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Speech Etiquette Peculiarities in a TV Discourse

(Based on Georgian and English Material)

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Annotation

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Introduction

In many countries of the world, as well as in Georgia, the media plays a special role. Among mass media means, it is necessary to single out television, which is even called the “fourth government” for its leading role.

Modern scientists consider television discourse as one of the active forms of verbal and non-verbal expression and believe that its implementation is characterized by various peculiarities in different languages.

Among the diverse media, television undoubtedly has a great influence on native speakers. None of the many achievements of the scientific and technological revolution has entered human life so quickly and had such a profound and global impact on its development as television. The interest of our study is the language of television, the language of the social institution that is responsible for the formation of values, moral principles and norms in society, traditions, the expression of the national mentality; the institution that carries out a complex communication and has the potential for multifaceted impact on the audience.

The **relevance** of the topic is in the fact that media discourse is increasingly becoming the subject of linguistic research, as public interest is growing in various types of discourse, especially in television discourse.

The **objectives and goals** of the research are the following:

- to identify similarities and differences in the speech etiquette of Georgian and American political talk shows on the basis of a comparative analysis;
- to determine the meaning of speech etiquette and its role in society;
- to describe television etiquette and define its impact on the culture of speech;
- to identify both linguistic and non-linguistic peculiarities of media discourse;
- to study and analyze the influence of various sociocultural environments on the construction of television discourse;
- to characterize talk shows as one of the special genres of television discourse;
- to consider the structure of talk shows of various formats, as well as the verbal and non-verbal peculiarities of TV presenters and moderators.
- Based on the goals and objectives of the study, the following specific **tasks** have been phased out and analyzed:
 - the concept of television discourse;
 - two main sub-categories of talk shows and their common linguistic and extra-linguistic peculiarities;
 - the functions and basic characteristics of television etiquette;
 - the peculiarities of television speech etiquette and their impact on society;

- the linguistic peculiarities of American and Georgian entertaining and political talk shows, as well as the similarities-differences between them;

The **novelty** of the work is that the issue of speech etiquette in television discourse in English and Georgian, reflecting the real face of modern television interactive processes, is less studied and the results of the present research will make a certain contribution in this area. Moreover, the methodology, used in the study and based on the developed classification, has allowed us to carefully study the linguistic peculiarities of the language, in particular the American and Georgian linguistic etiquette of television discourse.

The theoretical basis of the work is presented by scientific articles, dissertations and monographs of the following researchers: Svanidze R. (2012), Nebieridze M. (2011), Sartania D. (2002), Larina E. (2003), Formanovskaya N. (1989), Grace F. (1975), Tolson A. (1991), Timberg B. (2002), Martines(2003), Leech G. (1983), Harman L. (1999), Harris Z. (2012), Krause A., Goering E.(1995) and others.

The subject of the study is the speech etiquette of Georgian and American talk shows:

Political talk shows: “არჩევანი” (Archevani/Choice), “პირისპირ” (Pirispir/Face to Face), “რეაქცია” (Reakcia/Reaction); “The Washington Week”, “The next revolution”, “Justice with Jeanine Pirro”, “Piers Morgan Tonight”;

Entertaining talk shows on social topics: ნანუკა ჯორჯოლიანის შოუ (Nanuka Zhorzholiani’s Show), “ფარული კონვერტი“ (Faruli Konverti/Hidden Envelope), „პრაიმ შოუ“ (Prime Show), “Ellen Degeneré’s Show”, Steve Harvey’s Show; “The View”.

The general research methodology is directly related to the goals and objectives that we set in this study: when we examine issues such as linguistic peculiarities of speech etiquette and television discourse in talk shows, it is necessary to connect such disciplines as linguistics, culture and journalism theory. Based on this, **interdisciplinarity** should be considered as one of the most important paradigmatic trends in modern humanitarian thinking. In the present study there have also been used **methods of survey, description and comparison**. The latter method allows us to see the general and national peculiarities of talk shows.

The **theoretical value** of the work is the fact that it states and analyzes the scientific literature that exists on this issue, and also highlights the peculiarities of television discourse, in particular one of its most popular genres - talk shows. The work contains valuable observations and conclusions for discourse analysis, pragmatics, typology of languages and cultural studies.

The **practical value** of this work lies in the fact that it can be used in lecture courses of discourse analysis, pragmatics and semantics. It will also be interesting for journalists and those who are interested in the theory of journalism.

The structure of the work corresponds to its goals and objectives. The dissertation consists of an Introduction, four chapters, general conclusions and a list of literature references.

The **Introduction** substantiates the choice of the research problem, defines the goals and objectives of the study, emphasizes the relevance and scientific novelty of the work, its theoretical and practical value. In addition, methodological aspects of the study have been identified as well.

Chapter I of the work entitled “**Television discourse as one of the types of discourse and its linguistic peculiarities**” deals with the peculiarities of media discourse in general and television discourse in particular. There is an analysis of the history of the formation and development of a talk show - one of the genres of television discourse, as well as its linguistic or extralinguistic peculiarities, subgenres, or types; the peculiarities of talk show subgenres — political, analytical and entertaining, based on the social problems of talk show subgenres; the similarities and differences between them.

Chapter II of the work, “**The Concept of Speech Etiquette and Its Functions**”, discusses television speech etiquette, its functions, signs, and forms.

Chapter III of the study highlights the peculiarities of **Georgian and American** political talk shows, emphasizes linguistic similarities and differences between them in terms of conversational etiquette.

Chapter IV of the study highlights the peculiarities of **Georgian and American** entertainment talk shows, emphasizes linguistic similarities and differences between them in terms of conversational etiquette.

Theoretical generalizations of the study are presented in the **final part** of the work.

Chapter I

Television discourse as one of the types of discourse.

1.1. Linguistic peculiarities of television discourse.

Media research is inconceivable without discourse analysis. This is an area that, although it has already been investigated and analyzed by many scientists, is still being actively studied and does not lose its relevance. Language is a living organism, a source of novelty, therefore, the definition and use of this term is expanding and improving. The introduction of the word “discourse” into science, and then the consideration of this concept from a broader perspective, led to an analysis of research in areas such as political discourse, advertising discourse, Internet discourse, etc. In various linguistic areas, the term was quickly adapted, and scholars began to analyze the discourse of specific areas in accordance with their research interest (Tsintsadze 2016: 13).

Compared to other types of discourse, scientists call the media discourse "the most planned" one. It has a huge impact on our consciousness, the formation of opinion, because it is the media, through which the events in the world are reflected. The media, being a source of modern information, manipulate the public and have a psychological impact (Tsintsadze, 2016: 12). A similar remark is noted in the following quote: “Talking about the media, we should not forget that any genre of this kind of discourse has its purpose, which is to influence one side of an addressee, his emotional or intellectual sphere, to force a viewer, a listener or a reader to perform certain actions, in other words, to change the psychological state and knowledge of a person” (Tyrygina, 2010: 9).

Media discourse refers to those interactions that take place through a broadcast platform (either oral or written), where the discourse is targeted at a reader, a listener or a viewer (O'Keeffe 2011: 441).

The object of study of the speech analysis in the media is not only verbal elements, but also social interaction. When analyzing speech, based on the positions of the discursive approach, attention is focused on the verbal behavior of the participants in the conversation, where it is important to take into account factors, that influence the development of such strategic plans that determine the behavior of a journalist and a speaker and the specific conversation building technology (Scannell 1998: 251-267).

There can be distinguished two main types of media discourse: conversational and written. **Written media discourse** includes texts from newspapers and magazines, and **conversational media discourse** is aimed at a radio listener or television audience (O'Keeffe, 2011: 441).

At the present stage, **television** is the most popular among the media. Television is becoming increasingly popular and has a huge impact on native speakers of all age groups and social layers.

The term “**television discourse**” is widely used in sociology, ethnocultural studies and, of course, journalism. According to the classification proposed by V. Karasik, television discourse is part of the media discourse, since the term “mass information” also includes television (Karasik, 2000: 5).

According to N. Luhmann, media discourse differs from other types of discourse as there is no direct interaction between an addresser and an addressee without the use of technology (Luhmann, 2012: 10). Although, direct interaction between an addresser and an addressee is sometimes possible, it can never happen to all recipients. This feature leads to the standardization and unification of the media. As N. Luman notes, communication arises only when someone sees, listens, or reads (ibid.:13). Since television has its own characteristics that distinguish it from other media, it would be logical to define “television discourse” as one of the types of media discourse.

None of the achievements of the scientific and technological revolution entered human life so quickly and had the same impact on its development, as television.

Researcher Volodina talks about the influence of television on native speakers and points to the dual - positive and negative role of television: the language of television in the "information society" is a model of the national language, it actively influences the norm of the literary language. On the one hand, it enriches our speech with new words, on the other hand, it pollutes the language with jargonisms, slang expressions and foreign words (Volodina, 2008: 10).

Russian researchers Budanova and Kharlitsky also point to the negative role of television in language development. Budanova believes that television contributes to the gradual destruction of the language and the loss of its uniqueness. Sometimes, journalists seek to promote everyday conversational styles, slang words, and humorous expressions (Budanova, 1996: 96). Everything that can be used in everyday speech is also allowed in the field of modern media (Kharlitsky, 1998: 59). But one thing is clear: television discourse is the language of a social institution that is responsible for the formation of values, moral principles and norms in society; it also expresses national traditions and national mentality; television is a social institution that provides complex communication and can potentially have a comprehensive impact on the audience.

1.2. The general linguistic characteristics of talk show as a genre of television discourse.

The structure of television broadcasting is complex and diverse and includes various types. The genres of television discourse are **talk shows**, interviews, discussions, debates (Bakhtin, 1979).

Television conversations, in particular talk shows, occupy an important place in modern media discourse. Talk shows affect the creation and shaping of public opinion. The recipient is provided with acceptable, exemplary and likely patterns of thinking in a particular culture. This form of broadcasting attracts many people to television screens in all countries of the world, so television lovers in Georgia are increasingly interested in the above mentioned genre (Svanidze, 2012).

It is interesting to know what the term “talk show” means and what are its characteristics.

The term "talk show" is of English origin and denotes "performance of conversational nature". In mass media, a talk show is an ongoing, arranged, natural conversation. This is an independent genre that represents series of conversations on television and resembles everyday speech because of its communicative spontaneity (*ibid*).

In her article “General Sociolinguistic Characteristics of Talk Shows as a Genre”, M. Nebieridze (2011) gives talk shows the following definition: According to a general definition, talk show is a program where an invited guest or guests discuss topics, relevant to the public, with a host. Invited guests can be both famous and ordinary people.

According to Ilie (2001) talk shows display a certain gradation of discursive features in terms of institutionalization, with conversational features at the informal end of the speech continuum, and institutional features at the formal end. Depending on the personality of the show host, the nature of the topic, the general background and the views of the participants, as well as the type of audience, talk show participants combine spontaneous and purposeful talk, non-institutional and institutional roles, non-controlled and host controlled talk, interlocutor oriented, and multiple audience-oriented talk.

Talk show, as a genre, originated in America in XX century and is now widely popular throughout the television space. According to Munson, it dates back to the 1930s. This is the period when the first radio program appeared; it was created with the participation of the audience and saturated with interactive conversations. The great popularity of such programs prompted the hosts to create television shows of similar type (Signes, 2000, p.9).

The history of the creation and development of talk shows varies in different countries. America, as mentioned above, was the first country where this genre appeared. Subsequently, it

was distributed in other countries as well. Gradually, according to the American model, local shows began to be created. Naturally, American influence was felt everywhere.

The first talk show (political interactive “Night Courier”) appeared on Georgian television in 1998. Since then, dozens of talk shows have appeared. Programs of a new type have become very popular, as the style of relations with the audience has changed a lot.

In the 1960s, British television broadcasting changed from being authoritarian to more populist and democratic one (Scannell, 1998). Talk shows were developing in the same direction. Martinez notes that the conversation between a host and a star has grown into a show, where more attention is devoted to audience discussions (Martínez, 2003).

Talk shows underwent a series of changes in the 1980s, when British and American broadcasters became increasingly aware of the versatility of talk shows. With this development, the popularity of talk shows has grown tremendously. In his essay, Tolson cites Shattuck, who states that talk shows were one of the most popular genres on American television in the 1990s. (Tolson, 1997)

1.3. The main subgenres / types of talk shows.

There are various types of talk show classifications. Below there are considered some classifications of several outstanding scientists. Bernard Timberg identifies three main subgenres that have been formed during the development of talk shows. His classification is based on a temporary aspect, i.e. time when the program goes on air. According to Timberg, there are three main sub-categories of talk shows:

1. The Late-Night Entertainment Talk Show- this is the most common subgenre. This type of talk show is characterized by a combination of monologues of news, entertainment and comedy genres.

2. The Daytime Audience Participation Show - this subgenre has undergone the most substantial and structural modifications. As a television genre it originates from the USA. The audience was directly involved in such shows. Participants talked with the presenters, the invited guests and the celebrities. This subgenre was primarily aimed at an unemployed female audience, and, according to Signes, it became the most beloved television show for women, and even replaced soap operas in America (Signes 2000: 9-11). In the 1990s, they were substituted by tabloid shows, i.e. scandal-oriented shows.

3. The Early-Morning News Talk Magazine Show – is a mixture of news and entertainment shows. In the 1940s, many talk shows were broadcast on the radio in the morning, although television was just starting to experiment with this genre, and morning shows appeared on different channels. They were broadcast mainly until twelve o'clock in the afternoon. This

type of talk show is characterized by the participation of several presenters of different professions, discussing a topic with an invited guest (Timberg, 2002: 6-9).

Krause and Goering distinguish three categories of talk shows: **political talk shows** (Meet the Press), **entertaining talk shows** (The Tonight Show) and **talk shows on social issues** (Sally Jesse Rafael, Oprah) (Krause and Goering, 1995). A similar to Krause and Goering's classification is the one presented by the Russian scientist G. Kuznetsov, who classifies the following types of talk shows: **entertaining talk shows**, **political and analytical talk shows** (focused on political issues, aimed at discussing serious state and public issues), **detective talk shows** (dedicated to investigating strange, confusing and curious situations); **intellectual talk shows**; **parody talk shows** (considered a parody of the above talk shows) (Kuznetsov, 1998: 58).

Haarman distinguishes three categories of talk shows: **evening star-format show** (Jay Leno's Tonight); **public affairs-format show** (Oprah); **audience discussion-format show** (Kilroy), (Haarman, 1999).

We consider the classifications of Krause and Goering and, to some extent, Kuznetsov, the most acceptable ones. Observations have shown that the Timber's classification, which at one time was popular, is no longer true. It is not possible to classify talk shows by time period. Based on local reality, talk shows of the same subgenre take place at different time in different countries.

Our classification of talk shows is as follows: based on the classification of Krause and Goering, we also distinguish two main types of talk shows: **political-analytical / information-political talk shows** ("Analytical talk show 2030", "Choice", "Barrier", "Face to Face", "Open Air") and **entertaining - talk shows on social issues** ("Prime Show"), however, in addition to this, we add subtypes of entertaining talk shows: talk shows oriented on tabloid / scandalous stories ("Hidden Envelope").

1.3.1. Peculiarities of entertaining talk show.

The researcher G. Kuznetsov defines talk shows as a dynamic presentation and points to such features of this genre as ease of speech, artistry of the presenter and the necessary presence of the audience. He concludes that these features are typical, first of all, for the light genre - entertaining talk show, the purpose of which is to entertain the television audience and acquire life experience with its help.

The media must reflect objective reality in front of the audience. This also applies to entertaining shows. They create a sight, an emotional charge, which has a contagious effect. The viewer sometimes perceives the information coming from the screen without a critical attitude,

and sometimes he does not forgive the journalists a single small detail, but watches them, waiting for the right moment. But even shows created for entertainment cannot escape journalistic criticism. A standard is a norm that a journalist must adhere to at any time, no matter what product he / she creates, he / she must still adhere to ethical standards and provide the viewer with quality content. Most modern talk shows are aimed at audiences aged 18-35. This type of entertaining talk show is often full of humorous expressions (Kublashvili, 2015).

1.3.2. Peculiarities of the Political Talk Show

Television is a place where public opinion is formed, political sympathies and antipathies are manifested. It (television) manages to manipulate society quite effectively (Kublashvili, 2015).

The purpose of a political talk show is to reflect and represent the political interests of the country's population, by attracting a wide audience that discusses the country's political issues, serious state and public problems (Kuznetsov, 1998).

Political talk shows are characterized by sharpness, tension and passion. They also show the mood, interest and aspirations of the public. The program discusses relevant topics where the target audience is strictly segmented. Such shows are popular with not only ordinary people, but also senior officials. Therefore, their duration is not short, since many people participate in it, and the majority should be given the opportunity to express their opinion. The presenter of the political talk show must be very careful. He must have a sensitive and correctly focused analytical mind, maintain objectivity and balance. The talk show host should be aware that the most important thing is the expression of the so-called “dialogical unity.” A conversation cannot take place if the participants are not interested in a common problem and have different views on how to solve it. Dialogue is not a mechanical sum of replicas, but it is a single whole structure, and therefore, it is necessary to be able to choose the right participants for the conversation, to improvise and to think publicly along with competence and erudition. An important component of such talk shows is controversy, and the main goal of the controversy is conflict - the clash of conflicting views, the development of thought and, finally, the elimination of the conflict with the most convincing arguments (Talakhadze, 2013, p.58).

A culture of discussion, controversy requires knowledge that the “struggle” is not against individuals, but against ideas that protect opponents. Harsh attacks and expressions usually characterize the controversy, but it should be justified; the polemic should in no case be detrimental to the personal qualities of the opponent, and moreover, should not aggravate the conflict and sow enmity between the arguing sides. The presenter himself should be neutral,

impartial, and as a moderator he should not participate in debates, express his views in favor of any party; his goal is to provide all participants with an equal opportunity to express their opinion(*Ibid.*, p. 59).

In her work, Larina names the following participants of a political talk show: on the one hand, a talk show host or moderator and viewers. The purpose of the moderator-presenter is to ask questions to talk show participants, who usually share conflicting opinions, to indicate a problem, but not to express his opinion. In addition, the moderator oversees the fair distribution of time that participants use to express their opinions(Larina, 2004).

A talk show presents a very personalized on-screen form. G.V. Kuznetsov (1998) notes that a classic talk show is a triangle: a presenter - invited guests (experts) - spectators in the studio. Talk shows combine journalism and stage approaches. Each talk show participant - regardless of his job function in the program - is at the same time a character in the role that the talk show authors have assigned him. Recently, television reports from the scene have been integrated into talk shows, and telebridges have also been organized.

So, a political talk show is a genre of events in which there is one topic for conversation that is proposed by a presenter and involves discussion. The following elements are presented in the talk show: assumption, opposite view, criticism, argument, proposal.

Chapter II.

The concept of speech etiquette and its functions.

2.1. The word "etiquette" [French *étiquette*] has been spread from the French language and established itself in many countries of the world. According to one source, the word "etiquette" originates from the Greek word "ethos" - ethics, which is translated as “a habit, character” and means a doctrine of morality, norms and rules of moral behavior”.

In the scientific literature, the concept of "etiquette" has many definitions. In the Dictionary of Foreign Words, the following definition of etiquette is given: “Etiquette - 1) a collection of rules of conduct at the royal court, in diplomatic circles, etc. self-pressure; 2) the rules of conduct and polite treatment adopted in a particular society ”(Dictionary of Foreign Words, 1973: 136).

Encyclopedia “Britannica” describes the concept of etiquette as follows: “This is a term related to ceremonial customs, and means the rules of conduct in society, which are mainly the official ceremonial rules found at festivals, holidays, etc. The promotion process in a particular organization or society. And, according to Webster’s dictionary, etiquette represents “norms, rules that require good education and are established by authorities for social or official everyday life” (Bochorishvili, Goksadze, 2005: 47).

According to the Dictionary of Ethics, etiquette is “a set of rules of conduct that govern human relations (environment, forms of treatment and greetings, behavior in public places, manners, clothing). Etiquette is an integral part of the internal culture of man and society. It includes requirements that acquire the more or less strictly regulated nature of the ceremony and are of particular importance for determining the form of behavior” (Bochorishvili, Goksadze, 2005: 48).

The Russian researcher Goldin calls etiquette a harmonious interdependence between people, which establishes a system of values in a particular society (Goldin, 1983).

According to the Georgian scientist Sartania (Sartania, 2002):

1. Etiquette is a certain action that has been developed into norms;
2. Etiquette consists of such separate standards;
3. Each of these norms is carefully detailed and concretized;
4. These components of etiquette are characterized by consistency. They should be used in a strictly defined place and situation.

Based on this, Sartania defines the concept of etiquette as follows: “Etiquette is an action or a series of actions, formed only as a result of human relations; it is very detailed, has the obligatory nature of execution, and its components are characterized by an exact sequence in time and space” (Sartania, 2002:13).

In short, an interlocutor does not create forms of speech etiquette during the conversation, but he voices them in the form of ready-made stamps (Formanovskaya, 1982: 31). Therefore, forms of speech etiquette in linguistic literature are referred to as “related expressions”, “template phrases”, “speech clichés”, etc. (Akishina, 1983: 3).

In view of the foregoing, speech etiquette should be considered a socially determined and historically changing subsystem consisting of a) certain groups; b) the rules they use, that govern speech behavior in accordance with national specifications.

2. The functions of speech etiquette.

Speech etiquette performs certain functions, among which one should pay attention to the following:

1) **The function of establishing contact.** This function is expressed in such speech acts when one interlocutor draws the attention of another interlocutor, preparing him to receive information. In other words, this function serves to establish speech contact between the interlocutors, so that when we say the phrase “*Nice to see you!*”, our task is not to share knowledge about whom we saw specifically, this is just a signal: *I remember you, I am glad to meet you, Our relationship is not coercive*; formulas and rules of communication are strictly

observed here; speech etiquette serves the nominal of this function - to adhere to a form of appeal, apology, greeting, etc.

2) **The function of an appeal or a call** is when we say: “*Sorry, how could I go?*” - our goal in this case is only to attract the attention of an interlocutor, to challenge him for further conversation.

3) **The function of orientation to the addressee** is connected with the appeal function, in connection with the role positions in speech interaction. When we address someone, we can name one as *ბატონო გიორგი!* (*Mr. George!*), while the another can be called just simply - *გიო!* (*Gio!*), etc. It depends on who, with whom, in what situations and in what relations a person is.

4) **The function of expressing the will** is aimed at the interlocutor in order to influence him. This function is also called voluntary. When we say to someone, standing at the door: “*Please, come in!*”, we are trying to influence the interlocutor, letting him know that we will be happy if he comes in. At the same time, saying the words “*Come in*” - we ask him to come in, we invite him; we appeal him to act, and at the same time we do not even expect a positive response from him.

5) **The emotional function** is associated with the expression of emotions, feelings and human relationships. (We say to the interlocutor: *Nice to see you; I'm glad to meet you; It's so nice.*) In this case, it is permissible to deviate from strict speech standards, although, in moderation. Emotional relationships also have their own etiquette, permissible and unacceptable forms (Sternin, 1996: 9).

6) The **intellectual function** is a relationship function, which is the argumentation of one's own opinion, the expression of one's own thoughts and analysis of the interlocutor's thoughts.

7) Finally, **the observation function** is when the interlocutor in the relationship participates in the conversation of others, but does not intervene (for example, a passenger in a compartment participates in the conversation of two other passengers). In this case, speech etiquette is minimized, although here it is also necessary to verbally express that you do not participate in the conversation and do not even understand it (Sternin, 1996: 10).

2.2. Features of Television Speech Etiquette

Doctor of Philology Goldin believes that the television speech etiquette is not much different from the general conversational etiquette. The norms of television etiquette imply the use of official greetings, and farewell formulas live and prohibit obscene and negative language. According to Goldin, much depends on the correct tone of the TV presenter's attitude, which

provides emotional comfort and helps the presenter communicate with guests and spectators. (Goldin, 1983)

Noncompliance with the norms of speech etiquette (the use of incorrect expressions) by politicians is considered unacceptable from the point of view of political relations. Speech etiquette is also used as an element of political struggle and allows to maximize influence on the audience. The speech culture of politicians has recently become the subject of close attention of the media, what indicates current trends in the development of the language of politics. Recently, even high-ranking politicians allow themselves to address their opponents incorrectly not only within the country, but also on the world stage. Such behavior can be considered as verbal aggression, used to express negative feelings, emotions, intentions in an inappropriate situation (Shcherbinina, 2008).

The same can be said about the speech of journalists, since they often make more than one grammatical or stylistic errors in their speech. The audience has become accustomed to many of them and sometimes it does not even notice them, however, some of such errors grates on ears.

All the above mentioned indicates the importance of complying with those communication standards that help the addresser and the addressee to conduct successful communication.

The emergence of broadcast media in the early XX century, along with the establishment of a language as an intermediary (initially - only through audio means (phonograph and later radio), lately - through the audiovisual medium of cinema and, finally - through television), contributed to a change in the spoken language in combination with linguistic interaction.

Television is one of the most popular media. It plays an important role in shaping public opinion, since the words and phrases, used on television, directly enter the mind of the viewer.

The abolition of censorship on television led to the appearance of spontaneous speech, while democratization resulted in genuine relations between people, reflecting different conversational culture and education.

In the Soviet period, there was strict censorship and proofreading. Such censorship existed and still exists in many European countries, especially in those ones where television is financed by the state, for example, BBC, CNN and others. Speakers often used dictionaries in connection with various difficulties associated with the literary language. However, this is not the case with current broadcasters, as they often flagrantly violate literary norms. Some experts consider the language as a self-organizing system, which ultimately copes with violations of norms, eliminating all the unnecessary. Others argue that the development of language is a spontaneous process that does not require regulation, since the language, in their opinion,

chooses the best and ignores the superfluous. Unfortunately, language assessment is often politicized and overly emotional(Karaulov, 2000).

Politicians and journalists play the largest role in protecting the purity of language, since it is their speech that has the power of involuntary imitation.

Nonobservance of the norms of speech etiquette (incorrect expressions) by politicians is considered unacceptable from the point of view of political relations. Speech etiquette is also used as an element of political struggle and allows to maximize influence on the audience. The speech culture of politicians has recently become the subject of intense media attention, pointing to current trends in the development of the language of politics. On today's television even high-ranking politicians allow themselves to address their opponents incorrectly not only within the country, but also on the world stage. Such behavior can be considered as verbal aggression used to express negative feelings, emotions, intentions in an inappropriate situation(Shcherbinina, 2008).

Television requires basic rules.This means that in addition to owning the techniques of colloquial speech, diction, correct pronunciation, emphasis, excellent knowledge of the native language, the most important ability is to express your opinion logically, accurately when communicating with the viewer and the audience of the TV show.

Protecting speech etiquette is important for television. It should be, first of all, built professionally, have systematic character, manifest various forms and contents, and be interesting for non-specialists. It should not be forgotten that the journalist and mother tongue on radio or television are one integral part of culture.

2.3. The category of politeness as the main linguistic category of speech etiquette.

Politeness is a universal communication category, it is a complex system of nationally specific strategies aimed at creating harmonious, conflict-free, partner-friendly relationships: politeness maintains an optimal balance, a balance between distance and proximity, formality and informality. The point of this equilibrium is variable not only depending on the communicative context, but also on the type of culture as a whole. The purpose of the communicants is to find the best politeness strategies and meet the expectations of partners, cultural norms, as well as not to be overly familiar or formal. That is why politeness is a flexible system of strategies (Karasik, 2003).

The main linguistic category of conversational etiquette is **politeness** conveyed through different linguistic means (phonetic, lexical, grammatical, syntactic) and their various combinations. From a pragmatic point of view, speech etiquette refers to actions in which

etiquette is determined by specific goals, as well as by frequent, familiar behavior that is automated (Agarkova 2013: 186).

P. Brown and S. Levinson were interested in studying of politeness. They suggested considering courtesy as a preservation of form. The preservation of form as a social value was first introduced by E. Goffman (Goffman 1967). P. Brown and S. Levinson developed such a view on politeness, calling it a universal concept of form, that is, a social image in which everyone is interested in its preserving. In the conversation, the interlocutors try to maintain their forms. The preservation of form is not the goal of communication, but its vital component, because without it a normal conversation cannot exist. All members of the community must abide by this condition.

P. Brown and S. Levinson suggest that we should distinguish between “negative form” and “positive form” (Brown, Levinson 1978; 1987). The negative form refers to any adult who wants to have freedom of behavior and who does not want other people to intervene. In other words, the desire to be independent and positive means to be desired by everybody.

G. Leech (1983) established the principle of politeness as the integrity of a series of maxims and considered the following:

- **The tact maxim.** This is a maxim of personal space. Any act of communication involves maintaining a certain distance between the participants. The following rule must be observed: to turn the goal of communication of the interlocutor into a topic of discussion is possible only in the case if this goal is clearly defined by him. The tact maxim implies protecting the boundaries of the personal sphere of the interlocutor.
- **The generosity maxim.** This is a maxim of the feeling of ease in communicating with the interlocutor, protecting him from dominance in the process of communication act. For example, an assumption should be formulated so that there is an indentation option and that the partner is not bound by a condition or oath; a good communication act should not cause discomfort to the participants during the communication.
- **The approbation maxim.** This is a maxim of the positive assessment of others (“Do not judge, so as not to be judged”, “Do not judge others”). The environment in which the speech interacts is determined by the positions of the interlocutors in relation to each other.
- **The modesty maxim.** This is a maxim of unacceptable self-praise. One of the conditions for a successful communicative act is a realistic, as far as possible objective self-esteem. Too high or too low self-esteem can have a negative impact on contact.
- **The agreement maxim.** This maxim implies the rejection of a conflict situation in order to solve a more serious problem, namely, maintaining the subject of interaction, “eliminating the conflict” by mutually correcting the communicative tactics of the interlocutors.

- **The sympathy maxim.** This is a maxim of goodwill, which creates a favorable background for future substantive conversations. Without benevolence, a speech act becomes impossible. (Leech, 1983: 83)

2.4. Media Impact on Speech Culture

The emergence of broadcast media in the early twentieth century, along with the emergence of language as an intermediary, contributed to a change in spoken language along with linguistic interconnection, initially through audio means (phonograph, then radio), then through the audiovisual medium of cinema and, finally, through television (Bushman & Huesmann 2001).

Television is one of the most popular media. It plays an important role in shaping public opinion, since words and phrases used on television get ready-made directly into the mind of a viewer.

The abolition of censorship on television led to the appearance of spontaneous speech, while the democratization led to honest communication between people, reflecting different speech culture and education.

In the Soviet period, there was strict censorship and proofreading. Such censorship has survived and exists in many European countries, especially on state-funded television, such as the BBC, the CNN and others.

Announcers often use dictionaries for various difficulties associated with the literary language, which cannot be said about current TV presenters, as they often violate literary norms. Sometimes it is believed that language is a self-organizing system that will ultimately cope with violations of the rules, eliminating all unnecessary. Others argue that the development of language is a spontaneous process that does not require regulation, since the language, in their opinion, selects the best from everything and ignores the superfluous, and not the corresponding. Unfortunately, language assessment is often politicized and overly emotional.

The scientific analysis of the assessment and ongoing changes is based on studies in the field of linguistics. It should also be noted that the language is dynamic and changes over time, it cannot be “frozen” by any efforts. At the same time, people are not interested in drastic changes in the language, as this leads to the destruction of people's cultural traditions (Karaulov 2000).

The most important role in protecting the integrity of the language is given to politicians and journalists, as their speech serves as an example to follow.

Non-compliance by politicians with the norms of speech etiquette (incorrect expressions) is considered unacceptable from the point of view of political relations. Speech etiquette is also used as an element of political struggle and allows you to maximize influence on the audience.

The speech culture of politicians has recently become the subject of close attention of the media, pointing to current trends in the development of the language of politics. Recently, even the most senior politicians allow themselves to mistreat their opponents not only domestically, but also on the world stage. Such behavior can be considered as verbal aggression expressing negative feelings, emotions, intentions in a situation incompatible with it (Shcherbinina 2008: 15).

Television requires compliance with elementary laws. This means that the beginning of everything, in addition to technology, diction, correct pronunciation, accentuation of colloquial speech, knowledge of the native language, is the ability to logically, accurately express your point of view when communicating with the viewer and the audience of the program.

Protecting speech etiquette is important for television. First of all, it must be professional, secondly, systematic, thirdly, in various forms and contents, and fourthly, interesting for non-specialists. It must be remembered that a journalist and mother tongue on radio or television are integral parts of culture.

Chapter III.

The linguistic peculiarities of American and Georgian Political talk shows from the viewpoint of etiquette.

3.1. The uniformity of formulas for greeting, congratulations, gratitude and treatment.

An integral part of speech etiquette are speech formulas, the use of which depends on the peculiarities of communication. Each communication act has its own beginning, the main part and the end, where the speech etiquette varies depending on the situation. If this is an official meeting, then there are used formal, polite speech formulas, which are already established forms.

One of the most important elements of courtesy is greeting. Various forms of greeting are common in different social contexts, and they play an important role in the process of interpersonal communication.

Despite the fact that etiquette is a regulated norm of speech, it does not strictly adhere to greeting, farewell or addressing the audience.

Nevertheless, the material examined shows that over time, traditional forms of greeting with a single vocabulary and template structure of greeting have been developed in political programs:

- A) Greetings;
- B) Introducing yourself;
- C) The main theme of the program.

Moderator Jeanine Pirro: "Hello and welcome to justice, I am a judge Jeanine Pirro. (...) We have a special show on tap for you tonight." (Justice, April 20, 2019).

ჟურნალისტი ირაკლი ჩიხლაძე: *"საღამო მშვიდობისა, პირდაპირ ეთერშია საზოგადოებრივ-პოლიტიკური თოქ-შოუ პირისპირ, მე ვარ ჟურნალისტი ირაკლი ჩიხლაძე. გვისმენთ რადიო იმედზე და გვიყურებთ ტელეიმედზე."* (Journalist Irakli Chikhladze: *Good evening, a live social and political talk show "Pirispir" (Face to face), I am a journalist Irakli Chikhladze. Listen to us on the Imedi radio and watch us on the Imedi television.* (პირისპირ (Pirispir, May 7, 2019).

Most examples of American and Georgian talk shows reveal that greeting form in political show retains a strict style framework. During the greeting, presenters use almost identical phrases everywhere, although most of them present the main topic of the program before greeting the audience. In a number of political talk shows, the topic is presented first, and then there is a greeting:

Moderator Steve Hilton: *" Breaking tonight as democrats face a growing scandal over racism and hypocrisy. President Trump puts the finishing touches to his state of the union address and in case it's not too late we have a few suggestions. Evening everyone and welcome to the next revolution, I am Steve Hilton and this is the home of positive populism."* (The Next Revolution, February 3, 2019).

The greeting of journalist Steve Hilton is very similar to the style of Robert Costa: first, he offers the audience a basic, interesting and intriguing political theme, and then greets the viewers. For greeting he uses an inverse sentence order, an elliptical sentence, and an oxymoronic phrase "positive populism" to evaluate his program positively. The presented welcome formulas are stylistically formal. Most of them include addressing to the audience - vocatives.

From a scientific point of view, the traditional etiquette forms of addressing are as follows: Mr. \ Mrs, however, as a result of democratization, this official distance has been reduced, and in official situations anthroponymic and emotional vocatives are used.

The forms of appeal in Georgian political talk shows take a formal form, where the rules of speech etiquette are respected. Often, along with introducing a guest and addressing him, the presenter uses forms of expressing gratitude, which is one of the most striking expressions of polite speech.

"ძალიან დიდი მადლობა რომ ხართ ჩვენი სტუმარი, მადლობა ბატონო ირაკლი". (Thank you very much for being our guest, thank you **Mr. Irakli**. (Pirispir, May 21 2019)

“სადამო მშვიდობის, ქალბატონო ირმა მადლობა რომ ჩვენთან ერთად ხართ.”
(*Good evening, Mrs. Irma, thank you for being with us.*) (Prispir 15 May, 2018);

“თქვენ რას ფიქრობთ ბატონო გიორგი მონარქიაზე?” (*What do you think about Monarchy, Mr. George?*) (Archevani, 20 June, 2017)

American political talk shows are usually characterized by informality in circulation. Television presenters and other talk show participants often call each other by name. Actually, the use of names prohibits the status distance and creates a comfortable climate for interactive communication. From the above examples, it is clear that when referring to senior politicians, the presenters use familiar forms, as if they were addressing a friend. For Americans, familiarity is not considered bad form, but rather expresses a sense of intimacy. Gratitude forms also have an informal form in American political talk shows:

Piers Morgan: “What I find so extraordinary, Jeffrey, is this (Piers Morgan Tonight, January 18, 2012)

Steve Hilton: “Morgan, first time on the show, it’s very exciting! Morgan: Thank you, I’m happy to be here.” (The next Revolution, March 2, 2019)

Robert Costa: “And the president, Ashley, this weekend is heading to his own private club in Los Angeles as part of his trip.” (Washington Week, April 5, 2019.)

The rules of speech etiquette oblige participants in talk shows to correctly end the conversation. The host chooses the farewell formula that is relevant to one of the transmission formats. A well-chosen farewell formula is an important final chain in creating a framework of speech etiquette.

In American political talk shows, there are always stenciled forms of farewell. Such fixed forms of farewell become an official form of politeness, where it is necessary to adhere to the norms of speech etiquette.

Along with the greeting formulas in political talk shows, there are traditional farewell formulas as well. The farewell formula is almost never used suddenly and unexpectedly by a presenter. A television program always ends with phrases preceding a farewell or warning the viewer to continue to observe the development of events. The next stage of the show is an expression of gratitude to the guest or audience, after which the presenter re-introduces himself.

Robert Costa: “We’ll keep our eyes on all these phases. This is just one tonight. More news will happen this weekend. We’ll keep reporting on all of it. Thanks, everybody, for being here.

Our conversation will continue on the Washington Week Extra. Watch it on our website, Facebook, or YouTube starting at 8:30 p.m. Eastern. That’s every Friday night.

And while you're online, take our Washington Week 2020 Election Survey and tell us what are the issues that are affecting you in your community.

I'm Robert Costa. Have a great weekend and we'll see you next time. (Washington Week, March 22, 2019).

Steve Hilton: ***All right, well, we never, there's never enough time to talk all the twenty again. That's all for tonight.***

Don't forget to sign up for fox nation, where you can see my new deep dive tomorrow, where we take a close look at the universal health care being promised by New York Mayor Bill De Blasio and California governor Gavin Newsom.

Thank you so much to Morgan Tevin and Henry (...)

I'll be part of Fox News's all day coverage of the state of the union on Tuesday. Make sure you don't miss that. I'm Steve Hilton, see you on Sunday when the next revolution will be televised. (The next revolution, March, 2, 2019).

Talk show hosts often use idiomatic expressions in pre-farewell phrases to make the following topic more interesting and intriguing: "keep eyes on", "deep dive". In both cases, the presenter thus tries to attract viewers and pay attention to the fact that the topics that interest them, will be discussed in more detail.

Farewell formulas in Georgian political talk shows are as standard as American ones. Almost the same farewell formulas are used by Georgian hosts, although phrases, indicating the completion of the program, are presented more succinctly than in American talk shows:

- A) gratitude to visitors and spectators;
- B) announcement of the next show;
- C) desire to succeed.

ინგა გრიგოლია: *“ახლა ჩვენი საინფორმაციო გამოშვების დროა, დიდი მადლობა რომ გვიყურეთ, კარგად ბრძანდებოდე.”* (Inga Grigolia: *And now it's the time for our news release, thank you very much for watching us, goodbye.*) (Reactsia, January 31, 2019).

Unlike American talk show hosts, Georgian presenters tend to mix neutral and official register vocabulary. Along with the official farewell formulas, they use neutral forms of farewell that resemble daily farewell phrases.

Based on the above examples, we can conclude that a talk show is always started and ended by its host, and not by respondents, who often do not even say goodbye to the viewer or organizer. Political talk shows, aimed at informing the general public, strictly adhere to the

established standards of etiquette. Modern talk shows use classic formulas expressing greetings, farewells, appeals, gratitude, which are firmly established norms that to this day have not affected those transformations that were observed at the main stage of the conversation from the viewpoint of speech

3.2. Various Ways of Expressing Subjectivity in Political Talk Shows (Sympathy-Antipathy, Abuse / Praise - Hatred and Dysphemic Vocabulary)

Today, the role of television in Georgia is of paramount importance, as other media cannot compete with it. Television has the greatest impact on people's values, politics, economics, and culture. For most channels, political programs are central; they gather the largest group of viewers and maximally affect them.

The political talk show basically has one topic for discussion, which is proposed by a presenter and involves discussion. The central figures of political programs are presenters and correspondents, whose task is to convey information so that no one doubts their truth. One of the tools to accomplish this task is the direct observance of the norms and rules of speech etiquette.

The inability of politicians to comply with the norms of speech etiquette (incorrect statements about opponents, labeling, use of common expressions, etc.) is considered unacceptable from the point of view of political relations.

The speech culture of leading political talk shows has recently become the subject of debates in the media, what indicates current trends in the development of television speech. It is noteworthy that the hosts of talk shows express their subjectivity.

The presenters of American political talk shows often openly express their views on a particular politician and various political events.

Moderator Jeanine Pirro: *„I've known a man for almost three decades and that is not how this man responds to anything like: "oh, it's over, you know the walls are closing in. That's not Donald Trump. This is a guy who pokes the eye of the tiger, he walks into the cave and he pokes the eye of the tiger."*

Corney Lewandowsky (former Trump campaign manager): *look! This guy's a winner, whether it's real estate, best-selling book, television, politics. He is a winner in everything he does.*" (Justice, April 5, 2019).

The presenter is a supporter of Trump and he cannot disguise his position. A metaphoric sentence, pronounced by him twice - *„This is a guy who pokes the eye of the tiger, he walks into the cave and he pokes the eye of the tiger“* –indicates Trump's power. With this sentence and emotional speech, the host praises Trump and in this way affects the viewers' political views. In

response, the respondent also expresses his political sympathies for Trump and exaggeratedly calls him a “winner”.

Georgian TV journalists also tend to express their sympathies in public, but not as openly as American presenters do. Journalists are not shy about expressing their subjective opinions, while they should be objective. It all depends on what kind of television they work on and whom this or that television supports.

ირაკლი ჩიხლაძე: „(...) მე აქვე უნდა ავღნიშნო რომ მსგავს ფორმატში უმაღლესი თანამდებობის პირების მონაწილეობა ადასტურებს რომ განათლება დღევანდელი მთავრობის რეალური პრიორიტეტია.(...) ზოგადად არ უყვართ პრემიერებს საზოგადოებასთან ერთად ამა თუ იმ საკითხზე მსჯელობა, ამისთვის განსაკუთრებული მადლობა თქვენ.“ (...) - Presenter Irakli Chikhladze: I must also note that the participation of senior officials in a similar format proves that education is a real priority for modern government. (..) Prime ministers, as a rule, do not like to discuss issues with the public, thank you very much for that (Pirispir, March 19, 2019).

The above example clearly shows that the presenter praises the government and respects the prime minister and other government officials invited to the studio. In this case, the presenter uses tactics of implicit praise, which is implemented by expressing sympathy and is intended to receive the support of the respondent.

The observance of speech etiquette by politicians has become a matter of discussion, since even top-level politicians have recently allowed themselves to contact their opponents incorrectly not only in their native country, but throughout the world. Such behavior can be considered as verbal aggression (verbal expression of negative feelings, emotions and intentions in an inappropriate situation).

Tamar Makharoblidze notes in her work that invectives and obscene language represent verbal aggression (Makharoblidze 2012:7). Such a speech in political talk shows is unacceptable for successful communication and causes gross violations of speech etiquette. As we have already noted, invectives can be represented directly - in relation to the object or indirectly - when the object is mentioned in an offensive context. The hosts of American talk shows are very different from the ones of the leading Georgian talk shows, who, oddly enough, vehemently use aggressive vocabulary against respondents in direct form.

Lary Pratt: *„Because the problem occurs, sir, in those areas precisely where we have said no guns. The problem doesn't occur where the guns are allowed freely to be carried to be used by people. There we have very low murder rates. We have lower murder rates in other parts of the country than even in Europe. Than even where you come from. But what has created a*

problem in the United States is to stay in cities and schools, those are areas where we're not going to allow people to defend themselves.

Morgan: *You're an **unbelievably stupid man**, aren't you?*

Lary Pratt.: *It seems to me that you're **morally obtuse**. You seem to prefer being a victim to being able to prevail over the criminal element. And I don't know why you want to be the criminal's friend.*

Morgan: ***What a ridiculous argument.** You have absolutely no coherent argument whatsoever. You don't -- you don't actually give --*

Lary Pratt.: *You have no --*

Morgan.: *You don't give **a damn**, do you, about the gun murder rate in America? You don't actually care. All you care about --*

Lary Pratt.: *It seems to me that facts don't bother you, do they, Mr. Morgan?*

Morgan: *-- is the right for any -- Americans -- you would like to see --*

Lary Pratt.: *Facts seem to -- they bounce right off of your head* (Piers Morgan Show, January 9, 2013).

The host obviously does not agree with the respondent, and since the guest has a different opinion, he even offends him. In this case, the answer is an aggressive verbal reaction that leads to an escalation of the conflict. Using the insult “you're morally obtuse” in response to an insulting attack, the victim changes his position with the attacker, although the leader does not back down and the conflict escalates.

From a formal point of view, viewers of political talk shows see and are surprised to find that the norms of speech etiquette are mostly violated when high-level politicians use offensive words. The position of the Georgian and American leaders is quite contrasting. Georgian journalists are more restrained, quite active and positive. During the program, journalists often use opposing views and actively oppose representatives of various parties invited to the program, but they never express their position. Presenters never use hate speech or offensive phrases.

ირმა ინაშვილი: “ვიდრე დავიწყებდე შენიშვნა მინდა მოგცეთ, როცა ფორმატზე შევთანხმდებით ის ფორმატი დაიცვას თქვენმა ტელეკომპანიამ, თუმცა მე არა ვარ წინააღმდეგი ამ ფორმატშიც დავაფიქსირო ჩემი აზრი. თქვენი ტელევიზია მე მიმაჩნია ერთ-ერთ მიკერძოებულ ტელევიზიად, მხარედ, რომელიც იყენებს არასწორ და ბინძურ მეთოდებს ოპონენტების გასანადგურებლად და ცალკე დამპატიჟეთ ამ ეთერში ამ თემაზე სასაუბროდ.” (Irma Inashvili: *Before I start, I would like to note that when we agree on a format, your television company should adhere to, although, I am not against expressing my opinion in this format. I believe that your television is one of the biased*

television channels, that uses the **wrong and dirty methods** to destroy opponents and invited me separately for live conversation on the above subject.

წამყვანი ირაკლი ჩიხლაძე: “(...) მე ვფიქრობ რომ თქვენ ხართ ერთ-ერთი სასურველი სტუმარი და გადავიდეთ მთავარ საკითხზე თუ შეიძლება.” (A presenter Irakli Chikhladze: (...) *I think that you are one of our favorite guests and let's move on to the main issue, if possible.*) (Pirispir, 15 May, 2018)

It is clear that the respondent intentionally insults and aggravates the conflict, however, the presenter tries to avoid an awkward situation and not only does not enter into polemics with the politician, but tries to divert attention using a compliment and suggests switching to another topic in order to defuse the situation.

The popularity of a politician is not always directly related to his ability to literally express his opinion. Sometimes this attitude is disproportionate: the greater the violation of the rules of speech is, the deeper the mistakes are; the higher the politician's awareness is, the better the audience remembers him. But such a relationship should not be taken as an appeal to action.

Observation of political talk shows has shown that it strictly adheres to established ethical standards. Modern talk shows use the classic formulas of greeting, farewell, addressing to the audience, expression of gratitude, which are firmly established standards. They are not yet affected by those transformations that are observed at the main stage of the conversation in terms of speech. Here we have a completely different picture, where the hatred language predominates, derogatory vocabulary is often used and gross violations of speech etiquette occur.

Considering the above examples, we can say that in Georgian talk shows, the situation with the use of a language expressing hatred, is different. The implementation of the hatred language is mainly carried out with the help of political dyshemisms directed mainly against the current government or the parliamentary majority, while there are almost no harsh, offensive statements against specific individuals.

Chapter IV.

The linguistic peculiarities of American and Georgian entertainment talk shows on social topics from the viewpoint of etiquette.

4.1. The heterogeneity of formulas for greeting, congratulations, gratitude and treatment.

Talk Show represents an important television format. Given the not-so-long history of television, talk shows also exist for a short time. In recent years, media in Georgia, and not only in Georgia, have publicly insisted on promoting openness and honesty in speaking to society. Initially, the entertainment talk show included only the stories of celebrities and facts from their

personal lives, but over time, viewers were fed up with star stories and wanted to become the main characters of the plot themselves. However, it is worth noting that in both countries there is almost no talk show on purely social topics. There are talk shows that along with entertaining topics discuss social, public issues that are closer and more interesting to a wide audience.

A talk show usually starts with a greeting, however, the talk show we are considering, like most American entertainment talk shows, is an exception in this case. The announcer always announces the presenters. When the host of the *Ellen's Show* enters the show, she is emotionally greeted by the audience, it is against this background that she must first reassure the audience and thank her for coming to the studio.

Ellen DeGeneres: *Thank you very much, thank you very much, Have a sit everybody, have a sit. I wanna make sure you're done, I don't wanna cut you off. Thanks for being here everybody* (The Ellen Show February 20, 2015).

Ellen DeGeneres: *Thank you for being here and I appreciate you came in today. As you know I'm not just a talk show host, I'm a cover girl.* (The Ellen Show, December 20, 2013)

The above examples clearly show that talk shows use an unofficial register. The host uses spoken vocabulary: *I wanna, I don't wanna, thanks*. She also praises herself with the comic tone *I'm a cover girl*. Using familiar vocabulary, the presenter creates a feeling of goodwill and causes positive emotions in the audience.

The same type of greeting can be seen in the Steve Harvey's show. He always greets the audience with a warm, friendly tone. The host uses daily conversational designs for greetings that provide the guest with a comfortable setting to turn the conversation into a pleasant conversation for both parties. Welcoming, he often uses the familiar greeting form *Hey!*, which is used more to attract attention when meeting a noisy audience.

Steve Harvey: *Hey, welcome everybody, okay now how far would you go to find love.*

Steve Harvey: *Hi everybody, thank you. How are you feeling?* (Steve Harvey Show, April 4, 2019)

Unlike American, Georgian talk shows have a largely uniform structure. The welcome phrases presented here are mostly inserted into the framework of etiquette. In the program, the greeting is represented by neutral phrases: *Good evening! You're welcome!*

ნანუკა ჯორჯოლიანი: *საღამო მშვიდობისა, დღეს არის ოთხშაბათი ათი საათი, რას იმას ნიშნავს რომ თქვენ უყურებთ ნანუკას შოუს* (Nanuka Zhorzholiani: *Good evening, today is Wednesday, ten o'clock in the evening, which means that you are watching the Nanuki show* (Nanuka Zhorzholiani's Show, December 5, 2018).

ია ფარულავა: *მოგესალმებით, ეთერშია ფარული კონვერტი* (Ia Parulava: *Good evening, Faruli konverti is with o today*) (Faruli konverti, April 15, 2019).

The forms of greeting are the same everywhere and stencil, with slight changes:

A) Greetings

B) Presentation of the program

B) Presentation of the main topic

Greetings in talk shows almost always include forms of appeal. The appeal is one of the most important and necessary components of speech etiquette. They carry a big load in the process of communication, since correctly chosen forms of treatment demonstrate respect for the interlocutor, although the correct use of the forms of treatment by the interlocutor depends on various factors, for example, age, social status or how close the communicants are.

Leading Georgian entertainment shows in some cases use traditional forms of etiquette, due to age or hierarchy.

ირაკლი მაქაცარია: მე პირველ რიგში ქალბატონ მაიასთან გადავიდოდი შეკითხვით (Irakli Makatsaria: First, I would like to ask Ms. Maya a question) (Prime Show, March 27, 2019).

The presenters of American entertaining talk shows, and their respondents always use an informal, friendly model in order to be positive towards each other or to speak more openly about various problems without violating etiquette.

Steve: *Ariadna, thank you for coming.*

Ariadna: *No, Thank you for having me here*(Steve Harvey show, January 19, 2016).

Ellen: *Jay, you are incredible! I know you've mentioned me before and it's an honor.*

Jay: *I have, and you're in so many of my videos* (The Ellen Show 19, 2019).

Examples have shown that American entertainment shows are characterized by the use of anthroponymic vocatives; communicants are addressed by name or vocatives have an emotional coloring *Oh, my god Cheryl*. The above forms of addressing reduce the distance between the interlocutors in order to provide more effective communication.

In American shows, there are mostly neutral and familiar forms of farewell.

Guest: *Thank you, Ellen, for having me.*

Host: *Thank you for being here, Jason. And thank all of you for being here. Thanks for driving or flying from wherever you came from. I know a lot of people fly from very, very far away. So, thanks for going through the hassle of whatever you did to get here. Thanks for feeling the room with a lot of love and joy. Thank you so much everybody. Bye-bye* (The Ellen Show, March 24, 2014).

The presenters of the American talk show always thank the audience, guests and TV viewers, using phrases preceding the end of the program. They often use informal vocabulary for expressing gratitude (*Y'all, folks, gonna*). Neutral vocabulary is used in gratitude forms as well;

the viewer is also invited to follow the show on Facebook and only after that they say neutral or familiar farewell phrases: *We'll see you tomorrow everybody / See you next time, Bye-bye.*

Georgian presenters always end talk shows using official or neutral vocabulary, which is more like a broadcast format and not like phrases from everyday life. Farewell in the Georgian talk show has a stereotyped form, like a greeting: first, expressing gratitude, and then, saying goodbye.

ია ფარულავა: ეს იყო ერეკლე დეისაძე, უნიჭიერესი ადამიანი. ჩვენ ზუსტად ერთი კვირით გემშვიდობებით, ნახვამდის (Ia Parulava: It was Irakli Deisadze, the most talented person. And we are saying goodbye to you for exactly one week, Goodbye (Faruli konverti, 4, 2019).

The above farewell phrases are standard and almost always unchanged, although in expressions of gratitude Nanuka often mixes spoken vocabulary (ძაან, სააღოლ - very, thanks) with a formal register, which is uncontrollable.

Despite the different culture, the examples under consideration clearly show that in Georgian and American television shows, the formulas for greeting, addressing and parting often coincide, since they are considered standard fixed phrases, what is due to the global communication space.

4.2. A deviation from linguistic norms is considered to be the frequent use of slang, jargon, vulgarisms, barbarisms.

Linguists, who focus on the language of the media, have come to the conclusion that television speech is becoming more and more improvised, free, emotional, and the popular talk show genre plays a huge role in this process.

Levan Bregadze, compiler of the Georgian jargon dictionary, notes that there is no exact definition of slang and jargon, and they are often used in the same context. According to him, the word "jargon", which is of French origin, and the word "slang", which is of English origin, have the same meaning and are the type of speech used mainly in oral communication. (Bregadze 2016)

In Georgian social entertainment shows, jargon is often used by journalists.

წამყვანი: მე მივხვდი რა ხდება, ე.ი. ცხოვრებაში თუ ხარ პოზიტიური, თუ ყველაფერს უყურებ კარგი კუთხით, თუ ყველაფერში ხედავ ბედნიერებას და კარგს მაშინ არ ბერდები რა, მაშინ არ გერხევს რა (...) მე მიხდა თქვენნაირი სიბერე მქონდეს, თქვენნაირი გაზი მქონდეს, ცეცხლი მქონდეს (7 თებერვალი 2019, ნანუკას შოუ).
(Presenter: If you look positively at this life, if you see happiness and kindness in everything,

then you are not getting old. (...) I'd like to have such tranquil old age as you, to have gas like you, to have fire, like you.) (February 7, 2019, Nanuka's Show)

TV presenters use jargon to give a sense of freedom. Dry, official, stamped speech in such shows is not interesting for the masses, and the use of jargon in a positive context does not annoy the audience, on the contrary, their targeted use facilitates contact with guests on the show and makes communication more pleasant for both parties.

Jargon is also used in a negative context, which causes not only irritation to the audience, but also very often a conflict with it.

ნინა კუზანოვა: რეალურად გარეთ რომ გადიხართ ცოლი სხვაგან დაგულაობს ქმარი ცალკე დაგულაობს და კვრანზე ყველა უმანკოები ხართ (22 ივლისი 2017, პრაიმ შოუ).

(Nina Kuzanova: When you leave the house, the wife separately hangs out, the husband also wanders somewhere, and on the screen everyone looks so innocent (July 22, 2017, Prime Show).

Jargon of Russian origin “დაგულაობს” (wanders/hangs out) provoked a negative reaction in the program, as it was used with the aim of ironically humiliating co-hosts and raising oneself in their eyes.

Based on the material considered, it can be said that in the talk shows there can be observed the frequent use of slang lexical units of Russian origin. Some of them at first glance are barbarisms, but in accordance with the specifics of their use, they are jargons.

ია: ქალი და კაცი მიდიან მანქანასთან, ვის ხედავ საჭესთან?

ნუცა შანშიაშვილი: კაცს. მოაცილე ქალი საჭეს!

ია: რატომ? მე მანქანიჭი ვარ (ფარული კონვერტი, 2 ივლისი 2018).

(Ia: A woman and a man go to the car, who do you see driving?

Nutsa Shanshiashvili: A man. Perish the thought to put a woman behind the wheel!

Ia: Why? I drive well) (Faruli konverti, July 2, 2018)

Western television shows based on their traditional Western values contain more negative emotions. Along with slang vocabulary, the use of vulgarity has become a trend. From the point of view of Georgian and foreign scholars, vulgarisms are rude and obscene words used in spoken language by uncultured, uneducated people. (Khakhutaishvili, Tsetskhladze, 2014).

It is surprising that in a talk show obscene words are used in hot controversy not only by leading, but also famous people from different fields of activity.

(...) ტიტიან ტაბიძე დედას ავინებდა აუდიტორიას, (...) ცისფერყანწელები თქვენი დედაო პირდაპირ ეუბნებოდა (...) (Titian Tabidze cursed the audience, F... you!) (Prime Show, March 27, 2019).

საზოგადოება არა, შენ ეხლა უბერები მანდ ხალხს, ზუსტად ვიცი პირად საუბრებში სხვა რამეს ამბობ და ახლა სხვას. (No, not society, but you are trying to flatter people, I know that in private conversations you say one thing and now you mean another one) (Prime Show, October 17, 2018).

The purpose of expressing freedom of thought with words and phrases that offend dignity, is to attract the attention of viewers, to reject opponents, and to impose one's opinion. Communicants go beyond the rules of etiquette if the dispute assumes an emotional nature, which is completely unacceptable by the rules of etiquette.

Television is a powerful tool for the dissemination of slang, which affects both the addressee and the culture of the whole nation, an integral element of which it becomes in the future. The tendency to use slang in the media is largely due to the desire to avoid stereotypical, standard and template vocabulary.

Hosts and respondents of contemporary American entertainment talk shows can freely choose and use lexics. With the help of correctly selected and adequate slangisms, journalists can easily, briefly and clearly convey information.

Television and the media as a whole are a powerful tool for promoting slangism. Their use in modern entertainment shows is aimed at attracting a wide audience, gaining popularity and using demand.

From a scientific point of view, the following types of slang can be distinguished:

- Informal slang;
- Spoken slang;
- Taboo slang,(vulgar slang)- (Gramley : 2009 Kuzetsov : 2018)

Informal slang is used in an ordinary dialogue, but cannot be used in official conversation; the use of informal slang is quite common in modern American entertainment shows; it gives the show an emotionally expressive color.

(..)He didn't get this place for you, the place is for him. The **sugar shack ain't** for you, **the sugar shack** is for **sugar daddy** (Steve Harvey 'sShow. December 4, 2012).

Host: When you met her, how long did it take for you to go, I'm actually gonna marry her?

Guest: I think six months until I actually thought I might **pop the question** (The Ellen's Show, February 04, 2016).

As we can see, informal slang is very relevant in entertainment shows. Its implementation in talk shows occurs mainly with the help of stable phrases, phrasal verbs or idioms, which are often used to enhance the emotional tone of the interlocutor.

Spoken slang is basically a unit of colloquial speech, which does not irritate the audience or the viewer, and avoids tautology and often creates a humorous effect.

*Woopi: Joe has just told me, because my first album from my show, well I said: "I used to be cute, and he said: "you are still **cute just chubbier** (laughing)" (The View, April 25, 2019).*

The slang of the aforementioned category expresses the positive attitude of the interlocutor, and, as we have already mentioned, he is often humorous and funny.

Taboo (vulgar slang) slang, vulgarisms - this is an offensive and often obscene language. A sharp expression of emotions mainly determines the origin of aggression and verbal rudeness.

*I 100% disagree, I've spent 32 years in **crappy** comedy clubs okay, and they've done nothing, they really 88/do, all they do is taking selfies. They don't contribute anything to the world (Steve Harvey's Show, September 17, 2015).*

*(..) but it's the same people that are bringing girls around and teenage girls and hiding up for all his **crap** (The View, June 3, 2019).*

These words and phrases are very limited in their use. They can be found mainly in entertainment shows of a social format. It is in such shows that problematic public topics are discussed, which often lead to spontaneous, rash, negative assessments of the interlocutor. The use of such obscene and rather familiar terms is inappropriate and unjustified for any type of television broadcasting.

Thus, television plays an important role in shaping public opinion, since the words and phrases used on television are presented to the viewer in their finished form and serve as role models. Therefore, television should be especially careful, as it is an integral part of the culture of one or another nation.

A study of examples of American entertaining talk shows has shown that presenters rarely use conversational slang, which cannot be said about their respondents who use not only informal, but also a large amount of vulgar slang.

4. 3. Excessive complimenting and self-complimenting (boasting).

Unlike purely ritual speech tactics (such as greeting, farewell, gratitude), compliment implies the speaker's creativity. Issers notes that "exquisite compliments are always valued above simple template phrases" (Issers 2002: 188).

According to Hatch and Wolfson, a compliment is a form of conversation that is defined by fixed phrases and includes a positive assessment of the addressee, and also shows goodwill towards him, enhances a sense of solidarity between the addresser and the addressee (Hatch 1994, Wolfson 1983). A compliment is quite difficult to distinguish from praise (Issers 2002; Fedosyuk 1997 et al.). According to Fedosyuk, a compliment can be distinguished from praise only taking into account the situation of the conversation, the identity of the interlocutors, their gender and the relationship between them (Fedosyuk 1997: 113).

Isser regards compliment and praise as speech tactics. He sees the difference between them, first of all, in the goal of the interlocutor - for praise, a positive assessment is the main goal, and for a compliment - a means of transmitting friendly feelings; praise, on the other hand, is an assessment of achievement, and a compliment is not limited in content (Issers 2002: 178-180). If such explanations exist in practice, it is not always possible to distinguish compliments from praise.

A compliment is a statement where praise is the main and only speech tactic; its purpose is the realization of a strategic communication goal and the maintenance of positive relations. The compliment serves: "To increase the mood, create additional incentives for friendliness and communication, thereby contributing to the achievement of the goal of communication" (Formanovskaya, 1989: 193).

Hatch highlights four basic compliment features:

1. Establishes understanding and translates the greeting on the topic of conversation.
2. Supports, strengthens and brings to a positive result an action, for example, a trainer's compliment to an athlete.
3. Used to express gratitude, for example, gratitude of a journalist to a respondent for a very interesting conversation;
4. mitigates criticism.

Based on the classification of Maine and Wolfson, there can be distinguished the following three categories of main compliment themes (Manes and Wolfson, 1981):

Appearance - a compliment on appearance is the most common type of compliment, which is presented at almost the same frequency in Georgian and American entertainment talk shows.

You do look great, and thank you for being here, because I know you are very busy, and we called you last minute (The Ellen's Show, October 18, 2018).

მშვენივრად გამოიყურები ზალიკო (*You look beautiful, Zaliko*) (Faruli Konverti, March 25, 2019).

Complimenting on skills and abilities - „თქვენ კარგად იმუშავებთ!“ „თქვენ შესანიშნავი მწერალი ბრძანდებით!“ (“You did a good job!” “You are a wonderful writer!”)

Jay, you are amazing! And I know a lot of people know about you and follow your messages, but I am happy to give you another platform to reach people because it's incredible what you're saying and what you're doing (The Ellen's Show, March 19, 2019).

Personal qualities - comments such as „კარგი ბიჭი“, „როგორი საყვარელი ხარ“ (Good boy!, You are so nice!) are examples of compliments to personal characteristics. This category of compliments is more common in Georgian and American social entertainment talk shows than compliments on appearance, skills, and abilities (Manes and Wolfson, 1981).

This is just a testimony of your love, your devotion and being an awesome father to us. (Steve Harvey's Show, January 16, 2015)

ეს ნიჭიერი კაცია. ნიჭიერია, რა საკვირველია (He is a talented person. Talented, of course). (The Nanuka's Show, March 13, 2019)

Based on the above examples, we can classify compliments according to Issers's classification (Issers, 2008: 187):

A direct complimenting - it is addressed directly to the addressee.

Presenter: *შენ ხარ მშვენიერი სინთეზი მოქიფვისა და ინტელექტუალური კაცის* (You are a wonderful synthesis of a bacchanal and an intelligent person). (Faruli konverti, March 25, 2019)

Host: I like you very much. You know that. I think you are a terrific gal. (The Ellen's Show, May 17, 2017).

A direct complimenting is mainly directed towards the addressee at the beginning of the program. After the greeting, the host begins the conversation with the respondent's praise, which motivates the addressee to develop and maintain a positive attitude. In the American and Georgian talk shows, they are implemented equally. Presenters often resort to using vocabulary of an informal register, which does not distinguish television talk shows from everyday familiar communication.

Indirect complimenting – it is directed at the addressee who is not participating in the conversation. In this case, slang, jargon and Englishism are often used both in English andn Georgian.

Presenter: *მუდამ მხიარული და ქარიზმატული ზალიკო ბერგერი* (Always cheerful and charismatic Zaliko Berger).

სტუმარი: *ჰაი კლასის ბიჭი იყო და ეხლაც ჰაი კლასის ბიჭია* (Guest: He was a cool guy, and now he's a cool guy as well). (Faruli Konverti, March 25, 2019)

Guest: I think that they are talented as businesswomen and they are extremely savvy. They are rich for a reason, they know what they are doing (Steve Harvey Show, January 13, 2016).

Host: The only thing I don't like about next guest is that he isn't here every day, please welcome the ridiculously talented Justin Timberlake. (The Ellen Show, November 5, 2016)

*Host: I was in Vegas last weekend, I still smell on my clothes, I did fun stuff, I did stuff I never do, I ate a donut. It was soooo good! I can't remember last time I had a donut. I had to see JLO perform. She is incredible, she is so good, she's like **three donuts** (The Ellen show, September 18, 2017).*

The structure of the indirect compliment is characterized by the use of comparison element - "She's so good like three donuts"; the oxymoronic word combination - "ridiculously talented", which makes speech more diverse, interesting and enjoyable.

1. **Bilateral complimenting** - when two participants of communication exchange compliments and a little irony with each other.

ნანუკა: არაჩვეულებრივად გამოიყურები ხინკლით, ხინკლის გარეშე, ძალიან კარგი სხეული გაქვს. თამო ვაშალომიძე: შენც ძალიან კარგად გამოიყურები. ბოლოს ამ სტუდიაში რომ გნახე, იმასთან შედარებით გამხდარხარ, თმის ეს ფერიც გიხდება გიხდება.

ნანუკა: ცხიო, გავგიჟდი ... (Nanuka: You look great with both khinkali and without it, you have a very beautiful body. Tamo Vashalomidze: You look great too. Since I saw you in this studio for the last time, you've lost weight, and this hair color is more suitable for you.

Nanuka: Well, that's it, I can't take it anymore ... (Nanuka Zhorzholiani's Show, 25 March, 2019)

Host: Please, welcome my friend Wanda Sykes our next guestis here. You look great, you lookgreat! I've not seen you in a little while. Guest: you too a high bar, you too (The Ellen Show, February 22, 2019).

The implementation of a bilateral compliment in American shows is embedded in etiquette frames. invited guests are always grateful for the host's praise, which is often followed by a brief and simple compliment.

1) **Self-complimenting** - selfboasting, selfpraise of the addressee.

წამყვანი: მამაჩემი იყო ერთადელი მამაკაცი, ვინც ჩემთვის იყო მამაკაცის იდეალი. მან იმხელა თამასა დამიძღო, როგორი უნდა იყოს კაცი, რაღაცა ვერავინ ვერ აქაჩა ამ თამასამდე. ის იყო ჩემთვის ვაჟკაცობის, ნიჭიერების, გონიერების, პრინციპულობის, თავისუფლების მოყვარულობის იდეალი და ძალიან ვგავარ მას

ხასიათებში. იყო ძალიან უცნაური, მძიმე ხასიათის მათემატიკოსი, რომელიც აღმერთებდა თავის შვილებს (Presenter: My father was the only person who was ideal for me. He set such for me to be a man that no one could reach her yet. He was for me the ideal of courage, talent, judgment, principle, love of freedom, and I am very similar to him in character. He was a very strange heavy-handed mathematician by profession who idolized his children) (Prime Show, April 24, 2019).

The interlocutor's compliment is an integral part of speech etiquette, although in the process of communication self-praise should be minimized, according to the maxim of restraint of the Person. Bragging about Georgian talk shows, unlike English, is not uncommon, which violates the principle of politeness in terms of communication.

In the above example, the presenter indirectly praises himself and repeatedly uses slang vocabulary.

As we have already mentioned, in Georgian shows, guests invited to the program and presenters are characterized by self-praise, which often negatively affects communication between the interlocutors.

წამყვანი: ეკა კვალიაშვილი აცხადებს, რომ ის არის ბრილიანტი და ყველა დანარჩენი მუშის თვალი.

სტუმარი: ხო, არა?

წამყვანი: აუუუ, ამ განაცხადის მერე გიკვირს რომ ბევრს არ უყვარხარ?

სტუმარი: თუ ვინმეს არ უყვარვარ რა ვქნა, ეს მისი პრობლემაა. ჩათვალოს ყველამ საკუთარი თავი ბრილიანტად.

წამყვანი: სხვათაშორის, როცა შენ გადაცემაში მოდიოდი, ყველა მეუბნებოდა რომ ფრთხილად იყავი, კონფლიქტურიყო.

Presenter: Eka Kvaliashvili declares that she is a diamond, and all other glass.

Guest: Really?

Presenter: Aww, and after such a statement you are surprised that nobody loves you?

Guest: If someone does not like me what to do, this is his problem. Let everyone consider himself a diamond.

Host: By the way, when you were going to the show, everyone told me to be careful, because you are a very conflicted person (Faruli Konverti, June 26, 2018).

In American entertainment shows, unlike in Georgian ones, self-complimenting has an entertaining and humorous character.

Guest : Caitlyn Jenner who talks about what it is like to be a woman, okay, I've been a woman for over 50 years, I know I look fantastic (Steve Harvey Show, January 13, 2016).

Host: you look beautiful and Christmassy.

K: Thank you. You look very dapper.

E: Oh, thank you very much.

K: We make quite the pair.

E: we do. We are both cover girls now.

K: oh my gosh, we are (The Ellen Show, December 20, 2013).

Guest: you know, I've gotten too pretty. I just found out on the cover of people magazine's most beautiful issue. I thought I was too pretty and people were going to freak out in her (The Ellen show, April 18, 2018)

Examples have shown that Americans avoid using self-complimenting and try to engage in self-praise more fun and more modest, raising the positive spirits on a TV show.

The use of large amounts of familiar vocabulary when complimenting does not lead to violation of etiquette, since the function of etiquette is to establish and maintain positive relations in such programs.

The analysis of examples of compliments in Georgian and American entertaining talk shows has revealed that they are almost identical in structure and often coincide in both languages despite different cultural backgrounds.

General conclusions

- Talk-show is a genre of television discourse; this is a lively, spontaneous interactive process between a TV communicator and a television audience, where the purpose of the conversation is not only the presentation and disclosure of the personality, but also the effective provision of information and facts to a listener and a TV viewer;
- Etiquette is an indicator of moral standards and principles, a culture of civilized behavior and communication, which is an integral part of the spiritual and cultural life of society;
- Speech etiquette is a microsystem of verbal units adopted by society to establish effective communication in accordance with the norms of speech behavior. It has been firmly rooted in speech forms; it is specific to a certain country, but at the same time it is historically volatile;
- Speech etiquette appears in many colloquial genres: greetings, farewells, apologies, thanks, requests, consent, refusal, compliment;
- Traditional forms of greeting have been established in Georgian political programs with uniform vocabulary and a template greeting structure.

- Unlike Georgian political talk shows, American shows are characterized by various forms of greeting that use oxymoronic phrases and idiomatic expressions.
- The main form of addressing in American political talk shows is informal. Both the presenters and guests of the talk show address each other by name. This form of communication reduces the distance between the invited guest and the journalist, thereby creating a comfortable atmosphere in the communication process.
- Unlike American political talk shows, Georgian political talk shows use a formal style of address, which respects speech etiquette. A welcoming speech and a guest introduction are often followed by words of thanks indicating the form of polite speech.
- When parting in American political talk shows, presenters use standard fixed forms, which are more polite and official, and adhere to speech etiquette;
- When Georgian presenters farewell the public, they mix neutral and official vocabulary with each other;
- Neutral forms are often similar to everyday farewell phrases;
- Modern talk shows use the classic formulas of greeting, farewell, addressing, expression of gratitude, which are firmly established language norms;
- The main stage of the conversation in the Georgian political talk shows is characterized by the use of hateful statements, offensive, ignorant vocabulary, dysphemisms, irony, what leads to gross violations of speech etiquette;
- Political talk shows are usually perceived by a viewer as formal shows, so the use of profanity by high-level politicians and violation of speech etiquette is striking;
- Comparison of conversations by Georgian and American hosts at the main stage of the program gave contrasting results. Georgian journalists are distinguished by more restraint and positive attitude. During the program, journalists are active, express opposing views and actively oppose invited guests, although they avoid expressing their civic point of view. Presenters almost never resort to hate speech and offensive phrases;
- American presenters often use obscene words and abusive epithets in relation to politicians;
- In American entertainment talk shows, presenters often use informal vocabulary for greetings;
- In entertaining talk shows in the USA, presenters mostly use informal register vocabulary for greetings;
- In Georgian talk shows, the greeting form has a uniform structure and is used in the framework of etiquette;

- Despite two different cultures, the forms of addressing and farewell coincide in the entertaining Georgian and American television shows. This is due to the expansion of intercultural communication and the establishment of standard and fixed phrases of etiquette;
- At the main stage of an entertaining talk show, slang, jargon and vulgarisms are widely used in both research languages, what can be considered as a key feature of deviations from the norms of speech etiquette.
- In Georgian talk shows, there are many slang lexical units of Russian origin.
- Jargon lexical units of Russian origin are often used together with relatively “harmless” verb lexemes, loaded with jargon content;
- American entertainment talk shows often use conversational slang and a huge amount of vulgarisms;
- In Georgian talk shows, unlike in English ones, presenters use self-compliments and / or boasting, that, from a communication point of view, lead to a violation of the principle of politeness.
- Americans try to avoid open self-compliment and seem more fun by modestly praising themselves. Using this method, presenters create a joyful atmosphere.
- Both languages use familiar vocabulary, which is most often observed when making compliments. In this case, the violation of etiquette does not occur, since the function of etiquette in such programs is to establish and maintain a positive relationship.

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