new context introducer – “You know what”- pronounced with rising tone and hesitation pause. That has a great effect on public, since this feeling of anticipation of another shoe to drop is captivating and everyone for a second starts wondering what she is going to say next. It is one of the methods to win public's attention and to make them listen to the information introduced.

Kelly is utmost expressive and emotive in describing her personal feelings and impressions.

*Kelly: Really appreciate you being here. I adore you.*

She touches on mental health issues and gives advices how to escape from the situation. Sometimes she overuses word «appreciate».

*Kelly: You always hard on yourself. Appreciate yourself/ kiss yourself in a mirror.*

Kelly shows that she cares for everyone, constantly raising the awareness among people on vital topics. For instance, being a single mom or not having profound educational background. She asks specialists what to do, how they can help. We see that she refers to family's issues most of the time as a mom herself.

*Kelly: There is a single mom she is stressed to the max. She can't make ends meet.*

*Kelly: I am so grateful that my kids are not your kids ages.*

Kelly is from New Jersey and she constantly emphasizes this in her speech. Interestingly her narration has tendency to differentiate «my own» and «distant». She attaches to «her

own» the status of «global», «the right one» even «universal» sometimes, compared to that «distant».

*Kelly: The weather in South Jersey is a global weather.*

Kelly is proud to be from that area, she knows the tradition, culture. She fully identifies herself with that cultural background.

*Kelly: New Jersey tomatoes living in Utah. It's amazing!*

She has a tendency to compare and show the difference between the cultures, sometimes oversimplifying things.

*Kelly: I was trying to explain this to Ryan, cause he is a West-coast guy/ swimming pools, movie stars, palm trees. He is not used to this /And I was saying at New Jersey there are snow drifts.*

We have to point out that Kelly's speech can be describes as illogical, she drops the sentences, switches from one topic to another, forgetting what she started with. Hesitation pauses and parceling are also common for her speech.

*Kelly: This is all coming back to me.*

*Kelly: And his girlfriend is adorable... his adorable girlfriend. Do you think they are engaged now? Well, I don't know I mean... am just saying words...It's a talk show.*

*Kelly: Listen! This is... excuse me! I am just disaster! (laughing) It's like the more you watch the show, the more you figure out what mess it is. Um...and by the show I mean my outfit.*

Besides that, Kelly's speech is full of colloquial words that make it even more emotional. With this she is trying to minimize the gap with the public trying not to be taken for a too down-to-earth and serious person.

*Kelly: I don't wanna brag, but I used to be an actress.*

*Kelly: Wait is that true? Stop! Oh my Gosh!*

*Kelly: Hang on a second!*

Kelly always has this manner of interaction not only with Ryan but also with the public. Still, we can conclude that she is dominating in speech over Ryan as he listens more than talks. More than that, Kelly usually interrupts the narration with «I guess it's right», «Yes, same» or «Let me agree».

If we take into consideration the airtime, we can notice that even through their roles are purposely divided so as to be more or less equal, still Kelly is known to be dominating in taking the floor. She likes to go deep in discussing some topic she is prone to digging deep into it by providing a host of examples, especially if the topic covers the issues of beauty.

In the show hosts talk a lot about beauty, where we can find some stereotypes. Kelly points out that we live in such environment, where «there is a duality for women». She raises the awareness that women are still judged because of various manipulations with their faces but the reason behind that is that as Kelly says: «we are not expected to age ever and when we do it's a personal indictment».

We see that this is one of the most discussed topics and Kelly constantly touches upon it.

*Kelly: And when you admit to Botox then that is the way to be publicly ashamed and indicted also / I am talking about that all the time.*

Moreover, Kelly highlights that women are constantly accused of playing so called «the women card», continuing «the one that actually costs more and provides no protection!». Even though she conducts this monologue in a comic way, still she casts the light on crucial topics nowadays. Beauty standards for women are too high and she as a media celebrity being constantly in the focus of public attention knows how harsh it might be. Even here Ryan supports her saying that «you look totally natural and great» and giving a rare example of a man doing this, implying that this is rare and looks «insane». Both agreed that this is «a slippery slope» and the most important thing is not to go too far.

There are certain stereotypes represented in Kelly's speech proving that women don't care that much about sports and like gossiping a lot.

*Kelly: He is married to Gisele Bündchen and that's pretty much all facts that I need/Those are the facts I care about.*

In the same interview she mentioned Gisele «doing laundry» while her husband was «sleeping» referring to certain

gender roles that we expect from both sexes.

#### CONCLUSION

Interestingly, Kelly and Ryan have the same background: age, education, career path etc. Even though they share the same life and professional record, still their speech behavior differs. Gender does play a significant role in conveying the message, especially when we talk about media. It seems like the text is already written for them and is the same but the way they present it is different. Moreover, Kelly tends to talk on air more than Ryan does, such an impression of her dominating the air is created due to emotional stories, repetitions and special questions. In other words, talent, rhetorical skill, attitude to the audience lead to the realization of the stereotype that men and women are different in their speech behavior patterns.

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